



## Digital publishing dynamo

Using Adobe® Creative Suite® 4 software to break down the barriers between online and offline publishing, Dennis Publishing is redefining the traditional magazine



### How Adobe Creative Suite 4 has improved the Dennis Publishing Workflow

#### Pain points:

"We needed to forge a new model for digital publishing that melds the best of print and online workflows."

#### Solution: Adobe Creative Suite 4 Software

"With Adobe InDesign® CS4, our page designers can create sophisticated layouts that can then be opened and edited in Adobe Flash® CS4 Professional to deliver engaging digital magazines that include audio, video, animation, and interactive content."

"Adobe Creative Suite 4 helps us push the boundaries of interactive magazines while having the comfort of a reliable and comprehensive software suite. There really is no better software for this task."

Driven by audiences that are moving online, many publishers are launching digital magazines in addition to or instead of traditional printed issues. This strategy holds exciting promise, but finding the right formula for success is key.



Attracting more than 101,000 readers per issue, *iGIZMO* is one of Dennis Publishing's three digital-only magazines that relies on a workflow based on Adobe Creative Suite 4 software.

*"We looked at print and web publishing workflows and applied the best from each by leveraging the integration between Adobe InDesign CS4 and Flash CS4 Professional."*

**Ross Burrridge, editor, *iGIZMO***

Dennis Publishing, a standout example, has forged a new strategy for digital magazines that drives impressive readership and advertising revenues and increases publishing efficiency; creating what could be one of the most successful and growing digital publishing empires. The company now has more than two million unique readers each month opening, engaging with, and enjoying Dennis Publishing's digital magazines. In addition to stringent digital design philosophies and a sparse editing edict that advocates no more than 100 or so words of text on a single web page, the company is succeeding in digital magazine publishing with an innovative workflow enabled by Adobe Creative Suite 4 software.

#### **Landing on a successful business model**

*iGIZMO*—just one of the company's three digital magazines—is attracting more than 101,000 readers per issue, with an average reading time of 35 minutes, according to United Kingdom-based online research firm ABCe. This number is comparable to print magazines in terms of engagement.

According to ABCe, readers spend more than half an hour immersed in each issue, which is not typical of the web, where audiences are far more likely to dip in and out. The ABCe audit proves that the digital magazine sector is a viable, growing, and successful business model.

*iGIZMO* editor Ross Burrridge agrees, "We now have more than two million readers across all of our digital magazines," he says. "And, we are growing both in terms of our reader base and advertising revenues. It has made us very excited about the digital magazine format."

#### **Melding offline and online publishing**

The company's digital magazines include rapidly growing *iGIZMO*, as well as *iMOTOR*; a new addition that registered an impressive bi-weekly circulation of 108,622 readers per issue only five short months after its release. Advertising responsiveness for *iMOTOR* is also very high, with a recent car manufacturer promotion in *iMOTOR* delivering more than 200 test drives and 400 brochure requests from a single insertion. The company credits its success to a unique strategy of digital-only publishing that relies on original content designed specifically for web consumption and a workflow based on Adobe Creative Suite 4.

The workflow hinges on the ability to create sophisticated page layouts in InDesign CS4 and open them in Adobe Flash CS4 Professional software with page design and typography preserved. Once in Flash CS4 Professional, Dennis developers can add animation and interactivity to existing page elements.



Dennis Publishing's digital magazine publishing model includes a workflow in which sophisticated page layouts created in Adobe InDesign CS4 can seamlessly be opened in Adobe Flash CS4 Professional for adding animation and interactivity. This approach allows Dennis to produce its magazines in record time with a very small staff.

"The integration among Adobe programs is excellent," says Russell Clark, brand art editor for Dennis Publishing. "The ability to work easily among Adobe Flash CS4 Professional, InDesign CS4, and Photoshop® CS4 is essential."

Adds Burridge, "We deliberately decided not to leverage any content from our print publications, but to launch new titles that take advantage of emerging digital technologies. We looked at print and web publishing workflows and applied the best from each by leveraging the integration between Adobe InDesign CS4 and Flash CS4 Professional."

### An efficient workflow for rich, interactive publications

Each magazine spread begins with a template designed in Adobe InDesign CS4 software that will be populated with artwork, assets, and web-oriented content such as buttons and pop-ups; all organized using Adobe Bridge CS4 software. Staff starts by adding magazine copy to the templates. In a major shift from most workflows, *iGIZMO* and *iMOTOR* staff use InDesign CS4 for all editorial development; entering no more than 100 or so words on each page. "By entering copy straight into InDesign CS4 templates, we've reduced several publishing steps, massively reducing our overall production time," notes Burridge.

Once copy has been entered, the page is then passed on to the Art Editor, who finalizes the design and inputs any photos or illustrations, having previously edited them using Adobe

Photoshop CS4 Extended and Adobe Illustrator® CS4 software. Collaborators make extensive use of InDesign CS4 layers to manage and preview interactive content. For instance, the team creates rollovers and pop-up boxes on individual layers, turning them on or off in sequence to see a preview of how the final page will work. A dedicated layer is used for editorial reviews where staff can add comments, notes, and references such as web links so everything is centralized and efficient.

When page content is considered final, the Editorial Department handles final proofing. The pages are then collected for output from InDesign CS4, creating a centralized folder for all the content. Through a series of exports, the team creates JPEG, Adobe Portable Document Format (PDF), INX, and XFL versions that are added to the centralized folder. "Exporting to XFL not only saves time, but also ensures preservation of file attributes. We don't have to worry about strange anomalies taking place during export; everything appears as it should in seconds," says Clark.

A designer using Adobe Flash CS4 Professional then generates animations, scripts, and other dynamic content to create the final interactive publication. Staff also adds short videos, complete with sophisticated effects generated using Adobe After Effects® CS4 software.

"The ability to bring Adobe InDesign CS4 layouts directly into Flash CS4 Professional with everything intact saves us hours per week

### Dennis Publishing

London, England  
[www.dennis.co.uk](http://www.dennis.co.uk)  
[www.igizmo.co.uk](http://www.igizmo.co.uk)

### Challenges

- Capture new audiences and advertisers

- Devise a digital publishing workflow that shortens time to market and maximizes quality

- Produce digital magazines with a small staff

### Solution

- Deliver sophisticated InDesign CS4 layouts onscreen by exporting them directly to Adobe Flash CS4 Professional software

- Use InDesign CS4 for editorial development

- Create sophisticated imagery and interactive assets using Adobe Photoshop CS4 Extended and Illustrator CS4

- Add interactivity using Adobe Flash CS4 Professional and After Effects software

### Benefits

- Built readership to two million
- Boosted advertising revenues
- Increased reader duration to more than 30 minutes per issue
- Cut weekly production hours
- Created highly engaging digital magazines
- Produced *iGIZMO* with small staff of seven

### Toolkit

- Adobe Creative Suite 4 (site licenses). Products used include:

- Adobe After Effects CS4
- Adobe Bridge CS4
- Adobe Flash CS4 Professional
- Adobe Illustrator CS4
- Adobe InDesign CS4
- Adobe Photoshop CS4 Extended
- Platform: Mac

*“With Adobe Creative Suite 4, we’ve been able to create rich, interactive publications that capture new audiences, lower print and production costs, and ultimately deliver a more engaging reading experience.”*

**Ross Burridge, editor, *iGIZMO***

that would otherwise be spent repurposing layouts using another intermediate software program,” says Burridge. “It means we can complete each publication in a shorter turnaround time, which is what it’s all about in digital publishing.”

When each issue is finalized, content is delivered to the publications’ e-publishing platform provider, Ceros. Flat text and artwork elements are delivered as Adobe PDF files, while interactive portions of the magazines are delivered in SWF and FLV formats. Ceros compresses the files into a wrapper—a container for the content in each issue—that is published online and sent out via e-mail as a single link to readers.

#### **Capturing audiences while increasing efficiency**

The efficiency of Dennis’ digital publishing workflow is evident. The main *iGIZMO* publication, as well as another smaller *iGIZMO* website, are entirely produced by an editorial

team of approximately six people, some of whom share time with other Dennis publications. Burridge notes that the monthly print publication where he previously worked had a production staff—not including art and editorial departments—that was more than twice the size of the entire *iGIZMO* team.

“*iGIZMO* is built by a very small team,” says Clark. “It is our ability to be super-small that makes us appealing and financially viable.”

While efficiency is important, especially in the fast-moving online space, Burridge notes that he is most excited about how the company’s new workflow is forging a successful digital publishing business model. “With Adobe Creative Suite 4, we’ve been able to create rich, interactive publications that capture new audiences, lower print and production costs, and ultimately deliver a more engaging reading experience,” says Burridge. “Our audience size and page duration statistics speak for themselves.”



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