When working with design professionals it is more important than ever to get the highest level of capability and experience at the best possible cost. Since 1982, our Hudson Valley studio has offered our clients low operating overhead, proximity to New England and New York City, ready access to support services and, of course, excellent pricing.

Creative. Experienced Practical!

Toelke Associates designs and produces a wide variety of magazines and other multi-page publications and brochures. We have extensive experience in all kinds of print materials — from quarterly magazines and custom magazine-style publications to booklets, brochures, catalogs, newsletters, and other print materials.

Please review the selected projects on the following pages. Our work on these featured magazines and publications generally includes project consultation, cover design, page and typographic design, image editing, and complete page production through review of proofs.
Magazine and publication samples 1

**Fabulous Floors magazine: 2007–present**

![Fabulous Floors magazine samples](image)

*Fabulous Floors* magazine, published quarterly, the only national consumer magazine for the flooring industry. 72 to 96 pages plus covers, full color. Complete page and cover design, image selection and editing, handling advertiser materials, printer liaison, miscellaneous editorial support.

**Columbia County History & Heritage magazine: 2002–present**

![Columbia County History & Heritage magazine samples](image)

*Columbia County History & Heritage* magazine, published twice yearly, is a vital outreach for the county’s historical society, featuring articles on local and regional history, interviews, reviews, collections, activities, etc. Complete page and cover design, image selection and editing, handling advertiser materials, printer liaison, member editorial board.
Custom publications for industry/trade organizations

- International Design Guide
  - Wood Floors
  - Get Shopper-Savvy!
  - Designing with Nature
  - 101 Award-Winning Spaces
  - You Can Create!

- Special Profile
  - Domestic and Imported
  - Oak and Beyond

- A World of Wood!
  - Wood for the Floor
  - Wood for the Wall
  - Wood as Art

- Exploring Tile Materials and Trends
  - Tiles for Your Lifestyle
  - What's New in 2012

- The Inside Story
  - Wool… under the microscope
  - Wool… under the microscope

Custom publications for the National Wood Flooring Association, the Tile Council of North America, and the Campaign for Wool, all 80 pages plus covers. Complete page and cover design, image selection and editing, handling advertiser materials, custom graphics, photo illustration, printer liaison, miscellaneous editorial support.
Custom publications/history and cultural history

Custom publications for the New Netherland Museum/Replica Ship Half Moon, Crailo State Historic Site, the Thomas Jefferson Foundation/Monticello, Olana State Historic Site, The Thomas Cole House NHS, and Lakes to Locks Passage National Scenic Byway. Complete page and cover design, image selection and editing, custom graphics, photo illustration, printer liaison, miscellaneous editorial support.

Commercial/Corporate publications

Quarterly newsletter for Florida Tile, product catalog for Sundog Solar, auction catalog for Stair Galleries. Complete page and cover design and layout, image selection and editing.
A series of 10 publications on AIDS Awareness and Prevention for the United Church of Christ in Cleveland, Ohio.

Various print materials for Intersections International, including a report to the Commission on Presidential Debates (2012), program manuals, informational materials, general brochure.
Parent handbook/promotional booklet for Hawthorne Valley Waldorf School's Early Childhood program, 24 pages plus covers.


Brochure for the Hawthorne Valley Alkion Center (left). Booklets for Hawthorne Valley’s Farm Learning Center (right).