

# 5 Tablet Publishing Trends

**Discover What's Important to  
Publishers in an Evolutionary  
Market**

# Your Webinar Host



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# Your Featured Speaker



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Chief Executive Officer

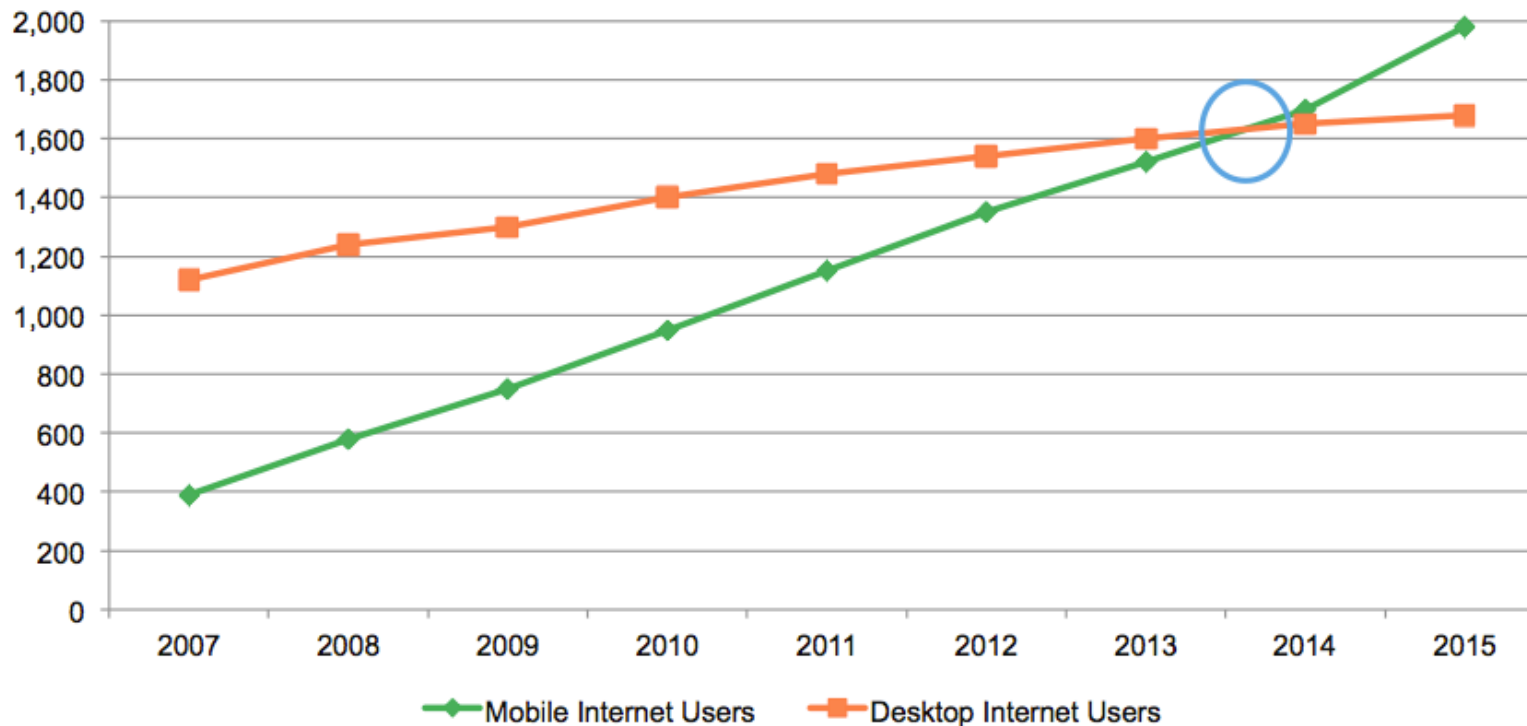
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# Mobile Web Usage Growing

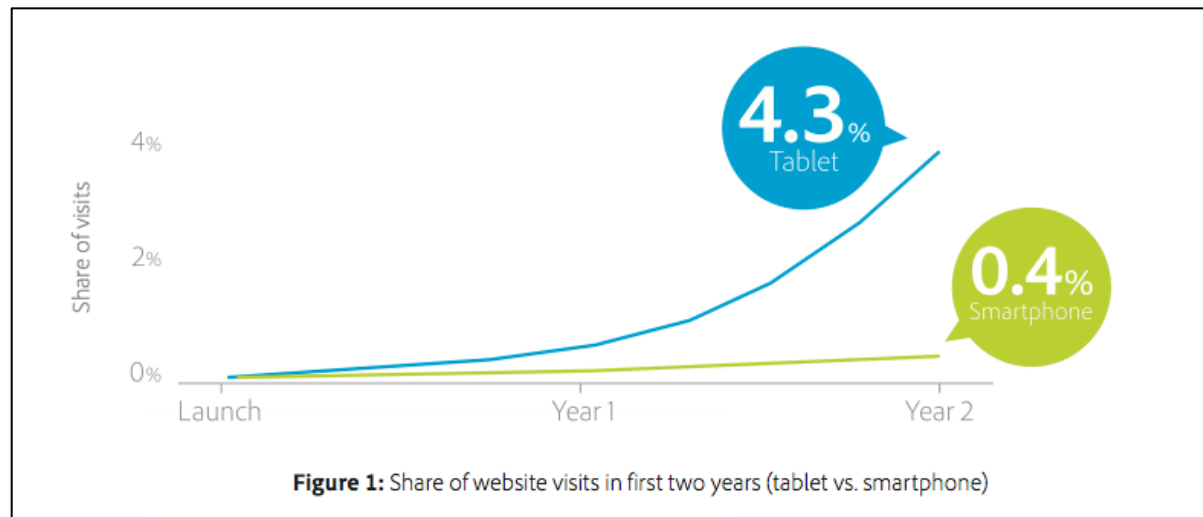
## Forward Projection: Mobile Web Browsing vs. Desktop Web Browsing (2007-2015)



Source: Mary Meeker, Morgan Stanley, "Internet Trends," April 12, 2010

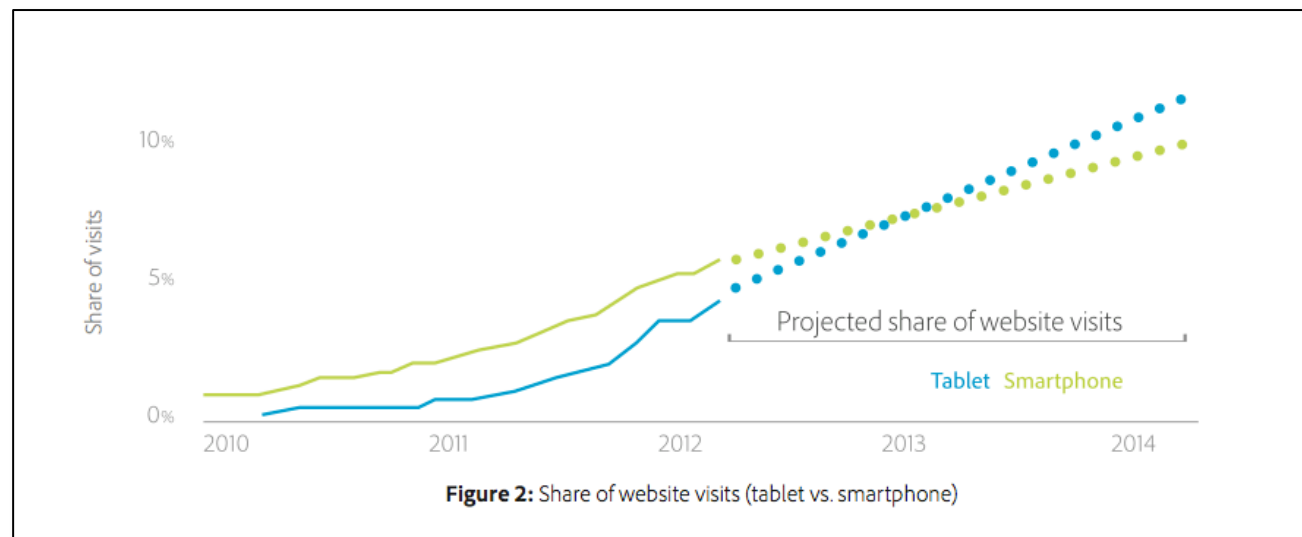
## Mobile Web to Exceed Desktop Web in 2015

# Tablet Traffic Will Surpass Smartphone Traffic w/in 12 mos.



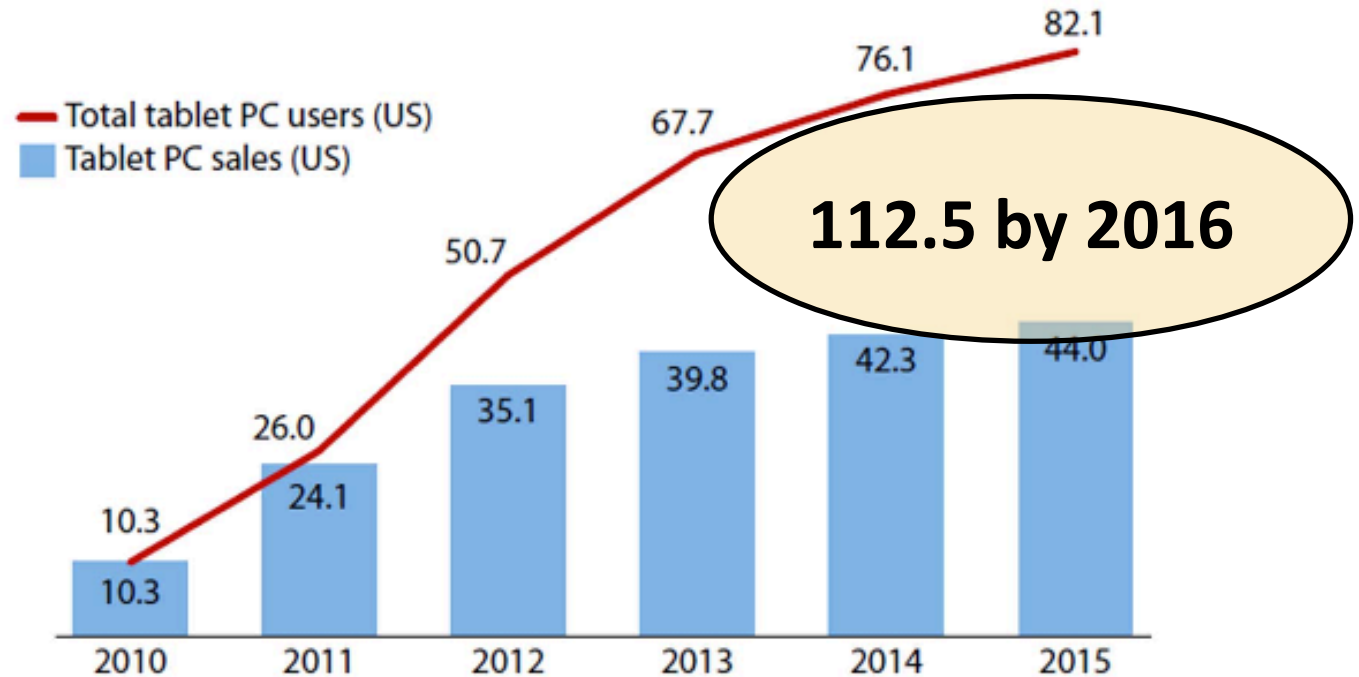
Share of website visits from tablets grew 10X faster than the rate of smartphones within 2 years of market introduction.

Adobe predicts tablet visits will surpass smartphone visits by early 2013 – and represent 10% of all web visits.



# US Tablet Growth

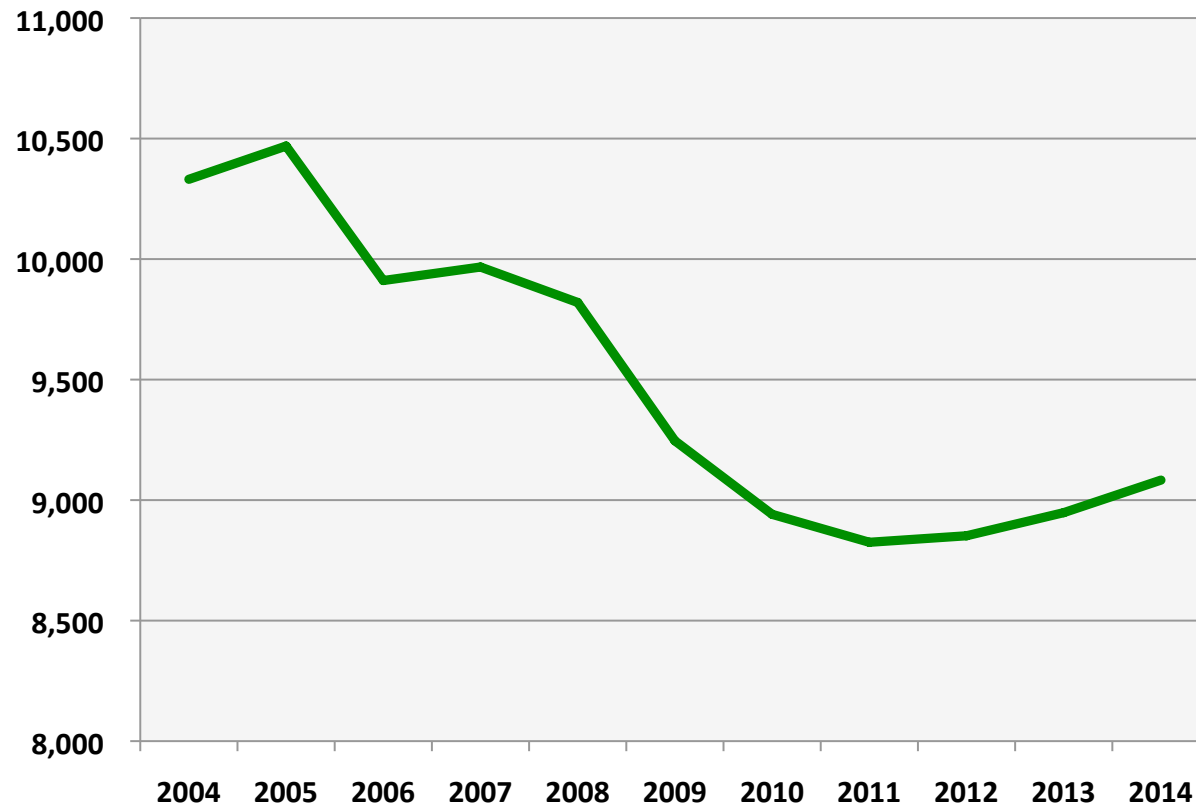
Forrester's US consumer tablet forecast, released Jan. 4, 2011:



Source: Forrester Research eReader Forecast, 2010 To 2015 (US)  
Note: All numbers in millions of US adults

## 1 in 3 Americans Will Own a Tablet by 2016

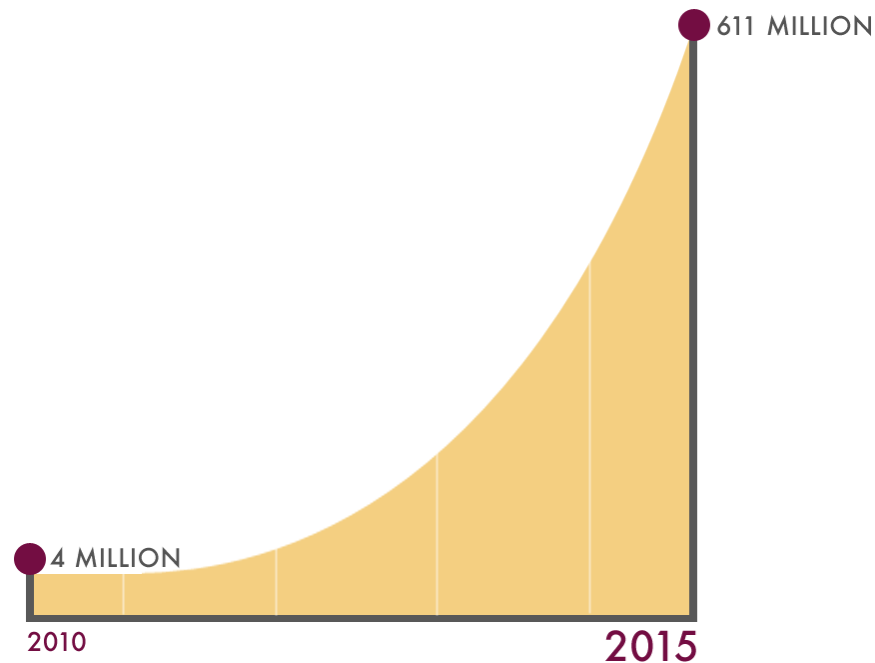
# Consumer Spending on Magazines



Source: VSS Forecast 2010 Consumer Magazines

## Industry Experts Predict a Magazine Industry Turnaround in 2012

# Consumer Spending on Digital Magazines



Source: PwC Global Entertainment And Media Outlook

By 2015, Industry Experts Predict Consumer Spending on Digital Magazines Will Exceed 611M



# Digital Magazine Retailers



**BARNES & NOBLE**

**amazon.com**



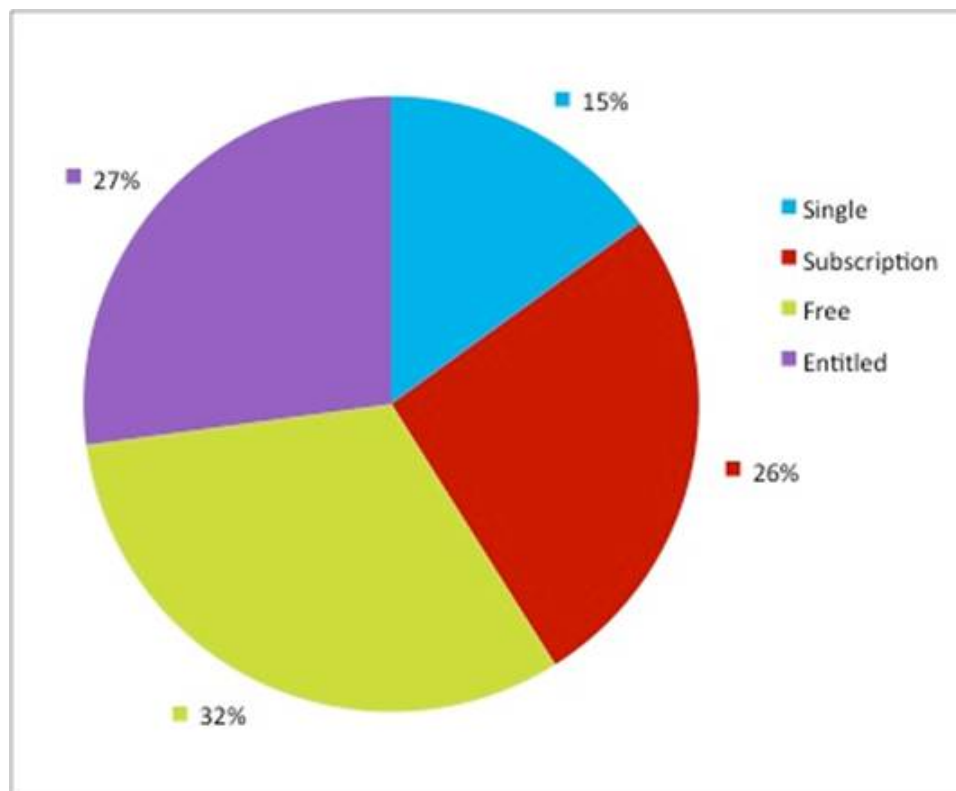
While Book Industry Turnaround Largely Powered by Amazon, Magazine Industry Turnaround Will Be Powered by Apple, Amazon, Zinio and Others

## BPA Stats on Digital Circulation and Editions

- **28% of all B2B and consumer brands that are BPA members report digital circ**
- **506 of their members report digital circulation**
- **On average, digital circulation made up 19.8% of total circulation for BPA members**



# Tablet Magazine Activity



Adobe Stats based on  
16 million downloads  
from March 1 2011 to  
January 31 2012

# Product

**Interactive Replica –**  
formatted same as print

**Interactive Tablet –**  
formatted with the iPad in  
mind, features content  
specifically designed for iPad

# MPA Study on the Mobile Magazine Reader



## **The Mobile Magazine Reader** A Custom Study of Magazine App Users

- **Tablet Ownership Boosts Magazine Reading**
- **Preferences for App Discovery & Architecture**
- **Mobile Commerce a Key Point of Interest**

# Tablet/eReader Ownership Boosts Magazine Reading

- **90% consuming just as much—if not more—magazine content**
- **66% plan to consume more digital mags**
- **63% want more mag content in digital form**
- **55% like to read digital back issues**
- **83% interested in archiving article or issue**
- **86% want to share issues or articles**



# Preferences for App Discovery, Architecture & Interaction

- **76% want more electronic newsstands**
- **79% want to easily find specific titles**
- **89% prefer all titles offer same functions and navigation scheme**
- **70% want videos in digital editions to run less than a minute**



## Mobile Commerce a Key Point of Interest

- **59% want the ability to buy directly from ads**
- **70% stated that they want to be able to purchase products and services directly from editorial features**
- **73% typically engage with digital magazine ads**

# What Makes a Great App?

<b>App Name</b>	<b>Country</b>	<b>Developer</b>	<b>Publisher</b>
Allure Magazine	USA	Adobe	Condé Nast
Bloomberg Businessweek+	USA	BLOOMBERG L.P	BLOOMBERG L.P.
CHIP	Germany	Adobe	Hubert Burda Media
evo Magazine	UK	Adobe	Dennis Publishing
Focus Magazine	UK	PressRun	Immediate Media Company
Golf Digest Magazine	USA	Adobe	Condé Nast
GQ	USA	Adobe	Condé Nast
Le Point pour iPad	France	Woodwing	PPR Group
Martha Stewart Everyday Food Magazine	USA	Adobe	Martha Stewart Living Omnimedia, Inc.
Martha Stewart Living Magazine for iPad	USA	Adobe	Martha Stewart Living Omnimedia, Inc.
National Geographic Magazine	USA	Adobe	National Geographic Society
Newsweek	USA	Adobe	The Newsweek/Daily Beast Company LLC
NM+ e+Mag	China	Adobe	New Media Group
PEOPLE Magazine	USA	Woodwing	Time Warner
Revista Galileu	Brazil	Adobe	Editora Globo SA
SELF Magazine	USA	Adobe	Condé Nast
Story Magazin	Hungary	Woodwing	Sanoma Magazines
Three Magazine	Australia	Oomph	Street Press Australia Pty Ltd
WIRED Magazine	UK/USA	Adobe	Condé Nast
<b>Source: McPheters &amp; Company iMonitor™, March 2012</b>			

# What Makes a Great App?

- **Potential to transform the industry lies with apps that fully utilize device capabilities**
- **McPheters & iMonitor evaluated 5000 apps on:**
  - Design
  - Functionality
  - Use of Rich Media
  - Advertising enhancements

## What Makes a Great App?

**High iMonitor  
Ratings =  
More Revenue**

# Pricing

One

Some

All

# Discreet Pricing vs. Universal Access

# Esquire



**Single Copy**

**\$4.99**

**\$4.99**

**\$4.99**

**Subscription**

**\$19.99/yr**

**\$1.99/mo**

**\$19.99/yr**



# Economist



Online access to print edition articles

*The Economist* on Android (2.x), iPhone and iPad

Audio edition

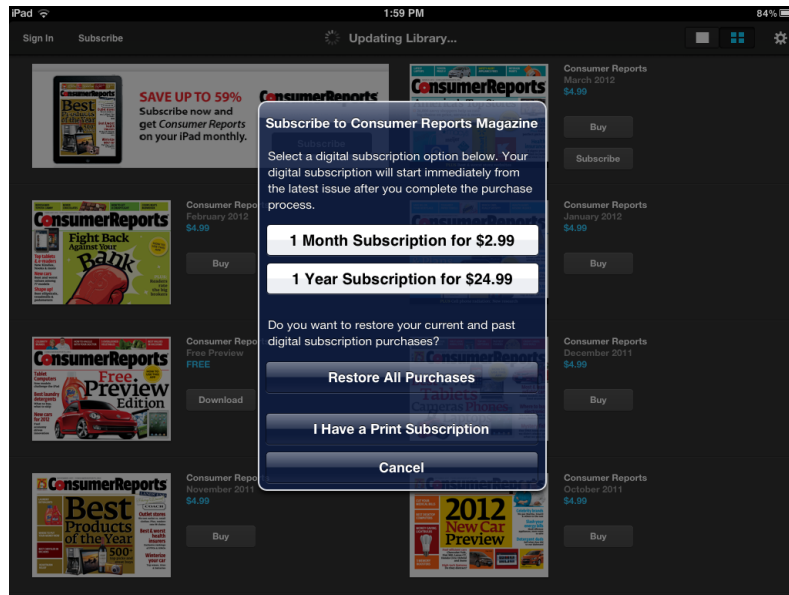
Online-only content

Full community participation

Delivery of each week's print edition

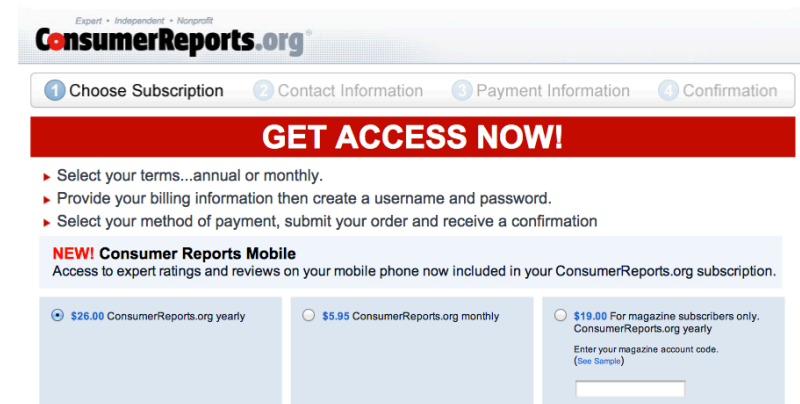
## 51 Week Subscription for \$126.99 USD

# Consumer Reports



## iPad Offer:

1 Month Subscription: \$2.99  
1 Year Subscription: \$24.99

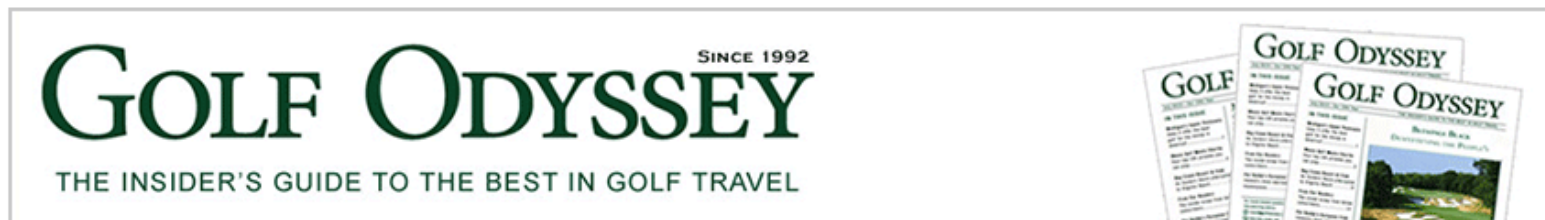


## Subscription Website Offer:

Monthly Subscription: \$6.95  
Annual Subscription: \$30  
If Print Subscriber: \$20

Mobile Phone Access Included

# Golf Odyssey



## Membership Subscription Form

### Your subscription will include:

- Instant, online access to *Golf Odyssey's* entire Archive of golf travel secrets and thousands of golf course, resort, hotel, and restaurant reviews by *Golf Odyssey's* expert staff
- All new monthly editions of *Golf Odyssey* published during your subscription period
- Free subscription to *Golf Vacation Insider*, handy golf travel tips and package deal alerts
- Benefits normally reserved for members, including special package pricing and booking incentives from PerryGolf, \$65 off golf bag shipping with Sports Express, and much, much more
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# Promotion

# Email

February 23, 2012







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**Go Back in Time with the *Interweave Knits* Back Issue Sale, Going on Now!**  
**50% off** all back issues, print and digital!  
**25% off** all CD Collections!  
Hurry, print edition back issues only available while quantities last.  
Sale ends 11:59 PM CST on February 27, 2012.

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**Revisit Last Year: 2011 Print and Digital Back Issues, Now 50% off!**

			
Interweave Knits Spring 2011	Interweave Knits Weekend 2011	Interweave Knits Winter 2011	Interweave Knits Accessories 2011
<a href="#">Download Now!</a>	<a href="#">Download Now!</a>	<a href="#">Download Now!</a>	<a href="#">Download Now!</a>
Was \$6.00 Now \$3.50! <a href="#">Print Edition Available</a>	Was \$14.99 Now \$7.50! <a href="#">Print Edition Available</a>	Was \$6.00 Now \$3.50! <a href="#">Print Edition Available</a>	Was \$14.99 Now \$7.50! <a href="#">Print Edition Available</a>

[Shop All 2011 \*Interweave Knits\* Back Issues Now!](#)

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**Go back two years: 2010 *Interweave Knits* CD Collection, Now 25% off!**




Order Now!

Enjoy all four issues of *Interweave Knits* exactly as they were printed in 2010: Spring, Summer, Fall, and Winter editions. Plus, you'll receive a free digital edition of the special issue *Interweave Knits Holiday Gifts 2010*!

The full-color electronic versions of these magazines include easy-to-navigate table of contents, easy-to-print patterns, informative articles, designer profiles, and all the tips and techniques that *Interweave Knits* is known for.

The 2010 season showcases over 100 patterns for pullovers, cardigans, home décor, accessories, and more. Learn twisted stitch and Kitchener stitch, how to perfect closures such as buttonholes and zippers, color transitions, and so much more.



Was \$49.99 Now \$14.99!

**2010 Print and Digital Back Issues, Now 50% off!**

# Web

# Esquire

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# In-Newsstand



# In-App



## SELF ON THE IPAD

### *Get inspired!*

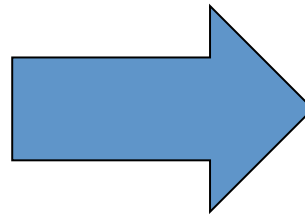
Whatever your personal goal, you'll be able to reach it with our motivating iPad-only tools: Want to tone up and slim down? Watch every *fitness* move in full motion and see step-by-step *beauty* how-tos; learn to cook healthy with easy, interactive *recipes* that are guaranteed goofproof; try new *diet* and *health* strategies and kick back with gorgeous *style* videos. It's everything you've always loved in SELF. *Subscriptions now available!*

↑ The words in pink link to articles in this issue. Tap one to see more.

PREVIOUS: STEWART SHINING, STYLING, ROBIN PAGE; HAIR, ERIC GABRIEL FOR THE WALL GROUP; MAKEUP, GIANPAOLO CECILIATO FOR DOLCE AND GABBANA THE MAKEUP. THIS PAGE: RICARDO TINELLI.



# Print Ad



# Partners

# Remit Rates



Partner	Remit Rate
Apple	70%
Amazon	60%
Barnes & Noble	50%
Google	60%
Zinio	25-85%

# Data Sharing



Partner	Data Sharing
Apple	email, name, state and country
Amazon	can not market but can use data
Barnes & Noble	email, name, state and country
Zinio	publisher owns data

# Projected 2012 Total New Subscription Sales



**Apple**

**Barnes & Noble**

**Zinio**

**Print**

**Units**

**7K**

**12K**

**10K**

**200K**

## 2012 Forecast Based on Year-to-Date Numbers

	Print	Digital
<b>Subscriptions</b>	90%	10%
<b>Single Copies</b>	35%	65%
<b>Books</b>	44%	66%

# Digital Newsstand Metrics

# Downloads



# Activations

# Activation Rate

# Activation Mix

# Allow-Sharing Rate

# % New to File

# Retention Rate

# Thank You

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