

GET YOUR PRINT MAGAZINE FOUND AT RETAIL – MAGFINDER APP

Hotsheets

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GAIN TRACTION FOR YOUR PRINT MAGAZINE

Every magazine brand knows that even today, if you have the right content in a package appealing to your consumers, they will buy it, consume it, become loyal to your brand and also become promoters of that brand. Retail continues to remain important as a sampling mechanism for your print magazine and also for those impulse purchase opportunities. Unfortunately, not all magazines can be everywhere today. So how does “Ashley” find that magazine that just popped up on her Twitter feed? Today, she can use the MagFinder app.

MagFinder drives shoppers, looking for that magazine, to that store!

Now there's an app to find the stores that carry my favourite magazines!

Meet Ashley... + MagFinder =

She uses the app to find the store closest to her that carries the magazine she wants.

The graphic illustrates the MagFinder app's function. On the left, a cartoon woman named Ashley is shown holding a magazine titled 'Gossip'. A speech bubble above her says, 'Now there's an app to find the stores that carry my favourite magazines!'. In the center, the MagFinder logo (a large 'M') is shown next to a smartphone displaying the app's interface, which includes a search bar and a 'Find Local Retailers' button. To the right of the smartphone is an equals sign, followed by an illustration of a store with a sign that says 'MAGAZINES'. Below the illustration, text reads: 'She uses the app to find the store closest to her that carries the magazine she wants.'

YOUR GOAL

Your magazine won't be distributed in every store. For those consumers actively seeking your magazine, if they don't find it at a particular location, they may just forget about it when they are shopping another. MagFinder helps realize your goal: To have your magazine found at retail by as many of your consumers as possible.

HOW IT WORKS

MagFinder is an app for locating available magazines at retail, in the US and Canada. MagFinder's mobile-first solution is fast, easy, and effective at drawing consumers to the retailer where your magazine is available.

6 MAGFINDER HIGHLIGHTS

- Catalogues nearly every US and Canadian magazine and is updated daily
- Mobile-first with a graphic-rich user interface that includes cover image display
- GPS enabled
- Supports all mobile browsers with its web-based technology
- Integrates with Facebook and Twitter for social sharing
- Powered by MagNet (an American company with no connection to Magazines Canada's MagNet conference)

MAGFINDER ALLOWS YOUR CONSUMER TO...

- Search store magazine inventories
- Find locations that carry a particular title within a specified geographic area, based upon GPS location
- Get directions to that store
- Mark favourites
- Browse popular brands
- See what's trending
- Search available categories
- Get auto-notification of new issue releases via e-mail or SMS
- Share on social media

Future MagFinder releases will include more powerful tools for consumers.

To view an informative one-minute video about MagFinder, [click here](#).

WHY IT MATTERS

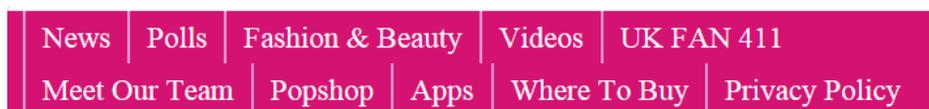
In a world of digital distractions, we can begin to leverage mobile devices and shine a spotlight on our print products. MagFinder was built to support industry sales and is brand agnostic. It creates an environment that encourages digital engagement. The more consumers interact with the app, by saving their favourites and sharing on social, the more awareness there will be for your print magazine.

PROMOTE TO YOUR FANS USING YOUR WEBSITE

By actively promoting the MagFinder app on your website and other social media properties, you can help your consumers find your magazine and sell more copies. There are a variety of options that publishers are using to do just that.

You can embed a link to MagFinder from your website to drive consumer traffic to retail. Some examples of the methods of integration are shown via the publisher websites below.

App Opens in a New Window



Pop Star features a “Where to Buy” link in their top navigation, which then opens MagFinder in a new window. Click [here](#) to view.

Integrated MagFinder onto the Website via iFrame

Alternative Press magazine integrated the app onto their website. Click [here](#) to check it out.

Share on Social Media

Other publishers are sharing via social media and are finding it's an effective way to generate buzz for new releases. *1802 Beekman Almanac* posted a Facebook post in November 2015 and immediately generated 5,500 MagFinder requests for the magazine.

A Link on the Website Front Page

Paula Deen magazine has a link with a call to action right on the front page of the website. Click [here](#) to have a look.



Search Stores:

• Search Option #1: MagFinder

If your location isn't detected, enter your to find locations!



WANT MORE IDEAS OR HELP CONNECTING MAGFINDER?

To set up your link from your website, to get MagFinder logos for your use, or to learn more about the MagFinder app, [contact Joshua Gary](#) at MagNet.

