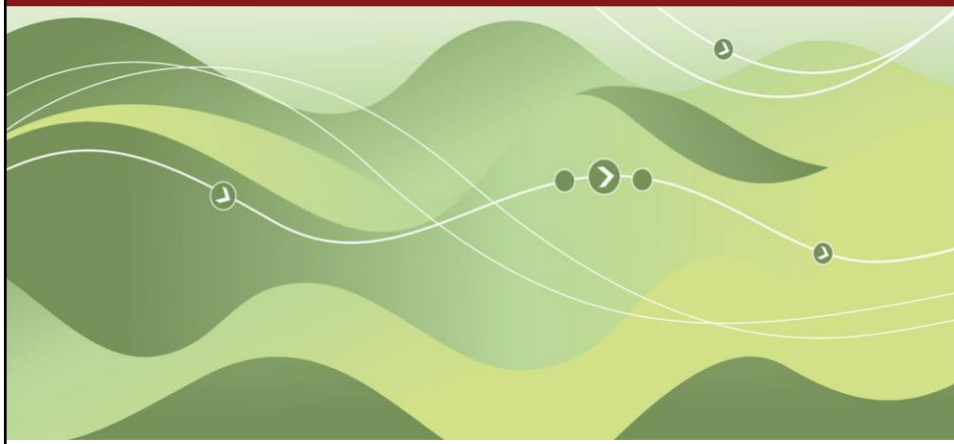


Using Your Digital Magazine to Boost Traffic and Ad Revenue



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April 8, 2008



Agenda



- Print Magazines: The Challenges of Business as Usual
- Accelerating Print Content to Web Speed
- Demo: ActiveMagazine 3.0
 - Rich, Visual Content Delights Readers
 - Searchable Archives Make Site Sticky
 - Mobile, Audio, Translation Expand Audience
- Digital Magazines & Web-based Analytics
- Making it Work
 - Digital Magazine Marketing Best Practices
- Summary and Q&A

The Print Magazine: Known and Trusted



The Good

- Targeted
- Beautiful
- Relevant
- Natural for Readers
- Familiar to Advertisers

Not So Good

- Production & Delivery Cost
- Slow
- Not track-able
- Not searchable
- Environmental Impact

What about a web site?

The Web Site: It is just not print



The Good

- Immediate
- Familiar
- Quick

The Not So Good

- Hard to monetize: online ad rates
- Hard to get attention: rising above web noise
- Visit time: & depth: hit and run
- Low emotional engagement
- No offline access

Web site is a companion to print
not a replacement

The Digital Magazine: Accelerated Print

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PDF



Email Notification
Web, Mobile, RSS Delivery



The Good

- **Green**
- Build on the **creative investment**
- **Low cost**, no print & delivery cost
- **Instant**, first issue & new Issue
- **Measurable**, visits, pageviews, ad clicks
- **Extensible**, rich media, live ads, digital only pages
- **Searchable**, current and back issues archive

The Not So Good

- New format for users
- New format for advertisers

The Impact of Print with the Speed of the Web

In Action

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Let's take a look at
what's possible...

Analytics Give Editors and Advertisers



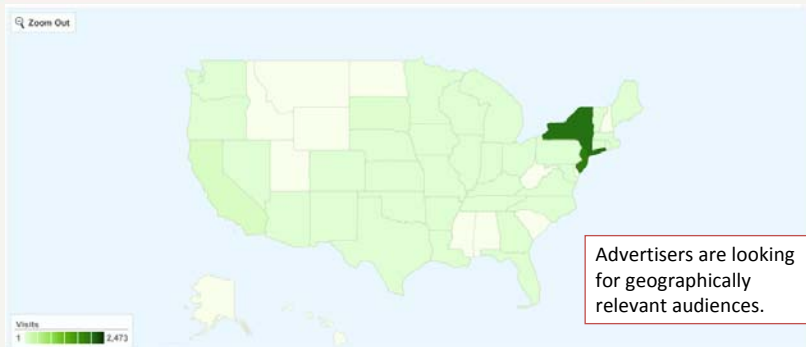
- Collect metadata on each interaction:
publication, issue, section, page, article/ad name,
user actions
- Deliver the interactions to Google Analytics
 - Visitor analytics: unique visitors, visits, visit length (time, page views), geo segmentation
 - Content analytics: traffic by issue, component level statistics (articles, ads)

Are you engaging your readers?



Advertisers are looking for strong engagement expressed in long visit times, higher numbers of pages per visit.

Where are your readers coming from?

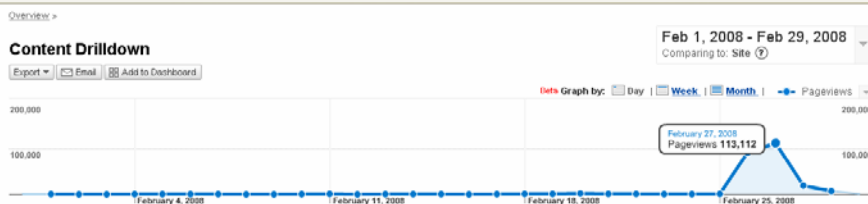


This country/territory sent 5,046 visits via 39 regions

Detail Level: City | Region Segment: Choose...

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. New York	2,473	31.04	00:04:48	69.75%	12.29%
2. New Jersey	2,277	33.23	00:05:01	70.49%	11.11%
3. California	111	25.66	00:04:24	89.19%	11.71%
4. South Dakota	28	65.54	00:24:45	35.71%	7.14%

What issues generate the most engagement?



URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
1. SPOT_2008-03-01/	231,324	194,629	00:00:10	10.65%	3.06%	\$0.00
2. SPOT_2006-11-20/	9,460	4,794	00:00:13	9.56%	1.90%	\$0.00
3. SPOT_2007-09-01/	1,438	1,202	00:00:11	21.43%	3.02%	\$0.00
4. SPOT_2007-04-23/	851	621	00:00:20	19.64%	6.58%	\$0.00
5. SPOT_2008-09-01/	333	301	00:00:06	54.55%	4.95%	\$0.00
6. SPOT_2007-03-01/	232	201	00:00:14	100.00%	50.00%	\$0.00

The strongest response is on issue launch. Back Issues search keep old issue "in play".

What content is the most interesting to end users?



454 URLs were viewed a total of 4,599 times

Segment: URL

Content Performance								Views: [grid] [refresh] [reset] [filter]	
Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index				
4,599	3,574	00:01:25	15.00%	4.07%	\$0.00				
% of Site Total: 0.90%	% of Site Total: 0.80%	Site Avg: 00:00:35 (144.26%)	Site Avg: 13.50% (11.13%)	Site Avg: 3.29% (23.58%)	Site Avg: \$0.00 (0.00%)				
URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index			
1. Comics_1X_Comics	274	44	00:00:44	0.00%	6.57%	\$0.00			
2. Comics_2X_Comics	88	6	00:00:32	0.00%	1.14%	\$0.00			
3. Front Page_Comics	86	2	00:00:15	0.00%	0.00%	\$0.00			
4. Front Page_1A_Use of terror grants blasted	73	61	00:02:06	0.00%	5.40%	\$0.00			
5. Weather_31A_Updated Article	66	32	00:01:16	0.00%	3.57%	\$0.00			
6. Front Page_1A_Immigration law can divide gay couples Partners left	55	49	00:03:27	0.00%	14.55%	\$0.00			
7. Nation & World_21A_Missing wife had fled her marriage	52	52	00:01:49	0.00%	1.92%	\$0.00			
8. Comics_3X_Comics	46	7	00:00:28	0.00%	0.00%	\$0.00			
9. Nation & World_16A_Court fight over art to leave U.S.	43	41	00:01:20	0.00%	0.00%	\$0.00			
10. Sports_1B_Smith era may be over	43	38	00:04:05	0.00%	4.65%	\$0.00			

Find URL: containing [input] Go [button] Go to: 1 Show rows: 10 1 - 10 of 454

Offer premium ads positions around the most compelling content.

What ads generated click through?



11 URLs were viewed a total of 28 times

Segment: URL

Content Performance								Views: [grid] [refresh] [reset] [filter]	
Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index				
28	25	00:00:16	0.00%	10.71%	\$0.00				
% of Site Total: 0.02%	% of Site Total: 0.03%	Site Avg: 00:00:11 (45.50%)	Site Avg: 26.22% (-100.00%)	Site Avg: 4.74% (125.29%)	Site Avg: \$0.00 (0.00%)				
URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index			
1. Front Page_25_Ad - American Chimey & Masonry	6	5	00:00:20	0.00%	16.67%	\$0.00			
2. Front Page_26_Ad - Service Now Inc.	4	3	00:00:10	0.00%	0.00%	\$0.00			
3. Front Page_28_Ad - A-Jack's Landscape Maintenance	4	4	00:00:21	0.00%	0.00%	\$0.00			
4. Front Page_25_Ad - Angie's List	3	2	00:00:04	0.00%	33.33%	\$0.00			
5. Front Page_29_Ad - Cascade Roofing	3	3	00:00:03	0.00%	0.00%	\$0.00			
6. Front Page_27_Ad - Sunshine Painting	2	2	00:00:09	0.00%	0.00%	\$0.00			
7. Front Page_2_Ad - Angie's List	2	2	00:00:49	0.00%	50.00%	\$0.00			

Up-sell "Live Ads" for direct link to publisher's site

What are people looking for?



39 URLs were viewed a total of 57 times

Segment: URL

Content Performance							Views: [icon] [icon] [icon] [icon]
Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index		
57	46	00:00:05	0.00%	5.26%	\$0.00		
% of Site Total: 0.02%	% of Site Total: 0.02%	Site Avg: 00:00:10 (-47.79%)	Site Avg: 10.84% (-100.00%)	Site Avg: 3.03% (73.52%)	Site Avg: \$0.00 (0.00%)		
URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index	
1. Search mortgage	5	1	00:00:05	0.00%	0.00%	\$0.00	
2. Search research	6	1	00:00:00	0.00%	0.00%	\$0.00	
3. Search banks	4	3	00:00:11	0.00%	0.00%	\$0.00	
4. Search metal	3	2	00:00:00	0.00%	33.33%	\$0.00	
5. Search than	3	3	00:00:00	0.00%	33.33%	\$0.00	
6. Search double	2	2	00:00:00	0.00%	0.00%	\$0.00	
7. Search first	2	2	00:00:20	0.00%	0.00%	\$0.00	
8. Search patent	2	1	00:00:00	0.00%	0.00%	\$0.00	

In Action



Making Digital Magazines
Work for You

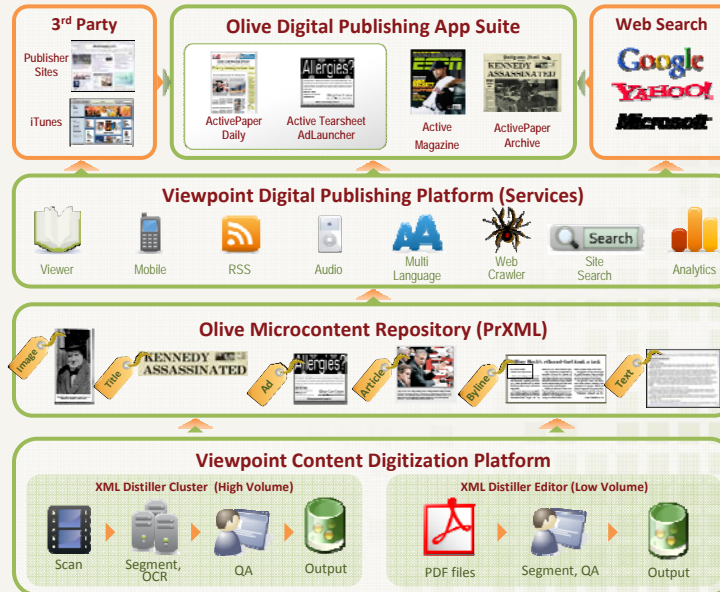
Making it Work: Marketing Your Digital Magazine

- **Promote your digital edition in your print magazine & on the web site**
 - Offer digital subscriptions everywhere you offer print subscriptions
 - International subscribers will be the first to adopt
 - Adjust your print production to reflect reduced copies
 - You will realize cost savings
- **Cross promote content both ways**
 - Link to digital edition content from the web site
 - Include “more info” links in articles to supplemental web content
- **Embed links in ads to advertisers’ web sites**
 - Print ads are not as intrusive as web ads and they are highly relevant
 - Link ads to targeted landing pages, based on reader demographics

Making it Work: Marketing Your Digital Magazine

- **Extend editorial content and ads with rich media**
 - Digital Magazines have infinite real estate for content and ads
 - Reuse rich media from your web ad campaigns
 - Sell premium ads to your print advertisers around premium content
- **Closely monitor Your analytics**
 - What do readers like to read?
 - What ads get the most click-throughs?
 - Does the geo-segmentation makes sense?
 - Don’t fret about 30% open rate – you don’t know the open rate of your print content!

Olive Technology Platform Makes It Work



Summary: The Olive Advantage



- **Robust Digital Publishing Platform**
 - Transforms your publications to reusable content components (microcontent)
 - Microcontent is the basis to channeling your content: mobile, audio, translation, web search,...
- **Comprehensive Set of End-to-End Solutions**
 - Easy and compelling experience for users on the Web
 - Complete turnkey service: production and hosting
- **We Do This For a Living**
 - Over 250 publishers with 650 titles using Olive
 - Industry focus for last 8 years

For more information

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