



Case Study: Digital Benefits to the Small Publisher

Digital Publishing from A to Zinio



THE COMPANY:

Thaddeus Computing, Inc.
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www.pocketpcmag.com

Since 1985, Thaddeus Computing, Inc. has been writing about, buying and selling handheld computers. The magazine was launched in 1997 and was renamed *Pocket PC* in 2000. Seven issues a year are published in print, digital and MS Reader versions. The magazine covers all things Windows Mobile, including Pocket PCs, Smartphones, the Portable Media Center, plus Windows CE-based handhelds. Subscribers are mobile professionals and enterprise decision makers, mostly male, college educated, high earners—over \$75K, between 35-59, and computer savvy.

Pocket PC magazine ranks in the top 3 results for “Pocket PC” searches on Google, AOL, AskJeeves, Earthlink, ICQ, MSN and Yahoo. The magazine has ranked in the Top 10 Best Seller list at the Zinio.com newsstand.

THE CHALLENGE:

As a small, niche publisher *Pocket PC* magazine competes with much larger, more established publications. This can be quite a challenge when necessity mandates a limited budget. Thaddeus was looking for affordable ways to grow the business, attract more subscribers and re-energize the brand. Going digital presented opportunities to meet each of these challenges.

THE SOLUTION:

Zinio was the digital vendor of choice partly because of the company it kept. “We saw there were high-profile magazines producing digital editions through Zinio, and we wanted to leverage the inevitable ‘buzz’ that would generate,” says CEO Hal Goldstein. Today, Zinio is the dominant provider of digital magazine solutions, with 61% audited digital market share. By going digital, awareness and perception of the *Pocket PC* magazine brand improved steadily.



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Most *Pocket PC* magazine subscriptions are ordered online. As a full-service provider, Zinio was able to provide a robust online agenting program that generates approximately 50% of all new digital subscriptions. The magazine aggressively promotes a bundled subscription package called “The Works” that includes print, digital and MS Reader versions to all new subscribers, as a way to strengthen the relationship and reinforce the choices available to this highly selective base.

The low-cost delivery of the digital edition makes the international market much more viable as another way to grow the business. *Pocket PC* magazine has found that international subscribers are more attracted to the digital format because of the elimination of the substantial postal charge.

“Choosing the best digital vendor for your needs is very important. We’ve been a Zinio customer almost from the very beginning and I feel we made the right decision.”

Hal Goldstein
CEO, Thaddeus Computing, Inc.
Publisher, *Pocket PC* magazine

RESULTS:

- ▶ Digital subscriptions almost doubled from 2003 to 2004
- ▶ 15% of free samplers become paying subscribers
- ▶ 50% of new digital subscribers come from the Zinio.com agent site
- ▶ Over 5% of total qualified circulation and nearly 15% of paid subscribers are digital

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

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