“Interactive digital magazines are the future. We use all the capabilities available in Adobe Digital Publishing Suite to maintain a high level of editorial and design quality.”

Torben Vogensen, CEO, Misfit

**SOLUTION**
Adobe Digital Publishing Solution (formerly Digital Publishing Suite), Adobe Creative Cloud

**RESULTS**

**COMPETITIVE EDGE**
Remained at the forefront of digital publishing using market-leading tools

**COST EFFECTIVE**
Kept magazine production costs down, while pushing the boundaries of creativity

**SMOOTH WORKFLOW**
Shared projects easily among in-house and telecommuting staff for a more efficient workflow

**QUICK TURNAROUND**
Published magazines in a much shorter timeframe, providing more time to expand portfolio

Misfit, publishing exceptional interactive digital magazine experiences.

Misfit Digital Publishing
Established in 1994
Employees: 8 full-time, 6 part-time, and freelancers
Copenhagen, Denmark
www.misfitcp.dk

**CHALLENGES**

- Delivering engaging, high-quality content in a visually stunning, interactive format
- Keeping magazine production costs down while maintaining a high level of editorial and design quality
- Expanding a portfolio of niche magazines to ensure they engage with both readers and advertisers
- Remaining at the forefront of the digital publishing industry

"Adobe DPS is an essential investment, and we are maximizing our use of the solution to create a memorable interactive experience in all our digital publications."

_Torben Vognsen, CEO, Misfit_

**Started the digital way**

Misfit is the largest Danish digital-only publisher. In the last two years the publisher has launched five magazines on the iTunes App Store and Google Play, including the largest Danish gadget magazine, _iINPUT_; an entertainment magazine, _Stream_; and a fitness magazine, _inShape_. As a digital-only new media house, Misfit is leading the way in best practices within the digital publishing industry throughout the Nordics.

"We are different from a traditional content publisher in that we didn’t start in print, we have always been a digital-only publisher," says Torben Vognsen, CEO and Co-Founder of Misfit. "We even think digitally. As a result, we haven’t had to change our processes. Adobe Digital Publishing Suite (DPS) provides us with the necessary tools to produce digital content quickly and more interactively."

Misfit has been using Adobe creative tools and Adobe DPS since it published its very first issue. "We believe Adobe is at the forefront of interactive publishing, and this is really important to us. Digital readers expect more than words. They want unique interactive experiences and that’s what we want to be known for," says Vognsen.

**Interactive and inventive digital magazines**

Misfit specializes in cutting-edge, interactive digital magazines, and has been at the forefront of the market. With extensive expertise producing these media types, and a very competitive business model, Misfit’s challenge is keeping production costs low, while maintaining a high level of editorial and design quality. Adobe DPS helps the publisher achieve exactly that.
"When the first tablet device came out, I distinctly remember thinking that this was going to be the next big thing for the publishing industry. It was a great niche for us, and thanks to the Adobe digital publishing tools, it’s something that we have built our entire brand around,” said Vognsen. “Interactive digital magazines are the future. We use all the capabilities available in Adobe Digital Publishing Suite to maintain a high level of editorial and design quality.”

If digital magazine subscription rates are anything to go by, Misfit is certainly a force to be reckoned with. The goal for the first digital magazine was to get 5,000 downloads within three months. But within just 48 hours, Misfit had more than 6,000 downloads. The magazine is now nearing 30,000 downloads.

"Adobe DPS is an essential investment, and we are maximizing our use of the solution to create a memorable interactive experience in all our digital publications,” said Vognsen.

Ease of deployment

Utilizing both Adobe Creative Cloud and Adobe DPS has been a great success for Misfit, mainly due to its ease of deployment, the speed with which the publisher can bring magazines to market, and the fact that the solutions help to make its business model cost-effective to run. In addition, due to the nature of the publishing industry, Misfit works with freelancers to support in-house staff. Therefore, the company needed a solution that was universally known and allowed for seamless file sharing and collaboration.

"Adobe DPS helps everything run very smoothly for us at Misfit,” says Helen Petersen, Creative Director and Co-Founder. “File sharing and collaboration is seamless among our in-house staff and freelancers, who often work remotely.”

Petersen believes that using Adobe Creative Cloud and DPS has helped speed up the publishing process. "Using Adobe Creative Cloud and DPS, we can publish a new magazine in just two months—from concept to publication. The add-ons available through Creative Cloud are great, and Adobe creative apps are always being upgraded and enhanced, which means we always remain at the leading-edge of our industry.”