

Digital Editions and Web Publishing Workshop Presented by iDigital Edition

During the 2006 Independent Press Association publishing conference, magazine publishers shared experiences, progress, and questions about online success for the magazine brand online & digital edition magazine startup strategies.

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Temecula, California, United States – May 2, 2006 - The “Digital Editions” seminar, was presented by Mark Loeffler, President of Infoswell the parent company of iDigital Edition <http://www.iDigitalEdition.com>. The focus of the digital magazine media workshop was to review magazine online opportunities.

The presentation began with coverage of the major factors that have led to current opportunities for publishers online. Mr. Loeffler cited key advantages for publishers online, “Content, Advertisers, Readers, and Marketing Capabilities.”

Leveraging the magazine publishing advantage factors allows publishers to take simple steps toward utilizing content in different methods online based on the digital delivery and print mediums. Magazines can dominate their brand niche and increase value to advertisers and readership. Expanding the content offering based upon the medium allows magazine publishers to create exclusive content across multiple publishing channels. “Just as every specific magazine demographic is unique, so too is each publication’s web publishing strategy,” stated Loeffler.

A demonstration of digital magazine edition capabilities was provided to attendees. The participants discussed software, technology, and content organization methods for maximize revenue from online digital editions.

Digital magazine delivery and marketing allows publishers to increase magazine revenue and circulation with a much lower cost than other marketing & subscription growth strategies today.

Publishers asked questions about utilizing digital editions for marketing as well as qualifying their digital circulation for audit and advertising purposes. Digital delivery and marketing are elements that can be configured to meet the specific publishing model requirements.

During the afternoon workshop, specific publication websites were reviewed and critiqued for overall navigation, web components, content management components, design, usability, and interactive brand value.

About iDigital Edition

Introduced in 2005, iDigital Edition (<http://www.iDigitalEdition.com>) is the innovative full service electronic publishing solution for magazine publishers. The digital magazine service produces enhanced online versions of magazine publications that can be viewed on-screen with a standard Internet browser. The solution allows publishers to deliver their publication in an enhanced online format utilizing the same print PDF issue files sent to commercial magazine printers. The iDigital Edition marketing and revenue strategies allow magazine publishers to achieve new profits online. No reader software or additional staffing or production work is required by publishers utilizing the digital edition service.