



Case Study

Digital Opens Doors to Advertisers

Digital Publishing from A to Zinio



THE COMPANY

VNU BUSINESS PUBLICATIONS LIMITED (VNU)
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VNU holds industry-leading positions in marketing, media and entertainment information, business publications and trade shows. Since 1964, VNU has expanded from a Dutch publishing firm into a major international information and media company. Through 140 printed publications, 150 trade exhibitions and many websites VNU connects buyers and sellers in a variety of industries, and helps them to stay on top of industry issues and make critical business connections. VNU is one of the largest providers of business-to-business information through publications and trade exhibitions in the United States and Europe.

Publications

The Business Media group in Europe operates publishing houses under the name of VNU Business Publications in The Netherlands, United Kingdom, Belgium, France, Germany, Italy and Spain. In these countries approximately 70 trade magazines are published, all together some 70 million copies per year. These publications cover a range of subject areas, including computer information, electronics, finance, management, media and career development. Leading titles are Intermediar (career development), Computable and Management Team in The Netherlands, Computing, IT Week, CRN, Accountancy Age and Computeractive in the United Kingdom, and PC Professionell in Germany.

Audited Circulation:

- ▶ Computing – 115,000 circulation, including 15,000 digital
- ▶ IT Week – 52,000 circulation, including 8,000 digital
- ▶ Computer Reseller News – 12,500 circulation, including 2,500 digital

Challenge

It's no secret tech titles have been experiencing a very tight market for the past couple of years – declining or flattened subscription trends, shrinking ad revenues. The challenge in that kind of climate is to be able to expand both market share and advertising yield.



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Solution

Adding digital editions to the mix enabled VNU to offer the optimum selection of platforms to reach their target audience, a very senior group who traveled frequently.

The added circulation from digital titles has helped the VNU's IT publications gain about 2% to 3% market share. Digital editions gave the VNU sales staff something new to talk about with advertisers during an excruciating down cycle in traditional print advertising. "So many publications have been cutting issue sizes. We've been able to go out with an investment story and explain how we are improving the publication. It's opened loads of doors," said John Barnes, publishing director of VNU Business Publications-London.

Large advertisers like IBM Corp., Sun Microsystems and Cisco Systems were enticed to "bolt" new products onto the electronic copies through a variety of rich media techniques. The growth in circulation, the ability to reach audiences in new ways, including video ads and upcoming plans to sell digital-only split runs – all this has helped VNU grow overall ad revenue. Rate increases reflecting this new, broader reach are also on the horizon.

"A paper copy of a publication that lands on their desk when they are only in the office one or two days per week is a very crazy, 19th century proposition."

John Barnes
Publishing Director
VNU Business Publications-London

Results:

- ▶ 13% of circulation is digital
- ▶ Significant increase in both market share and yield of IT publications by offering a digital version

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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