

THE
MANSON
GROUP

MANSON

artwork

digital editions

environment

inserts

simproof +

Get more from your Content

Digital Editions are rising in prominence as a complementary product to the printed magazine. Having partnered with PageSuite, one of the market leaders in this field, we are well placed to offer a Digital Edition service which will enable you to post your publication online without so much as an additional upload.

Symbiotic

We believe that the printed publication and the Digital Edition can truly work for one another. Readers of one can drive traffic to the other. For sheer cost effective global accessibility, print cannot match the Digital Edition, but for true Brand Presence and readability, we still believe Print is unbeatable. Using the two together in the appropriate way for your audience can help you achieve new levels of commercial success - more relevant in today's competitive market than ever before.

Where to begin?

Talk to us. We can help you to test market a Digital Edition and we can provide you with a demonstration for your readers free of charge.

Simplicity Itself

On the most basic level, we use your PDF files provided for the print edition to create your Digital Edition. Once the edition has been created, we will email you the URL and you can forward this to your audience.

Not just a Cost Centre

Although the Digital Edition in its most basic form is easy and cost effective, there is a tendency amongst existing users to miss the benefits offered by the additional features available. Digital Editions do not need to be viewed as a 'bolt on freebie'. They can be highly profitable revenue generators in their own right and can form a valuable part of your media mix.

Lifting the Lid

With our 'Profi' package, we are able to give you your own login and direct access to the management system for your Digital Editions.

Feature Rich

What we hope to do in this mini guide is offer you an insight into the range of opportunities which Digital Editions offer. If you would like to know more, contact your Production Partner or Sales Person.

more resources <http://www.mansongroup.co.uk/clients>

Animated Page Turning **PREMI**

The central theme - loads within your web browser without the need to install any special software. Hosted via Page-Suite on thousands of servers world-wide, your global audience will be able to view within minutes of publication.

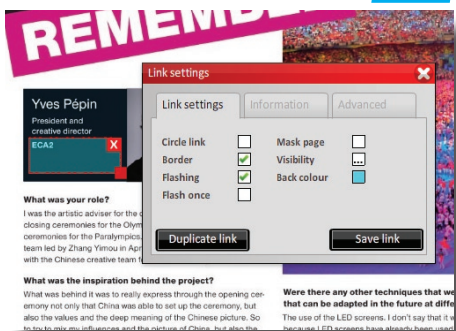
Searchable **PREMI**

You can search for key content via a text input window.

Three Stage Zoom **PREMI**

You can zoom in on your pages by simply clicking the area you want to enlarge.

Bespoke Hyperlinks **PROFI**



You can create hyperlinks over entire ads, pictures or any area you wish to emphasise. Links can flash, or appear on hover and colours are editable.

Archive **PROFI**

Your last 12 months of back issues will be retained for immediate reference and access via a dedicated button.

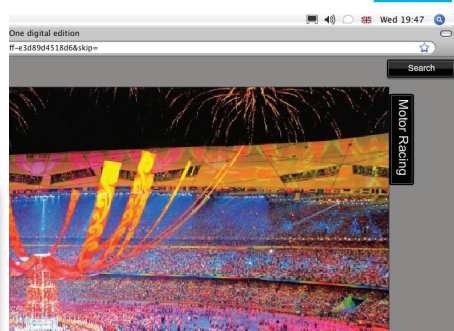
Save Offline **PROFI**

The pages can be saved as a standalone file in PDF format.

Autolinks **PREMI**

The creation engine automatically scans the text on your pages and finds 'www.' text and turns them into live hyperlinks. Also applied to '@' for email addresses. Note - this feature applies to text based links only and has a success rate of approx 90%

Bookmarks **PROFI**



Give your advertisers additional prominence by bookmarking their stories / ads.

Send to a Friend **PROFI**

Easy forwarding of the edition promotes 'viral distribution' of your title.

Email Manager **PROFI**

This tool enables you to upload a mailing list so that you can schedule a notification once your title is published and subsequently track your response rate.

Subscriptions

PROFI

You can control access to your edition via email registration and validation. Even the payment process can be managed using the PageSuite 'Back Office'.

Regional Control

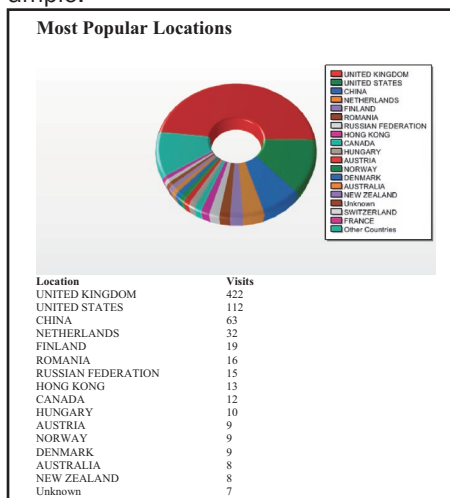
PROFI

Availability of the edition can be controlled via national boundaries.

Reporting and Statistics

PROFI

With the Reports Tool, you can create reports on hits, unique visitors or even clicks on one link. The reports can be 'one offs' or scheduled weekly, for example.



reports are also shown for:
most popular days
visitors by hour
most popular edition
length of stay
most popular browser
visitors by operating system
visitors by location

Custom Branding

PROFI

There are many ways you can integrate your corporate identity with the Digital Edition:

- customise the screen background
- use your own image which displays while the edition starts up
- insert your logo into the toolbar
- customise button colours

Animation

PROFI

Upload Flash Animations and Video files and incorporate them within your pages.

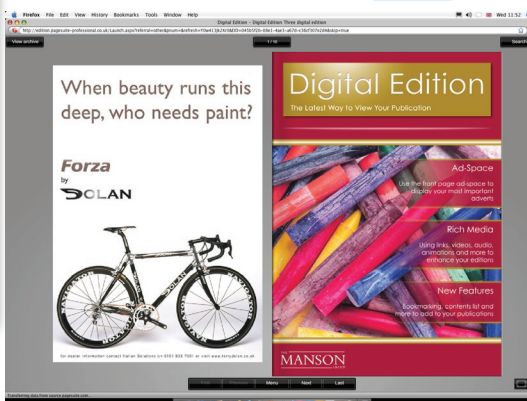
Background Audio

PROFI

mp3 files can be uploaded and configured for play whilst your audience browses.

Left Hand Ad Space

PROFI

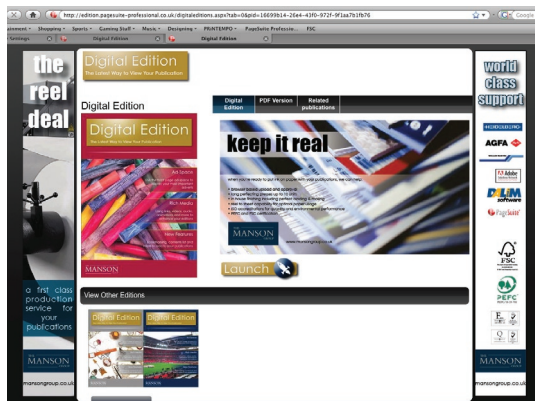


When page one is loaded, the left hand page can be used as an introductory message, or configured to be used as additional ad space.

Landing Page

PROFI

You can set up this page to load each time a reader navigates to the Digital Edition. It also offers opportunities for additional ads / messages.



Ticker

PROFI

A scrolling message can be configured above your publication to include hyperlinks to external content.

Mini Flip

PROFI

Once your edition is created, you are able to create a 'mini flip' which is a reduced size animated preview of your digital edition and can act as an eye-catching link to the publication from your home page.



More Features & Settings

With our PageSuite™ powered system, you have a vast choice of options to set up your Digital Edition exactly as you wish.

Enter Se

Publication settings

From this screen you can edit all the settings of the publication.



Click here for help with these options

Menu items

Reading view
Page browser
Slideshow
Print pages
Download a PDF

Interface options

Archive button
Override Archive Button Text
Search bar
Print tab
PDF tab

Show
Show
Hide
Hide

General Advanced Processing options File naming Scheduling Subs Custom questions Payment Reader settings Reader appearance Colours

Enter Se

Reader options

Reader appearance

Payment

Custom questions

Subs

Scheduling

File naming

Processing options

Advanced

Opportunities

Advertising

Interactive sells

Where web links are activated within editorial or advertising, Digital Editions give you complete traceability via the reporting function as to response levels. It is up to you with our Profi package whether you activate or cancel links, so they can be managed as a chargeable item and provide the advertiser with direct feedback on the success of their advertising.

Substantial ads on the web

Ads on websites tend to be either small banner ads or large pop ups. Pop ups are often blocked, and banners don't always offer the opportunity to explain the offering. Digital Editions are one of the few ways of communicating a more detailed message in situ.

Multimedia multiplies Revenue

And the ad needn't end with the flat image. You can add a layer of hyperlink, video or animation over the base print artwork which will add value and interest for your advertisers.

More Readers

You may have a list of possible recipients for your title who are being excluded due to production and distribution budget constraints. With Digital Editions, the cost is almost negligible and you are able to grow your readership and correspondingly your ad revenue which potentially can represent a 'turning point' to growth for the traditional format as well.

Subscriptions

Speculative Success

Sending promo copies can be costly. With Digital Editions, you get to choose exactly what pages you make available, but additionally, having attracted the interest of a potential subscriber, the feedback loop to completion is massively faster via hotlinks and interactive content.

Rewarding Loyalty

Offering access to the Digital Edition is being used by many publishers as a 'bolt on' for upgraded subscriptions to grant early access to those prepared to pay.

Distribution Difficulties

Where delivery is disrupted by regional difficulties, Digital Editions offer continuity and reliability and show your readers you care.

Marketing

Understanding your Audience

By studying the Report, you will gain a detailed understanding of reader behaviour. Over a number of editions, you will have directly comparable reader statistics for which will go far beyond the insight of a reader survey.

Special Editions / New Products

You may want to collate pre-published articles into a chargeable stand alone product. Or, you may have an idea for a supplement and be looking to test market it to a potential benefactor. Digital Editions can communicate your concept more effectively and increase your 'strike rate' with your target audience.

Marketing (cont)

Get Something Back

A number of publishers are offering free of charge access to their Digital Edition, but in return they ask that a digital form is completed and email addresses validated. So, while you may not get a direct monetary return on such a product, you do gain a useful asset which can provide added value elsewhere.

More Information

This guide is part of a series designed to help you make informed decisions on the production of your publications. The guides cover artwork, inserts, proofing and the environment.

To view other guides in the series, visit us at
<http://www.mansongroup.co.uk/clients>

About us

We are one of the UK's leading specialist publication printers. That's printing of all types of publications - dailies, weeklies, monthlies, annuals and one-offs of every sort, such as event catalogues and company publications.

Service is the driving force behind our business. We not only promise great service, but also deliver it through investment in the people who look after our customers and their projects. So, by choosing to work with us, you will just know that your publication will be produced to specification, on budget and on time. Every time.

Our company started in 1969 and we have spent the last four decades perfecting the art of publication printing. This has meant continuous substantial investment in the latest plant and technology, all from the industry's leading suppliers.

*For more information, call our team on 01727 848440,
visit
www.mansongroup.co.uk
or email
info@mansongroup.co.uk*





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