

## Leveraging the best that digital has to offer for higher margins and deeper reader engagement

Attracting digital subscribers requires inviting, interactive content. Producing such content—profitably—requires a highly repeatable and scalable workflow.

Aptara's high speed, rapid response digital magazine production workflows help magazine publishers and retailers such as Time, Google, Kobo and Zinio create richly designed daily, weekly, and monthly digital publications in as little as 4 hours.

We combine innovative technology with highly scalable operations and over 25 years of publishing industry experience to dramatically:

- decrease production costs
- decrease time-to-market
- increase subscriptions
- create new revenue streams

Aptara's digital production experts:

- design and build flexible, custom workflows specific to each publication
- deliver magazines that display on all mobile devices
- utilize leading-edge proprietary tools and technologies and, if requested, publisher's own tools
- convert content from hardcopy, InDesign, or PDF, to PRISM XML, ePub, RePub, ePDF, DRP, and KF8
- design and build dynamic layouts and interactive features
- work with Latin and non-Latin based languages
- accommodate turnaround times as short as 4 hours

### The Digital Publishing Leader

Aptara's content, technology and workflow expertise helped the book publishing industry achieve 30% digital readership with commercially sustainable digital editions. Now we are doing the same for the magazine industry.

Let Aptara bring your magazines to market, digitally and affordably.

Improve reader engagement with interactive, rich media

Discover new recurring revenue channels from advertising and ecommerce