



Meredith Corporation's *FITNESS* Magazine Fit for the future

Word to the worn out: This fun do-anywhere routine will give your muscles—and your energy—an instant lift.

By Melissa Roth
Photographs by Amy Postle

TOTAL BODY RECHARGE

Oodles of Noodles
Crawling carb? This quick, yummy dish satisfies guilt-free.

Chicken Soba Bowl
Makes 4 servings
Prep time: 15 minutes
Cook time: 22 minutes

- 3 tablespoons orange juice
- 1 tablespoon lemon juice
- 1 tablespoon soy sauce
- 1 tablespoon sesame oil
- 1 serrano pepper, seeded and minced
- 2 teaspoons minced lemongrass or lemon zest
- 1 teaspoon dried ginger
- Salt
- 1 pound chicken tenders
- 6 ounces soba noodles
- 2 cups sliced fresh shiitake mushrooms, stems removed
- 4 baby bok choy, quartered
- 3 cups broccoli florets
- 1/4 cup bean paste (see tip below)

1. In a large bowl, whisk together orange juice, lemon juice, soy sauce, sesame oil, serrano pepper, lemongrass or lemon zest, and ginger.
2. Fill a large pot with water, and bring to a boil. Add chicken tenders and cook 5 to 7 minutes or until chicken is tender. Drain chicken and shred directly into bowl with dressing.
3. Bring a large pot of salted water to a boil. Add soba and vegetables; cook 3 minutes. Add bok choy and broccoli; cook 1 to 2 minutes or until noodles are al dente.
4. Drain noodles and vegetables and add to bowl with chicken and dressing. Toss gently to combine. Garnish with bean paste.

Nutrition facts per serving: 377 calories, 31 g protein, 50 g carbohydrate, 16 g fat, 11 g saturated fat, 6 g fiber

POWER FOOD
Chicken is not just a low-cal way to get your protein. Half a breast has more than three-quarters of your daily intake of vitamin B6 (niacin), which boosts levels of good (HDL) cholesterol. Chicken is also high in other B vitamins that allow your body to convert food into usable energy. And three ounces has almost half your daily dose of selenium, which helps keep blood sugar stable.

Leading women's magazine boosts productivity and repurposes content across channels with ease using Adobe® Creative Suite® 5 Design Premium software

fitness

Meredith Corporation's
FITNESS magazine
New York, New York
www.meredith.com
www.fitnessmagazine.com

Published by Meredith Corporation, *FITNESS* magazine is known for its "you-can-do-it" attitude, workouts, health and beauty advice, and diet plans. The magazine empowers women to embrace fitness as a lifestyle—not an age or a dress size. Behind the scenes, a dedicated, quality-driven approach permeates the magazine's creation, a process that is driven by a talented staff wielding Adobe Creative Suite 5 Design Premium and Adobe InCopy® CS5 software.

"From photo retouching to illustration, layout, and prepress, our workflow revolves around Adobe software," says Steve Johnson, group director for pre-media and quality for Meredith Corporation. "Every year we strive to increase productivity with improved technology and new workflows. Adobe Creative Suite 5 is instrumental in achieving this objective."

Efficiency, driven by integration

Each issue is created using Adobe InDesign® CS5 for page design, Illustrator® CS5 for illustrations and logos, and Photoshop® CS5 Extended software for photo retouching. During the initial production process, a team of designers and photo editors works to assemble the magazine spreads.

Adobe InDesign CS5 is used to design the pages of *FITNESS* magazine. Smart Guides in InDesign CS5 improve efficiency, and the integration between InDesign CS5 and InCopy CS5 supports a more consistent workflow.



Challenge

- Improve productivity
- Bring pre-media in-house
- Improve branding and quality
- Repurpose content across print media and mobile devices
- Better engage readers and attract advertisers

Solution

- Use Adobe Creative Suite 5 Design Premium to create standout design and content
- Leverage integration across Adobe InDesign CS5 and InCopy CS5 to meet editorial deadlines
- Wield Adobe tools for prepress and ad integration

Benefits

- Reduced many retouching processes from 30 minutes down to 20
- More easily met editorial deadlines
- Freed time for creative exploration
- Improved ability to repurpose content across media
- Enhanced reader engagement and attracted more advertising revenue

Toolkit

Adobe Creative Suite 5 Design Premium. Components used include:

- Adobe Illustrator CS5
- Adobe Photoshop CS5 Extended
- Adobe InDesign CS5
- Adobe Acrobat® Pro
- Adobe InCopy CS5

“The pages of *FITNESS* are built based on imagery edited in Photoshop CS5 and graphics created in Illustrator CS5. The spreads then ultimately come together in InDesign CS5,” says John Herr, creative director for *FITNESS*. “The beauty of the Creative Suite 5 workflow is that our designers can easily share files and use similar key commands and tools among Adobe’s integrated suite of applications to stay more productive and in the creative flow.”

During the early design phase, images and articles pour in from multiple photographers and writers contributing to the magazine. The design staff starts by finessing imagery—retouching is handled largely in house. “New tools in Photoshop CS5 Extended have streamlined our retouching efforts. In particular, Content-Aware Fill is a huge time-saver,” says Herr. “It lets us repair or replace larger, more complex areas, and even retouch multiple areas at once, simply by drawing selections around them and letting Photoshop CS5 do the rest.”

Parallel design and editorial workflows save time

To flow and edit text, designers working in InDesign CS5 collaborate in tandem with editorial staff using Adobe InCopy CS5 software. The integration between the two programs enables a parallel workflow that helps the team stylize text, precisely fit copy to layouts, and more easily meet editorial deadlines. The team has discovered that, in addition to integration with InCopy CS5, new features in InDesign CS5 save significant time. “Smart Guides in InDesign CS5 are a real game-changer for us in terms of efficiency,” says Ian Hawkes, production manager for *FITNESS*. “We love the ability to span multiple columns when we are building content such as tables. The new features in InDesign and InCopy CS5 contribute to our ability to bring fresh new looks and interesting, more complex page designs to the magazine, while still working efficiently.”

According to the staff at *FITNESS*, the use of a consistent, integrated platform has a positive impact on quality and branding. With Creative Suite 5 and the integration between InDesign CS5 and InCopy CS5, multiple people can ‘live’ in the same document to promote consistency, according to Hawkes.

“We can share assets among deliverables to help ensure that *FITNESS* has the same look, feel, and tone in the print version that exists in the web and mobile versions,” he says. “Adobe software gives us one platform to help us communicate consistently to our readers.”

According to both design and production teams, this consistency and collaboration will only be enhanced by the use of Adobe CS Live Services—a service *FITNESS* plans to tap into in the near future—to help streamline online reviews of print and multimedia content.

Imagery that appears on the cover and pages of *FITNESS* magazine is edited and finalized in Adobe Photoshop CS5 Extended. Content-Aware Fill in Photoshop CS5 helps the team save time when repairing or replacing large areas of a photo.



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Pre-media aficionados

Once complete, the magazine spreads are sent to Meredith’s Content Center for pre-media and print production. The Content Center prepares content for print, website, and publishing special digital editions. Pre-media specialists in the Content Center are equipped with Creative Suite 5 software. They work to finalize imagery using Photoshop CS5 Extended for color space conversion, outlines and silhouettes, drop shadows, and other final image enhancement tasks. Whether the images are destined for a printing press, the web, or a mobile device, the files are optimized for the appropriate media, organized within Adobe Bridge CS5 software, and uploaded to the Interwoven web content management system for use across media.

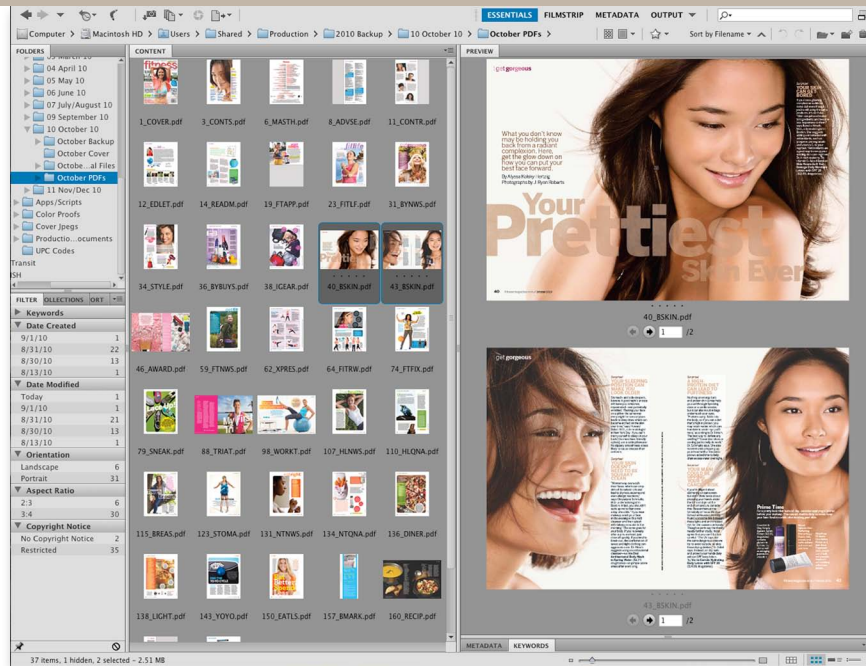
Time and money, the publishers’ mantra

According to Ray Katzureck, director of technical support for the Content Center, the most daunting challenges of magazine production remain time and expense. According to Katzureck, timetables are more compressed than ever—and the windows to make decisions and accomplish production tasks continue to shrink.

“With Creative Suite 5, each tool and new feature saves several minutes. That may seem small, but when you add up all of the little things, it’s really huge,” says Katzureck. “Adobe allows us to compete by branching out to cover more channels and generate more content assets—all with the same resources.”

In looking toward the near future, print, web, and mobile divisions are going to be “cross platforming” content more and more, according to Johnson. “With the integration among Adobe tools, we are able to embed video compatible with Adobe Flash technology within InDesign, export to multiple file formats, create hyperlinks within content originally designed for print to create rich digital editions—so really we are able to convert content to whichever format our viewers prefer to enhance reader engagement,” says Johnson.

Adobe Bridge CS5 software helps the production team organize and access assets, whether they are destined for print, web, or mobile deliverables.



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Ray Katureck

Director of technical support for the content center, Meredith Corporation

Time savings and productivity continue to grow with every issue, according to the staff. "We are seeing 30-minute processes cut down to 20 minutes using Adobe Creative Suite 5 software," says Johnson. "I know what just an hour extra a day in savings can do for each person. Over a month or year, these are genuinely mind-boggling savings."

Herr adds, "Productivity and creativity go hand in hand. We are going through a fertile creative period with Adobe Creative Suite 5. We have time to devise better design, better thought-out plans, and a better bottom line because our advertisers are attracted to the quality and innovation of our design and content."

For more information

www.adobe.com/products/creativesuite/design/



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