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USAA Selects McMurry to Publish Nation's Ninth-Largest Custom Publication

Phoenix—In a hotly contested nationwide competition involving multiple agencies offering custom publishing services, McMurry has been selected by USAA as the publishing agency of record for the financial services organization's largest publishing project, *USAA Magazine*, a member magazine with a circulation of 3.9 million.

"This win is especially rewarding because the quality of competition was very high, and because USAA has its eye on evolving the magazine in innovative ways that will increase reader interest and be viewed as the model for custom publications in the future," said Fred Petrovsky, Senior VP/Publishing at McMurry.

A redesign of the magazine is under way, and McMurry will provide creative services and strategic consultation on an ongoing basis for the 56-page tri-annual that ranks as the ninth-largest custom publication in the U.S., according to the custom publishing industry newsletter *Publications Management*, which is owned and operated by McMurry.

USAA (www.usaa.com) is a financial services company known for its financial strength and outstanding service to its members. USAA owns or manages assets of \$79 billion and provides insurance, banking and investment products to more than 5 million members of the U.S. military and their families. Founded in 1922, USAA has 21,000 employees in its San Antonio headquarters and regional offices, and is recognized as one of the best places to work in America.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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