Digital concepts redefines high fashion
Hearst Magazines China adopts Adobe Digital Publishing Suite to develop digital publications

Hearst magazines | China

“Just like a three-dimensional box, the brand-new publishing model offered by Adobe DPS contributes to a complete, comprehensive, refined and rigorous ecological system of digital publishing in terms of content creation, production and typesetting, publishing and distribution, revenue returns and analysis. With only a touch, reading has become more interesting and convenient!”

Ethan Law, General Manager of Digital Media of Hearst Magazines China

RESULTS

SOLUTION
Adobe Digital Publishing Suite

INNOVATIVE MODE
Adobe DPS meets the various needs of the editing team and provides any of the diversified content with a guarantee of technical support.

REDUCING COST
Adobe DPS integrates typesetting and pushing from different platforms into one with easy process, greatly saving time and labor in editing workflows.

ENRICHING EXPERIENCE
Adobe DPS achieves sound, animation, and full-screen user interaction, offering readers with a more effortless and enriching reading experience.

INCREASING INCOME
Advertisers have easy access to background data and grasp the reading habits of users and more accurately track their advertising dollars.
CUSTOMER PROFILE
Hearst Magazines China is a 100% subsidiary business unit of Hearst Corporation and has been operating in China since 1988. Our three main vehicles are Hearst Advertising, Next Idea China and Hearst Distribution. We have a staff of more than 650 employees in our Beijing, Shanghai and Guangzhou offices. The company has always been determined to lead the new trends in the media industry since it landed China in 1988. Our products affect millions of readers, not only on the basis of the total circulation of more than 13 million magazines per month covering fashion trends, beauty, health, car and home decoration; but also on the vigorous promotion of the integrated marketing of new media platforms including print, web, TV, APPs, events, a credit card and distribution.

CHALLENGES
- Integration of digital publishing with international standards
- Continuous innovation in digital reading content

INDUSTRY
Culture / Fashion/ Publishing

One of the largest multimedia companies in the world, Hearst Corporation enjoys abundant media resources and global reach. Its major interests include ownership of more than 300 renowned publications covering over 100 countries and regions.

For a long time, Hearst Corporation has led the publishing and fashion industries and developed diversified media platforms and markets. As digital publishing emerged, Hearst Corporation was a pioneer in the field, developing digital publications using Adobe solutions internationally. Now, given the increasing demand for digital assets in the important Chinese market, Hearst Magazines China has also begun to launch its digital editions using Adobe Digital Publishing Suite (Adobe DPS).

Hearst Magazines China started using Adobe DPS for digital publication in May 2014. Digital magazines, such as ELLE, Car and Driver, ELLE DECORATION, Marie Claire and Woman's Day, are already available at Apple Store.

Through the process of developing digital publications, Hearst Magazines China realized that digital publishing meant so much more than simply adapting traditional print to a digital platform. Instead, it required the creation of more targeted digital content through diversified innovation. Only by building effective business and profit models based on the features of a digital reading platform could they achieve true integration of content, technology, and profit.
“Now, many global publishers have regarded the digital publishing platform as their core business to create beneficial effects. The digital publishing industry will be sure to witness huge potential in the future.”

Ethan Law, General Manager of Digital Media of Hearst Magazines China

When it comes to content, the audience has the final say at Hearst Magazines China. In contrast to traditional publications, the digital counterparts of Hearst Magazines China deliver sound, animation, and full-screen user interaction, offering readers with a more effortless and enriching reading experience. With a simple touch of the screen, the reader can switch to an interactive view of all the content and material. This new concept of interactive reading will forever redefine reading for the audience.

Adobe DPS also provides a broad space for the editors of Hearst Magazines China to exhibit their talents. Firstly, the simple development platform of Adobe DPS integrates typesetting and pushing from different platforms into one. It can be easily operated without having to hire technical developers, greatly saving time and labor in editing workflows. Secondly, Adobe DPS meets the various needs of the editing team. Whether the needs call for dynamic pictures or background sound effects, Adobe DPS provides any of the diversified content with a guarantee of technical support.

Besides the editors and readers, advertisers also greatly benefit from using Adobe DPS. The advertisers now have easy access to background data, including the total number of readers per issue, the total number of paragraphs per issue, the average amount of time spent by each reader per issue, and the average number of paragraphs read by each reader per issue. With this kind of data, these advertisers can grasp the reading habits of users and more accurately track their advertising dollars. Hearst Magazines America and Japan, who started digital publication development, have gained considerable revenues from advertising, and have enjoyed a broader marketing platform and richer feedback.
Ethan Law, General Manager of Digital Media of Hearst Magazines China speaks highly of Adobe DPS. “Just like a three-dimensional box, the brand-new publishing model offered by Adobe DPS contributes to a complete, comprehensive, refined and rigorous ecological system of digital publishing in terms of content creation, production and typesetting, publishing and distribution, revenue returns and analysis. With only a touch, reading has become more interesting and convenient!” Law also incorporates digital publication development and planning into the global market saying that, “now, many global publishers have regarded the digital publishing platform as their core business to create beneficial effects. The digital publishing industry will be sure to witness huge potential in the future.”

The standardization of MPA initial audience and the audience participation index conducted by Adobe in conjunction with the American Association of Advertising Agencies at the end of 2013 was well received by Hearst Magazines China, considering it to be a great help in building perfect development platforms for the digital publishing industry of China, and expecting to gain more opportunities to promote such standardization so as to obtain strong support from more publishers and advertising operators.