



**FOR IMMEDIATE RELEASE**

**HCP/ABOARD PUBLISHING, ONE OF THE NATION'S PREMIER  
CUSTOM PUBLISHERS, RELAUNCHES AS HCP MEDIA**

**MIAMI, November 16, 2016** - HCP/Aboard Publishing, a subsidiary of McClatchy with clients throughout the United States, Latin America, Mexico and the Caribbean, today announced it has changed the name of the company and is re-launching under the brand HCP Media. The move comes as the company diversifies its capabilities to provide a wider array of products and services to its international client base.

HCP Media also unveiled a new tagline and a newly redesigned logo and website, HCPMedia.com. The website showcases a fresh look for the company and utilizes an easy-to-navigate design. It also offers quick and intuitive access to essential information about the company's services. Website visitors will also find a detailed portfolio of all of HCP Media's print and digital products, including e-zines, images of the products, media kits and client information.

While HCP/Aboard Publishing, an award-winning company with more than 20 years in the industry, has traditionally focused on developing and publishing print publications primarily for the travel industry, HCP Media's top-tier marketing and branding products now include custom event marketing, strategic social media and online and blog content, among other services. It is also expanding its reach beyond the travel niche and into the global luxury market.

"This is an exciting time for us," said Marisa Beazel, President & Publisher of HCP Media. "With our recent acquisitions of several new clients such as Acqualina Resort & Spa on the Beach and The Estates at Acqualina, Crystal Cruises, Mandarin Oriental, Miami and the South Beach Wine & Food Festival, we've seen tremendous growth this year. That growth has fueled our transition into a company that provides the kind of multi-faceted marketing and branding programs the luxury market demands."

These new additions add to our already expansive client list, which includes such prestigious organizations and companies as Marriott International, Inc.; Kiawah Island Golf Resort; Bermuda Hotel Association; Volaris Airlines; Cayman Airways; and The Greater Miami Convention & Visitors Bureau.

The company's growth has led to the hiring of new team members who are leading experts in the fields of sales, design and marketing-including events, digital, content and

social marketing. The new staff will be instrumental in providing the company's enhanced capabilities to both new and existing clients, positioning the company for continued growth over the next several years.

### **About HCP Media**

HCP Media, a division of McClatchy, develops and produces over 100 custom publications for hotels, airlines and other clients. These include multilingual destination guides, in-room hotel books, in-flight magazines, en-suite cruise line publications, luxury lifestyle magazines, travel videos and websites, as well as accompanying sales, marketing and promotional programs. The company also produces commemorative coffee table books, health care publications, program guides and other customized publications.

### **About McClatchy**

McClatchy is a 21st century news and information leader, publisher of iconic brands such as the Miami Herald, The Kansas City Star, The Sacramento Bee, The Charlotte Observer, The (Raleigh) News and Observer, and the (Fort Worth) Star-Telegram. McClatchy operates media companies in 28 U.S. markets in 14 states, providing each of its communities with high-quality news and advertising services in a wide array of digital and print formats. McClatchy is headquartered in Sacramento, Calif., and listed on the New York Stock Exchange under the symbol MNI.

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Attached:

[Press Release in PDF format](#)

[Press Release in Word format](#)

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