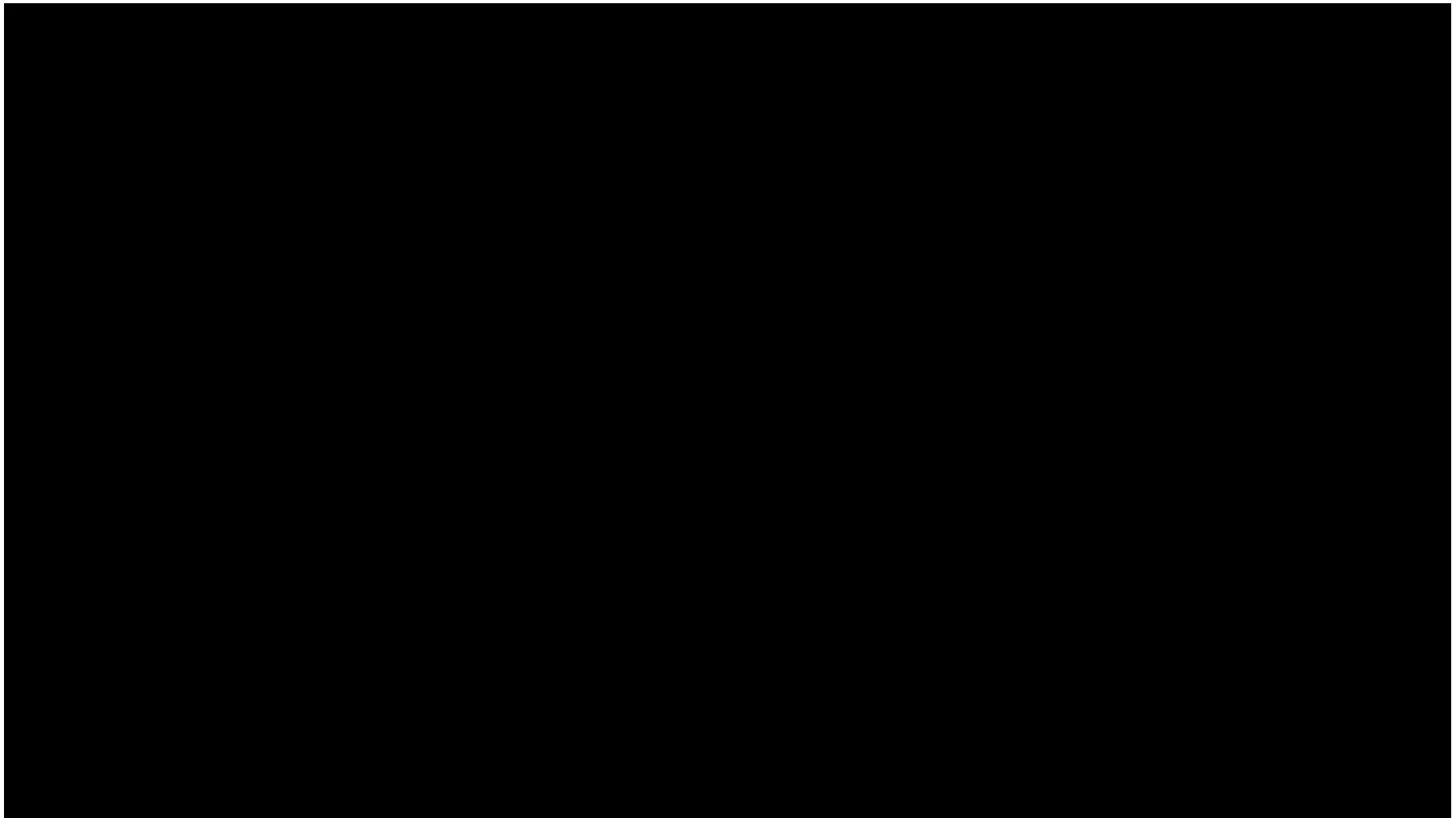


# Publishing Digital Magazines

iPad, Kindle, Nook and Beyond

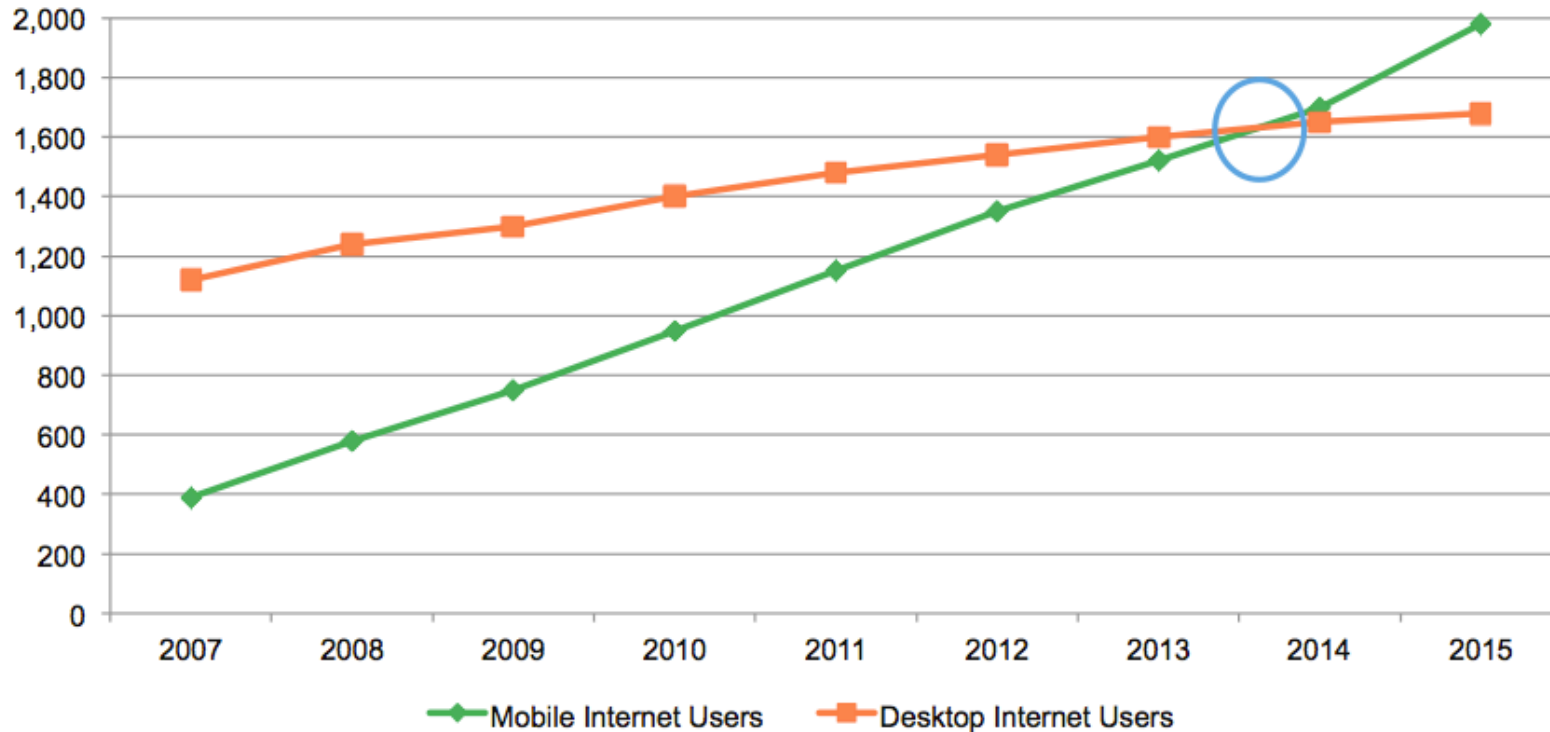
# Magazine is a Broken iPad



# Digital Publishing Trends

# Mobile Web Usage Growing

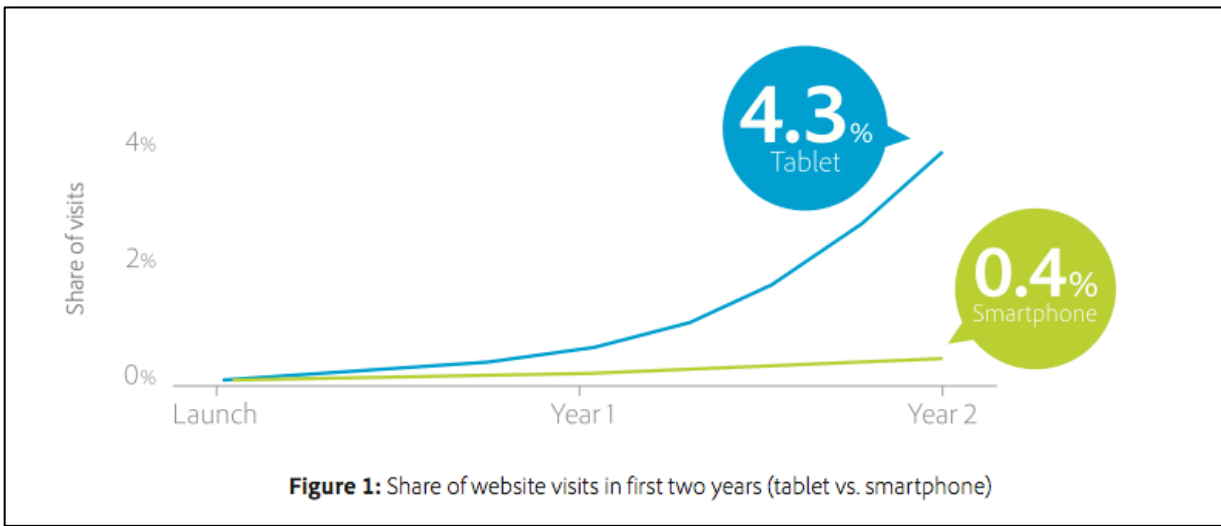
## Forward Projection: Mobile Web Browsing vs. Desktop Web Browsing (2007-2015)



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

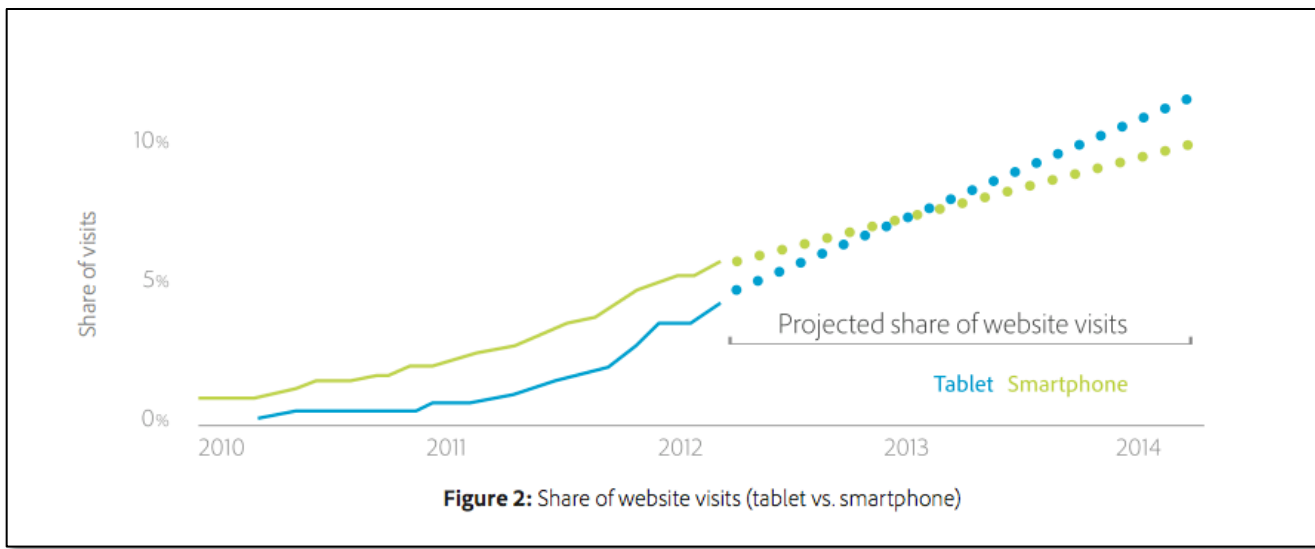
## Mobile Web to Exceed Desktop Web in 2015

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



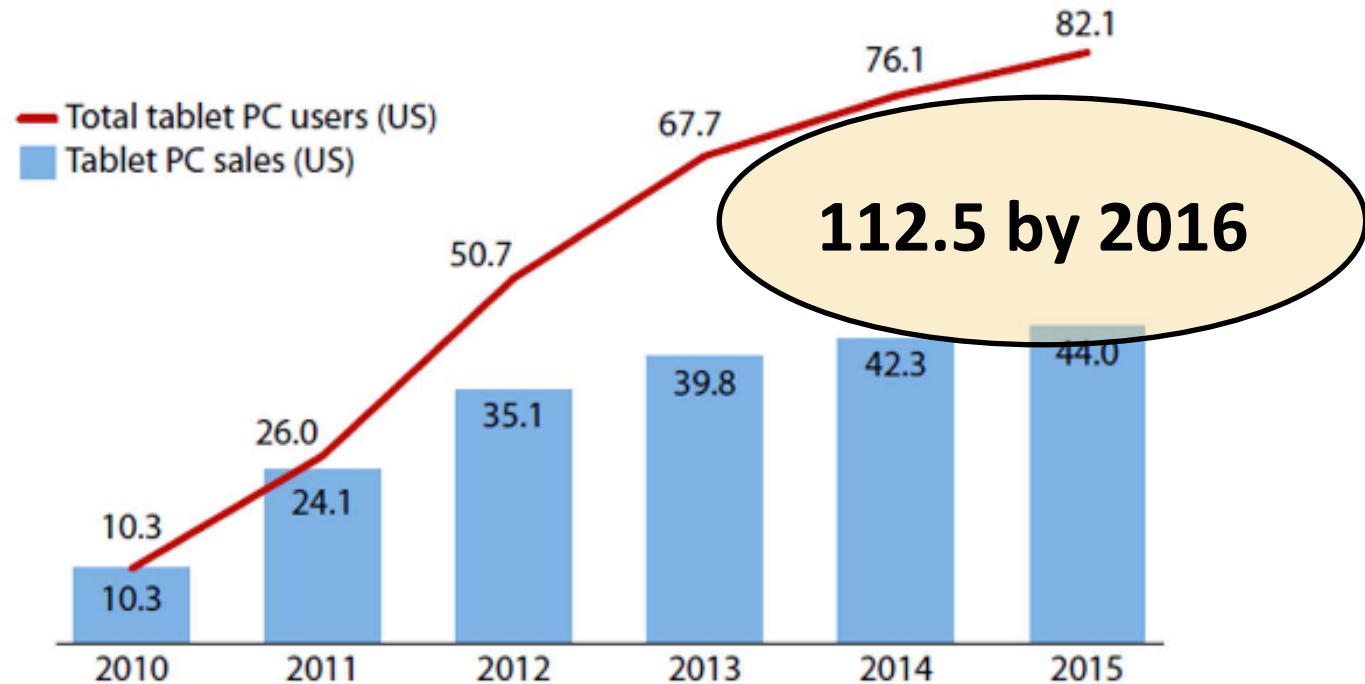
Share of website visits from tablets grew 10X faster than the rate of smartphones within 2 years of market introduction.

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



# US Tablet Growth

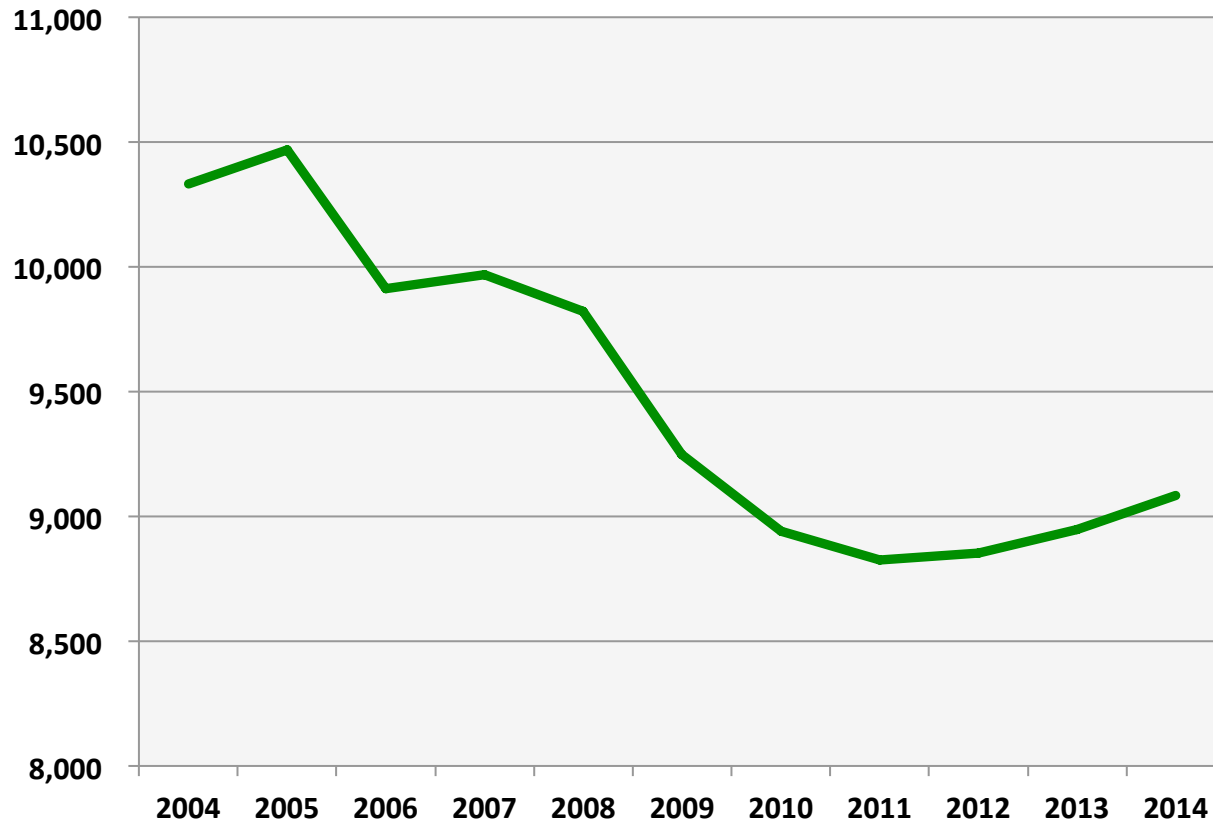
Forrester's US consumer tablet forecast, released Jan. 4, 2011:



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

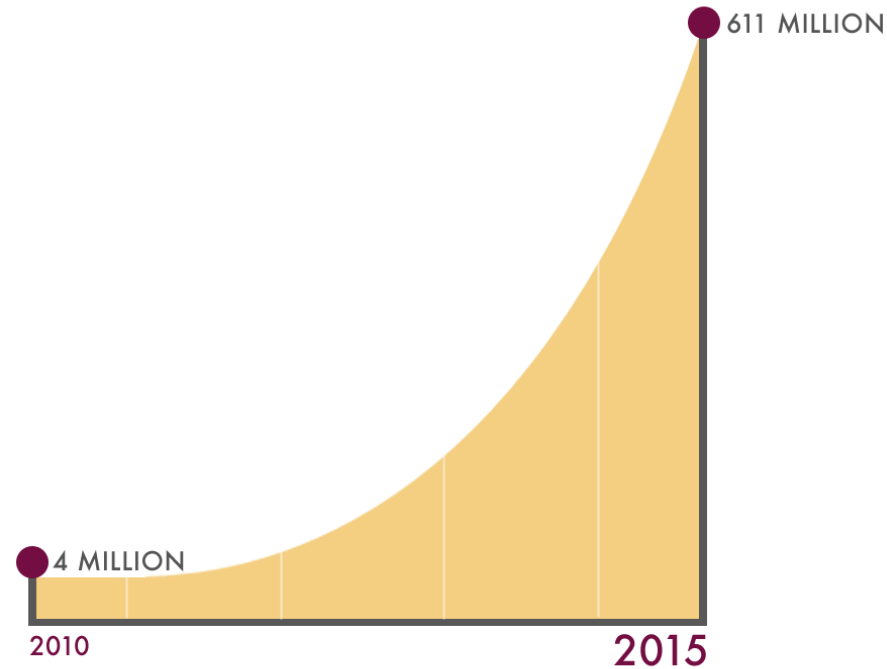
# Consumer Spending on Magazines



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

# 412 Digital Edition/E-Reading Initiatives Documented by MPA



The Association of Magazine Media

Jul 14, 2012

[Create login](#)    [Forgot your password?](#)  
        [Login](#)

Google™ Custom Search   ×

[Events](#) | [Join mpa](#) | [Indy Mags](#) | [iDirectory](#)

Home / Digital / Magazine Digital Initiatives

**Research**

**News**

**Advertising & PIB**

**Consumer Marketing**

**Editorial / ASME**

**Government Affairs**

**The Association**

**Digital**

Apps

Digital Media Awards

E-Reading

Magazine Digital Initiatives

Digital

The Magazine Digital Initiative Database was established in 2005 to track the wave of digital activity and innovation emerging from member publishers of MPA. The database tracks initiatives by MPA member magazine brands across all digital media and organizes the announcements by date and magazine title or publisher where appropriate. Where available, descriptions of the digital initiatives link to press releases or corroborating media coverage for more information.

MAGAZINE/PUBLISHER*	INITIATIVE	DATE ANNOUNCED
<div style="display: flex; justify-content: space-between; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <span>Magazine</span> <span>Publishing Company</span> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>SELECT ALL</p> <p>1UP Network</p> <p>AARP</p> <p>Active Interest Media, Inc.</p> <p>Advance Publications</p> </div>	<p>Category: <input type="text" value="Digital Edition, E-Reading"/></p> <p>Subcategory: <input type="text" value="SELECT ALL"/></p>	<p>Year: <input type="text" value="SELECT ALL"/></p> <p>Quarter: <input type="text" value="SELECT ALL"/></p>
<input type="button" value="Search"/>		

\*To select more than one, hold down the Ctrl key

We found 412 magazine digital initiatives.

Magazine / Publishing Company	Digital Initiative	Description	Date Announced
<i>Saturday Evening Post</i> / The Saturday Evening Post Society, Inc.	Digital Edition, E-Reading (Google Play Edition); Online Subscription (Google Play)	The Saturday Evening Post has announced that it will now be available digitally via Google Play. This is the first digital edition the magazine has put out. Readers can download a single issue for \$3.99, or purchase a monthly subscription for \$0.99/month or a yearly one for \$9.90. <a href="#">▶ READ MORE</a>	Jul 02, 2012
<i>Bloomberg Markets</i> / Bloomberg L.P.	Digital Edition, E-Reading	Bloomberg Markets has released a tablet edition called Bloomberg Markets+. Instead of following the norm and only offering portrait or landscape page layouts, the new tablet editions flows pages into the landscape view unchanged, without reformatting. <a href="#">▶ READ MORE</a>	Jun 18, 2012
<i>O, The Oprah Magazine</i> / Hearst Magazines	Digital Edition, E-Reading New Online Features	Oprah is relaunching her famous Book Club, but with a digital update. The first book highlighted is Cheryl Strayed's memoir "Wild." The memoir will be available in the traditional paper version and as an e-book that includes Winfrey's comments and a reader's guide. Readers will be able to discuss the book on oprah.com, Facebook, and Twitter. <a href="#">▶ READ MORE</a>	Jun 06, 2012
<i>Forbes</i> / Forbes	Digital Edition, E-Reading (E-Singles)	Forbes is launching its first e-book, Lewis D'Vorkin's "The Forbes Model for Journalism in the Digital Age." D'Vorkin is the Chief Product Officer for Forbes. The e-book is published by Hyperink and details Forbes' development of its unique approach to journalism in the digital age. <a href="#">▶ READ MORE</a>	Jun 06, 2012

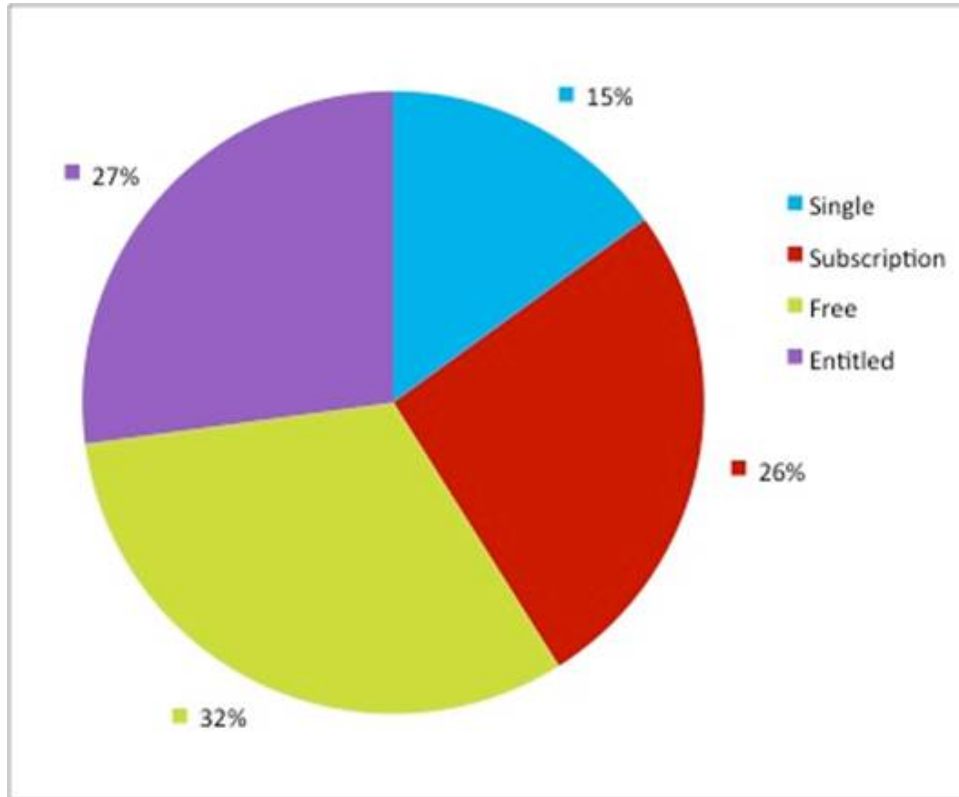
# BPA Stats on Digital Circulation and Editions

- **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?

<u>App Name</u>	<u>Country</u>	<u>Developer</u>	<u>Publisher</u>
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

**Source: McPheters & Company iMonitor™, March 2012**

# What Makes a Great App?

- **Replicas preferable to no presence at all**
- **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

**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

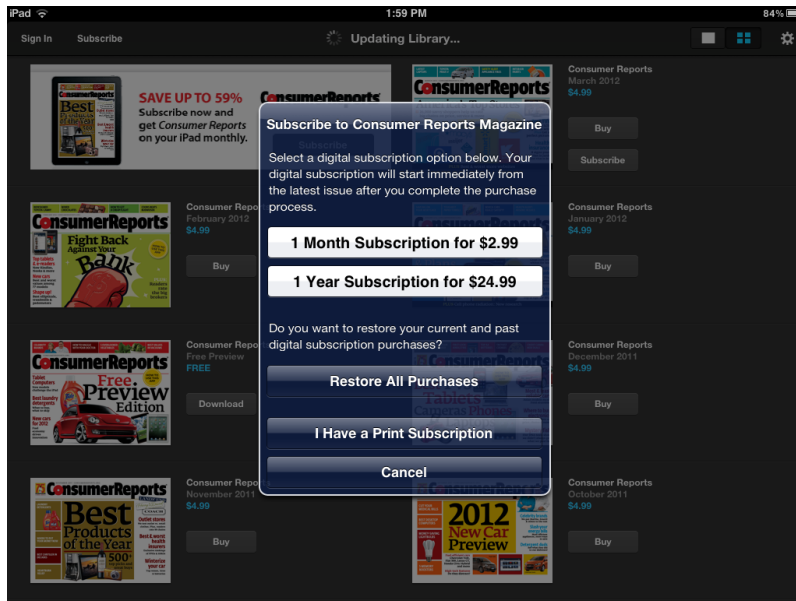
Online-only content

Full community participation

Delivery of each week's print edition

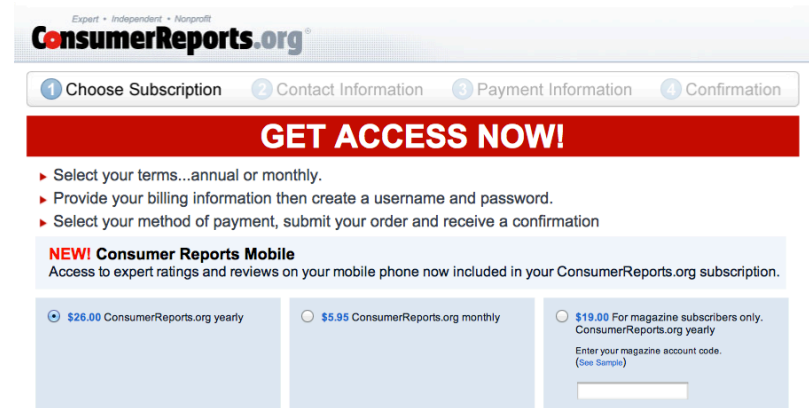
## 51 Week Subscription for \$126.99 USD

# 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

**GOLF ODYSSEY** SINCE 1992  
THE INSIDER'S GUIDE TO THE BEST IN GOLF TRAVEL



## 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
- Get the *unbiased* truth! *Golf Odyssey* is the only golf travel publication that regularly travels incognito and refuses to accept advertising from golf courses, resorts, hotels and restaurants.
- With *Golf Odyssey* you will play the best, and skip the rest!

\$147/yr

monthly edition of *Golf Odyssey*, delivered digitally, plus unlimited access to all online content

# Promotion

# Email



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.

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



*Interweave Knits*  
Spring 2011

[Download Now!](#)



*Interweave Knits*  
Weekend 2011

[Download Now!](#)



*Interweave Knits*  
Winter 2011

[Download Now!](#)



*Interweave Knits*  
Accessories 2011

[Download Now!](#)

Was ~~\$6.99~~ Now \$3.50!  
[Print Edition Available](#)

Was ~~\$14.99~~ Now \$7.50!  
[Print Edition Available](#)

Was ~~\$6.99~~ Now \$3.50!  
[Print Edition Available](#)

Was ~~\$14.99~~ Now \$7.50!  
[Print Edition Available](#)

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

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



[Order Now!](#)

Was ~~\$49.99~~ Now \$14.99!

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.




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

 **MEQUODA**  
Digital Strategy for Publishers

 @mequoda

# Esquire

GET 11 DIGITAL ISSUES FOR \$19.99 US!

powered by  zinio

### CREATE YOUR ZINIO ACCOUNT

First Name \*

Last Name \*

Email Address \*

Confirm Email Address \*





Password \*

Confirm Password \*

- Send me email updates about features, new products, and special offers from Zinio and its publishers.
- Send me promotions from Zinio's trusted third-party partners.

### PAYMENT AND BILLING INFORMATION

Card Type: \*

Card Number: \*

Expiration Date \*

Card Security #: \*

Country \*


Address 1 \*

Address 2

City \*

State/Province \*

Zip/Postal Code \*

Or use PayPal 

### GIFT CARD

Would you like to redeem a gift card? Enter the card number below.

### COUPON CODE

Do you have a coupon or promotional code? enter the code below to apply it to your order.

[CONTINUE >>](#)



### ESQUIRE

Esquire is a funny, informative, connected magazine that covers the interests of American men—all the interests of the American man: Politics, style, advice, women, health, eating and drinking, the most interesting people of our time. All that and it's the most-honored monthly magazine in history.

### AVAILABLE ON ANY DEVICE



language : English  
country : United States

### ESQUIRE -

FUNNY, INFORMATIVE AND AVAILABLE IN DIGITAL FORMAT.

SUBSCRIBE TODAY!



### ALREADY HAVE A ZINIO ACCOUNT?

Email Address

Password

[Forgot Password?](#)

[SIGN IN >>](#)

# In-Newsstand

iPad 9:51 PM 100%

Newsstand Featured Release Date






New and Noteworthy See All >

	<p><b>The Week Magazine US</b> News Released Feb 09, 2012 ★★★★☆ 168 Ratings</p> <p>FREE</p>		<p><b>British Journal of Photogr...</b> Photo &amp; Video Updated Jan 26, 2012 ★★★★☆ 9 Ratings</p> <p>FREE</p>		<p><b>WWD: Women's Wear Daily</b> News Updated Feb 04, 2012 ★★★★☆ 16 Ratings</p> <p>FREE</p>
	<p><b>Good Housekeeping Maga...</b> Lifestyle Updated Feb 19, 2012 ★★★★☆ 18 Ratings</p> <p>FREE</p>		<p><b>New York Daily News iPad...</b> News Updated Dec 17, 2011 ★★★★☆ 122 Ratings</p> <p>\$1.99</p>		<p><b>National Geographic Trave...</b> Travel Updated Feb 24, 2012 ★★★★☆ 7 Ratings</p> <p>FREE</p>

✚ indicates an app designed for both iPhone and iPad

Featured Genius Top Charts Categories Purchased Updates






## SELF ON THE IPAD

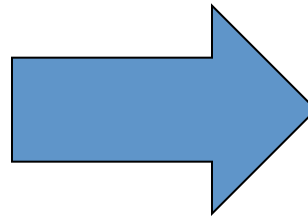
### *Get inspired!*

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

## Don Nicholas

Chief Executive Officer  
Mequoda Group, LLC  
[Don@Mequoda.com](mailto:Don@Mequoda.com)  
(508) 358-9689

## Kim Mateus

Chief Content Officer  
Mequoda Group, LLC  
[Kim@Mequoda.com](mailto:Kim@Mequoda.com)  
(571) 313-8779

[www.mequoda.com/dpb12](http://www.mequoda.com/dpb12)