



Case Study: Vision, Innovation and determination

Digital Publishing from A to Zinio

BusinessWeek

☑ THE COMPANY

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BusinessWeek is the leading global resource of ground-breaking news and analysis in a fast-changing business world. Across print, television and online media, the BusinessWeek group offers essential insight that provides a competitive edge. The magazine's parent is the McGraw-Hill Companies, founded in 1888 and currently with 280 offices in 37 countries and \$5.3 billion in sales.

☑ THE CHALLENGE:

In 2002, BusinessWeek was looking for ways to:

- ▶ Meet the evolving needs of readers, who were finding greater immediacy and interactivity in digital media and advertisers, who were seeking to maximize targeting and impact
- ▶ Deliver bottom line efficiency to their print business
- ▶ Develop new distribution channels for content

Being a leader in any business takes vision, innovation and a lot of determination. So, it's not surprising that when BusinessWeek decided to go digital to meet their business needs, they also set the goal of being a leader in the digital magazine space. And that meant selecting the right digital vendor and partner.

☑ THE SOLUTION:

- ▶ Selection Process

During their *rigorous selection process*, the BusinessWeek team evaluated each digital vendor in terms of technology and platform, the quality of strategic alliances and partners, as well as their overall capabilities, i.e. fulfillment, production, tech support, account management, sales and marketing. "Zinio had a pretty stellar management team," says Ken Eng, Director, New Product Marketing, Electronic Subscriptions, which was another factor that contributed to selecting Zinio.



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▶ Internal Buy-In

A critical step in going digital was obtaining *buy-in from internal stakeholders* across the organization and committing to on-going education to build ownership. BusinessWeek did considerable testing of offers, media, and sales channels to understand what works and what doesn't when marketing digital editions. Surveys of current readers defined the target audience and their preferences. All of this information helped the entire team understand their customers' changing information consumption habits.

▶ Rich Media Editorial

One of the keys to digital success is *getting editorial* to harness the full capabilities of the digital platform by incorporating *multimedia*. The BusinessWeek editorial team has been at the forefront of innovating with digital editions and made a commitment to enhance their digital editions with multimedia content. A recent example of editorial use of rich media is the article "Why Logic Often Takes a Backseat" in the March 28, 2005, issue of BusinessWeek. Accompanying that issue was an interactive diagram of the human brain, enabling readers to understand better this complex subject. Importantly, BusinessWeek has found ways to add value to the reading experience with multimedia. Ken Eng noted, "We've been most successful when we aligned the content with the interests of our core target audience."

The Zinio Reader "is superb. ...it's like PDF on steroids."

Ken Eng
Director, New Product Marketing
Electronic Subscriptions
BusinessWeek

☑ **GOING FORWARD:**

BusinessWeek views digital as an investment in the future, enabling them to provide new digital services to their current customers and to attract new and younger readers to the franchise as a whole. With that in mind, the magazine has set an aggressive goal for paid digital subscribers which in turn will translate into an impressive interactive audience, subscription revenue stream, and substantial cost savings through the electronic delivery of digital copies annually.

☑ **ABOUT ZINIO**

Zinio is the market leader in complete digital magazine solutions, providing publishers with new circulation and revenue growth opportunities through turnkey solutions and expert services. Zinio partners with the world's leading publishers and has offices in San Francisco, New York City and London. The company is privately held. www.zinio.com