

BY **NANCY PARKER**, Circulation Manager, Cottage Life Media

If you are a small publisher with few resources and an even smaller budget, you can still produce “replica” digital editions of your publication at a minimal cost, except the time to upload the PDFs. Why not be everywhere you can in print *and* in digital format and expand your reach? This is especially relevant if you are a title that has a very small or no traditional newsstand presence out there. Replica editions (PDFs of your issue) are widely used by many publishers and are compatible with all the digital vendors. These vendors work on a revenue share model. Commissions range from 20-50% of revenue collected depending on what services they are providing. Payments are normally issued to you by direct deposit on a monthly basis.

Firstly, sign up with one of these digital providers and you can publish digitally on **iPhone, iPad, Android/GooglePlay, Windows8, Kindle Fire and Nook** with only a single upload of your files. They will get your editions up for sale to all applicable vendors, and will provide you with backend access to see all your digital activity and reporting. The digital provider can serve the issues to your customer if you are marketing All Access subscriptions (print and digital) by simply batching the email address to them. They also provide customized messaging tailored to your publication. Two companies that provide these services are:

1. **MagazineCloner/Jellyfish CoNNect** – [Magazine Cloner](#) formed in 2010 to provide publishers with a high quality, time saving solution for publishing digital apps and editions on multi platforms, including mobile. In 2015 Jellyfish Publishing merged with MagazineCloner to create a more specialized marketing division for its publishers. They have their own digital newsstand as well called PocketMags, which is huge in the UK but still growing here. Disticor is managing their business here in Canada in partnership with them. Contact: Denise Boswell at (905) 619-6565 or by email at dboswell@disticor.com.
2. **Magzter** – Same capabilities as above including their own newsstand at: <https://www.magzter.com/publisher/>

Other digital platforms/newsstands worth considering:

1. **Zinio** – For magazine publishers, ZINIO*pro* converts print magazines to digital content, offering publishers complete flexibility in managing and delivering their content in branded, native magazine applications for tablet, smartphone and desktop: <http://corp.zinio.com/company/>
2. **Presse Reader** – This platform gets your content in front of users who have sponsored access in hotels, libraries, airports, cruise ships and cafes worldwide: <http://www.about.pressreader.com/content-distribution>

DIGITAL STAFFING

Production Person and/or Circulation Coordinator needed:

- Uploading each issue to your provider including sell copy promoting the issue based on a predetermined digital schedule.
- Review reporting on a regular basis with digital provider(s). Test pricing, free trials and previews.
- Will need to setup and write copy for ‘push notifications’ (if you have your own app) which keeps you in touch with your reader ideally weekly with different marketing messaging (approx. 35-55% opt in to receive notifications).



Canada Council
for the Arts

Conseil des Arts
du Canada

Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO



Ontario

Ontario Media Development
Corporation
Société de développement
de l'industrie des médias
de l'Ontario

Magazines
Canada

PLAN TO PROMOTE YOUR DIGITAL EDITION

- House ads in your own print editions
- House ads on your website with applicable links
- Offer back issue archive with new subscriptions
- Offer a free issue or preview of one of your digital issues
- Offer digital free with a paid print subscription (All Access)
- On your social media pages
- Market to your current print subscribers via renewal buckslips or renewal messaging

Subscribe to Cottage Life Digital. Print. All Access.



ALL ACCESS
Get the print issues delivered to your mailbox plus free access to the digital edition with an All Access subscription to *Cottage Life* or *Cottage Life West*







Forget your copy at the cottage?

Our digital edition lets you read *Cottage Life* magazine in its original layout on your desktop, tablet, or mobile device.

ALREADY A PRINT SUBSCRIBER?
[Activate your digital subscription](#)

[Order an All-Access subscription](#)
[Contact Cottage Life customer service](#)

WE ARE AVAILABLE ON THESE DIGITAL NEWSSTANDS

 <p>APP STORE</p>	 <p>GOOGLE PLAY</p>	 <p>NOOK</p>	 <p>POCKETMAGS</p>
Subscribe	Subscribe	Subscribe	Subscribe
Order Single Issues	Order Single Issues	Order Single Issues	Order Single Issues
Customer Service	Customer Service	Customer Service	Subscribe CLW* Single Issues CLW* Customer Service

*Available to US/UK customers, and in Canada on Windows 8

WEST *Cottage Life West Edition Available Here

CHALLENGES

- Discoverability can be challenging
- If you are audited by BPA, you need to ensure the service provider can meet the needs of the auditor
- Customer service inquiries will increase
- Don't expect to make a lot of revenue, concentrate on maximizing availability first

ADVANTAGES

- New readership with no geographical boundaries
- More awareness for your brand may bring in new print subscribers as well
- Very little out of pocket cost, so any digital sales you generate is actual revenue
- May help retain your current print subscribers if they can access digital
- If you have advertisers, it gives them additional circulation, and ad links can be embedded in the files by the service provider
- Digital readership reports give you a good snapshot of your reader activity... i.e. Geographical, time spent, most popular articles. Use this information for future marketing endeavors

Sample Report of Magazine Usage and Interactions from MagazineCloner:

