

Publishing your magazine online

In response to the growing demand of publishers and their advertisers to maximise a magazine's potential audience and advertising opportunities, Headley Brothers is delighted to provide HeadTurner, its own brand of page-turning technology. HeadTurner complements Headleys' diverse range of print and media solutions, enabling its publishing clients to produce a digital version of a magazine as a vehicle to reaching a wider audience.

Publishers are under pressure to revamp their titles, to provide added value for their advertisers, and to set themselves apart from their rivals. By embracing the digital revolution and offering a digital version of a magazine alongside its printed counterpart, a publisher can keep its title fresh, current and appealing to the widest possible audience of readers, and most relevant to its potential advertisers.

Page-Turning – The Benefits

Improve your publication and increase revenue

HeadTurner is a fully comprehensive system equipped with a statistics package to track reader behaviour, allowing the publisher to improve on its publications depending on what readers are enjoying, as well as enabling them to provide advertisers with data on the success of their advertisements. Its many features also include an email collection facility, a subscription management system - ideal for consumer magazines that want to charge for content and keep subscriptions secure; and video, audio and flash insertion.

With potential advertisers keeping a keen eye on their spend, and with increasing competition from online advertising mediums, the offering of advertising space both within a printed publication and within its online version can provide an added incentive for a company to book advertising space within your publication over a rival's.

Online media provides a variety of opportunities for the advertiser to promote its brand, and for the publisher to increase revenue. Page-turning software is interactive, enabling the reader to click directly through to the advertiser's website with ease. The reader is able to bookmark pages, allowing them to refer back to articles or advertisements of interest. In addition, the incorporation of video, audio and flash brings the publication and advertisements to life, and captivates the readership. Each of these factors adds that all-important 'value' to a publisher's advertising offerings, allowing the publisher to maximise advertising sales, and enabling the advertiser to increase the reach and impact of its advertisements.

Expand your circulation

The publishing of a digital edition alongside its printed counterpart will enable a publisher to expand circulation, reach new audiences and increase its market share. Crucially for publishers, HeadTurner is also fully compatible with measuring online readerships that are certified by the Audit Bureau of Circulations. Online readership figures can therefore be officially monitored and added straight to a publisher's ABC circulation figures.

Build a powerful marketing database

The system provides a unique email collection facility that gathers readers' email addresses prior to allowing access to the publication. This allows you to create a database of highly targeted readers with a proven interest in the subject matter of your title, and enables you to expand your marketing efforts and speak directly to your readers via email.

Cost-effective and efficient

Page-turning software is an extremely cost-effective means of creating and distributing literature. It enables the user to replicate current and back issues of titles on a website, which can then be accessed and looked at with ease by the end user.

A digital version of a magazine can be distributed quickly and with ease, perhaps in the form of a link sent via email encouraging potential readers to subscribe. Similarly, voucher copies of the publication can be supplied to advertisers in digital form. Perhaps most importantly, a digital version of a magazine can be used to supplement the printed version; the publisher of a monthly title might elect to publish a weekly, digital version, thereby keeping content fresh and current.

HeadTurner: key features & capabilities

- Statistics package – a fully comprehensive system that tracks reader behaviour. This can provide valuable information for publishers with a view to improving their publications based on reader response, as well as providing advertisers with data measuring the success of their advertisements.
- Email collection – the system enables the publisher to build a powerful email marketing database by capturing reader email addresses.
- A text only version is available for screen readers and easy navigation – ideal for partially sighted readers.
- A subscription management system – ideal for consumer magazines that want to charge for their content and keep subscriptions secure.
- An integrated digital order form – enables the easy placing and collation of orders, making it ideal for use with catalogues.
- Razor sharp vector text.
- Variable zoom.

- Video, audio and flash insertion – bring your publication and advertisements to life and captivate your readership with the incorporation of Flash, superior quality video and audio streaming.
- Digital Rights Management (DRM) System - manage and protect subscription-only and paid-for publications, through the protection of individual pages or entire publications.
- 3rd party subscription / payment integration.
- Contextual search facility - HeadTurner's contextual word search facility enables the reader to search past and present publications for relevant content. The search will highlight all relevant pages, for ease of navigation.
- Archived search facility.
- Own branding options.
- 1 click instant page printing.
- Save for offline view (PC and MAC).
- Unlimited pages.
- Sharing options ('send to a friend').
- Integrated social bookmarking / posting.
- Readers are able to add bookmarks and make notes – allowing the reader to refer back to particular pages of interest.
- Reader page notes.
- Tabs, gatefold, bellybands.
- Multilingual toolbars.

For further information on HeadTurner please contact Pre-Media Manager Jim Duggan on 01233 623131, jim.duggan@headley.co.uk.