

# Publishing Partners Guide



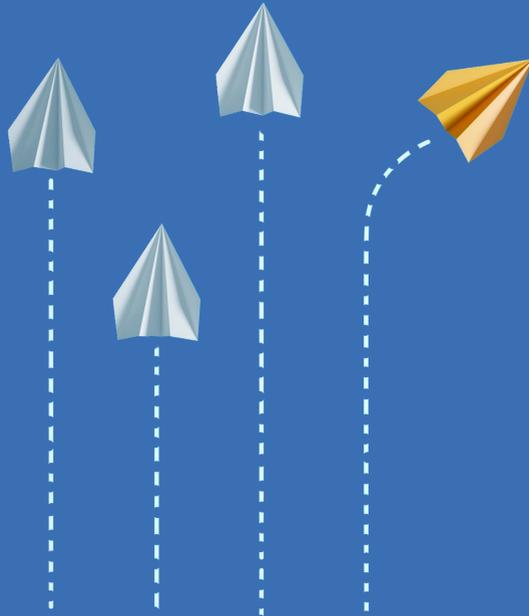
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# Publishing Partners Guide

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# Publishing Partners Guide

## Comment

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**James Eveleigh**

Editor

## The cost of inertia

How often have you heard the phrase, 'I haven't got the bandwidth', to justify not addressing a problem? Or, if the problem is something you've managed to live with for some time, 'if it ain't broke, don't fix it'?

We all lead busy work lives and I'm sure I've been guilty of both.

But, inertia in the face of things you know are not working properly has a corrosive effect.

Leaving it to persist ultimately ends up costing you a lot more money than if it had been addressed early, and often results in under-performance in other areas of the business.

Not having the answer yourself is not an excuse for doing nothing because there are experts on hand to help shed light on the causes and suggest solutions.

Also, the chances are that whatever problem you face, it won't be unique to you. Most problems and challenges faced by publishers are shared with other publishers. We are more similar than we think, which means that your problem has probably been successfully solved by one of your peer group.

The people most likely to be willing to share that information with you are not other publishers but suppliers, who have a vested interest in helping you.

And, the good news is... they are listed in this directory.

So, why not break the cycle of inertia and give them a call...

## How to use this guide

The purpose of the Publishing Partners Guide is simple – to help you find the right service providers. There are in-depth partner profiles, listed in alphabetical order from page 27. Browse through and read about the latest offerings from many of the industry's leading suppliers. If you're looking for particular services, then a good place to start is the category pages, P21–26. For your convenience, categories are split into 'Audience', 'Business Management', 'Commercial', 'Editorial' and 'Production' and the categories on each profile page are now colour-coded. I hope you find the guide a useful reference source throughout the year. All the companies listed would welcome the opportunity to discuss your plans and how they can help. Do contact them!

# Opportunities & Threats: National News Media – Jo Allan

**T**here is a golden opportunity for advertisers if they only stop blocking the news!

The opportunity for news brands over the next twelve months is compelling, especially in terms of what they can offer to advertisers: Scale. Engagement. Trust. Relevance. Innovation. And of course, quality journalism.

Last year was a pivotal year for democracy across the globe, with more than half the world's population eligible to vote. It was also a year that illustrated the important role journalists play in our democratic society.

The results of a poll we ran in September – neatly sandwiched between the UK and US elections – revealed that an overwhelming number of Brits (76%) understand the value of quality journalism.

As the latest PAMCo figures show, 24 million people a day, 38 million a week and 44 million a month now actively read a national news brand.

And despite common misconceptions, news brands are popular with young people. Our latest study into youth readership proved that 15-29-year-olds are engaged with trusted news environments.

Nine in ten consume news – while 72% engage with news brands on a regular basis – checking on average six news items a day.

## About Jo Allan

Jo was appointed chief executive of Newsworks, the marketing body for national newspapers, in May 2021 having joined the previous year as managing director. Jo has extensive experience in the sector from her client-side roles at Cadbury and AB InBev and agency roles at Carat, Vizeum and Dentsu Aegis Network.

 [www.newsworks.org.uk](http://www.newsworks.org.uk)

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 [www.linkedin.com/company/newsworks](http://www.linkedin.com/company/newsworks)

And there's good news for advertisers too – 68% visit a retail site after reading news brand content.

This backs up the work by effectiveness expert Peter Field whose analysis of the IPA Databank showed the link between trust in news brands and advertiser profit growth has risen sharply over the last decade.

The golden opportunity news brands offer to advertisers is strong. Increasingly relevant... to young and old. Trusted... by millions. Engaging... with engaged large scale audiences. Valued... and highly valuable to advertisers.

But here's the problem.

Advertising blocklists are one of the biggest threats to news brands.

Blocklisting and the continued paranoia around perceived brand safety issues continue to unwittingly defund trusted journalism.

And it means advertisers are blocked from reaching highly engaged and profitable audiences who value and trust the journalism they consume.

Last year, Stagwell's extensive Future of News UK report found that it is safe for brands to advertise adjacent to quality news content, regardless of topic. This was quickly followed by a separate study by Teads and Lumen which came to the same conclusion.

Enders Analysis CEO Douglas McCabe said

it best: "... journalism provides material brand leverage, not its opposite. The whole system should be turned on its head, and quantify the benefits of context for pricing power and consumer propensity."

I have been encouraged by the growing number of allies and voices across the ad industry who understand the issue and are championing for change.

Not just because of journalism's importance to society, but because of the value news brands offer to advertisers.

But we have to work harder together to change this carte blanche approach to blocklisting. We need to get back to a world where context is key.

After all, the evidence – and there is plenty of it – shows that this approach will benefit advertisers. 



# How to improve news gathering: Innovation at the service of journalists – by Atex's Sara Forni

In today's rapidly evolving media landscape, artificial intelligence (AI) is playing a

transformative role in streamlining news gathering processes. Recognising this potential, Atex concluded its first 'AI Challenge' at the end of 2024, advancing innovative ideas to benefit journalists and newsrooms globally. The competition attracted numerous creative proposals from publishers, with many focusing on optimising the critical news gathering phase.

The challenge highlighted three standout submissions that leverage AI to address common newsroom challenges related to the news gathering process:

● **Machine learning for news sorting:** This winning project tackles the overwhelming influx of daily news and agency feeds. By employing machine learning, the solution introduces an interactive platform capable of prioritising and categorising thousands of incoming stories. Using analytics from previously published articles, it identifies high-impact content, enabling editors to make informed decisions swiftly. This approach not only saves time but also ensures readers receive



the most relevant stories. Furthermore, the platform allows for real-time updates, ensuring that editors

stay ahead of breaking news and shifting trends, a crucial feature in today's 24/7 news cycle.

● **Local event coverage:** The second project, developed in collaboration with an online local publisher in Italy, is focused on aggregating diverse sources – including social media, press releases, agency feeds, and Facebook groups – to create a unified event calendar for over 100 small Italian municipalities. Generative AI drafts articles based on these event schedules, allowing journalists to refine the content while focusing on storytelling. The integration of this tool not only enhances productivity but also allows for consistent promotion of local culture, a vital aspect of maintaining community engagement. By providing comprehensive event coverage, newsrooms can establish themselves as indispensable resources for their audiences.

● **Smart media monitoring:** This project was pitched by a press release monitoring service, a company that tracks and collects press releases and news from various sources.

Their customers are businesses that need to monitor their media mentions and want to increase the reach of their own press releases. The project aims to solve the 'press release overload' problem for journalists by providing a flow of highly targeted press releases to each journalist, sending them only the ones that resonate with their topics of interest, and even helping them draft articles using their own personal style and tone of voice.

## Why AI matters in news gathering

The projects demonstrate how AI can revolutionise newsrooms by automating repetitive tasks such as filtering, categorising, and drafting content. This efficiency allows journalists to concentrate on investigative reporting and creative storytelling. Moreover, AI tools like these are accessible to smaller newsrooms, enabling them to compete on a larger scale and better serve their audiences. Additionally, such innovations align with the growing demand for hyper-localised content, allowing news organisations to maintain relevance in diverse communities. □

## About us

Atex solutions leverage cutting-edge technologies and services to empower publishers and media outlets to build a sustainable future. With decades of expertise, we help newsrooms, media organisations, and content creators streamline workflows, enhance collaboration, and deliver stories to audiences with precision and speed. Our offerings enable today's publishers to not only tackle challenges but also scale effortlessly to meet the demands of tomorrow.

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# Opportunities & Threats: Regional News Media – Scott Wood

**H**ere at Tindle Newspapers, we know that change is a constant and we have to make the most of every opportunity using the strength of our heritage brands, our digital assets and the trust our communities place in us.

A publisher of ultra-local news brands across Surrey, Hampshire, the Southwest, Wales and the Isle of Man, our print and digital titles include Isle of Man Today, Tavistock Times, the Cornish Times and Farnham Herald.

Local content is our uniqueness, providing our best opportunity to build a positive future around our multiple audiences with consumers paying for access. Our plans are well advanced and we are confident for the future.

The last twelve months have had many challenges ranging from a volatile economy, the uncertainty around the general election and the ever-expanding footprint of the tech giants such as Apple, Google, Meta and the BBC. There is a lot to be positive about, including recruiting staff with new skills in editorial and IT making the company digitally stronger.

We remain upbeat about local publishing. It will continue to change at pace and look different in the future. The organisation is strong, resilient and is determined to face this. The strength of its radio business in the Channel Islands and Republic of Ireland, established events in the Isle of Man and a developing property portfolio, coupled with a supportive owner,

means the willpower to succeed has never been greater.

Technology will be at the forefront in enabling local teams to fulfil our ambitions, whether it be maintaining a print portfolio, paid-for newsletters, metered paywalls, apps or ad-lite websites, our strategy is to deliver outstanding products.

There is work to do but the group remains focused on local, rich content and reporting only what is important to the communities that we serve. Maintaining a high street presence is part of our plan to ensure this continues to be achieved.

We are quickly growing our digital audiences and products, whilst at the same time continuing to sustain our resilient print titles, which whilst impacted by the digital revolution, remain valued in the regions we serve.

Our news websites have been updated with modern designs to enhance the user experience and increase digital engagement. The layouts were modernised to improve visits across all devices and to reduce page loading times while encouraging repeat visits.

Sales is all about creating compelling propositions across all our commercial platforms that connect local businesses with our audiences.

We know it is vital that we continue to drive commercial engagement, offering new opportunities to local businesses to connect with their customers. This must be done while maintaining our core print revenue.

Tindle Newspapers is a company where more and more people are getting the opportunity to learn both modern and traditional skills including reporting, digital publishing, print, broadcasting and video creation, much of which can be achieved on our multimedia apprenticeship scheme.

Our brands will continue to evolve, but the focus on localness and trust will remain at the heart of what we do. ▣



## About Scott Wood

Scott has been managing director for independent local news group Tindle Newspapers since 2022. He was previously group publishing director, having been a regional executive director for thirteen years.

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🌐 [www.tindlenews.co.uk](http://www.tindlenews.co.uk)

# 3 ways to WOW your SMB advertisers in 2025 – Smartico’s Christian Scherbel

**B**ig brands have agencies to create stunning ads. Small businesses, though?



They’re often stuck with a basic website, no outside help, and no time to make great ads. It’s no wonder they struggle to see results with digital campaigns.

This creates a frustrating loop – ads don’t perform, so they don’t invest again. As a publisher, you miss out on the untapped potential of small advertisers who could become loyal, repeat clients.

Let’s fix that. Here’s how you can help SMB advertisers succeed and keep them coming back for more:

## 1. Show them what’s possible:

Create excitement before SMBs even commit to a campaign by presenting them with spec ads, preview ads, or pitch ads. Instead of a static JPEG preview, impress them with interactive, high-impact animated previews like videos, cubes, or scratch ads. These immersive formats showcase the possibilities of digital advertising.

With the right tools, you can generate these previews in seconds from sources

## About us

‘Smart Ads’ generates high-performing digital carousel ads and landing pages at scale. Using AI and human expertise, and any input source available, including press ads. With 100,000s of Smart Ads and a client base of over 300 publishers, like Mediahuis, Bauer, Axel Springer and many independent champions, Smartico drives new digital advertising profits for publishers of all sizes.

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like a YouTube link or a business website. Empower your sales team to become ad creators, showing

potential clients what their campaigns could look like – no design expertise required.

**2. Fix the whole journey:** A great banner ad can only do so much if it leads to a poorly designed website or a landing page that doesn’t work on mobile. SMB advertisers might not have the resources to fix that part of the puzzle, but you can help.

Offer a complete solution by including an optimised landing page with their campaign. Tools like Smartico Smart Ads can turn a business’s print ad, website, or social profile into a mobile-friendly landing page in no time. When everything clicks – literally – you’ll have happy advertisers ready to run their next campaign with you.

## 3. Focus on the right metrics:

SMBs can get spooked by low click-through rates. Instead, highlight

what really matters: how many people saw their ad, how long they stayed engaged, and whether the campaign caught attention.

Leading advertisers aren’t buying display ads for instant purchases – they’re investing in building awareness and sparking interest. Use visual dashboards to highlight metrics such as view time, attention quality, and ad engagement. These insights tell a compelling story that resonates with advertisers and keeps them invested in digital campaigns.

By making digital advertising easy, effective, and measurable, you’ll turn small advertisers into big revenue drivers – and 2025 into your best year yet. **▣**



# Opportunities & Threats: Consumer Media – Hannah Williams

A year of unprecedented change has underlined all I've ever known about consumer media; that audiences love original content that excites and inspires them, content they can rely on, relate to, and trust, and content that fits unobtrusively into daily life.

Also, that content creators are busy. That the content they create is becoming evermore complex and diversified, and the hungry mouths of distribution platforms will never be fully fed.

None of this is news to me. But at the same time, everything feels very different.

Generative AI has exploded opportunities for content creation. The ability to reformat and repurpose IP, provide hyper-relevant experiences, unlock archives and give audiences autonomy over mode of consumption is dizzying. As is the volatile marketplace, with platform partnerships and technical integrations challenging the very concept of what content could be.

We're left asking ourselves an existential question: in a world where audiences might access automations tailored to their every whim, what is the role of content creator and how do we best serve?

The answer is reassuringly familiar: by giving audiences the relevant content they value created by people they trust.

To deliver this at Immediate, we're focusing on two key areas:

## About Hannah Williams

Hannah is MD, digital content for Immediate Media. She is responsible for digital content strategy and implementation across the company's brands. Hannah is a Webby-award winning digital strategist and has been delivering world class content for companies including the Financial Times, BBC, and Channel 4, for the last twenty years. She is passionate about connecting digital audiences with quality content in ways that empower and enrich their daily lives.

● Content creators: ensuring we're represented by authentic voices with lived experience in their field. People who reflect our audiences and the topics that hold relevance to them. We're expanding our creator ecosystem beyond pure publisher broadcast and embracing the plethora of creator communities increasingly meeting audience need. We need to find symbiotic ways to be part of communities and reflect and represent them as well as inform and inspire.

**Authenticity** cannot be short cut and neither can relationship building and therefore we need to find more time. We need to be creative, collaborative, experimental and innovative and that's hard to do as an add-on to the already groaning daily grind.

● Therefore, we need to also invest in **efficiency**; finding the tools and workflows that will redraft, repurpose and reformat our quality content and allow us to feed the myriad platforms on which our audience expects us to exist. Lots of these efficiencies will be AI driven but not all. This is about organisational set up, asset management and infrastructure, data-informed marketing, and planning processes that best set up teams to efficiently collaborate

and succeed.

Publishers walk a gauntlet between pure play creators free from the shackles of traditional publishing complexity, and huge tech giants increasingly controlling access to consumer. But we still have a USP. Brands sit at a unique junction between authority and authenticity. The technical advancements disrupting our market are also those that can bring us closer to our audiences and deliver personalised value more than we ever have before. □



# Strategies for building a strong magazine community – by Warners’ Natalie Smith

**A**s publishers, we’re facing a dual challenge:

staying relevant in a digital world, while building loyalty among an ever-changing audience. Our success lies, not just in attracting and keeping readers, but also in developing the appeal and breadth of our offer to build upon this. Plant the seed and let your community grow by keeping them engaged and invested.

Here’s some suggestions on how to do it.

**1. Who are your audience?** Let’s start by understanding your readers. Creating detailed reader personas using your data analytics is a great place to start. Ask yourself, what are their interests? Reading habits, motivation, challenges. Tailor your content to their needs. Make your magazine feel relatable and essential, something they cannot be without.

**2. Personalisation is key:** Everyone loves receiving something with their name on it; let’s talk to each and every customer individually. Welcome new subscribers / members, keep existing subscribers / members informed, and create excitement about your plans. Keep the communication

## About us

Warners Group Publications has been delivering an effective bespoke ‘Total Circulation’ service for over 35 years. We provide all services under one roof: newstrade distribution, subscription and membership management, digital marketing and print and recognise the importance and benefits of strategies that bring all of these channels together to maximise engagement, retention and profitability.

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channel going, and your customers wanting more.

### 3. Be consistent:

Loyal readers value consistency and want to know they’re receiving good value for money. Offering useful articles, exclusives, how-to guides, supplier discounts and unique experiences will do just that. Stand out from your competitors, give customers a reason why they should give you their time (people tend not to have a lot of it these days).

**4. Engage beyond the page:** People are looking for more than just a magazine, they want to feel part of a community. Create touchpoints to help do just that! Webinars, live Q&A sessions, and / or exclusive events can help with that. All of this can come for free as a member / subscriber (value-added benefit) or at least a discount. Use social media to spur conversations and showcase reader stories. The more your audience feels involved, the more invested they become.

**5. Let’s celebrate our readers:** Most people love their name in lights, so let’s make it happen.

Showcase their contributions, and open the door to guest articles, competitions, or social media shoutouts, allowing readers to share their work, opinions, and contributions, creating a relationship that strengthens brand loyalty.

**6. Stay true to your brand:** Trust is everything, and it builds loyalty. Keep customers in the loop; what are your plans? Listen to feedback, provide surveys, and change things if they’re not working but stay true to your brand. It will keep customers coming back for more.

**7. Data:** Last but more certainly not least is data. You can try all these things but are they working? What are your engagement rates, are people sticking around? What are your retention rates? If something is not working, try something new. Test, test, and test again. You need to determine what works for your brand and your audience.

Building a buzzing magazine community is essential in a competitive industry. By understanding your audience, delivering value, and growing engagement, you can transform casual readers into loyal brand advocates. **■**



# Opportunities & Threats: B2B Media – Nick Service

**F**or us B2B publishers, threats and changes in the sectors we serve mean our customers, and their suppliers and customers, need quality, up-to-date information. This is a great opportunity for us. Judging by the way the new UK government has started its term, it looks like there will be plenty of changes and threats in most sectors in 2025. Are we ready to take full advantage of these great opportunities?

The challenges we, as businesses, have to grapple with are basically the same as previous years. They come down to, as the PPA would say; people, products and audiences.

Many of us have established hybrid working as the norm since the Covid pandemic. This has its benefits for the business (eg. a need for less traditional office space) and the individuals, who have a better work:life balance. However, the challenges for our businesses are important, particularly when it comes to maintaining esprit de corps, integrating new employees, and on-the-job training. As always, we need to manage this threat to the effectiveness of our operations carefully.

Our audiences and markets continue to evolve. This can be a threat to our established products if they don't adjust. We need to adapt our offerings to what our customers want and need. This is also an opportunity to develop new revenue streams.

## About Nick Service

Nick, chairman of the Hemming Group, is the fourth generation to lead the family owned and run B2B media company. Its emphasis is on quality content. He is a director of the Audit Bureau of Circulations and has also served on the boards of Publishers' Licensing Services and the Copyright Licensing Agency.

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Key to success will be how we manage the culture within our businesses. We need to help our people to adjust how they work and to learn new skills, so that they can contribute in a positive way to the changes, without feeling threatened or over stressed.

One way we can help them be more productive is to continue to increase our use of automation to handle the mundane, time-consuming tasks. Whether it is using AI to write standard debt chasing emails, or rewrite press releases for publication, or to prepare personalised e-news bulletins for individual readers, the software now available can help ease the burden. Of course, some people see this as a threat, others as a risk, and we must allow for both fears as we bring in new systems.

Global warming is a big threat to all of us. It is also a great opportunity for B2B publishers to take a leading role in promoting environmentally sustainable practices to the markets we serve. We are in a unique position to be able to share our customers' best practice for the good of their sectors. For our own companies, both the PPA, and

the AEO on the events side, can provide guidance on how to improve our own activities to reduce our carbon footprints.

2025 will be busy, complicated and full of threats/opportunities – just like every year. ▣



# Cooking up the right tech stack – Full Fat Things' Vicky Macey

**P**ublishers are no strangers to big decisions. But choosing the right technology to support their businesses now and into the future might still be the trickiest. With so many fancy tools promising to revolutionise everything from content creation to all manner of monetisation, it's easy to get swept up and commit to platforms and services that wow in a demo but don't move the business forward in a meaningful way. So, before you swipe the company credit card, let's break it down.

● **Start with the main course:** What's the centrepiece of your menu? Revenue? Audience? Efficiency? All of the above? In which case, in what order of priority and therefore share of budget? In a sea of 'C's' – CMS, CDP, CRM, CMP – which combination truly matches the requirements critical to growth?

● **Serve your audience:** Audience is still everything. Whether you're selling to them – or selling access to them – if they're not in love with the experience you provide, your tech isn't working. Look to make your digital products faster, smoother and easier to navigate. Don't make them work too hard to find what they came for – they will go elsewhere.

## About us

With a combined experience of over 80 years in the publishing industry, Full Fat Things works with B2B and B2C publishing businesses to develop sustainable digital products with deep integrations with infrastructure and workflows. We create fully customised outcomes using open-source software to enable ultimate flexibility now and in the future.

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## FULL FAT Things

● **Find the right ingredients for profit:** Publishing is a business full of

passion and integrity but let's face it, we all need to get paid. Whether that's through subscriptions, ads, marketing services or ecommerce, your tech needs to fully support and align with revenue streams. That means frictionless registration, payments, subs or membership management and even playing nice with ad networks.

● **Cook up some killer content:** And whatever the revenue or audience model, we can safely assume that content is at the very heart of the business. A solid CMS should be super organised, efficient and able to adapt. It should handle any kind of content you wish to throw at it and distribute it to any platform with which your audience engages – they're highly unlikely to all hang out in one place 24/7.

● **Data: The Secret Sauce:**

Data is a (not-so) secret weapon. Solid analytics will tell you exactly what your audience wants and needs. It'll also tell your customers how valuable your platforms really are.

Real-time data is the only way to stay on top of trends and make sure you're able to respond to them.

● **Don't let the dish go cold:** Picking the right tech stack isn't just about the latest new thing, it's about what works for your business, your team and your audience. Future-proofing is an often overlooked component of tech decisions. And while tech waits for no one, the very latest thing isn't always the right thing for your goals. Get the basics right, build a stack that you can sustain, that can scale as you do and then build around that in response to audience insight and not just what's just become possible.

● **Take-away:** Take your time, assess requirements in a systematic way and the decisions will make themselves.

Bon appétit! ☐



# Opportunities & Threats: Customer Media – Zoë Francis-Cox

**A**s we embrace 2025, I must say I'm excited and apprehensive about the future of publishing and media in the UK. Having spent years in this industry, I've ridden many waves of change, but the landscape ahead feels particularly transformative.

The speed of publishing content is instantaneous: one blink and a comment or a photo is shared with millions. Where social media used to be reserved for younger audiences, today, it proliferates and manipulates all generations across a multitude of channels. And with it comes unregulated false information, which, if repeated and shouted about the loudest, is believed.

We've seen 'X' become a toxic platform, resulting in a loss of 32.7m users in two years (source: eMarketer) and 115k US users closing their accounts the day after the US election results. TikTok continues to be the fastest growing social channel at 1.6bn active users a month, chasing the tail of Facebook's declining 3bn and Instagram's 2bn. All are channels which manipulate behaviours through algorithms and are targeted themselves by unscrupulous characters and hacks for economic and political gain.

2025 isn't just going to be a super VUCA world – volatile, uncertain, complex and ambiguous – but a super VUC-AI world where all of these will be heightened through the rapid sophistication and

growing permeation of AI into our lives.

However, these challenges also bring fresh opportunities. My 20+ years publishing career has mainly been focused around brands and their communities – 18 years with Harley-Davidson as a client, I know what it takes to earn the customer's trust, build loyalty, inspire advocacy and the role that publishing, storytelling and communications plays in this.

And this is where the opportunity lies for brands in 2025 and beyond, more so than ever. Brands have a responsibility of authenticity, being true to their purpose and upholding their values to protect and inspire their customers. Brands have an opportunity to bring positivity and optimism through their storytelling.

AI has the potential to entertain, excite and enhance brand stories and creativity. We should embrace and experiment with it, using it as a tool to surprise and delight our customers and readers. Taking imagination to new levels.

And perhaps, surprisingly for some, I see a rejuvenation for print as it becomes a significant

trust mark for brands and their customers where the discipline and craft of print publishing is recognised more than ever; a medium which can't publish at the blink of anyone's eye but needs to be ideated, challenged and bettered before it reaches the hands of the reader. This is the moment for honest brands to rekindle their relationship with one of the oldest mediums which can bring calm and enjoyment to the chaos of tomorrow. ▣



## About Zoë Francis-Cox

Zoë is the CEO of Dialogue, a content marketing agency based in the UK with global clients across the premium and luxury sectors and membership organisations. Zoë has been with Dialogue for 20+ years and leads a team spanning content, creative and commercial to deliver quality content across multiple channels.

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# Calling all tree huggers – Denmaur's Danny Doogan

**F**or many years, the environmental spotlight has been on print. The take up of FSC and PEFC certification

has helped, as have offsetting schemes such as Carbon Balanced Paper, and now we have the ability to provide the carbon emission figures associated with the production and delivery of paper and print.

However, the common misconception that paper is responsible for mass deforestation remains, which means we've either been getting the wrong messages out or not completing the story at all. For me, I think it's the latter.

Most people know paper is made from trees. Aside from that, the knowledge relating to forestry for paper production is minimal, allowing myths and facts inevitably to merge into misinformation.

Forestry practices are as old as time, but that's not to say mistakes have not been made along the way. The Forestry Commission has only been in existence since 1919 after the UK's forestry stock had drastically depleted due to the agricultural, industrial and transport revolutions, rocketing population levels and a number of wars. Print, notably, didn't contribute to this forestry low point.

The UK is just over 100 years into its restorative programme, whereas other countries blessed with large forestry areas learnt about harvesting and regeneration much sooner, and long before the



introduction of the FSC and PEFC schemes.

Today, commercial tree management starts at the nursery, where

saplings are cultivated using the latest in science and technology so that they flourish into strong, healthy and resistant tree stocks.

Forest management involves regular coppicing and thinning (also serving as raw materials for pulp manufacture) enabling trees to receive the maximum amount of light to grow tall and straight. Furthermore, certified forest management schemes also require provisions to ensure native wildlife and biodiversity also flourish.

Trees grow through the absorption of atmospheric carbon – a process that stops at maturity. This is when they are harvested (with the stored carbon still retained) and saplings replanted.

Paper accounts for less than 14% of the world's commercially harvested forestry. Paper pulp comes from the top third to a quarter of a tree, whereas the main part of a harvested tree is

converted for timber. Eucalyptus trees are an exception in that they reach maturity within 10-12 years, with the original sapling able to regenerate up to three times. Grown only in specific parts of the world, the entire Eucalyptus tree will be used for paper manufacture.

Commercial forestry is growing in Europe and America, and with the implementation of the EUDR this year, paper (as with all other timber products) will be traceable to its exact geolocations.

So, paper is made from a traceable, sustainable, natural, renewable and managed resource. Hug a tree and celebrate the printed word. ■

## About us

Denmaur has been one of the established names in the print and publishing sectors since 1983. Today, Denmaur Paper Media has become one of the leading specialist paper suppliers in the UK, offering a comprehensive range of innovative and sustainable products to suit traditional and modern print processes.

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# Opportunities & Threats: Academic Media – Anca Babor

**T**he academic media landscape is evolving, driven by digital platforms that speed research dissemination but amplify concerns over misinformation. Institutions and publishers must now prioritise digital excellence and peer reviewed content to safeguard academic and scholarly research integrity.

Generative artificial intelligence (AI) offers great potential to enhance research workflows and expand accessibility, but it also presents risks, such as misinformation and threats to research integrity. Publishers have the opportunity to integrate AI tools that support credibility and trust into their workflows. The key question is whether to consider AI-assisted research for publication and how to incorporate AI into decision making.

Simultaneously, the rise of open-access policies and evolving funding models are disrupting traditional publishing frameworks. In response, established publishers must diversify their revenue streams while maintaining credible content delivery. We see innovative open-access approaches, like the Diamond model, where institutions fund article publication. Continuous experimentation will be key in maintaining relevance and acquiring market share in new segments.

The challenge of balancing open-access mandates with financial sustainability echoes similar shifts in media and creative industries adapting to “free content” models. Lessons from these industries, such

as leveraging personalisation, community engagement, and user-driven innovation, help inform academic publishing strategies. Streamlined submission systems and enhanced user-centric designs are critical to accelerating the journey from submission to acceptance, ultimately improving research accessibility and impact. Strong example initiatives include preprint communities (eg. medRxiv), whereby researchers are invited to share early process feedback. Smaller publishers, with their ability to offer personalised services and nimble operations, are poised to do well and highlight the importance of agility and adaptability in the global publishing arena.

As publishers adopt digital tools and data-driven strategies, safeguarding research quality and preventing manipulation or misinformation is paramount. Additionally, aligning with evolving global standards, such as prioritising equity, diversity, and inclusion, is essential for fostering an inclusive environment for authors and readers alike. BMJ Group integrates patient perspectives to ensure research is relevant, ethical, and credible, meeting the demand for integrity and inclusivity. Other notable steps include rigorous peer-review processes and transparent data-sharing

practices that promote accountability.

Finally, sustainability initiatives are vital. The focus should be on reducing environmental impact and aligning with global climate priorities. Delivering sustainable practices alongside content integrity helps to establish a name in ethical publishing. The BMJ has shifted to fortnightly print editions and daily online updates. Such steps are part of a broader effort to ensure that publishing remains a force for positive social impact, combatting misinformation and amplifying diverse and inclusive voices across research communities.

Ultimately, the future of academic publishing belongs to those who can balance innovation with integrity. Adaptability will be key to navigating new challenges. □



## About Anca Babor

As BMJ Group's director of customer and markets, publishing, and events, Anca oversees the group's core business of publishing and events, which spans academic, research and corporate markets. She holds an MBA from INSEAD and has extensive strategic experience acquired at Thomson Reuters, Shell, and GlaxoSmithKline.

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# Subscriptions: the 4 key areas publishers need to nail down – AdvantageCS’s Dan Heffernan

**W**hen sourcing subscription management solutions, it’s



important for publishers to understand the four phases of the subscription lifecycle:

## 1. Acquisition

The acquisition phase marks the beginning of a subscriber’s journey, which includes:

● **Offering compelling products and services:** This might mean bundling products together (eg. print plus digital), a continuity (eg. a monthly book series) or a tier membership program (eg. gold, silver, bronze). Ultimately, you need to offer your targets the products and services they need or want.

● **Pricing. Pricing. Pricing:** This includes pricing for different periods of service, for different currencies or geographies, special pricing for specific segments, discounts for different types of customers, etc.

● **Communication:** When customers are onboarding your products, ensure they are receiving communications about those products and confirmation of their purchases.

## 2. Billing and fulfilment

This phase involves core financial and distribution handling, including:

● **Billing:** Once the order is created, you want to make sure that invoices go out

and any payments are made. Subscription platforms should support both invoice reminders and autocharge models.

● **Fulfilment:** If it is a digital or physical product, once that order is placed, it needs a smooth transition to the next step of digital access or physical distribution.

● **Financial record keeping:** A subscription platform must manage a double-sided ledger for detailed accounting, including earned and deferred income that integrates into your accounting system.

## 3. Engagement and retention

Key activities in this phase include:

● **Customer support:** All the information needed for your customer service representatives must be available, allowing your reps to quickly respond to customer questions while also transacting any requests. This includes recording customer interactions for future reference and analysis.

● **Churn prevention:** Ultimately, some percentage of your subscriber base will want to cancel. Retention tools are key, whether it’s performing the cancellation

and refunding appropriately, offering a lower price, or adjusting the content mix to better match their interests.

## 4. Renewal and expansion

The renewal and expansion phase includes:

● **Renewal notifications:** Offer your subscribers different renewal choices depending on their current attributes (current price, history as a subscriber, etc). Autorenew subscribers will be on autocharge. Subscribers not on autocharge will fall into an invoice notification flow.

● **Upselling:** As a business, you may want to offer your customers additional products and services during any interaction, such as a phone call, email notification, renewal notice, billing reminder, or distribution event. The trick here is to optimise the upsell opportunities for your customers by identifying the right combinations of when + who + where!

For subs-focused publishers, any subscription management solution, whether handled in-house or outsourced to a bureau, needs to excel in all four phases. □

## About us

AdvantageCS is the developer of Advantage – a subscription, marketing, sales order processing and membership management platform for publishers who use it to manage their subscriptions and orders for magazine media content, entitlements, products, bundles, memberships, conferences, donations, payments and customer care. AdvantageCS has been serving the publishing industry for 45 years.

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# 2025: the year of measurement & discipline – Jim Bilton

If 2024 was a blur of mad activity, then 2025 is the year to get a grip. That means taking a much more structured and proactive approach to the way we do things: measuring stuff and doing things in a much more disciplined way.

## Measuring stuff rigorously

Most businesses are drowning in a tsunami of data. Some of it essential; most of it is interesting, but not actionable; much of it utterly useless and confusing. Sorting out the metrics that fit the specific media brand is an ongoing challenge.

The killer metric for me is Lifetime Value (LTV). Most people say they understand it and use it to run their business, but very few actually do. There are six core dimensions:

**1. Customer LTV (CLTV)** is the most common application: maximising the profit from a defined audience of users.

**2. Product LTV (PLTV):** assessing the value and strength of individual brands and services.

**3. Promotional LTV (PromLTV):** assessing channels and specific campaigns from the bottom up.

**4. Content / inventory LTV (ILTV):** based on a clear understanding of what customers want and what value they put on the content, together with an assessment of what it costs both to create and deliver that content.

## About Jim Bilton

Jim is managing director of Wessenden Marketing, a marketing, research and advisory firm, and of BrandLab, a specialist research agency which focuses on how and why people consume media. Wessenden publishes the media audience newsletter, wessendenbriefing, as well as running the mediafutures and mediashapers benchmarking projects and the contentlabs content assessment tool.

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## 5. Top-level company LTV

**(CoLTV):** profitability across the portfolio of brands and products and services. This drives company EBITDA.

## 6. Employee LTV (ELTV):

using the same principles to ensure that the 'people inventory' is managed and maximised, for everyone's benefit.

## Executing things smartly

Nowhere is this more important than in revenue diversification, which is now an absolute given for every company. Yet here, efficient execution is critical:

- The bottom-line is the bottom-line. If an activity is never going to make money, then there must be other compelling, strategic reasons for doing it.

- Many companies' to-do lists are simply too long and ambitious to do everything well: ruthless prioritisation is essential.

- Avoid knee-jerk 'follow-our-competitors' activities. Always ask what is the business case?

- Do not over-engineer. Start as quickly as possible, but start small. Be ready to tweak / kill-off at speed. And learn from everything – the good and the bad.

- Putting the wrong people in the wrong roles is a common error. Many diversification plays

crash due to poor project management and sloppy implementation.

- Every company, even digital pure-plays, is in some kind of transition, and 'extending the runway' of legacy activities that still deliver revenue and profit is just as important as doing new things.

So, use LTV rigorously and you will have a much better understanding of the health and direction of your business. Then execute everything thoughtfully and in a disciplined way. This will all help to make 2025 more productive and more profitable than 2024. □



# The future of magazine reading: why mobile optimisation is key – by eMagazines' Blake Pollard

**A**s smartphones and tablets dominate, mobile optimisation has become essential for publishers to thrive. For magazine publishers, creating mobile-friendly editions is no longer a luxury but a necessity.

The future of digital publishing depends on delivering seamless, intuitive reading experiences for audiences increasingly consuming content on the go.

## The rise of mobile reading

Over 60% of global web traffic now comes from mobile devices, with numbers expected to rise further. This trend demands digital content tailored for mobile screens – not just resized PDFs, but fully reimagined experiences.

Mobile readers prefer scrolling designs, clean interfaces, and fast-loading pages, making these features critical for engagement.

## Key features of mobile optimisation

Mobile-optimised editions prioritise readability, interactivity, and intuitive navigation. Fonts should be legible

## About us

Launched in 2017, eMagazines is a software company that helps publishers of premium content create beautiful, mobile-optimised digital editions. Our unique approach and publisher solutions keep users engaged for longer than a typical website or magazine replica. eMagazines is an Apple News preferred provider.

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**eMagazines** without zooming, and layouts must adjust dynamically to various screen sizes.

Interactive features like embedded videos, clickable infographics, and swipeable image galleries enhance the experience and offer engagement levels unmatched by static print editions.

Effective navigation is vital for mobile users; this means incorporating swipe gestures and accessible menus. A poorly designed interface risks losing readers and damaging brand loyalty.

## Publisher benefits

Optimised mobile experiences boost reader retention and engagement, increasing advertising potential as advertisers seek to reach mobile audiences.

Mobile platforms also enable advanced analytics, offering insights into popular articles and user behaviour. Publishers can use this data to refine content strategies.

Accessibility features like text-to-speech and interactive audio enhance inclusivity.

For instance, eMagazines provides audio articles that scroll along with the narration, creating an effortless experience for readers, particularly for longer articles.

## Challenges and opportunities

Mobile optimisation requires investment in technology, design, and testing while maintaining consistency across platforms. However, these challenges offer innovation opportunities, allowing publishers to stand out in a competitive market. Partnering with specialists can ease the transition to mobile-friendly editions. □





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# 67 Bricks

**67 Bricks** are a technology consultancy and full-service product development team. We've been working in the information industry since 2007 and have a roster of clients that stretches from scholarly publishers dealing with huge amounts of data to business intelligence companies providing critical insights to global decision-makers on tough topics. We are an agile company, meaning we ensure fast but high-quality product development. At the heart of this is a customer-focused approach, with the knowledge that true and valuable product development is an ongoing process, not something you should stop doing post-launch.



## Product development

We can work with you throughout the entire life of an idea, from research and conception through to delivery and ongoing support. We can either work autonomously to achieve your goals or work side-by-side with in-house teams – whatever works best for you.

By partnering with us, you can:

- Move quickly without disrupting business-as-usual work
- Reduce your risk by trusting in a partner that can deliver to time, specification and budget
- Slim your time-to-market with a scalable, flexible external resource that is focused solely on outcomes
- Benefit from a wide pool of expertise and specialisms without investing heavily in recruitment just to meet a finite goal
- Provide training and development for your internal team with knowledge sharing and upskilling side-by-side with experts

## Technology consultancy

Customers have come to us wanting help with big questions such as:

- Is our product platform fit for future audiences?
- Is AI an opportunity or a threat?
- How can we maximise the value of our internal data to make better decisions?
- What opportunities for new revenue can we create from our existing content?
- How can we better integrate our technology stack to create seamless experiences?
- I'm interested in this new technology – will it work well with my existing stack?
- There's potential to acquire a new company – what shape is their technology in?

If you're facing a tricky problem, our experts are here to help you solve it and implement the solution effectively. As a full-service consultancy, we provide answers that can be implemented, guide you through that implementation or even build and integrate it for you. So you'll never be left just with a report that you can't action.

Get in touch with our team today for a free scoping call to figure out how we can best support you to meet your goals in 2025.

# 67 Bricks



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## See our case studies:



Product Development  
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Consultancy

Software - Content  
Management / Publishing

Website Design / Creation

# Abacus

**Abacus** helps brands and communities grow revenues and improve engagement with personalised offers and experiences across multiple channels and product sets.

Our specialist cloud platforms manage digital content, websites, paywalls, e-commerce and subscriptions. We provide sophisticated Single Customer View and engagement functionality for large and small professional institutions, publishers, member organisations and brands worldwide.



## Webvision Cloud – Digital Experience Platform

Webvision Cloud is a GDPR-compliant Digital eXperience Platform, comprising professional mobile-friendly website, enterprise-class CMS and market-leading audience engagement database. The out-of-the-box functionality is highly configurable and flexible, giving users the ability to be in full control of the customer experience from content management and delivery to audience engagement and tailored digital communications. This allows your website to quickly react and evolve to reflect the changing nature of your commercial business model, without the usual associated programming and design costs.

## ADvance – Customer Data Platform

ADvance is an award-winning platform for organisations of any size that need to provide their audience with a relevant and engaging experience across all content formats and devices, at affordable prices.

ADvance is highly configurable, giving you full control of the changing nature of your business model. This includes audience data capture (forms and access control), product e-commerce (bundles and pricing), marketing and communication channels, providing high levels of flexibility that allow your marketing team to react rapidly and adapt to evolving commercial requirements.

Unlike marketing automation systems, ADvance is transactional, and combines all necessary data intelligence and tools to deliver or trigger the right message in the right format at the right time.

## Market Intelligence Platform

A world awash with data offers huge commercial opportunities for smart publishers who can pull this raw information together and transform it into actionable market intelligence for their customers.

There are opportunities in many sectors to provide statistical information that can become invaluable for business audiences. Data is everywhere waiting to be discovered – and monetised.

Abacus' Market Intelligence Platform (MIP) combines best-of-breed elements of the Webvision publishing platform with Microsoft PowerBI's class-leading business intelligence tools to provide an easy route to monetising your data. With its in-built subscription and access and entitlement capabilities, the platform fully covers all aspects of market intelligence product development from presentation to monetisation.

## Bureau Services

Abacus offers a complete range of cost-effective subscription management and fulfilment bureau services, including account management, customer service, database management, circulation marketing consultancy, ABC and BPA audit management.



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Software - Content  
Management / Publishing

Software - Subscriptions /  
Audience Management

Subscriptions Bureaux

# Acorn Web Offset

Acorn is a specialist printer of **A4 and A5 size**, multi-pagination magazines, producing over 300 periodical titles.

**Established 45 years** and operating from one of the UK's lowest cost production facilities in West Yorkshire, close to the M1 / A1 / M62 motorway network. We effectively support publishers across the whole of the UK with their printing needs.



From the outset, our experienced sales team is available to help you choose the most **innovative** and **cost-effective** formats as well as creating a detailed brief for our commercial team to guarantee you a **hassle-free experience**.

Our **friendly** customer service executives keep you informed of your magazine's progress at every step. They are on hand to assist you with the upload and approval of your pages, right through to final despatch. A key measure of our performance is the **98.9% success rate** we have with on-time delivery across **15,000 deliveries each year**.

High speed web offset and sheet-fed printing equipment together with in-house saddle stitching, perfect binding and a well-established mailing partnership means we can cope with the most demanding of production turnarounds.

We are ultra-focused on championing print as an effective medium. A series of investments have been implemented to **increase efficiency, reduce energy and cut carbon**. Our 32pp Lithoman web press is one of the newest in the UK, boasting technology that delivers **market-leading paper waste reductions**. Two high speed stitching lines have also increased our productivity by **30%** and cut any reliance on rising agency labour.

Acorn prides itself on being a responsible company. Building on its **ISO 14001, FSC** and **PEFC** accreditations, our recent investments have been specifically focused on reducing our impact on the environment. These include:

- Eco plate processors – **1 million litres of water saved**
- Responsive LED factory lighting – **250,000 kw/h electrical consumption saved**
- Intuitive paper waste compactors – **10,000 HGV miles saved on collections**
- Voltage optimisation – **17,000kg eCO<sup>2</sup> saved**
- Cobot robotic bundle stacker – Improved handling and cutting the need for agency labour and their commuter miles
- 6 rapid EV chargers installed

In late **2025**, a further investment of a **brand new sheetfed cover press** is planned that will improve quality and significantly reduce our energy consumption and paper waste.

We are well known to provide magazine printing solutions on time, every time and in a no-fuss friendly way, but we are also investing to ensure these solutions are **sustainable** and available to our customers for many years to come.

**Please visit our website today** to review some of the testimonials from our customers or join in the conversations on our social media pages.



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Watch our 'Welcome to Acorn Web' video:



Printers / Print Finishers

# Adept Data Services

Welcome to Adept Data Services: your trusted partner for subscription and circulation management solutions.

Adept Data Services specialises in providing publishing and events companies with tailored subscription and circulation management services, as well as cutting-edge publishing software solutions.

## Who we are

Founded by a team of experienced publishing and IT professionals, we bring decades of expertise in B2B publishing, software, and bureau operations. Our team is renowned in the industry, with many having worked with major B2B publishers for several decades. Based in North Kent, we're just 10 minutes from the Dartford Crossing and Ebbsfleet International Station.

## Introducing Avio

In 2024, we proudly acquired Avio, a state-of-the-art subscription management platform that has been the backbone of audience management for leading B2B publishers for over 20 years. Avio is a modern, web-based solution designed for publishers of all sizes, offering:

- **Single customer view:** Consolidate subscriptions, circulation, and memberships in one place for a comprehensive audience overview.
- **Enterprise-grade reliability:** Trusted by major B2B publishers for over two decades.
- **Multi-currency support:** Handle payments in pounds sterling, USD, euros, yen, and more.
- **Bundled products:** Enjoy ultimate flexibility with dynamic and fixed product bundling, including revenue attribution.
- **CMS integration:** Seamlessly integrate your paywall or registered-only content with the platform.
- **eCommerce integration:** Connect with your existing eCommerce solution or let our team build a tailored subscription eCommerce platform for you.
- **Corporate subscriptions:** Simplify management of large corporate accounts with IP-based access or linked user accounts.

## Why choose Adept Data Services?

- Proven expertise in subscription and circulation management.
- A robust platform designed to scale with your needs.
- Personalised service tailored to your publishing or events business.

## Let's connect

Discover how we can elevate your subscription and circulation management. Contact us today to learn more or schedule a demonstration of the Avio platform.



## ADEPT DATA SERVICES



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### Meet the team:



Subscriptions Bureaux

Software - Subscriptions /  
Audience Management

Software - Advertising  
Management

Software - Event  
Management

# Adnami

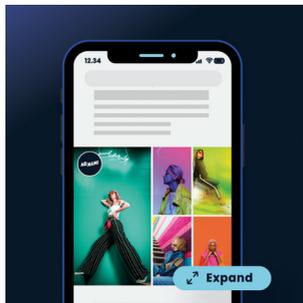
## High impact advertising solutions

Adnami's advertising solutions set a global cross-publisher standard, driving scalability, efficiency and revenue for certified publishers.

Leveraging deep industry expertise and data, we develop and certify top-performing rich media formats that are easy to implement through drag-and-drop templates.

These high impact ad formats support dynamic creatives, responsive designs and engaging video ads, ensuring immersive user experiences and superior campaign performance.

Ultimately, we help publishers achieve higher CPMs while optimising ad results for advertisers.



## More control, more revenue

We increase media value for all sides as we're facilitating a more direct trade between agencies and publishers. Preferred CPMs can be negotiated directly so publishers receive more of the overall media budget and advertisers get greater ROI due to increased impressions.

With Adnami, publishers get a higher yield on their standard placements as high impact formats can be sold at a higher price.

In times of social media networks and big tech aiming for market dominance, we empower publishers to maintain control, transparency and revenue.

## Better insights for better outcomes

Sonar, Adnami's attention measurement technology, measures impressions, interactivity, viewability, time in view and core attention metrics across formats and domains. With auto-tagging and automated data exports, it empowers publishers to get full insight and transparency to better sell premium inventory and determine pricing appropriately.

## Empowering industry leaders worldwide

*"Adnami enable us to deliver high impact advertising programmatically that generates for us, as an agency, great operational efficiencies."* **Mette Schnor Bailey, Digital Director, Publicis**

*"As a publisher on the sell-side of advertising, outcomes used to be a black box for us. With Sonar, it is possible to see how ads perform across different formats and advertisers. This helps us make smarter decisions when selling our inventory."* **Jacob Wæver, Head of Business Development, Politiken**

## Scaling success and global reach

Since launching in 2017, Adnami has opened seven offices across Europe including Denmark, the UK, Germany, France, Sweden, Finland and Norway. We're constantly growing, counting 60+ employees, 50,000+ campaigns, 5,000+ advertisers and 6,000+ Adnami-certified sites reaching 1 billion consumers worldwide.

# ADNAMI



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**Curious to learn more about Adnami? Visit our website:**



Advertising Platforms,  
Formats & Services

# AdvantageCS

**AdvantageCS** is the developer of the premier subscription and membership management platforms: **Advantage** and **Members Advantage**. Capabilities include powerful marketing tools, order processing, digital wallet and leading payment solutions, business intelligence and customer care for publishers, retailers and membership associations.



**Highlights include:** ● Subscription management ● Integrated eCommerce ● Product sales ● Packages/bundles ● Promotions, discounts, choices, premiums ● Product subscriptions & collections ● Content access & entitlements ● Membership management ● Donations ● Multi-product ● Multi-currency

## The flexibility you need to succeed

Advantage is the most flexible solution on the planet, allowing organisations with vastly different business rules to map those rules into the system's behaviour settings. Your success depends on your ability to offer your customers and members the products and services they need in the way they need them. To do so, you need a market responsive solution that adapts to your business needs now and in the future.

## A robust eCommerce solution

Advantage is designed to be everywhere your customers and members can be found. That means having a strong online presence. **Cider Plus** is our integrated eCommerce platform offering shopping cart, self-service, and a landing page design tool. It includes the marketing tools you need to push your ideas to market to keep ahead of the quickly shifting landscape, such as the ability to create promotions, packages and choices.

Cider Plus also employs a flexible theme design allowing you to customise the look and feel of the site to fit your brand(s) and improve the user experience. It shares the same business logic engine as Advantage, giving your online platform access to thousands of Advantage features. Plus, it supports 3rd party plugins, with Google and Adobe Analytics already fully integrated. The platform is also designed with key architectural considerations: security, scalability, and extensibility, so you can be sure that Cider Plus is ready to handle your demanding online needs.

**AdvantageCS clients include:** ● Agora ● Air Business Subscriptions ● A-lehdet ● Aller Media ● Bayard ● Bonnier Publications ● CDS Global ● Euroconsumers ● HarperCollins ● Informa ● The Institution of Engineering & Technology ● Mediahuis ● Oxford University Press ● Story House Egmont

AdvantageCS's project team will walk with you through the implementation process. Our project managers are certified by the Project Management Institute.

Our active Advantage Users Group helps set the direction of our software development each year.

Come see why world-class organisations use solutions from AdvantageCS.



## Dan Heffernan Vice President & Chief Product Manager

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Contact us for a demo:



Software - Subscriptions /  
Audience Management

## Unified Business Platform

Affino delivers market-leading AI advisory solutions, and the Unified Business Platform for media, events, membership, and professional services organisations.

## The Evolved Web

The benchmark for what it is to have a great website has dramatically changed this past year, and that is accelerating now. GEO (Generative Engine Optimisation) has overtaken SEO in the space of 12 months. If you are not cited in the information cards on Google or ChatGPT then your traffic will drop dramatically.

'AI Chats' are now everywhere, and en route to becoming the dominant interface, and day by day, all apps and platforms are adopting AI technologies. Websites are no different.

## Affino's Transformative AI Engines

The six AI engines in the Affino SaaS change the game on how websites operate. 'AI Chat' is transforming customer services, support, editorial workflows, and sales. And 'AI Copilot' lets users create images and generate article questions on the fly.

The 'Bulk Content AI' can generate 100,000's of article questions at the push of a button, and this year will generate article summaries, translations, audio versions and much more. Affino's 'AI Agents' initially connect Affino's 'AI Chat' with the sales and marketing automation part of the platform, and later this year can drive ever increasing sales, marketing, and support automations.

Increasingly, customers ask Affino's 'Support AI' for guidance when using Affino, as it is able to answer 90% of the questions quickly and accurately. Finally, Affino's 'AI Analyst', coming later this year, is a breakthrough in creating prompt-driven analytics and reporting.

## The New Web Essentials

Affino delivers on the new web essentials which cover a whole new class of quality services to our audiences.

These include: powerful chat interfaces with AI agent automation; AI insights at the top of your website search results; follow-up questions for each article; AI integrations with your community spaces; next generation AI engines that can intelligently react to interactions using as much or as little of the available AI knowledgebase; bulk content engine for extending your content, and transforming your content automatically.

The net result is that your audience finds relevant answers faster, you can automate many more of your day-to-day sales, marketing, publishing and support services, and the users / consumers enjoy a greatly improved experience.

## Tomorrow's Websites Today

Affino has long led the way in innovative solutions for UK media, events and member organisations. This year's introduction of the next generation AI integrated Affino Control Centre, along with deep OpenAI, Stripe and Zapier integrations means that Affino delivers not only the leading unified platform but also the best integrations.



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## Experience Affino:



Technology / AI  
Consultancy

Software - Content  
Management / Publishing

Software - Subscriptions /  
Audience Management

Software - Advertising  
Management

Software - Event  
Management

# Air Business

**Air Business** is an award-winning provider of **global mail, subscriptions, event logistics** and **eCommerce solutions**, renowned for delivering market-leading service quality and customer experience.

We provide intelligent solutions for publishing and media businesses across the consumer, business and academic sectors, tailored to your specific requirements.

As a **wholly owned subsidiary of An Post**, Ireland's national post office, we have the best of both worlds, the security of being owned by a major European post office but with the freedom to operate independently.

## From building relationships to growing businesses

Our team is constantly innovating and developing new services to meet the ever-changing needs of our clients. Whether you need a subscriptions management solution, an eCommerce shipping platform or event logistics support, we have the experience and expertise to help as you **expand and diversify your business**.

We are a **Strategic Partner to the PPA** and have been for 16 consecutive years. We are proud of our **strong commitment to supporting the publishing industry** as it continues to evolve and grow.

## From totally flexible to perfectly tailored

Our aim is to provide flawless distribution, subscriptions and eCommerce management solutions, supported by the **best, most responsive and accessible customer service in the market**. Regardless of size, we treat every one of our customers as though they were our only one; our commitment to delivering **exceptional account management** and customer service is what **sets us apart from our competitors**.

## From security to sustainability

We take our social responsibility seriously and are committed to conducting our business in a **responsible and sustainable** way. This principle is one of our core values and guides our ongoing relationships with customers, suppliers and employees.

Air Business holds the highest level of internationally recognised quality, environmental and information security standards: **ISO 9001, ISO 14001 and ISO 27001**. Our subscriptions arm is **PCI-DSS Level 1 compliant** and holds the **Investors in People Silver accreditation**.

## Whatever your sector, we have the solution

Every one of our customers has their own **dedicated account manager** who are experts in their field. They will work closely with you to help **devise the best solutions to meet your requirements**, whatever they might be.

Get in touch to find out what we can do to help you.

Call us on +44 (0) 1727 890 600 or email: [hello@airbusiness.com](mailto:hello@airbusiness.com)



airbusiness  
trust delivered



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Mailing / Delivery Services

Subscriptions Bureaux

Event Support Services

# alfa Media Partner

alfamedia offers software from media professionals for media professionals. We have been a strong and reliable partner to media companies for over 40 years, with a clear focus on the future. The constant search for new ideas and challenges, such as digital transformation, is therefore reflected in our products.

Working alongside **alfa Media Partner**

**GmbH**, we deliver software solutions: **BusinessLine** for multi-media advertising booking and delivery systems; **HubSpot** for CRM, marketing, sales, and business process automation; **ContentLine** for news gathering and content management; **ProductionLine** for planning, ad production and pre-press workflow – everything for multi-media publishing and the printing industry; **Artificial intelligence and print automation** which can be optionally integrated into our products to maximise your benefits.

● Browser based application modules ● Advertising systems, HTML5 ad design, content delivery and HubSpot CRM ● Digital, social, online, mobile and print publishing ● Newsroom and Asset Management Systems ● Consultancy support ● AI-enhanced products boost productivity and quality, including AI-assisted and automated layout

## BusinessLine

AdSuite Market is the complete advertising system for all aspects of ad management. Optimise your ad business with comprehensive functionality and integrated HubSpot CRM.

● Completely browser based ● Handling of all commercial and technical processes for any type of order ● Optimisation of customer service through integrated customer relationship management ● Integration of the end customer via alfa WebStore, the online customer self service centre

## HubSpot

alfamedia provide you with certified HubSpot experts for the implementation and connection to your existing systems.

● Marketing Hub: Web ad tracking, social media, lead generation, marketing automation ● Sales Hub: Advanced CRM, meeting setup, quotes, email tools, sales data, mobile app, pipeline management ● Service Hub: Ticketing, knowledge base, customer feedback ● Operations Hub: Data sync, custom automation, data integrity

## ContentLine

EditorialOrganiser is the future of newsroom and editorial management – the platform for your content. Like a smart folder, it keeps everything together and published in the desired channel with a few clicks.

● Completely browser based ● Media-independent planning, media-specific publishing ● Efficient editorial team scheduling ● Enhanced workflow for editors

## ProductionLine

PrintLayout, page layout software and workflow system with ProductPlanner and WebTracker, takes care of your print channels while SmartNews and ePaper deliver your content to web and mobile devices.

## Artificial Intelligence and Print Automation

alfamedia offers AI-supported products to increase productivity and improve quality for BusinessLine and ContentLine. We also offer AI-assisted layout and automatic AI layout, which save costs and enhance the quality of your print products.



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Visit our website:



Software - Content  
Management / Publishing

Software - Advertising  
Management

Journalistic Apps / Services

Software - Production

**Atex** solutions leverage cutting-edge technologies and services to empower publishers and media outlets to build a sustainable future.

With decades of expertise, we help newsrooms, media organisations, and content creators streamline workflows, enhance collaboration, and deliver stories to audiences with precision and speed.

Our offerings enable today's publishers to not only tackle challenges but also scale effortlessly to meet the demands of tomorrow.

From robust content management systems for print and digital media to innovative platforms for managing advertising and more, we redefine how content is created, managed, and distributed – helping the media industry stay ahead in today's digital-first landscape.

Below is a list of modern solutions Atex offers to the media industry:



## Content management solutions

- **Desk:** Multi-channel, browser-based CMS for digital and print media.
- **MyType:** SaaS publishing platform and AI-driven CMS for digital newsrooms, also available in a headless configuration. Also available as a Wordpress plugin providing news gathering tools, social media integration, SEO optimisation and AI-powered writer assistant.

## Advertising solutions

- **Cross-advertising:** All-in-one ad booking system that is multi-channel, CRM-driven, and built for sales success.
- **Cargo:** Effortless ad management with automated workflows for print and digital.
- **Rialto:** Self-service platform for managing display and classified ads.

## Audience management solutions

- **Kayak:** Subscription management and CRM for print and digital newspapers and magazines, with an integrated digital paywall solution.

## Analytics & automation

- **Corbit:** Automates complex workflows and eliminates repetitive tasks, saving hours daily.
- **Insights:** Automates compensation and performance analysis for content creators.
- **Print Automation:** Streamlines newspaper layouts by optimising editorial and ad space.

## Artificial Intelligence for publishers

- **Atex AI Platform:** AI features across all products to optimise processes and increase efficiency and productivity.

As a global organisation, we are committed to helping companies increase revenue and reduce costs through products that are personalised, localised, collaborative, contextually relevant, and available on demand.

To explore more about our advanced products and solutions, visit [Atex.com](https://atex.com) and discover how we're shaping the future of media.



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Visit our website:



Software - Content Management / Publishing

Software - Advertising Management

Software - Subscriptions / Audience Management

# Bishops Printers

Producing a successful, regular printed publication takes a special kind of alchemy. Having worked with 160 independent publishers and publishing companies, **designing, printing and mailing** regular national titles, community magazines and special publications to tight deadlines, it's something our family-run business knows a lot about.



## Cutting edge design, print & finishing technology

With 7 Heidelberg B2 lithographic presses, an HP Indigo digital print division, 15 folding machines, 3 saddle stitching lines, 2 perfect binders, a graphic design agency and a 100% owned ISO 27001 certified mailing house, we offer a seamless, swift and straightforward experience, from design to delivery.

## Your peace of mind matters

We give you a dedicated account manager because it's important to us that you feel well looked after. Helpful, supportive and only a phone call away, they'll make time to understand what's important to you.

## Every full stop, deadline or promise delivered

Split deliveries, special packing instructions, the choice to upload your artwork at any time of the day or night, whatever you need, we'll make sure that every full stop, deadline or promise is delivered.

*"Magazines look great. Another perfect print job and delivery bang on time! Can I take this opportunity of thanking you and your team for the excellent way you have carried out our requirements this year."*

**Waterfront Magazines Ltd**

## Trusted by trade print professionals

70% of our customers are other printers, marketing agencies, brokers and mailing houses, because they value the peace of mind that comes with knowing they're in safe hands. Consistent quality print, competitively priced, delivered right on time.

- Reliable quality
- Dependable delivery (using our own fleet of 10 vehicles where possible)
- Value for money – fixed pricing terms
- Environmentally sensitive print technology
- FSC certified, certified to ISO 14001, ISO 9001 & ISO 27001 standards

We're not flash or fancy at Bishops Printers, but we are really good at what we do. For pricing information, do get in touch and remember to quote **InPub25** to secure your **Publishers' Discount**.



**Print. Perfected**



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'The Complete Service':**



Printers / Print Finishers

# BlueToad

## BlueToad content delivery platform

For more than a decade, **BlueToad** has been the digital content partner of choice for thousands of publishers across the globe to create and monetise beautifully responsive digital editions and web content. With an office in London, BlueToad is committed to providing its award-winning solution to publishers in Europe, including its privacy compliant and search engine optimised offerings.

BlueToad works with all types of content, including magazines, retail catalogues, circulars, marketing materials, business documents, and website content.

The BlueToad platform helps customers:

- Take control of their brand and content distribution strategy.
- Deliver engaging mobile optimised content to readers (DIY or with assistance).
- Monetise content through subscriptions and digital ad units.
- Add other content and sites for a deeper dive into the brand.
- Create incredible listening experiences with BlueToad Audio Articles and . . .
- Leverage the latest in AI technology to create content, chat with readers, or deliver relevant articles straight to their inbox.

## BlueToad's responsive platform for mobile and desktop

As the majority of consumers now view content from a mobile device, translating content well to the small screen is mission critical to a successful digital content distribution strategy. Built on the philosophy of helping you "Do More With Less," the BlueToad platform is a mature, industry-leading product designed specifically to create rich and engaging mobile editions from print-ready PDFs in just three business days. BlueToad mobile-optimised content can include:

- Images and videos.
- YouTube, podcasts, and RSS feeds.
- Audio articles for traveling readers and . . .
- Topic themed editions.

The BlueToad platform has been statistically proven to dramatically increase mobile reader engagement and presents publishers with unique and valuable branding and monetisation opportunities. It also offers an alternative PDF-free publishing interface called PubPad to build and deliver fresh responsive content to readers as an edition or stand-alone website. The BlueToad platform has been honoured with a Gold American Business Award, two Silver Davey Awards, and one Silver W3 award.

The BlueToad platform is built on HTML 5 and native app technologies and offers a variety of unique monetisation opportunities. Content is hosted and backed up using Amazon Web Services and distributed world-wide using a content distribution network. The platform is compatible with many third-party services, such as fulfilment solutions, content management systems, analytic services, advanced marketing automation solutions, and ad management platforms.

Contact BlueToad today to learn how we can help you with your digital content strategy. Just mention 'InPublishing' for special pricing.



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📺 [www.youtube.com/user/BlueToadInc](https://www.youtube.com/user/BlueToadInc)

Find out more:



Digital Editions / Apps

# Bright Sites

**Bright Sites** has two core products: 'Pulse', an AI-powered audience recommendations and planning tool to supercharge growth, and 'Flow', the ultimate next-gen CMS print and website platform that provides innovation and revenue opportunities driven by AI.

Create faster,  
plan better,  
publish smarter.

## What is Pulse?

- AI-integrated planning and topic research tool
- Uses historic data and trends to make publishing predictions
- Creates content plans based on publication data, competitor data and current trends
- Allows users to research topics before commissioning and writing to assess the opportunity
- Shows opportunities you are missing and what to publish to make the most of them

## About Flow

Whether you run 1 or 150+ publications, the Flow platform enables optimised editorial workflows with a broad range of off-the-shelf, innovative functionality targeted at increasing traffic and maximising revenue.

Flow is already underpinning some of the largest publishers in the UK with global reach, including The Independent, National World, Evening Standard and Tindle. Flow has hundreds of publications operating on its capacity efficient platform, delivering over a billion pageviews per month. With its advanced, unique features and workflows, Flow has a proven track record of modernising and growing digital publications.

## Onboarding

It's easy to onboard with Flow; Bright Sites has over a decade of experience in the publishing industry and was determined in developing Flow to tackle the significant pain point of migration – all too often slow and painful.

Flow was built on the basis that simple, straightforward and risk-free migration should be a given; the result – our migrations are quick and stress-free.

- **Multi publications set-up:** Local, regional and global publication configurations; Content translation and localisation; Publication groups
- **Robust and innovative publishing driven by AI:** Fast content creation; Streamlined user experience to meet needs of editorial teams; Intelligent, real-time suggested optimisation with proven SEO benefit; Fast websites that meet Google's Core Web Vital performance scores; AI suggestions based on latest bespoke global and local trends
- **Features:** Video integration; Modern templates including visual stories, parallax; Commercial templates; Concurrent editing mode; Live blogs; Product and review templates; Import of content from multiple sources; Outbound feeds and API to enable content syndication
- **Increased revenue:** eCommerce platform with affiliate link management; Ad manager
- **Performance and security:** 24-hour support; Security features including multi-factor authentication; Fast servers, CDN and editorial interface; Performance optimisation

## How we work with our clients

The Bright Sites team are passionate about quality, performance and helping our clients achieve their goals. We use the Agile methodology which enables us to deliver improvements and features on a real-time basis. We have regular workshops to help with each publisher's goals and provide prototypes of new ideas which can be a/b tested with a small portion of traffic to test each improvement.



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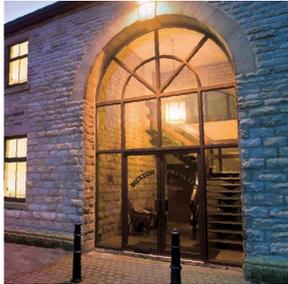
Software - Content  
Management / Publishing

# Buxton Press

Established for more than 80 years, award-winning **Buxton Press** is one of the UK's foremost sheet-fed litho printing companies.

Specialising in printing full colour magazines, brochures and catalogues, our focus is on helping publishing clients get the best from their printing. Whether it's looking at paper options, discussing the optimum finished size or the most cost-effective paginations, we're here to help.

We have a passion for print and the technology, skills and expertise to deliver to the highest standards and we would be delighted to have the opportunity to be considered as your print partner.



## ...we're more than just a printing company

Currently entrusted with the printing of more than 50 million publications a year, Buxton is a forward-looking and dynamic business, proudly working in partnership with clients to deliver a customer focused, flexible and uniquely tailored approach for each of their requirements.

We are committed to ongoing investment in the latest technologies and our superbly equipped plant, based in Buxton, Derbyshire, houses a fleet of the latest Heidelberg B1 long-perfecting presses each fitted with a CutStar reel sheeter to minimise paper wastage.

Along with in-house saddle-stitching, PUR and perfect binding, innovative finishing solutions, mailing, fulfilment and delivery services and, most importantly, our dedicated team who are with you every step of the way, we aim to provide a complete end-to-end premier printing service.

## ...a clean, green printing company

Mindful of our environmental impact, we're committed to building on our achievements to date:

- Certified to FSC and PEFC Chain of Custody Standards, we use responsibly sourced paper printed with vegetable-based inks and offer carbon balanced paper as required
- Our sustainable mailing solutions include in-house paper wrapping, compostable wrapping and recyclable poly-wrapping
- Certified to UKAS ISO 14001, our environmental initiatives include comprehensive energy reduction, waste management and recycling programmes

## Buxton Press at a glance:

- We specialise in printing publications: magazines, brochures, catalogues, bookazines, programmes, newsletters and directories
- A4, A5, B5 and bespoke size options
- Fast and user-friendly XMF Remote file submission and approval system
- Customer focused, knowledgeable and friendly account management
- Printing to the highest of standards with comprehensive finishing, mailing, fulfilment and delivery solutions
- Unprecedented five times winner of PrintWeek's 'Company of the Year' Award

If you are considering reviewing your printing arrangements, wish to explore different options for your existing publication or are just starting out on your publishing journey, we'd be delighted to assist, so please do get in touch or visit our website, [www.buxtonpress.com](http://www.buxtonpress.com), for further information.

**Buxton**  
PRINTING GROUP



## Cindy Stockton Sales Manager

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Visit our website:



Printers / Print Finishers

# Cafeyn

With 2 million plus users across the UK, France, the Netherlands, Belgium, Luxembourg, Italy and Canada, **Cafeyn** is the leading digital press platform in Europe, offering paying subscribers seamless access to local and international content across all devices.

Launched in France in 2006, the company has scaled rapidly both organically and via acquisitions including ePresse.fr and print subscription sales site Toutabo.com in France, miLibris bespoke digital editions, Blendle in the Netherlands and children's content platform Kidjo. Headquartered in Paris and with offices in London, Tangier, Montreal and Utrecht, Cafeyn Group employs 150+ people.

Cafeyn works with 500+ media owners offering more than 2,000 national and regional newspapers, magazines and digital pure players content distributing digital replicas via PDF, audio, podcasts and newsfeeds. Partners in the UK include Reach, Guardian Media Group, ESI Media, Kelsey Publishing, Future and Time.

In addition to our B2C users, Cafeyn is distributed through multiple long term B2B2C partnerships with companies such as O2 and SF.

## Our products:

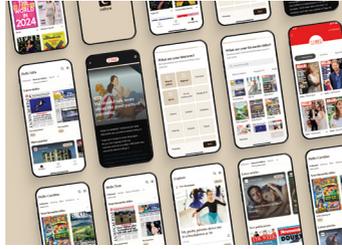
- **Cafeyn:** Users can subscribe to Cafeyn via the iOS or Android app or web giving them unlimited access to hundreds of newspapers, magazines and newsfeeds for £7.99 per month. They can go beyond their favourite brands and explore new titles, topics and media from page turners to stand-alone articles and audio all with increased personalisation and recommendations with a rich mobile optimised experience.
- **MiLibris:** Bespoke white label digital edition solutions for clients helping them to create their own apps and e-reader platforms. Major clients include Air France, Paris Match and Le Figaro.

## Benefits for publishers

Cafeyn's publishers are partners; we work collaboratively to help them achieve their objectives:

- **Increasing brand reach and new audience:** By connecting to new audiences who choose Cafeyn for the ability to access a myriad of content in one convenient app.
- **Increasing revenue:** Partners are paid for every copy read on the platform.
- **Increasing circulation figures:** Fully accredited by ABC – all copies can be reported in your audit.
- **Providing valuable data & insight:** Our publisher dashboard gives valuable data and insight, helping partners understand their audience and performance.

To find out more or to work with Cafeyn, contact Edward Marr.



### Edward Marr Publishers Relationship Manager

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🌐 [www.linkedin.com/company/cafeyn](https://www.linkedin.com/company/cafeyn)

✉ [@cafeyn\\_uk](https://twitter.com/cafeyn_uk)

📘 [www.facebook.com/CafeynUK](https://www.facebook.com/CafeynUK)

📷 [www.instagram.com/cafeyn\\_uk](https://www.instagram.com/cafeyn_uk)

Visit our website:



Subscription Websites /  
Online Newsagents

Digital Editions / Apps

**CDS Global**, a subsidiary of Hearst Corporation, has been the brand behind world-class brands for more than 50 years.

100% of recurring revenue organisations are looking to find better ways to manage their customers and optimise their revenue streams.

CDS has made that possible, delivering a solution that successfully handles every single touchpoint in your customer journey across online and offline channels, so you deliver frictionless subscriber experiences. Grow subscribers via marketing services and cross-channel acquisition, easily manage offers and seamlessly distribute and fulfil. Engage members via omni-channel support, optimise payments, manage churn – all under one roof. No more disparate data or stringing systems together to try to better understand your customers. Sounds like heaven, doesn't it?

Introducing **CDS Global Core** – one unified solution for you and your subscribers – a customer management system for modern end-to-end subscription and order management:

- **Orders & renewals:** Seamlessly manage customer orders, renewals, and offers in one place with a 360-view of your customer data.
- **Payments:** Increase your ability to acquire and retain customers by leveraging multiple payment options including credit cards, debit cards, direct debits and alternative payments (Apple Pay, PayPal).
- **Marketing & promotions:** Create offer, payment and content pages easily through an easy-to-use online marketing solution built directly into Core.
- **Identity:** Drive adoption and meet security protocols with a secure, single, social and federated customer identity and access management solution, included in Core.
- **Data & reporting:** Unlock customer segment insights with advanced analytics and AI-driven predictive modelling. Accelerate subscriber growth, craft optimal pricing strategies, boost engagement, and drive revenue growth.
- **Customer service:** Meet your customer where they are for frictionless experiences that drive loyalty with omni-channel support across online and offline channels: chat, phone, email, direct mail, and more.

## The CDS difference

- **Customer first model:** Keep your customer at the core of your business. View all customer activity in a single-record environment to enhance your revenue and retention strategies.
- **White glove service:** Premier and individualised service for system set up and continued management. We do all the work, so you can focus on your business.
- **Centralised customer service:** Centralise your customer service touchpoints. The Core team acts as an extension of your brand to assist your customers and provide effective outbound techniques to reduce churn.
- **Subscription expertise:** CDS Global has been providing subscription services to world-class brands for over five decades. We know subscriptions.
- **Branded customer experience:** Bring recall to your brand with customised login, product and checkout pages highlighting your brand colours and logo.
- **Churn reduction:** Maximise retention by delivering value through personalisation at scale, and leading payment recovery processes paired with best-in-class customer support.



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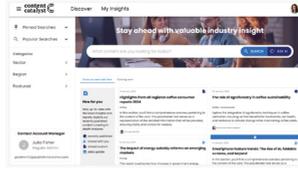
Read our article 'The Power of a Unified Solution: Simplifying Subscription Management for Consumer Publishers':



Subscriptions Bureau

# Content Catalyst

**Content Catalyst** is the trusted technology partner for B2B publishers, delivering AI-enabled, white-labelled subscriber portals. Take away the stress of in-house development and focus on what you do best: creating high-quality, informative, expert content.



Using our technology, publishers of analyst reports and data can launch subscriber portals that maximise the value of their insights and drive revenues.

Innovative workflow tools allow users to engage with your content whilst sophisticated licensing controls ensure that intellectual property is protected.

Our pioneering Active Insight Management approach boosts performance across author workflow, content and data delivery and subscriber management.

## There's more in your expertise

Don't just publish and forget. Now there's a new way to take charge of sharing your expert analysis.

We're consultants and technologists who put proactivity at the heart of publishing. We help publishers create a first-class subscriber experience, upsell and cross-sell reports, and use data to prove the value of content to clients.

## Maximise the value of your content

Too often, licensed insight is hidden deep in folders. Our platform makes it simple for subscribers to find, extract and use everything they've bought from you – all in one easy-to-remember place.

### Content Catalyst provides:

- The latest technology, tailored to your brand.
- Feature-rich, yet simple to use interfaces for publishers and subscribers.
- Support to increase the reach of your research and revenue from your content.
- Analytics to prove the value of your content and grow your relationships.

Build stronger partnerships with your clients through your content: question by question, search by search, piece by piece.

The company was founded in 2003 and is headquartered in Cambridge, UK.



## Edwin Bailey Chief Operating Officer

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**Learn more and book a demo:**



# CPUK Print Publishing

If you are seeking a one-stop magazine design and production service, then look no further than CPUK Print Publishing.

Publishing magazines is a multi-stage process requiring an extended team with a whole host of skills. Outsourcing the process to a company where these stages can be taken care of all under one roof for a fixed price per issue can be the key to magazine publishing success. CPUK Print Publishing offers this service, and more.

One of the most important stages in the production of a publication is its **design**. How a magazine looks – clear layouts with consistency of style, good use of images and fonts, clean flow of copy – determines whether readers pick up an issue, start reading and keep their interest through to the final page. CPUK understands this and offers the services of a highly experienced, in-house designer who specialises in creative design. Working with a dedicated designer ensures continuity of style throughout every issue. As a result, each publication is delivered looking professional and eye-catching, which of course helps optimise readership.

What's more, CPUK's **magazine production services** don't end with design. In fact, CPUK can take the stress out of the whole publishing process by fully managing any project from the initial print specifications right through to product delivery. This can include creating production schedules and guiding customers through the technical pre-press procedures, assistance with setting up templates and page dimensions, image and font management, file name conventions and folios, tints and background parameters and file preparation through to pre-press proofing.

CPUK Print Publishing also recognises that attention to detail is essential in ensuring content is consistent and precise throughout and offers professional sub-editing and proofreading services, following individual in-house style guidelines, at an additional competitive rate.

The CPUK team offers more than 35 years' publishing and print-management experience – choosing their bespoke combined service not only guarantees high-quality, professional design but also ensures production schedules are accurate and distribution deadlines achieved, all key factors in saving time and money for any publishing business.

Whether you are at the first stages of design and production, need some mailing or distribution advice or simply require your title to be printed professionally, CPUK can help.

*"We have been working with great success with CPUK Print Publishing for over 10 years. The company is highly professional ultra-reliable and their expertise in the publishing process is second to none. CPUK deliver our magazine print, online editions, and cover-to-cover creative design services. They are like part of our in-house team, and we look forward to many more years working together with our magazine publishing output."*

**Laura Henderson, Managing Editor, Abode2 Luxury Property Magazine**

*"As recent new clients to CPUK, we engaged them to completely redesign two of our leading international B2B magazines, to maximise our digital editions potential whilst creating a print issue with modern and beautiful design. The team at CPUK and in particular their design team have been professional and extremely patient in discussing our brief. They have designed a totally new look with fantastic digital functionality. No tweak or change was too much trouble for them and their immediate responses and engagement were a breath of fresh air. We couldn't be happier with our result and look forward to working with the whole CPUK team in the future with other elements of their bespoke publishing services."*

**Mark Seton, Director, MDM Publishing**



## Michael Chinnery Managing Director

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CPUKPrintPublishing

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Design Services

Production Consultancy  
Services

Guidance Consultancy  
Services

# Crowdfindervideo

**Is video on your rate card? It should be.**

Video can be a revenue stream for your magazine. Crowdfindervideo can make that video for you and remove the pain points.

## Routes to revenue

With Crowdfindervideo, you can:

- **Offer sponsorship** on podcasts across YouTube, Spotify and audio platforms. You can also have vertical videos to boost social growth.
- **Offer same day video** as an additional service to event exhibitors. An interview on their stand gives them additional visibility and you another digital asset.
- Give roundtable / fireside chat **sponsors a longtail asset** via a dynamic highlights video.
- Prove your sector expertise with **sponsored or paywalled explainers** on issues and developments.
- Produce a paywalled **video learning course**.
- **Enrich a membership or subscription offer** with exclusive video.

## What are Crowdfindervideo clients saying?

*"You made it so easy, and put us at ease so quickly. Brilliant experience."*

*"I'm loving working with Crowdfinder on this, thank you, I really appreciate how much time you're dedicating to getting it looking and sounding great."*

## Crowdfindervideo removes video pain points:

- **Cost:** Video can pay for itself and bring profit.
- **Bandwidth:** We get it, it's one more thing to do. We do the work, you retain control.
- **Workload:** Video, audio, socials, thumbnails, headlines, show notes and copy. We can do all of that.
- **Technology:** Cameras? Editing? Graphics? AI sound enhancement? We've got people who've delivered it all for Sky, Al Jazeera, Apple and Amazon.
- **Creative:** We give you video, sound, music, and graphics that hold your audience.
- **Consistency:** Regular video and audio grow audience. We deliver to your tempo.
- **Camera confidence:** You're better than you think on camera. We'll coach you and your team through the process.

## Consultancy

Keen to keep your video production inhouse? We'll help you find the tech, team and processes you need.

Message Simon on LinkedIn to start a conversation.



crowdfindervideo



## Simon Elliott Founder

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## Check out our work:



Video Production Services

For over 40 years, **Denmaur** has been at the centre of publishing and print, providing innovative and sustainable paper solutions as one of the UK's leading paper suppliers.

Denmaur continues to provide valuable services to the publishing sector, such as our complete paper management service offered at no additional cost. It is a service that includes a tailor-made managed paper supply for magazine and book publishers, direct mail companies and others who can realise the value of sourcing and specifying their own paper for print.

The company has grown substantially since it was founded in 1983, expanding to include 200,000 sq ft of capacity over two warehouses for paper and board stock, a conversion plant, a print lamination division and sales offices throughout the UK ready to deliver expert advice and service.

Over the last twelve months, Denmaur has made massive strides towards its sustainability goals having both its near-term and long-term carbon targets validated by the Science Based Targets Initiative (SBTi), becoming the first UK paper supplier registered with the scheme. This adds to the company's existing certifications which include: BRCS, ISO 9001, ISO 14001, FSC and PEFC, as well as its continued work with the World Land Trust's Carbon Balanced Paper programme which has seen significant results in recent years.

## The Revive Range

**Sustainability** is at the very heart of Denmaur's sourcing policy; as the home of **Revive**, a complete range of recycled and Carbon Balanced certified papers, Denmaur offers customers the ability to demonstrate a powerful environmental message through their paper choices. Although any papers purchased through Denmaur can be Carbon Balanced, the Revive range, and many other recognised brands are supplied Carbon Balanced at Source with no extra cost to the customer.

It is such initiatives that give customers the tools to meet their own carbon reporting and reduction goals, establishing them for success in an ever-changing publishing market where sustainability continues to become a major factor.

Behind the scenes, the Denmaur samples and dummies department is widely acknowledged as the best in the business, regularly delivering high-quality specifications within 24 hours of request.

If you would like to find out more about how Denmaur's complete paper management services can help your business reduce cost and increase sustainability, or you would like to discuss paper requirements and the benefits of specifying your own paper, please contact our dedicated sales team.



## Doug Jessop Managing Director – Media Division

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# Direct Publishing Services

**Do you have tired, unused 'evergreen' content? Do you want to increase profits?**

Expert bookazine publisher **Direct Publishing Services** unlocks potential revenue from archived evergreen content and forgotten mailing lists to produce new and exciting revenue streams.

Our friendly, innovative approach can assist with a range of comprehensive solutions for magazine and book publishers for both digital and print publications.

From sourcing and updating archived material, new content creation, updating design to production and distribution, Direct Publishing Services can offer different options from consultancy to a complete service.

For over thirty years, our talented, accessible team has worked for international companies with a successful track record of creating high-quality products.



## **Julie Miller** **Publishing Director**

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**Visit our website:**



## **The unstoppable rise of the bookazine market**

- The bookazine market is going from strength to strength driven by one-off titles, such as those featuring music phenomenons such as Taylor Swift, which command higher prices.
- Initially dominated by tech guides, the market has expanded to include topics reflecting current trends, pushing boundaries in price point and branding.
- Post-pandemic, bookazines are occupying more shelf space, indicating their increasing popularity and profitability.
- An expansion in extended subject matters and ranges being produced.

## **Advantages of bookazines**

- Increased growth and revenue
- Capitalise on existing and otherwise redundant evergreen content
- More appealing to a wider audience
- Increase readership worldwide
- Higher cover price
- Smaller print runs
- Target specific markets
- Longer on sale period than traditional magazines
- Foreign language opportunities

## **Direct Publishing Services**

- Extensive knowledge of the bookazine industry
- One-stop publisher for all your requirements
- Specialist solutions
- Complete project management
- Wide-ranging knowledge and extensive experience
- Innovative strategies tailored to client requirements
- Customised content services supported by data insights and editorial expertise
- Consistently guided by a focus on efficiency and actionable measurement
- Deep data analysis into current, future trends and target markets
- Consumer-driven approaches
- Exclusive distribution agreements
- Cross-market solutions
- Digital distribution options
- Specific print results

To find out how Direct Publishing Services can take your company forward and increase revenue, simply get in touch.

**Bookazine Publishing Services**

**Product Development Consultancy**

dsb.net provides subscription and recurring revenue services for some of the world's most successful media organisations.

Whether you need a full end-to-end bureau service, or an integrated order management, fulfilment and subscription marketing platform for your own teams, dsb can deliver and support a bespoke solution built to your requirements.

dsb is backed by **DARWIN CX**, the leading SaaS subscription lifecycle management solution, specialising in helping publishers, membership organisations and media companies monetise digital services and content provision.

We have a passion for optimising customer experiences, expert knowledge in data driven subscription marketing and have a large team of elite-level developers and integration specialists to drive growth and innovation.



**TAKE YOUR SUBSCRIPTION BUSINESS TO THE NEXT LEVEL**

## Web & mobile

- Behaviour tracking
- Identity & login management
- Integrated payroll & gating
- Customer self-service
- Dynamic offers

## Audience management

- Print, digital & memberships
- Apple / Gpay / Express C/O
- Unknown to Known journeys
- 'Build your own' landing pages
- Email orchestration

We innovate, move fast, provide added value and truly bring a breath of fresh air to your sales, marketing and CX strategies. We're proud of our ability to overcome challenges and bring new ideas and growth opportunities to our clients.

## Join our growing client base

Join the growing list of clients who are enjoying exponential growth in their subscription business through innovation, agile development and speed to market. Our dedicated conversion team will manage your business through a well-rehearsed and structured transfer onto the DARWIN CX platform.

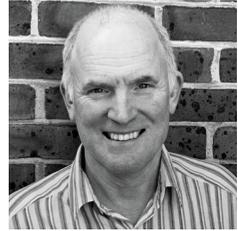
Clients include: a360media, Autosport, Blue Ant Media, Der Spiegel, EMAP, Haymarket, Heise, Immediate Media, Janes, London Review of Books, Motortrend Group, Our Media, Porsche and The Big Issue.

## B.I. & analytics

- Data available real-time
- 360° view of customer
- Custom reports
- 'Looker' dashboards
- Slice 'n dice + visualisation

## Customer experience

- Global coverage
- AI virtual assistant
- Email automation
- Unified channels
- CSAT scoring



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Find out more:



Subscriptions Bureaux

# eMagazines

eMagazines provides all publishers with the technology and services needed to produce and deliver premium digital magazine content.

eMagazines has a **WYSIWYG** content management system that transforms a publisher's print-version PDF into a beautiful, easy-to-navigate mobile device experience so publishers can expand monetisation opportunities of their magazine content. Publish and distribute to your subscribers directly through our best-in-class mobile reading solution, on Apple News+, through your iOS and Android branded apps, and across many other 3rd party channels.

eMagazines is a magazine content delivery **Apple News® preferred provider** and the 2023 Digiday Technology Award winner for Best Content Management System – for our **StoryFinder** solution.

Our solutions also include branded searchable libraries / archives, secure digital fulfilment, a custom landing page system, iOS / Android magazine apps, Apple News+ support, and our content repository for managing rights and content reuse called StoryFinder.

## Custom Mobile Magazines with Audio

- **Instant Access:** Securely connect subscribers immediately to a re-imagined digital version of your magazine.
- **Engaging experience:** Brand specific and custom reading experience that includes no login or download.
- **Digital Library:** Subscribers can access all their issues in a branded, searchable library. Offline reading is also available through our PWA solution.
- **Premium Audio:** Using our ReadAlong.ai technology, users can listen to all articles. Neural voices created by Amazon and Microsoft.

## Our Services

- **Production & Delivery:** We turn a PDF of your magazine into a beautiful mobile version for smartphone, tablet and desktop (replica). Digital fulfilment and delivery available if needed.
- **Customer Acquisition:** Access new sales channels including top magazine agents, online retailers and strategic partners.
- **Back Issue Library / Archive:** Turn the digital library into a full archive organised by decade, year and issue. Use as a value-add or sell as a new product.
- **Flexible Landing Pages:** eMagazines landing pages are a flexible option for publishers to use for partners and for selling print and digital subscriptions.
- **StoryFinder:** Publisher content repository for managing rights, licensing and repurposing your existing content for web and / or print.
- **Premium Text-to-Speech:** Seamlessly (one line of code) add text-to-speech audio to your website. Human-like voices available in multiple languages and accents.

*"Working with the eMagazines team is seamless. They have the most flexible and modern digital magazine solutions. The eMags team gets back to me promptly and is available to jump on a call when needed to chat things out. I don't feel like just another customer – it's a partnership, and they really care about the success of my magazine."*

**Maggie, Publisher, VegOut Magazine**



# eMagazines



## Blake Pollard Co-Founder and CRO

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## See our case studies:



Digital Editions / Apps

Audio Services

Software - E-commerce

# ESco

We provide high-quality solutions to publishers, membership organisations, charities, and businesses with a recurring customer base. This includes top-notch customer service, creating and maintaining single customer view platforms, handling payments, smart data management, and setting up personalised multi-channel communications to keep your valued customers engaged and coming back for more.

When you work with **ESco**, we'll become an extension of your own internal team, with regular virtual and in person meetings, brainstorming sessions and daily support. It's safe to say that we really come into our own when we work with businesses who want to work in partnership with us.

## Subscription & membership management

At ESco, we're all about helping you grow your subscriptions and memberships with passion and expertise, no matter your industry. From top-notch customer service to insightful analytics and seamless tech integrations, we've got the tools to make managing your recurring customers a breeze and to streamline their eCommerce experience.

## Single customer view

Got data scattered all over? You're not alone! Our team of experts can help you bring it all together, turning guesswork into growth. Our easy-to-use platform lets you visualise your data, spot opportunities, and create personalised, multi-channel marketing campaigns. All the information you could possibly need – and the power to use it.

## Automated customer comms

We've mastered the art of customer renewals with personalised, automated communications that keep your subscribers and members coming back. We combine creative designs with seamless printing and mailing, all while helping you save on costs. From dynamic onboarding campaigns to responsive emails, we've got the tools to ensure your messages hit the right people at the right time, every time.

## Payment processing

At ESco, we make payment processing a breeze with all the options you could need. We're talking everything from major credit cards and digital wallets like Apple Pay and PayPal, to direct debits and bank transfers... even cash and cheques for those who prefer to keep things old-school. We handle all money processing through your own accounts and merchant numbers, so there's no cash flow delay – just smooth sailing.

## eCommerce

Our eCommerce platform is designed to cater for everything an organisation needs to grow its community. Whether it's subscriptions, membership, directories, reports to online access, back issues, or any kind of mail order item, we've got you covered. We're all about making things easy and enjoyable to help you grow and retain your happy customers.



service with integrity



## Louise McHale Deputy MD

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## Meet the team:



Subscriptions Bureaux

Mailing / Delivery Services

# First Mailing

**First Mailing** provide the complete direct mail package to both trade and end user clients. Having celebrated our 25th anniversary in 2023, we continue to expand our services and manufacturing capability and the management team is committed to delivering quality mail related services for many years to come.



Recent investment includes another fully automatic paper wrapping line with inline colour printing, with the capability of converting fully recycled papers into mailpacks in materials up to 150gsm in thickness for ultimate protection.

Our investment strategy for the years ahead includes further development of our digital support, data management and analytic services.

## The key services on site are:

- **Paperwrapping:** Two wrapping lines for the enclosing of magazines, booklets and up to 6 other items within printed or plain paper stock that can carry full personalisation or inline colour messaging and graphics.
- **One-piece Mailers:** Personalise single items of mail that do not require any outer wrapping.
- **Inkjet Addressing:** A high speed, low cost process used to personalise an item of mail with a variable address or graphic.
- **Envelope Inserting:** Items such as letters, magazines and inserts can be inserted by a machine into a pre-printed or stock envelope C6 to C4 in size.
- **Polywrapping:** Up to 8 items can be enclosed in a fully recyclable or compostable wrap. This can then be personalised with an address.
- **Naked Mailers:** Printed booklets using the cover as the address carrier.
- **Digital Print:** Low volume or urgent items such as letters & booklets output onto paper direct from a print file.
- **Data Management:** From validation of data files through to updating records from returns plus subscription handling. Often data sortation is used to maximise postage discounts.

Data is handled via a secure military grade, end to end encrypted data transfer portal for safe and secure transfer of data files and live proofs, giving peace of mind. A free data audit is also available on request with a detailed report generated to suggest enhancements and cleansing.

Extensive knowledge of the postal network allows for the right service and discounted rate to be used for UK and international mailings.

The team at First Mailing continues to grow with upskilling of existing employees and recruitment of new team members with the primary aim of delivering an excellent level of customer service to its clients, jobs despatched on time and competitively priced.



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## Find out more about our paper wrapping services:



Mailing / Delivery Services

# Flexpress

At **Flexpress**, we specialise in the production of high quality, short-run and print-on-demand books, booklets and manuals, whether soft or hardback, perfect bound, case, bound, wire or spiral bound, or simply saddle-stitched. If your requirement is for less than 2000, then we're the people to talk to.

We're also experts at cost-effective, luxury finishes such as exclusive laminates, tactile metallic foil printing and raised spot UV gloss effects so any project, even one-offs, can have the same impact as high-end mass-produced ones.

We have a unique online platform – [www.flexpress.co.uk](http://www.flexpress.co.uk) – where you can quickly compare options, calculate the cost of your project and when you're ready, place your order online. If you need help, we have a team on-hand who can easily be reached by email or phone.

We partner exclusively with print professionals: that's people who buy print regularly, understand print terminology and know how to supply print-ready files correctly.

Our mantra is 'right first time', made possible through a dedicated, highly skilled team combined with state-of-the-art equipment and a culture to consistently produce your work quickly, reliably and to the highest standards.

Once completed, your order can be shipped to most mainland UK destinations using reputable overnight carriers.

Despite around 60% of orders being placed through our website, you'll find we don't hide exclusively behind it. If you prefer to deal with a real person, we cater for you too through dedicated account handlers who are easy to reach for bespoke requirements or guidance.

Being cost-effective and efficient go hand in hand with taking responsibility for our environment at Flexpress. Over 2000 square metres of solar panels, electric vehicles and LED lighting throughout are just part of the story. We only source environmentally responsible materials, recycle 98% of our waste and use up-to-date energy efficient equipment wherever possible.

Trust, in any relationship, is paramount, so you'll find we provide honest and open communication and keep our promises; this is how, since 1989, we've grown to become one of the largest and most respected printers in the midlands. Everything we do is produced by us right here in our own 10,000 square foot production facility based in Leicester.

We'd love you to become one of our rapidly growing circle of discerning clients, so next time you have a demand for a printed publication that's not in the tens of thousands, why not give us a try?

*"Consistently excellent! I have been a customer of Flexpress for over 20 years, and have consistently received excellent service from their team, and a superb quality of product. I often need to request work with tight deadlines, and have always been able to rely on Flexpress to be honest and realistic with timescales, and they have consistently delivered on every promise made. It is a pleasure to deal with their pleasant and professional team, and I would have no hesitation in recommending them."*

**Andrew Morley**

*"The team at Flexpress went above and beyond to help me. They took time to explain the process and stepped in when I became overwhelmed with the time pressure for a job that was new to me. I know I will use them for all my future work going forward and feel so thankful that they met my needs with care. Thank you again to a wonderful team!"* **Serina Leach**



## **Steve Wenlock** Managing Director

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Printers / Print Finishers

# FT Strategies

At **FT Strategies**, we work with media organisations globally, helping them to address strategic challenges, find new commercial opportunities and drive business growth.

We have helped hundreds of media organisations globally with corporate strategy, commercial growth, operational transformation and AI, technology & data — all connected by a central objective to deliver sustainable growth and profitability.

Unlike traditional consultancies, our team is a blend of media industry practitioners and strategy consultants. We leverage the experience of the Financial Times and the 800+ media organisations we have worked with globally to deliver something uniquely valuable.

We always measure our success based on client impact, and that is why we are proud to have helped organisations quadruple subscription revenue, reorganise newsrooms and harness the power of AI.

Whatever your challenge, FT Strategies can help you move forward, faster.



## FT STRATEGIES



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### How FT Strategies can help

- **Corporate strategy:** Develop and execute a corporate strategy that delivers a sustainable future for your organisation.
- **Commercial growth:** Grow your audience, revenue and profitability by benefitting from tried and tested strategies and tactics.
- **Operational transformation:** Transform the way you work and are organised to build a more efficient, profitable organisation.
- **AI, technology & data:** Build the data, AI and technological capabilities required to drive innovation and growth.

### What our clients have to say:

*"FT Strategies was asked to help us identify future options for one of our products in the face of rapidly changing audience and content habits. The team rapidly got up to speed with the performance of the product and proposed a range of options, drawing on case studies and benchmarks to quantify the outcomes. FT Strategies' recommendations informed our management team's final decision which was then ratified by our Board."*

#### Head of Corporate Development, Mediacorp

*"This has been a powerful piece of work in what has been a turbulent time. I can't believe how much you did in five weeks. We all appreciate the hard work, sacrifice and flexibility."*

#### Marketing Officer, EL PAÍS

*"The recommendations, experiments and quick wins that come out of our sessions are invaluable. Also, having access to experts has been great, particularly as we look to create our own RFV propensity model."*

#### Head of Consumer Marketing, The Independent

### Get in touch:



Publishing Consultancy  
Services

Subscription Consultancy  
Services

# Full Fat Things

**Full Fat Things** make beautiful, connected digital products to grow businesses and audiences. We have a wealth of experience of working with B2B and B2C publishers of all shapes and sizes, including Future, The Official Charts Company, Capital Economics, Kelsey Publishing, Key Publishing, Which?, Wiley Publishing and Wolters Kluwer.

Our customers have seen significant growth in audience revenues using paywall solutions for premium content experiences. And we supercharge ads-led businesses with high-performance websites that deliver without compromising user experience. We also help to creatively present commercial content to deliver first-class marketing services and lead-generation.

But we don't stop there. We build and connect the rest of your supporting tech stack to enable seamless, automated data flow across your business, systems and customers. We make complete customer experiences out of your digital products and give you the tools to monitor, manage and optimise them.

## Product development

First, we understand your goals. Having worked with publishers for decades, we have bags of experience in digital development and transformation and build on this experience every day.

Typical product features as standard include detailed taxonomy-led CMS with grand editing and content construction tools for more complex layouts, special editions, integrated digital editions, SEO, paywalls, registration walls, payments and subscriptions tools.

Our content migration system has imported over one billion pieces of content over the years.

And we specialise in optimising Web Core Vitals to boost programmatic advertising potential.

We enable publishers to migrate straight from print content to a beautiful and fully featured website, without large editorial and production workloads. Your entire website could update automatically as your new print issues are delivered.

## Integrations with CRM and CDP

We build seamless integrations between internal systems and the rest of your stack, including Salesforce, SAP, HubSpot, Shopify, Mailchimp, subscription management systems and many more third-party services to power your website. By integrating with mail providers and platforms, you'll be able to react quickly to get your products in front of the right people at the right time.

## Consultancy

From ideation to ongoing product development roadmapping, we thrive on sharing product development success and experience. Through working with publishers at all stages in their digital journey – from those with simple websites and newsletters to large scale, complex and integrated content ecosystems – we have built up real, demonstrable experience that helps customers practically execute plans. Our open source ethos is baked into our service; sharing our knowledge with customers is part of our fabric.

## Why Full Fat Things?

With over 80 years combined experience in the industry, our highly skilled team understand the challenges publishers face. We're all about delivering functional, robust digital products that users will love, quickly and without compromising on quality. Before we founded Full Fat Things, we came from companies like Reach, Informa and The Economist, which gave us the training ground to serve the rest of the market.



**FULL FAT**  
*Things*



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**Find out more about our  
publishing services:**



Website Design / Creation

Digital Editions / Apps

Software - Content  
Management / Publishing

# Fusion

**Fusion** is the go-to technology platform for publishers that are also event organisers. For more than 25 years, the team at Fusion (previously Cirdata) has worked with leading publishers, exhibition and conference organisers from across the globe to deliver stand-out events.

From one-off seminars to large-scale exhibitions across multiple continents, our software, hardware and staffing solutions enable you to plan, market and deliver world-class events more simply than ever before.

Our award-winning Fusion software enables clients to view all their data via one access point, giving a single customer view of engagement across a portfolio of multiple data points and events.

Want to find out how Fusion can help you run better events? For a demo of the platform or to speak with our team, get in touch via our website.

## Our solutions

**Fusion Event Hub** provides all of the tools you need to deliver events with minimum fuss, while creating high engagement and maximising revenue.

- **Event planning and marketing:** Registration forms, targeted marketing, and confirmation emails. Responsive sign-up websites with postcode lookup and profile image upload functions.
- **Registration and attendee management:** Take, view and amend registrations with ease. Onsite support via contactless self-service terminals and staffed service desks. Onsite registration via staffed or self-service badge printing kiosks.
- **Strategic insight and analytics:** Real-time registration, analytics, figures and charts. Download available in multiple formats. In-depth insights for targeted marketing and demographic profiling available via the Fusion Insight app.
- **Real-time floor plan heatmaps:** Dynamic floor plan heatmaps to understand activity levels in real time or after your event. Understand traffic volumes and speaker appeal.
- **Operational support for events:** Full-service support via our experienced event management team and project managers to keep your event on track.
- **Live and on-demand seminar content:** Run virtual or hybrid events, with multi-session streaming to both live and on-demand audiences. Cloud-based technology accessible via all devices, anywhere in the world.

**Fusion Exhibit** is the place all of your documentation, marketing and registration info is kept – while integrating seamlessly with Fusion Event Hub and Fusion Visit. It ensures exhibitors, sponsors, and contractors have all the information they need to prepare.

The heartbeat of Fusion Exhibit is its robust lead-capture function that enables hardware devices and apps on your own mobile devices to scan, qualify and connect with customers.

The **Fusion Visit app** makes sure that visitors can maximise every minute of their event attendance. By enabling attendees to research must-visit exhibitors, decide on the must-see speakers and build a custom agenda, you can help ensure they don't miss a beat. Fusion Visit also helps visitors keep track of interesting exhibitors and access brochures and further information, too – all the while building a deeper picture of your audience for future events.



# Fusion

By ClearCourse



## Stephen Russell Head of Fusion

Fusion

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## Why Fusion:



Software - Event  
Management

Event Support Services

# Global Media Hub

**Global Media Hub** is a highly experienced publisher services company specialising in audience engagement via global media placement and brand to hand campaigns.

We understand the importance of **brand exposure** and **audience development**. Our goal is to **boost engagement** by getting your product directly into the hands of your target reader. Our wealth of experience helps clients drive **additional revenue** and we can help to **save you money** through our extensive logistics network.

With over 60 years' experience in this specialised sector, our creative approach will provide you with a fresh, dynamic circulation, complete with valuable reporting and a level of service you will not find elsewhere. We have been ABC accredited for **ten** consecutive years, providing peace of mind that our distribution is fully audited and robust.



## Our expertise includes:

- **Global copy placement:** Bespoke placement into targeted venues including luxury hotels, private members clubs, spas, health clubs, airports, private jet centres, Eurostar\*, cruise terminals, universities and supermarkets.
- **Corporate offices & luxury apartments:** Our media stands in prominent businesses and luxury apartments offer access to AB1 audiences across London, NY and Dubai.
- **Tailored brand to hand sampling:** We create inspirational consumer engagement campaigns across a range of locations to optimise brand awareness and sales. Sponsored activity can also contribute significant ad revenue.
- **Global events:** Live events provide valuable and timely exposure to your target demographic. We can provide a presence at prestigious events such as Fashion Weeks, Art Basel, worldwide sporting events and many more.
- **Subscriptions & data collection:** Driving subscriptions and collecting data via targeted distribution campaigns and partnerships.
- **Audiences at home:** Target consumers at home via residential door drops (both in the UK and internationally) and direct access to new home movers through our Home Move Box network.
- **Logistics:** Our extensive logistics network can save you money, offering highly competitive rates for mailings, courier parcels, pick & pack, storage, bulk freight and print site collections.
- **Digital:** As well as providing a digital platform for venues, we can also place publications into our digital network which includes global hotels and airline lounges.
- **Cruise:** Our exclusive placement across all five of Southampton's cruise terminals places publications in front of over two million passengers annually.

Get in touch to optimise your circulation strategy.



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Visit our website:



Magazine / Newspaper  
Distribution

Event Support Services

Mailing / Delivery Services

# Gold Key Media

**Gold Key Media** are a specialist audience engagement agency. We add value and drive revenue for our clients, by effectively engaging their target audiences in innovative and exciting ways.

Now in our 25th year, our team have knowledge and experience across the media landscape, helping our clients to access audiences that are otherwise inaccessible via traditional marketing routes.

Our methods of engaging audiences continue to evolve as we adapt to the ever-changing world around us. Representing over 300 international publishers, our campaigns are bespoke to match our clients' strategic requirements.

Gold Key Media's distribution is independently audited by ABC, BPA and OJD for both print and digital publications.

## A selection of our key services:

- **Copy placement & sales:** Bespoke copy placement and sales in venues including luxury hotels, health spas, private members' clubs, private jet centres, first class lounges, private medical facilities & universities.
- **Hotels & spas:** We are the hotel industry's preferred supplier, providing print & digital content to the world's most prestigious hotels globally.
- **Corporate offices:** Dedicated media stands in the most prestigious business addresses throughout London, Birmingham, Manchester, Paris, Frankfurt, New York, Singapore & Dubai.
- **Event access:** Our event coverage is now global, providing publishers with privileged and often exclusive access to audiences attending some of the most iconic and sought after events of 2025. No event is too big or too small. These include: The World Economic Forum, The Ryder Cup, Women's Rugby World Cup, Cannes Film Festival, Monaco Boat Show, Arts & Antiques Fairs, The Open, Paris, Milan, London Fashion Weeks, Formula 1 Grand Prix's, The Oscars, Wimbledon, The Super Bowl, UK political party conferences and many, many more.
- **Airport lounges:** Now supplying airport lounges globally for Collinsons, Swissport, Aspire, Airport Dimensions, Priority Pass, JP Morgan Chase Sapphire etc. with innovative digital media platforms and bespoke print media packages.
- **Brand to Hand sampling:** Bringing product directly to the hands of the consumer across a broad range of global locations.
- **Residential & business hand deliveries:** Targeted national delivery to homes and businesses using the latest Mosaic demographic profiling software.
- **Digital:** Innovative digital entertainment platform, supplied to hundreds of luxury venues globally, including 5 Star hotels, travel operators & exclusive members' clubs.
- **Project Wingman / NHS lounges:** A founding sponsor of the Project Wingman charity; providing magazines, newspapers and product samples to frontline health workers.
- **Digital screen advertising:** Our media stands in corporate HQs have in-built digital display screens, allowing advertisers a highly visual and targeted method of audience engagement.
- **Logistics:** Highly competitive rates for international freight, parcel distribution, mailings, & print site pick-up.
- **Student sampling:** Direct access to students in universities across the UK.
- **Subscription service:** Gold Key Media Subscriptions sells magazines to salons, spas, dentists and other waiting room environments.



# GoldKey media



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## Get in touch today:



Magazine / Newspaper  
Distribution

Event Support Services

Mailing / Delivery Services

Subscription Websites /  
Online Newsagents

# Gordon & Gotch Publishing

For more than 30 years, we've been developing and designing innovative software solutions for the publishing and events industries.

Unlock your business's full potential with our **Myriad** software solution, which consolidates your business's information, for increased efficiency, enhanced performance, and a better bottom line.

Myriad is designed to expand as a business grows, and helps you stay compliant with the latest requirements. It can help every part of the publishing and events community get the very best out of their businesses. From the moment you get in touch with us, we work with you to make sure you have exactly the modules you want, configured to suit your company.

- **Support:** With our comprehensive software support, you never have to worry about falling behind. It keeps your software up-to-date and provides application enhancements. You'll also be on-board with the latest security protocols, any required legislative changes and industry requirements.
- **Services:** Training, data transfers and bespoke programming are standard services, but we don't stop there. We can also help you with data, third party interactions and industry specifications and practices.
- **Integration:** Myriad includes many existing third-party interfaces, but if you'd rather carry on with your existing approach for solutions then our skilled development team can work with you and your suppliers to make sure that happens.
- **Partnership:** We put our clients at the centre of our business to ensure that you shape Myriad's future path just as much as our development team does. So, look at us as a lifetime strategic partner, not just another supplier.
- **Myriad User Group:** The Myriad User Group is an independent collective of bureaux and publishers, all of whom use Myriad. It meets regularly to exchange the information and ideas that can help Myriad users optimise the return on their investment. We work closely with the group so that feedback can directly influence what we're doing with product innovation and development.



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Software - Subscriptions /  
Audience Management

Software - Advertising  
Management

Software - Event  
Management

# Henderson News and Media

**Henderson News and Media** provides quality **news, feature and production services** for newspapers, magazines and online platforms.

We also work with media groups to grow and develop their products and services. We deliver the **content, design and strategy** to help them reach their audiences.

Our experienced journalists produce **exclusive, targeted news and feature stories** for these organisations and their titles as well as **production services**, including **design and sub-editing**.

And our **targeted PR campaigns** and strategy deliver the results they demand.

So, if you are looking for excellent **content and production solutions** or you want **PR and marketing** with real impact, let's talk.



## News and features

Henderson News and Media delivers quality **news and feature services** for a range of newspapers, magazines and specialist websites. We report news with impact, write in-depth features that get behind the issues and source human-interest stories that grip the reader. From business to sport, we've got it covered.

## Editing

Our editing skills, honed in newsrooms across the UK, are today delivering quality publications for media organisations and publishers of all sizes. From **news gathering** and **content creation**, to **design, sub-editing, pre-press, page planning** and sending the final pages to print, we do it all.

## Design and production

Newspapers, magazines or online platforms, our highly-skilled designers deliver eye-catching **layouts and page designs** that attract the reader. Using all the major production tools, our creative work ranges from in-house magazines to specialist supplements and digital newsletters.

## Consultancy

We have a strong track record of work with media organisations to develop their products and services. We've helped **launch** newspapers serving communities across the UK and created successful news websites.

We excel in delivering and developing exciting **new products** and **redesigning** and improving existing publications, ensuring that they engage with their audiences.

## Public relations

Compelling words and stories are at the heart of any successful PR campaign. Using our wide-ranging media experience, we create clear **PR strategies** and deliver results for a range of businesses and organisations.

## Marketing support

Businesses and organisations come to Henderson News and Media to harness our ability to produce compelling, interesting and informative content – words that work for them.

We write the blogs, the commentary, the in-depth reports and e-bulletins that **engage and inform** their target audiences.

Our talented team create engaging newsletters and brochures and in-depth sector business reports and analysis. We also offer **proof-reading** services.

**henderson**  
NEWS AND MEDIA



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Marketing Agency

HH&S is a leading subscriptions services and marketing agency with over 35 years of experience, offering a fresh and innovative approach to helping publishers manage and market their subscriptions.

We work with some of the UK's largest publishers, handling over 300 daily, weekly, and monthly publications.

At HH&S we provide a wide range of flexible services tailored to the unique needs of each publisher, whether it's full subscription management service or a one-off promotional campaign.

Our services include bespoke subscription fulfilment platforms, subscription marketing, customer care, strategic consultancy, campaign analysis, and loyalty programs. Our subscription platforms are designed to cater to publishers of all sizes, providing flexibility with various fulfilment methods and payment options to meet the diverse needs of any publication or membership-based business.

We have a deep understanding of both print and digital publishing, most of our team having worked within marketing and circulation teams of leading publishers such as HELLO!, News UK and Mail Newspapers. Our commitment to treating clients as partners helps drive circulation and subscription revenues effectively and the team's experience allows us to provide tailored solutions, whether that's for increasing subscriber bases, managing renewals, or enhancing customer engagement with our bespoke Rewards program.

Moving to a new subscription fulfilment provider presents a valuable opportunity to reassess and improve the way your subscription service operates. While the transition process may require some initial effort, partnering with the right provider will deliver long-term benefits that far outweigh the temporary challenges. At HH&S, we will support you every step of the way during this transition. From seamless implementation to refining your subscription management, we'll ensure that we give you the best service and drive growth.

With a reputation for excellence and a family-oriented culture, HH&S has built a name for providing award-winning services that help our clients meet their business goals. Our forward-thinking solutions, backed by over three decades of experience, continue to help publishers thrive in both print and digital environments.

*"HH&S have brought wider insight to our subscriptions business particularly in the area of reactivation."*

**Sarah Oliver, OK! Magazine**

*"Our partnership with HH&S continues to flourish. The Reach Summer Subscriber Rewards, developed by this company, resulted in both engagement and the response rates significantly exceeded expectations."*

**Paul Jenkins, Regional Head of Circulation, Reach Plc**



**HH&S**  
The Subscriptions  
Business



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Marketing Agency

Subscriptions Bureau

# Intelligent Flatplan

## Why digital flatplanning?

There are plenty of ways to flatplan a magazine or newspaper: pencil and paper, spreadsheet, InDesign file or even a word processor document. Each is valid but has its pain points including version control, security, shareability, inflexibility, permissions, human error and more. Digital flatplanning is designed to resolve all these limitations in a simple, affordable, easy to use way. Digital flatplans provide a 'single point of truth' throughout the production process, foster a collaborative working environment and encourage efficient teamwork.

## How much does it cost?

Publishing is a competitive industry and costs are under constant scrutiny. Before moving from a 'free' pencil and paper to a company-wide digital flatplanning solution, publishers will rightly place cost and value under the spotlight. Knowing this, the **Intelligent Flatplan's** (IF) philosophy is 'no publisher left behind because of cost'. To achieve this, IF offers a unique usage-based pricing model calculated on the number of pages a customer publishes per year. As an example, an SME publisher producing two monthly titles, 52-pages per issue (1,248 pages per year) would pay £22.90 per month, total. So, a professional-grade, company-wide, multi-user flatplanning solution for less than a single coffee subscription.

## Benefits for every department

Digital flatplanning offers benefits to every publishing department:

- **Management** benefits from a real-time overview of each issue as it moves through production, highlighting advertising sold, space to sell and editorial progress.
- **Editorial** benefits from a clear view of editorial page allocation, sections and the workflow status of each editorial project.
- **Sales** benefits from a live image of advertising and advertorial space available to sell, space already sold and the workflow status of each order.
- **Studio** benefits from a real-time notification system alerting them to when pages have reached layout, proofing and sign-off stages.
- **Production** benefits from the flexibility to easily and quickly update a flatplan with changes automatically shared with users in real-time.
- **IT** benefits from knowing that as a software-as-a-service solution, IF is compatible across Mac and PC, with maintenance managed by the datacentre.

For magazine and newspaper publishers interested in trialling digital flatplanning technology, the Intelligent Flatplan's professional features and benefits speak volumes: ● Secure, high-performance UK-based server ● Real-time flatplan ensures users see changes immediately ● Unlimited titles, issues and users ● Integrated advert booking feature ● API integration into cloud advertising sales systems ● Per-page pricing guarantees affordability ● Cost effective for any size of publisher ● No contract, cancel anytime ● Free 30-day trial ● Free one-to-one onboarding process ● Telephone support ● 19-year trading history ● Future development roadmap

Professional  
flatplanning for less  
than a coffee  
subscription.

No way!

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Software - Production

# InterDirect

## Data. Print. Mail

InterDirect is a leading UK-based mailing house, specialising in both domestic and international mail. We cater for all forms of print media, as well as direct mail campaign management. Whether it's B2B or B2C, UK or international, economy or express delivery, parcel or packet, we will ensure your publication, product, or letter, arrives at its destination safely, and on time.



## Domestic & International Mail

We offer unrivalled mailing services both within the UK and across the globe. Using state-of-the-art technology, we ensure timely and cost-efficient delivery. Whether you need preferential rates for bulk mail or end-to-end direct marketing solutions, we are passionate about reducing your costs whilst providing flexible direct mail services. Contact us today to see how partnering with InterDirect can help save your business time and money.

## Wrapping & Fulfilment Services

We provide our clients with a range of wrapping and fulfilment services designed to meet their needs. Our poly-wrapping service is a cost-effective postal packaging solution for larger direct mail items. Lightweight and efficient, it helps reduce postal costs and is ideal for mailing publications, brochures, catalogues, or bundling multi-piece campaigns.

For a more sustainable option – in line with our environmental policy – our paper-wrapping service offers an eco-friendly alternative to poly-wrapping. Available in various sizes, colours, or intricate designs, it can bundle multiple items and even be personalised for each recipient. Paper wrap packs are also easier to process and qualify for Royal Mail's Mailmark service, adding an extra layer of efficiency.

## Priority, Tracked, Standard & Economy Delivery

We offer fast, flexible, and reliable direct mail fulfilment services through a global network of direct entry points, often delivering directly to local postal authorities to reduce transit times and costs. Our advanced technology platform integrates seamlessly with our Warehouse Management System (WMS), allowing for the swift processing, pick, pack, and despatch of orders.

To further enhance the customer experience, we also offer tracking information upon request, ensuring full visibility and support for your customer service needs.

## InterDirect is part of the InterGo Group

We communicate your brand to your audience across multiple channels, managing all routes to the consumer with comprehensive brand marketing, extensive fulfilment and distribution options alongside key business support solutions.

● **InterMedia – Newsstand. Subscription. Fulfilment:** With a wealth of experience in the publishing industry, our one-stop-shop approach embraces the modern media world and offers everything that publishers need to reach and effectively grow their total audience.

● **InterSend – Pick. Pack. Deliver:** InterSend is dedicated to complete logistics solutions. We provide comprehensive warehouse storage and eCommerce fulfilment and distribution services. Our cost-effective solutions allow our clients to focus on what they do best in the knowledge that we'll deliver on time, every time.

interdirect  
DATA  
PRINT  
MAIL



## Dave McGrory Head of Production & Logistics

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Mailing / Delivery Services

# InterMedia

## Newsstand. Subscription Fulfilment.

InterMedia is the UK's only fully integrated provider of a multi-channel approach to circulation, marketing and distribution solutions. We serve the growing circulation marketing needs of independent publishers, servicing over 80,000 subscriber calls and distributing over 3,000,000 copies every year across 86 countries.

We have a wealth of experience allowing us to embrace the modern media landscape, delivering cost-effective solutions without compromising on quality. We provide a comprehensive range of circulation marketing and distribution services to help you grow your total audience across every route to the consumer.

Our job is to connect your brand with consumers in the most efficient, reliable and cost-effective ways. We enable you to get on with what you do best – publishing exciting and successful magazine brands.

## Retail Newsstand Distribution

We make sure that your magazines are marketed on the retail newsstand in the UK and around the globe, both cost-effectively and with maximum impact whilst providing the highest levels of service and insight. We build UK and worldwide circulation marketing strategies designed for the modern marketplace.

## Subscription Marketing & Fulfilment

Combining the best customer service, end-to-end fulfilment technology and direct mailing we maximise reader acquisition and retention. Readers expect to be able to purchase their favourite magazine brands online, either as a digital version or a physical copy. Our direct-to-consumer model ensures that they can do both.

## Production, Logistics & Fulfilment

Our expert, reliable service takes all the worry out of your storage, fulfilment and mailing operations. Our bespoke services, provided through InterMedia's sister company InterSend, take care of all your logistics needs, ensuring that your final product arrives cost-effectively and on time, every time.

## InterMedia is part of the InterGo Group

We communicate your brand to your audience across multiple channels, managing all routes to the consumer with comprehensive brand marketing, extensive fulfilment and distribution options alongside key business support solutions.

- **InterSend – Pick. Pack. Deliver:** InterSend is dedicated to complete logistics solutions. We provide comprehensive storage and eCommerce fulfilment together with worldwide direct mail and parcel distribution services. Our cost-effective solutions allow our clients to focus on what they do best in the knowledge that we'll deliver on time, every time.
- **InterDirect – Magazines. Consumers. Despatch:** InterDirect is a leading UK-based mailing house, specialising in both domestic and international mail. We cater for all forms of print media, as well as direct mail campaign management. Whether it's B2B or B2C, UK or international, economy or express delivery, parcel or packet, we will ensure your publication, product or letter, arrives at its destination safely, and on time.



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small, contact us today:**



Magazine / Newspaper  
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# InterSend

## Pick. Pack. Deliver.

**InterSend** is dedicated to complete logistics solutions. We provide comprehensive storage and eCommerce fulfilment together with worldwide direct mail and parcel distribution services. Our cost-effective solutions allow our clients to focus on what they do best in the knowledge that we'll deliver on time, every time.

We support a diverse portfolio of specialist sectors from magazine marketing and distribution to eCommerce fulfilment and influencer logistics.

We create a seamless customer journey with expert UK-based customer service, global reach, expansive warehouse capacity, advanced IT systems integration, import / export expertise, simple ordering processes and close relationships with an extensive global network of the best postal, courier and freight companies. Our additional business services help complete a one-stop-shop approach.

We pride ourselves on our flexibility. Trust in our team of experts and know you can rely on us to deliver.

- Direct Mail Specialists
- Warehousing & Storage
- Accurate Pick & Pack
- eCommerce Shipping
- Returns Management / Gone-Away Processing
- Advanced Systems & Integration
- Postal Services
- Direct Packet & Parcel Couriers
- Palletised Freight Delivery
- Logistics Tracking
- Print Management
- Gift Pack & Subscription Assembly
- Multi-Channel Contact Handling Facilities
- GDPR Compliant Data Management
- Online Portal Creation

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We communicate your brand to your audience across multiple channels, managing all routes to the consumer with comprehensive brand marketing, extensive fulfilment and distribution options alongside key business support solutions.

- **InterMedia – Newsstand. Subscription Fulfilment:** With a wealth of experience in the publishing industry, our one-stop-shop approach embraces the modern media world and offers everything that publishers need to reach and effectively grow their total audience.
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**intersend**<sup>™</sup>  
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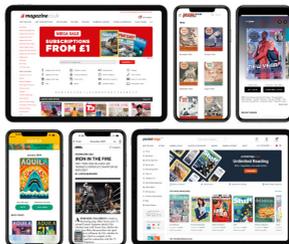
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Mailing / Delivery Services

# Jellyfish

Jellyfish offers two leading consumer sites in the publishing sector, **magazine.co.uk** and **Pocketmags**, and a popular digital edition app and archive platform, **MagazineCloner**. The products are run by **Jellyfish Connect**, a specialist publishing team within Jellyfish, the globally renowned digital partner and expert in digital marketing, digital transformation and training.



## **magazine.co.uk: Risk-free print subscription marketing and acquisition**

magazine.co.uk is the UK's #1 print magazine subscription website. Selling hundreds of consumer and professional magazines, it attracts millions of visitors looking for print magazine subscriptions every year.

There are no set-up or listing fees. Publishers simply pay a fixed CPA for each new subscription generated. When taking on a new title, Jellyfish can also run a PPC campaign for a brand. All media costs, plus the time to manage the search campaign, are included in the CPA.

## **MagazineCloner: Multi-platform digital edition apps and web archives**

Jellyfish's MagazineCloner platform offers a cost-effective, fully managed, 'no-code' solution for creating mobile and tablet apps to fulfil publishers' direct sales and sell worldwide through the iOS and Google Play app stores.

Used by hundreds of publishers globally, the platform also powers branded web archives for B2C, B2B and free titles, typically housed on publisher sites as a member benefit.

Mobile optimised digital editions provide a beautiful reading experience incorporating enhanced features such as article audio.

Content and pricing are updated via the easy-to-use web interface. Publishers have access to a comprehensive reporting suite, as well as various marketing tools, and can save time with data collation and auditing thanks to the ABC-accredited reporting.

## **Pocketmags: Digital edition distribution and marketing**

Pocketmags sells and fulfils millions of digital magazine and newspaper issues and subscriptions worldwide through its website and apps. Readers buy once for access across multiple devices and platforms (Apple, Google, Amazon and web). Publishers can also be included in the Pocketmags Plus+ 'all-you-can-read' service.

With a wide range of self-service marketing tools, Pocketmags allows publishers to create special offers or dedicated hidden landing pages to direct their marketing campaigns to, as well as publisher branded stores. Pocketmags primarily works on a revenue share basis, and pays out new and renewed revenues monthly.

## **Digital agency services, consultancy, training and cutting-edge technologies**

Using its experts in paid search, display, social, SEO, analytics, conversion rate optimisation, UX, app store optimisation and many other capabilities, Jellyfish combines agency services with consultancy, training and cutting-edge technologies, and is also a reseller of Google's full digital marketing technology stack.

# jellyfish



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# knk Software

Established for 35 years, the **knk Group** is an international publishing and media solutions provider serving over 450 customers across Europe, North America, and Asia, and offering the whole universe of Microsoft tailored specifically for the publishing industry.

Our modular publishing solution **knkMedia** uses the technology and extensive functionality of the Dynamics 365 Business Central ERP suite at its core. Publishers of all sizes use it to manage internal business processes from manuscript through to finance. Our solution for the Media Sales department is **knk365** which is built on the superb Dynamics 365 CRM platform. It has the technical capabilities to rapidly harness AI, machine learning, community building, and social media marketing, enabling sales and marketing departments to operate smarter and react quicker.

With **knk365**, you can strengthen customer relations, efficiently generate new leads and centralise customer data originating from multiple systems. The solution will provide your business with an integrated, modern and future-proof platform to help respond to current and emerging requirements in a straightforward way.

By using the **Media Sales** and **Marketing** modules of **knk365**, you equip your sales team to do their job better, increasing productivity through less manual processes, paperwork or switching between systems. With tools like a built-in cross-media quote generator, and a 'task assistant', the software helps optimise your ad booking processes and enables transparent access to customer and sales, and competitor data. Using the **Event Management** module of **knk365**, you can integrate your entire event planning processes whilst removing all cross-selling obstacles for your sales team.

## Maximise the potential of your clients

See immediately which products and services your customers have ordered. Furthermore, see how the generated revenue compares to the previous year, and which services were bought from your competitors.

## Offer your clients multimedia advertising campaigns

Offer campaigns covering all channels including print, online, native advertising, social media and event services. All services and ad formats can be bundled together for quotes and orders for your customers.

## Extensive dashboard reporting

The integration of Microsoft Power BI enables visualisation of your data conveniently and clearly. In addition to powerful analysis of top customers, you can summarise significant KPIs such as order history (ordered, cancelled etc) and build freely definable reports, as well as monitor campaign success, track targets and compare staff performance.

## Efficient working due to ease of operation and mobile compatibility

Due to our modern user interfaces and availability on mobile devices, we support all current methods of working including personalised dashboard views.

Visit: [www.knk.com](http://www.knk.com) or [www.knkpublishingsoftware.com](http://www.knkpublishingsoftware.com)



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Software - Event  
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# LEIPA UK

As a responsible steward of our planet, **LEIPA** is the leading global manufacturer of 100% FSC certified, recycled paper utilising 1.5 million tonnes per annum.

LEIPA, which is headquartered in Germany, is a family-owned company boasting six generations and more than 175 years of sustainable papermaking with a conscience.

LEIPA operates in the paper and packaging markets and includes an exciting offering for the magazine, catalogue, and flyer sectors. The complete paper portfolio is FSC, PEFC, EU Ecolabel and ISEGA certified whilst also holding the prestigious Blue Angel. Additionally, the mill in Schwedt near Berlin where the paper is produced, also holds ISO 9001, ISO 14001, ISO 50001, OHSAS 18001 and the EMAS certifications.



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Graphic Paper:**



## **Environmental responsibility**

As consumers require brand owners to be environmentally responsible, good ethics and good business have become a moral imperative. In 1973, LEIPA began using sustainable raw material recovered paper for its production. Initially for cardboard and packaging papers, since 1994 also in the area of graphic papers. Having started as innovators and global pioneers, LEIPA today is the international market leader in LWC papers based on 100% recycling.

Paper used for recycling is purchased through MAD Recycling GmbH, a subsidiary of the LEIPA Group, bringing control of raw material and finished product into a sustainable loop. The mill's proximity to Berlin and Brandenburg, both of which have high population density, makes this area key for collection of wastepaper – reducing environmental impact and cost.

Wastepaper processing is done via three onsite de-inking plants, all owned by LEIPA, where the chlorine-free processing takes place at the highest possible technical level. The mill also benefits from a high-tech power-plant on site – thus cutting energy impacts on the environment. Papermaking needs water, however for every tonne of LEIPA 100% recycled paper produced, 40% less water is used compared to EU BAT values of virgin fibre production.

## **Range of paper grades**

From high gloss to matt and bulky, suitable for web, cutstar and sheet-fed processes, there is a solution for everyone. LEIPA fully understands the requirements of the publishing and retail sectors and offers a quality alternative that allows printers maximum efficiency and reliability, whilst offering value in cost and environmental conscience.

**BRAND NEW!** Our LEIPA Sky plus grade offers a high bright, bulky and on-trend matt finish paper – perfect for the publishing world!

We are committed to the UK graphic market and look forward to connecting!

Paper Suppliers / Services

# MagCirc Solutions

**MagCirc Solutions** is an independent magazine consultancy company headed up by Neil Selby. Neil has over 25 years' experience in circulation and distribution and we specialise in supporting and working in partnership with publishers for all their circulation requirements.

Our aim at MagCirc Solutions is to ensure that your circulation objectives are met and managed correctly to enable you to publish the best magazine possible. Once we have discussed your requirements, we will provide you with a detailed retail plan so please get in touch with us to see how we can support you and your publications.



## Retail Newsstand

The retail landscape is forever changing and getting magazines to the end consumer is more challenging than ever. Work with MagCirc to simplify this process and we will manage all of your circulation through your current distributor. Do you feel that your magazine gets the attention and service levels it should? MagCirc will make sure that your magazine is valued, across all the different stages of the supply chain in the UK and overseas.

Are your current promotions working? MagCirc will analyse the data to see what is working and what isn't in terms of promotions and retail planning. Use our simple ROI process to evaluate next steps and future plans for your title.

Are you a new magazine to the market? Let MagCirc support you in this important process and guide you through the costs, opportunities and restrictions that you will no doubt face! By being completely independent, MagCirc can support you to agree the best commercial deal with distributors.

## Digital

MagCirc Solutions are excited to launch a new partnership with TouchFree in supporting publishers to own their own digital mobile newsstand. We help publishers to breathe new life into their print by making it accessible to digital readers in your own white-label browser-based portal built for IOS and Android on mobile devices. This solution bypasses App stores allowing publishers to retain all data and keep 100% of all the generated revenue. With a quick and easy setup, this really is a great digital opportunity to work alongside publishers' regular print products.

## Merchandising

MagCirc merchandises key London independents and high footfall travel stores inside London on a weekly basis and can also support publishers around specific events like the Southampton Boat show, World Cup, Notting Hill Carnival, Royal Ascot and many others.

## Print Buying

We can source and manage your print buying. All we need are your magazine specifications to enable us to find the best printer options in terms of quality and, of course, at the best price.

## Free Copy Placement

Copy placement is an important part of the circulation mix for publishers. Copies are placed in relevant venues to improve brand awareness, drive subscriptions and add value to a media pack. Using trusted partners, your title can be placed in venues such as hotels, airline lounges, corporate locations, gyms and cruise terminals. Brand to Hand merchandising can be arranged at travel points or specific events to get your publication direct in the hands of your target market.

**MagCirc Solutions**  
Independent Newsstand Consultants



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# Marketforce

**Maximise your potential with Marketforce – your strategic publishing partner**



- **Extend your reach:** As the #1 independent publisher distributor in the UK, Marketforce, part of Future PLC, delivers your content to audiences globally. Collaborate with a partner uniquely positioned to understand the needs of your business.
- **Award-winning excellence:** Shortlisted for all major industry awards throughout 2024, our work speaks for itself and the commitment and innovation we bring to your publishing goals.
- **Market beating performance:** Winning at retail, Marketforce consistently gains share of range for our publisher clients, and achieves the best distributor performance metrics in the third-party market.
- **Sustainable futures:** Sustainability is not just a goal, it's a commitment. We are committed to reducing our impacts and behaving ethically. As a producer and a distributor, we are able to support our partners in meeting their own ESG priorities.
- **Diverse services, tailored solutions:** Marketforce is more than a newsstand distributor; we're a forward-thinking publishing agency. Experience the future of media with services spanning licensing, syndication, e-commerce, book publishing and new product development.
- **Global partnership, local expertise:** Our entrepreneurial approach aligns with your business priorities, crafting bespoke development plans for both UK and international markets. Your business is unique, and we believe your service offering should be too.
- **Revolutionising supply management:** Our store-level supply management system, APEX, provides unparalleled control over copy placement – driving efficiency, gaining sales and delivering cost savings for your brands.
- **Data-driven innovation:** We are experts in turning data into actionable insight, helping us create tailored retail marketing plans that drive innovation and engagement with retailers and consumers.
- **Diversify your revenue streams:** It's a new era for the industry – explore revenue diversification opportunities with us. Let our expertise support your business in exciting new ways.

Your success is our mission – let's redefine what's possible together. Visit [www.marketforce.co.uk](http://www.marketforce.co.uk) and embark on a fresh approach for your publishing business in 2025.

We strive to exceed your expectations, but don't just listen to us, here's what our clients say:

*"Marketforce is a class act when it comes to hunting for new opportunities, and they really helped us in developing new product formats in the UK and international markets which have been hugely successful."*

*"Flexibility and ingenuity are key aspects of the Marketforce approach."*

*"Marketforce tick every box on service level and are always ready to adapt their business to suit the client's specific needs."*



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Magazine / Newspaper  
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# Media Systems

*"We've seen and dealt with a lot of changes since our formation in 1993 and relish the challenge of continuing to supply our customers with the solutions they need today, and more importantly, will be needing tomorrow."* – **The MSL mission.**



All businesses, be they publishers, corporates, agencies or brands, have to deal with content in one form or another and our solutions are there to help ensure that the processes involved are as efficient as possible. With content increasingly consumed on multiple devices via multiple channels, MSL recognise the need to offer flexible, fast and cost-effective solutions – ones which are easy to use and can grow as new requirements come to light. Whatever the business area, MSL's solutions can dramatically speed up your workflows and help automate many time-consuming manual processes.

Our experience with products and solutions covering the following areas is extensive:

- Contributor Management – ConteXTual
- Content Management Platform – WoodWing Studio
- Digital Asset Management Platform – WoodWing Assets
- CRM & Sales Order Processing
- Work-flow automations
- Digital Publishing – Twixl
- Ad-Production, Page Planning & Pagination
- Websites
- Consultancy services, ad-hoc development and integrations

MSL recognise that the solutions we offer often need to work alongside your existing investments, and this is where our strong integration capabilities come to the fore. We are also always keen to work with our customers to help identify where the bottlenecks in your processes are, where most manual effort is being diverted and where repetitive tasks are most common. We can, more-often-than-not, put solutions in place to overcome and automate these business inhibitors, making a real difference by freeing up time and resources, dramatically speeding up your workflows. All of this is tailored individually to your requirements, and very much with an eye on your ROI.

A great example of MSL's innovation can be found with our latest product **ConteXTual**, our unique contributor management system. It's a comprehensive solution, and given the ever-increasing shift from FTE to external contributor, has truly come of age. ConteXTual offers complete control over the end-to-end process, inclusive of commissioning, approval levels, content ingestions, and integration with your finance system for a smoother, more controlled payments process.

So, what makes us different? We say it's to do with how we work with our customers: we always aim to establish long-term relationships so that we become your trusted partner, continually helping to improve your business for years to come.

For more information regarding WoodWing Studio CMS & WoodWing Assets DAM, please visit [www.woodwing.com](http://www.woodwing.com)



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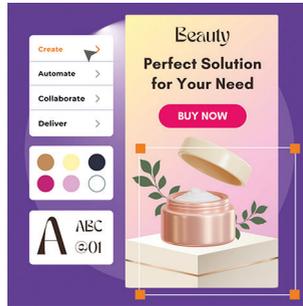
Software - Production

Website Design / Creation

# Mediaferry AI

**Mediaferry AI™** revolutionises digital ad operations. It enables advertisers and sales teams to take full control of creative production and campaign activation with speed and precision. Mediaferry AI is an innovative platform from EKCS, a global leader in creative production solutions. This cloud-based service helps simplify the production process, from briefing to campaign activation.

Mediaferry AI transforms digital ad operations and enhances publisher-advertiser relationships.



## Features include:

- **ClientHub:** Advertisers can track their campaigns and creatives in one accessible place. They can track orders, create and approve artwork, and see campaign performance reports.
- **Copy chasing:** Streamline copy submission and track deadlines with real-time, automated notifications.
- **AI-powered briefing:** Generates structured, brand-compliant briefs from minimal input. It can even incorporate brand and diversity guidelines. It produces outputs that match brand guidelines. This ensures consistency and allows for new creative and data-driven opportunities. This trims brief creation and ensures brand consistency.
- **Automation:** Creative production automation enables sales teams and advertisers to serve themselves using AI-assisted ad design. This ensures the rapid production of high-quality, consistent campaign assets across all channels.
- **Instant approval and real-time asset amends:** Faster campaign approval and activation. The asset review and approval system enables sales teams and advertisers to make real-time changes.

## Decades of publishing expertise

Mediaferry AI builds on EKCS's two decades of experience supporting global publishing clients. It provides a self-serve opportunity for sales teams and advertisers. The platform accelerates creative operations, reduces costs, and accelerates campaign launches.

## You're always in control

With Mediaferry AI, you have full control over creative production, approval, and delivery. The service easily integrates with advertising booking systems and ad exchanges.

## Adaptive learning and refinement

Mediaferry AI has an adaptive learning system, which means ads keep getting better. The more you use it, the better the results. Empowering publishers and advertisers.

*"Mediaferry AI is a game-changer for both publishers and advertisers. By providing real-time control over the creative process, it drastically reduces time-to-market and strengthens publisher-advertiser relationships. Developed with input from our long-time clients, it's built to accelerate campaign launches and enhance overall campaign efficiency."*

**Tariq Husain, Chief Technologist, Mediaferry**

See Mediaferry AI in action – book your free demo today to see how Mediaferry AI can transform your ad operations: [www.mediaferry.com](http://www.mediaferry.com)

## Mediaferry



### Tariq Husain CEO & Chief Technologist

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**Book your free Mediaferry AI  
demo today:**



Production Services

# MediaFund

How can we help?

**MediaFund** delivers deals. We focus purely on companies rich in intellectual property and data, be they digital businesses (we bought netdoctor.com for Hearst) or B2B and B2C publishing businesses (most recently Spectroscopy Europe and Spectroscopy World to MJH Acquisitions LLC and Scala Arts & Heritage to BT Batsford) together with event organisers and book publishers (Health Press to Karger SA).



Founded in 1991, MediaFund operates from a London base and is recognised in media as a transactional expert by the traditional and online media and by specialist investment banks and their communities. MediaFund has worked on deals worth from under £1 million up to £850 million.

Having worked with public media groups as well as privately held companies, we have an unrivalled address book, with daily updated knowledge, for accessing the contacts that can do deals.

Principally working for sellers, we gather everything about their businesses and put that into a readable-by-buyers format so that a non-binding indication of value can be reached quite quickly. From there, and after some negotiation, we manage the process until completion.

Our first-hand knowledge of over 3,000 media industry players and our access to specialist databases makes us extremely well qualified to pinpoint potential partners and acquirers. In addition, we have established relationships with legal and financial experts across Europe, India and the USA.

Prior to founding MediaFund in 1991, Piers Russell-Cobb worked at Ansbacher Media, responsible for M&A of media companies in and across Europe. He previously worked in book publishing, magazine businesses and as a creative in a West Coast advertising agency in the US.

MediaFund has become one of the best known and trusted advisers involved in expediting media mergers and acquisitions.

*"Piers' advice throughout the acquisition was truly invaluable. His deep commercial understanding, industry knowledge and skills of negotiation were all integral in us reaching an agreement which worked for all parties. Selling a company can seem like a lonely journey at times, but Piers' good humour and availability kept us focused on the end goals throughout. We highly recommend Piers and PRC Media Fund."* **Fred Freeman & Betsy Reavley, founders, Bloodhound Books**

*"It's tempting to think that we can do everything ourselves with the skills we have within our business. However, we have grown to realise how beneficial it can be to work with specialist consultants. Over the past year, in the area of acquisitions and disposals, we have been delighted with the valuable insight and expertise demonstrated by Piers Russell-Cobb of MediaFund. His knowledge of the industry and an ability to negotiate a deal to a swift completion has played a fundamental part in the re-focusing of our business."* **Steve Wright, CEO, Kelsey Media**

Some of our clients: Arcadia Books ● Athene ● Bauer Media ● BBC ● Bertelsmann ● Bloodhound Books ● DMGT ● The Ecologist ● The Economist Group ● Financial Times Group ● Future Publishing ● Havas Health Press ● Heavy Horse World ● Hearst ● Hubert Burda Media ● Illustrated London News ● John Brown Publishing ● Kelsey Media ● Mediteraneum Editions SARL ● Multi-Science Publishing ● Progressive Media ● Publishing Partners ● Research Media ● Samedan ● Studio News ● WV Publications & Exhibitions ● Warner Music Group ● Wiley Blackwell

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# Micropress

Founded in 1979, **Micropress** is proud of its five decades of expertise in the printing industry. As a family-operated business, we have consistently channelled our efforts into staying at the forefront of the industry, in both technology and sustainability.



Micropress has recently expanded with a £3.5 million investment in building and machinery, adding 1,600 sqm of operational space to accommodate a new **short-run** print division as part of our strategic growth in this area. In 2025, we will continue to strengthen our capabilities with an additional £4.25 million investment in a new Heidelberg press, one of the most advanced presses for short to medium-run magazines, in the world.

Beyond this, sustainability stands at the core of our operations and is deeply rooted in our ethos. In 2023, the company was proud to become a certified **Carbon Balanced company**. Our commitment to eco-friendly energy solutions, responsible paper sourcing, and waste reduction supports our dedication to a greener future.

Our offering extends far beyond printing alone; from **magazine, brochure, and book printing**, to storage, distribution, direct mail and fulfilment services, we're your comprehensive partner for every phase of your project.

With a history of serving a wide range of businesses across the UK, we've built a reputation for offering a specialised and bespoke service for our customers. We empathise with the challenges of finding a printing partner that truly understands your needs, which helps us to deliver the best possible service and solutions at a competitive price.

At Micropress, we're dedicated to tailoring our solutions that seamlessly align with your requirements, ensuring your expectations are met consistently.

## Our mission at Micropress is:

- To place our customers at the focal point and continuously strive to exceed expectations.
- To present print quality that is unrivalled in our sector, all while maintaining competitive pricing.
- To provide end-to-end solutions encompassing direct mailing, fulfilment, and storage for your orders.
- To deliver products and solutions in turnaround times that set new standards.

## Here's what our clients have to say:

*"Absolutely fantastic, smooth process, has good prices, and above all a great account handler always on hand to help. The Dashboard facility to follow the production process was really useful as well."*

*"We have had the pleasure of working with Micropress for over 15 years, and throughout this time, they have consistently delivered outstanding service and high-quality printed materials. Their reliability, attention to detail, and commitment to excellence have made them an invaluable partner in supporting our marketing and operational needs. They truly understand the importance of quality, meeting deadlines, and maintaining the highest standards in every project. Whether it's promotional brochures, event materials, or internal documents, they have always gone above and beyond to ensure that our print requirements are met to the highest level. What sets Micropress apart is not just their technical expertise, but also their customer-first approach."*

**micropress**  
your partner in print



## Paul Colley Sales Director

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Watch our video:



Printers / Print Finishers

# Naviga

At **Naviga**, we believe that the world is a better place when we are all connected.

We do not just mean physically – we also mean digitally. That is why we have

engineered a **Publishing Platform** that is flexible and powerful enough for media companies of any kind to create, enhance, distribute, and monetise their content with ease.

The world is changing rapidly and keeping your audience's attention is even more challenging. Building and maintaining a quality relationship with your readers relies on a multitude of factors. With the products in the Publishing Platform, you can build the value that will keep people coming back.

Our philosophy is simple. We help you create and manage content from end-to-end so that you can focus on what matters most: building valuable relationships with your audience.

Our Publishing Platform orchestrates a seamless engagement journey from start to finish and ensures your business can evolve alongside the rapidly changing digital landscape.

At Naviga, our rich heritage in the media sector, combined with an unwavering commitment to digital innovation, has enabled us to engineer innovative AI (Artificial Intelligence) powered software that allows any content-focused enterprise to confidently navigate the future with automation.

Naviga's global footprint is as expansive as our client portfolio: we have regional offices around the globe serving more than 5,000 publications and websites spanning news media, broadcasting, magazine publishing, and diverse corporate sectors in 42 countries.

## Naviga Content Creation Tools

Naviga Content is a modern, comprehensive, and intuitive content creation platform that covers the full content process. From planning and creation for multiple channels, to storage and production, Naviga Content streamlines the content lifecycle across its unified solution suite.

## Naviga Advertising

You can have great content, enriched by premium sources, and delivered by the most user-friendly platform available. However, to succeed, you need to monetise your news media.

At Naviga, we have modern solutions for advertising sales and audience engagement. Our all-in-one solutions can handle the complexities of digital and print. They are built for international sales, too. Plus, they integrate with solutions like Salesforce and popular accounting software.

## Naviga Audience

In our information-heavy world, businesses can only succeed when they have data that is accurate, actionable, and delivered fast. Naviga's solutions supply the information you need. Determine the best subscription strategies with software that helps you understand the reader's behaviour, not just their demographics.



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Download our white paper,  
**'Managing Inevitable  
Change in the Publishing  
Industry':**



Software - Content  
Management / Publishing

Software - Advertising  
Management

Software - Subscriptions /  
Audience Management

# Newsprinters

## Who we are

**Newsprinters** operates three print sites across the UK; Motherwell, Knowsley and Broxbourne. The sites are home to 19 Colorman XXL presses, capable of outputting 1.14m copies an hour.

Each year, we print over 1.1 billion newspapers and 120 million trimmed tabloid magazines for distribution across the UK and Ireland.

Accredited to ISO 9001, 18001 & 45001 standards, we pride ourselves on operating to a high standard and providing our customers with high levels of reliability and adaptability.

Our mission is to be the partner of choice for supply chain consolidation.

## What we can offer you

We adapt our capabilities to offer solutions to cater for national and regional publishers, as well as independent publishers with single title requirements.

- Straight production on tabloid products up to 120 pages, or collect running up to 240 pages
- Delivery solutions across the length and breadth of the UK and Ireland, including a unique consumer distribution network solution within London (M25 boundaries)
- Product enhancements, such as: part page strips, pano and super pano pages, cascades, barndoors / gatefolds, a range of scented & fluorescent inks and translucent wraps
- Unique coding of printed products through our ink-jet printers
- Copy allocation services across the full retail base
- Access to visibility of live production and distribution runs for peace of mind
- In-line insertion capabilities at Broxbourne (available on two presses)
- Mailing subscription service from Broxbourne (1st / 2nd Class options available)
- Stitch and trim options at Knowsley and Broxbourne, offering trimmed tabloid magazines from 320 x 260mm to 333 x 265mm
- Supply and use of a wide range of newsprint grammages, ranging from 40 to 60g/sm
- Transshipment and cross dock opportunities at all sites for required inserts or supplements

## Why us

At Newsprinters, we believe that we offer unrivalled quality in the coldset print market, offering a unique finish which helps products stand out on the shelves.

We strive to integrate new and existing services into single networks, allowing us to be highly competitive in price, whilst offering a reliable and sustainable solution to our customers.

We opt to build partnerships with our customers and suppliers to provide beneficial working practices and relationships, increase collaboration and drive change to create sustainability within the industry and our networks.

If you would like further information about our services and solutions, please feel free to contact us for an informal chat on 01992 221 000 or email [sales@newsprinters.co.uk](mailto:sales@newsprinters.co.uk).



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Visit our website:



# NewsTeam Group

**NewsTeam Group (NTG)** is the UK's largest HND operator, specialising in delivering newspapers and magazines to homes and businesses across the UK. NTG provides a professional delivery service to over 80% of the UK's postcodes. We have our own customer base, and approximately one-third of our network consists of deliveries to subscribers on behalf of publishers. In addition to our focus on home delivery, we also fulfil a large number of drops to commercial addresses.

We pride ourselves on the reliability and precision of our delivery services. With our delivery app, each delivery is timestamped and GPS recorded at the point of delivery, providing clients with the assurance that they need that the delivery took place.

Our operations run from wholesale distribution across the UK. This means we receive our newspapers and magazines as soon as they arrive in each area, allowing us to provide fast and reliable delivery each morning. We operate our own trunking routes, enabling us to collect publications directly from print sites.

## Our services

- **Subscription fulfilment:** We collaborate with our clients to understand their priorities. Often, expediency of service is the most important aspect to a client when considering their fulfilment options. NTG aims to have copies of magazines and newspapers through customers' letterboxes before they see them available for sale in the shops, which is an important consideration for publishers when considering their subscriber needs. By utilising our existing supply lines and extensive delivery network, this is often within hours of a publication rolling off the press.
- **Sampling:** We offer cost-effective sampling campaigns to boost consumer awareness of titles, promote new products and grow sales.
- **Cost Savings:** Costs are a driving factor in most business decisions. By utilising NTG's existing delivery network, NTG focuses on keeping our cost to serve as low as possible, which when combined with the speed of service, makes NTG an attractive fulfilment partner to publishers. It is important to remember that your products are entering into an existing delivery network.  
Poly-wrappers, biodegradable wrappings and paper wrappings provide publishers with a mixture of methods to protect their product on its journey to the customer, with differing impacts on the environment at increasingly expensive price points. NTG's network delivers unwrapped products to customers, which is both more sustainable and cheaper than wrapping publications.

If you have a subscriber base receiving printed publications, NewsTeam Group, may be the company you need to partner with to provide a speedy, reliable, low-cost delivery service to your customers. Please get in touch to discuss potential partnerships.



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Magazine / Newspaper  
Distribution

# Oak Software

**Oak Software** are the developers of *Oak Subscribe*, a powerful web-based subscription management system including a fully integrated ecommerce solution.

## Oak Subscribe

In 2024, we launched our web-based version of *Oak Subscribe*. Powerful and easy to use, *Oak Subscribe* provides the tools to effectively manage and increase your subscription and ecommerce business by delivering a host of benefits:

- **Versatile subscription options:** Manage a full range of subscription types, including paid or controlled circulation for print and digital issues or premium, paywalled web content.
- **Comprehensive order processing:** Seamlessly handle merchandise sales alongside subscriptions.
- **Integrated online shop:** Provide customers with a streamlined account and subscription management experience, featuring instant online validation for digital issues and paywalled content access.
- **Flexible renewal processes:** Boost retention with tailored renewal strategies designed to fit your audience's needs.

Oak also provides a full range of implementation services including data conversion from an existing database, system set-up and training to ensure that you are provided with an efficient, optimised system that meets your requirements.

## Oak WebShop

Many of Oak's customers now benefit from our multi-featured, ecommerce solution, which seamlessly integrates with *Oak Subscribe* in real-time. Each *Oak WebShop* is designed to your specification and will include all the features expected. Our templated *Oak WebShop* puts you in control, enabling management of subscriptions, products, and customer data.

Other key *Oak WebShop* features and options include:

- **Publisher-generated offers:** Create targeted promotions, discounts, and subscriber-specific campaigns.
- **Unified shopping experience:** Allow customers to purchase products and subscriptions (including direct debit payments) within the same basket.
- **Event ticketing sales:** Including delivery of e-tickets to customers.
- **Multi-currency:** Sell subscriptions and products worldwide in multiple currencies.

For more information or to explore how Oak Software can improve your subscription and ecommerce operations, visit our website or schedule a demo to see *Oak Subscribe* in action.



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Software - Subscriptions /  
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# OpenAthens

**OpenAthens** is a renowned not-for-profit organisation that offers single sign-on products, enabling users in 193 countries to access digital content every month. With origins at the University of Bath, UK, back in 1995, OpenAthens aims to provide a reliable gateway between subscription-based content and those who need access to it, aiming to remove barriers to knowledge and connect people to information.



This year, we are proud to celebrate 30 years providing access to hundreds of thousands of resources for more than 8 million users worldwide, empowering them to connect anytime, anywhere.

## Our publisher products

- **OpenAthens Federation:** Our identity federation is the only one in the world that allows participation from any country or sector. Joining the OpenAthens Federation, you become part of a global network with over 3,000 members from diverse industries, including academia, healthcare, and corporate markets. The OpenAthens Federation makes it easier to provide seamless access to content for your customers by simplifying the login experience and eliminating the need for complicated individual integrations.
- **OpenAthens Keystone:** Our cloud-based products simplifies federated single sign-on, giving you access to the OpenAthens Federation and other federations worldwide. It offers a more secure authentication solution, helping you move away from unreliable IP-based access control. OpenAthens Keystone also enables remote access, improving the user experience by allowing customers to log in with just one set of credentials. Plus, it's ISO 27001 certified, ensuring stronger data protection and robust security across your systems and processes.

## What do you get with our products?

- **OpenAthens Wayfinder:** With our organisational discovery service, you unlock the potential of your digital resources by making access effortless for your users. OpenAthens Wayfinder simplifies the login process, allowing users to quickly select their organisation and gain instant access to your content.
- **Data insights:** Our dashboard includes reporting tools that help you make smart, data-driven decisions. Our privacy-preserving reporting functionality empowers you to create custom reports, identify turn-away data, and provide valuable insights for your sales team related to your customers' authentication activity.
- **Tailored support solutions:** Our customer success and consultancy teams take an active role in understanding your needs – tailoring and testing your implementation before it goes live. Our team of experts provides personalised support at every step of your customer journey, from a tailored onboarding to ongoing customer support, so you can focus on what truly matters.

For more information, visit [openathens.net](https://openathens.net)

*Proud to be part of Jisc.*



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social

## Find out more:



Software - Access Control

# PA Media

## Boosting your digital presence with online news content

PA Media is the UK's leading provider of multimedia content and services. At the core of its content offering sits the news agency – consisting of over 400 journalists and editorial staff; their daily news coverage across words, pictures, video, graphics and social media shapes the output of newsrooms across the country.

In a continually advancing media industry, PA Media has evolved to meet the ever-changing needs of both digital and print platforms with the expansion of its services and investment in new technologies, products and services.

With the help of PA, digital publishers can enrich their own content sites to help drive traffic and revenue with a number of solutions, including ready-to-publish articles, raw, and consumer-ready video footage, and editorial newswire content.



## Grow your editorial output with cost-effective content services

As demand for scale and growth continues to increase for publishers, PA Media has helped customers in print and digital grow their output whilst saving them time, money and resource, through PA's dedicated content and production team based in Howden, Yorkshire.

Handling every stage of the production process, this skilled team of journalists, sub-editors and designers are specialists in copywriting, editing, and designing pages for both print and digital layouts, and are relied upon by the majority of British and Irish national newspapers, as well as bespoke magazines and curated content platforms.

Whether it's finishing touches to a small project, bespoke pull-outs, supplements, or even digital overnight staffing to help grow publishers' online presence – PA's Howden team can deliver a cost-effective and time-saving solution to your content needs no matter how specific they are.

And as more non-traditional outfits embrace the need for content, PA Media can take its expertise in content and apply it to bespoke content briefs and be your all-encompassing content solution for services such as website management and digital content strategy.

### We can deliver:

- Ready-to-publish multimedia content
- Editorial newswire
- Raw and consumer-ready video footage plus video archive footage
- Live video newsfeeds
- Images and image archive
- Puzzles solutions for digital and print
- Page production services: copy, sub-editing, design and page layout
- Editorial staffing services
- Website management
- Content strategy
- Affiliate content
- Data-powered widgets



pa media



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Visit our website:



Content Providers

Production Services

# Papermule

**Papermule** are your partners who help turn slow, clunky processes into slick, streamlined workflows. Since 2003, Papermule has been a cornerstone of the publishing industry, helping the UK's top publishers and media outlets find ROI improvements where others find complexity. Here's how...

## Find savings in repetitive human tasks

Our DAM Workflow Engine (V4.0) is at the core of your workflow efficiency. It powers each of our tech products, helping you...

- Simplify communications
- Increase visibility and collaboration
- Minimise clicks and repetitive tasks
- Reduce errors and risk

Not only do our products bring savings (and hence, better ROI), they also help make planning and production easier, removing some of your daily stresses.

## From plan to print. Online and offline.

As part of our streamlining, we have **three flagship, cloud-based** products that integrate seamlessly into your current workflow:

- **PlanDesk** is a flat planning solution that lets you easily plan newspapers, magazines, journals and catalogues. It has extensive functionality and integration options.
- **AdDesk** streamlines the process of copy-chasing, reception, matching, and managing advertisements across multiple channels and formats.
- **EdDesk** helps you manage fast-changing content via collaborative solutions for InDesign and InCopy. So your teams can produce and publish time-critical content across your channels effortlessly.

Our unparalleled client support, coupled with our accredited AWS specialists and knowledgeable tech team, means we can provide entirely managed solutions that fit straight into your internal approach and structure. No matter where your workflow inefficiencies lie, with Papermule, you can start ironing them out and capturing your savings immediately.

## Working with Papermule

When asked about the best thing working with Papermule, publishers and media outlets said...

- "Ease of use. Straightforward logical functionality. Accessibility to Papermule support." Graeme Collette, Head of Prepress, **Daily Mail**
- "The people and support team, most responsive vendor we have." Paul Jones, Head of Applications, **The Telegraph**
- "Papermule has provided the backbone for News UK's Ad Operations for over a decade; They're a highly experienced and effective team, and a pleasure to work with." Tom Fletcher, Advertising & Marketing Operations Manager, **News UK**
- "... the team, their knowledge and their expertise." Kim Nunziata, Head of Production, **Bauer Media**

## Reveal your savings

Stay competitive in an evolving market. Let Papermule reveal your savings, so you can streamline your workflows, make savings and improve ROI. Speak with us now, or explore our products at: [www.papermule.co.uk](http://www.papermule.co.uk)



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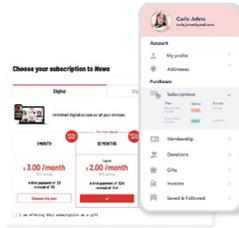


Software - Advertising  
Management

Software - Production

Software - Content  
Management / Publishing

**Pelcro** is the only truly modern content subscription platform that manages print and digital subscriptions from one place. We specialise in working with magazines and newspapers to create subscription, membership, donation and e-commerce experiences that increase conversion.



## Top 5 reasons why magazines and newspapers move to Pelcro

1. They are wasting time and money using two separate vendors for print and digital subscriptions instead of having a single source of truth.
2. They are fed up with how long it takes their current vendor to reply to them and the responses they receive are not helpful.
3. Their current subscriber experience is outdated because they are either required to send their users to a subdomain to subscribe instead of staying on the same page or fill out too many fields during registration that could be captured progressively.
4. Their vendor's platform is either too outdated or too complicated and makes it difficult to customise and create new offerings, promotions, paywalls, reports, emails, or integrations.
5. They are losing money because their current platform does not support modern payment solutions like Apple Pay and Google Pay or sign-up solutions like Google and Facebook login.

## Highlighting 3 results that exceeded our customers' expectations

1. Stars and Stripes achieved a 203% increase in subscriptions in their first year after switching to Pelcro: "Since our adoption of the Pelcro system, we have seen a significant increase in our subscription rates. The Pelcro system created more tools for us to communicate with our customers and to evaluate the best service methods and pricing options." — Chris Verigan, Director of Engagement
2. Frieze Magazine increased print subscriptions by 12% after combining their print and digital efforts with Pelcro: "We chose Pelcro because they appeared to do everything we wanted to do and they did it in a way we were completely happy with while being less expensive than competing platforms in the market." — Tom Laidlaw, Director of Audience
3. Education Week experienced a 24% increase in subscriptions after switching to Pelcro: "The ability to use a web-based product to review both print and digital subscriptions in real-time is unique in this space. Coupled with customer data such as payments, invoices, usage, and a self-service portal, it creates an environment for quick service to the customer." — Jennifer Molsley, Vice President of Marketing

Join the hundreds of publishers across the UK, US, and Canada managing their print and digital subscriptions on Pelcro.



## Andrew Morris Co-Founder

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Software - Subscriptions /  
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# Pixometry

## Automatic intelligent image enhancement

Create attention grabbing images with **Pixometry**, the ultimate tool for publishers who demand clarity, brilliance, and visual impact. This intelligent, automated image enhancement solution is designed to elevate visuals across all publishing

environments – from editorial and advertising to print and pixel. **Pixometry's automatic functions:** elevate visual brilliance; highly accurate cut-outs; keyword tagging.



## What makes Pixometry exceptional?

● **Flawless image quality:** Automatically refine and perfect your images with unmatched quality; ● **Precision cut-outs:** Achieve highly accurate cut-outs effortlessly, saving time and ensuring professional results; ● **Versatility across platforms:** Adapts images for different mediums (print, web, mobile) without the need for additional edits.

## Image enhancement

Pixometry tailors each image to its intended purpose, enhancing contrast, colour balance, sharpness, and reducing noise. It also delivers precise, localised adjustments, perfecting skin tones, highlights, shadows, natural greens, and blue skies.

Additional benefits include:

- **Streamlined workflow:** Automating image enhancement streamlines the publishing process, making it easier and faster to produce high-quality content.
- **Attracting readers:** Increase reader attention through more visually appealing images.
- **Seamless integration:** Pixometry can integrate with all editorial and production systems.
- **Optimised SEO performance:** Boost discoverability with automated keywording.
- **Improved print quality:** Make the image look even better on any printed page.

## Applied AI

In addition to the powerful image correction engine, Pixometry leverages the latest AI technology to extend image enhancement possibilities:

- **Image background removal:** Traditionally, a time-consuming task, cut-outs are completed in seconds with astonishingly accurate results. People, products, animals, cars and much more are quickly and precisely masked without the need for human interaction and for a fraction of the cost.
- **Image understanding:** Generating detailed image understanding provides valuable data for publishing workflows while refining the image correction process. It enables auto-keywording to boost search visibility and enhance CMS accessibility, as well as tagging key elements such as features, people, and locations for insightful image enhancement.

Pixometry streamlines image correction workflows for publishers in 59 countries, from major publishing groups handling thousands of images daily to smaller regional titles, all while maintaining exceptional image quality and letting teams focus on doing what they do best – **creating great content.**

Pixometry



## Derek Milne Commercial Pixometrist

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Let's talk pix:



Software - Image Editing /  
Enhancement

# Posthub

With **Posthub** (part of the **Whistl Group**), your business will benefit from leveraging direct access to the UK's leading postal network and over a century of industry expertise. Our expert support ensures you always get the best possible postal price.

Posthub's client-focused account managers are experts in mailing and postal solutions, working to simplify the complexity of your data and mail requirements to give you the best experience.

Whether sending within the UK or internationally, we manage the journey of your items from mailing brief through to delivery, ensuring they are processed to full Royal Mail / international carrier's specification before handing over for final mile delivery.

## With Posthub, customers benefit from:

- **ABC audit support:** invoices provided with detail for ABC auditing purposes.
- **Comprehensive data services:** including mail sortation and data cleansing.
- **Cost-effective pricing:** providing competitive campaign pricing based on our buying power and flexible pricing structure.
- **Experienced account management:** including service provision of mail piece proofing, Mailmark e-Manifest uploading, reporting and Royal Mail Incentive application.
- **Job management:** to ensure mailings are despatched to the schedule.
- **Performance certainty:** giving clients added security with tracking and proof of handover to the Royal Mail for UK items or the international postal carrier.
- **Reassurance of mail safety:** Posthub provides a secure, single-integrated delivery network to manage the complete mailing process.

## Publishing expertise

Posthub supports and specialises in both business to business and business to consumer publications, ensuring that your catalogues, magazines, newspapers, or supplements are managed and delivered on time to your audience, within the UK or even internationally (if required).

With a strong base of publishing clients across retailers, e-commerce, trade magazines and consumer titles, we have the knowledge and experience to manage the delivery of your publication throughout the mailing process, so items arrive with recipients when required.

## Our services include:

- Postage
- Data management
- Unaddressed doordrop media
- Partially addressed mail



**posthub**  
Part of the Whistl Group



## Neil Carter Sales & Commercial Director

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Visit our website:



Mailing / Delivery Services

# PressReader

**PressReader** is an industry-leading tech company that partners with the world's most reputable publishers, including The New York Times, The Economist, The Guardian, News Corp, Condé Nast, Hearst, Future Plc and Forbes, to deliver content to millions of users in over 160 countries. Our platform offers readers access to thousands of newspapers and magazines, making articles translatable, searchable and easy to read on multiple devices.



## Sponsored access

We work closely with our publishing and business partners to promote publications through this network, connecting them with readers in hotels, resorts, airport lounges, offices, waiting rooms – anywhere people want stories and information. Meanwhile, our platform intelligently recommends content to users based on their language, preferences and location. What does this mean? Publishers can engage with readers in hard-to-reach places, increasing their reach and growing both readership and revenue.

Engage readers, grow readership. Your content deserves PressReader.

## Innovated for publishers

- **Tailored compensation models:** We pay for consumed copies, rather than 'time spent'.
- **Acquire new subscribers:** Convert PressReader users into direct subscribers.
- **Data reporting:** Receive access to monthly usage reports.
- **Additional revenue streams** through gifting and subscription programs.
- **Tech support:** We offer 24 hours of dedicated support, ensuring efficient issue resolution and seamless integrations.

## Branded Editions powered by PressReader

The industry-leading technology powering some of the world's most prestigious titles including The Guardian, Clarin, El Universal, Japan Times, The Globe and Mail, ¡HOLA! and TELEVISA. Branded Editions is powered by PressReader – our technology supports web, iOS and Android apps, news-content feeds and SDK integrations. Your brand and your content plus our trusted digital distribution technology is the key to engaging, and growing, your readership and subscriptions. Our team works with you to deliver the all-in-one tech solution that makes it easier and more cost effective to deliver your content. We help our publishing partners deliver content that matters while evolving with the rapid pace of technology.

## What sets us apart?

- Branded Editions' highly rated service ensures efficient issue resolution and seamless integrations.
- Branded Editions is an industry leader for digital distribution and digital publishing. The technology has been used by globally recognised brands such as The New York Times and The Guardian.
- Technology is tested and applied to PressReader for quality assurance.
- The all-in-one solution is flexible and continues to evolve, adding user-centric features.



## Ron Hepplewhite Director, Content Partnerships

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## Learn about PressReader:



Subscription Websites /  
Online Newsagents

Digital Editions / Apps

# Publishing Software Company

Our software gives you end-to-end management of your sales, bookings, customers, production, accounts and reporting... all in one place. The whole process has been streamlined from beginning to end, with integrated modules, to help improve your efficiency as a business, increase your revenue and unlock your growth potential.

**Advertising Manager** improves your sales, booking, customer, production and accounts processes. It provides accurate, easily accessible sales information ensuring that you and your sales staff have all the information you require at your fingertips, speeding up your sales process.

The integrated dashboard and graphs make it quick to get an overview of your business and see how sales are performing.

**Contact Manager** is a dynamic CRM system built to help you stay on top of sales and proactively nurture opportunities. It has been developed to streamline the connection between advertising sales, subscription sales and the customer to improve the communication process.

It ensures contact and order details are keyed once only and order forms are emailed within a minute.

The system integrates with all the popular accounts packages like **Sage, Xero** and **QuickBooks**, making invoice runs little more onerous than pushing a button.

Quickly and easily lay out your magazine so you can see what space you have left to sell. Your whole team can see the same flatplan in real time, thereby eliminating last minute mistakes.

**Flatplan Manager** can manage any size ad and all pages can be categorised so you can see the features and special positions.

**Subscription Manager** puts everything at your fingertips, helping you to keep on top of subscription sales, renewals and payments with integrated CRM and accounts modules. It streamlines the subscription management process for paid and free publications by providing visibility over your subscriptions inventory, automating renewals, client communication and accounts, in one convenient place. Subscription Manager aims to help you increase your sales, improve your efficiency and ultimately increase your cashflow.

At PSC, we're very proud of our customer service. We tailor each solution so that it suits each individual business perfectly. We guarantee that there will **always** be someone available to take your call and 99.9% of support calls are resolved on the first call.

- Accelerate productivity
- Reduce costs
- Never sell a space twice
- Never miss an advert
- Scalable system
- Provide better customer service
- Improve cash flow
- Tailored solution



## Stephanie Cope Director

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Software - Advertising  
Management

Software - Subscriptions /  
Audience Management

Software - Event  
Management

# Puzzler Business Partnerships

**Grow your audience, engagement, retention and revenue with Puzzler Business Partnerships.**

We've been the UK's no.1 creator of puzzles for over 50 years. Our experts create over half a million puzzles each year in multiple formats. We not only provide content, but help you find the best bespoke solutions to meet your business goals.



## **Make your audience linger longer**

Our puzzles are proven to increase engagement, frequency of visits, dwell time, subscriber acquisition and retention. Client data shows that, on average, users are three times more likely to return to their platform, and will spend more than twice as long there, when compared to areas on their site that don't have puzzles.

## **Increase customer satisfaction**

Puzzles are known to improve mood and mental-health well-being. We show you how to use our puzzles to reinforce positive brand association, which leads to increased purchasing, subscriber retention and overall satisfaction.

## **Create new revenue streams**

We are in a fast-growing market, both in print and digitally, with over half of the UK population interested in puzzles. We create significant new revenue opportunities for our partners. Puzzles account for more than 60% of all registrations for our media clients and increase newsletter open rates by over 20%, making them the key subscription driver.

## **Let us take the stress away**

Over the decades, we have refined and enhanced our puzzle service to offer content and solutions perfectly tailored to our clients. We have the technical know-how to take control of all the complex bits for you – deploying quickly across print, mobile, apps, online e-editions, games consoles, interactive TV and third-party solutions.

*"We've seen big positives, like increased dwell times, retention and subscription conversions. We have been very pleased with the results and look forward to continuing to partner with Puzzler Business Partnerships."*

**Newsquest's Group Publishing Director**

**Puzzler**  
Business Partnerships



## **Richard Gibson Commercial Lead**

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**See examples of our puzzles:**



Content Providers

# Readly UK

**Readly** is the European category leader in 'all you can read' digital magazines and newspapers with subscribers in more than 50 countries and content in 17 languages, in partnership with over 1,100 publishers worldwide.

Founded in Sweden in 2012, Readly today offers users unlimited access to over 8,000 national and international magazines and newspapers – all in one app and at a fixed monthly price (£12.99 in the UK). The Readly share is listed on Nasdaq First North Growth Market.

Together with our trusted publishing partners, our purpose is to unlock a world of editorial content. We offer household brands from over 35 different interest categories including Lifestyle, News, Health & Fitness, Food & Drink, Sport, Celebrity & Entertainment and Business & Finance.

This is in collaboration with some of the largest publishers in the world such as: Condé Nast, Hearst, Future Publishing, Reach, Guardian Media Group, Kelsey Publishing, Bauer Media Group, Immediate Media, Burda Media, Axel Springer, DotDash Meredith, Bonnier, Egmont, Aller, Are Media Pty, Mondadori and The Walt Disney Company.

Working with our publishing partners, we have also created a number of Readly Exclusive and Readly Retro titles and articles, to increase revenue, provide data insights and extend the lifecycle of evergreen content.

## The benefits for publishers

Through our partnership with publishers, we are able to provide:

- **Global reach:** Publishers have the opportunity to increase brand reach and engage with a new global audience, alongside increasing their circulation numbers across 50+ international markets, with each issue read contributing to ABC, AAM, IVW and other circulation figures.
- **Revenue:** Readly pays publishers based on the number of readers and on the dwell time of their content. We pay out over 50 percent of subscription revenue to publishers.
- **Data & insights:** Readly holds over 80 billion reader-generated data points. Our publishers are able to get to know their audience on a granular level with unique, easy-to-access analytics. This opens up new opportunities for publishers to become increasingly data-driven, to optimise their content and advertising, and to further develop their digital strategy.
- **An easy process:** The uploading process couldn't be simpler. All we need from our publishers is a PDF file and publishing schedule and we'll do the rest – with no investment required.



**Chris Couchman**  
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**Check out Readly here:**



Subscription Websites /  
Online Newsagents

# Roularta Printing

**Roularta Printing** is the largest web offset printing company in Belgium. With a printing capacity of 6 ultramodern web offset heatset presses, supplemented with numerous finishing options, Roularta Printing has all the capabilities to make your publications shine. We are only satisfied when your printed material arrives at your target audience in perfect shape and on time.



## Quality is in our DNA

The entire production process is permeated with thorough attention to quality and efficiency. Roularta Printing consistently invests in the latest printing and finishing machines. The result? An unusually high-performance and up-to-date machine park, ready for even the most challenging assignments.

## Consistently on time

As a printing company for various publishers, Roularta Printing is familiar with strict deadlines. Punctual delivery, guaranteed up to the hour, is a daily achievement for us and not a one-off feat. Our secret? A state-of-the-art machine park, a tightly controlled production process and highly developed internal technical service.

## We print in four colours, but always green

Roularta Printing uses energy in a sustainable way with respect for the environment, people and nature.

## FSC – PEFC

Roularta Printing obtained both the FSC and the PEFC certificates. FSC and PEFC are two certification systems that guarantee responsible and sustainable forest management. Both certificates monitor the balance between the three functions of a forest, namely: the economic function (wood production), the ecological function (biodiversity, fauna and flora, CO2 absorption . . .) and the social function (recreation and relaxation).

## ISO 50001

This certificate guarantees that our energy policy complies with an independent, objective and international standard. Efforts made are continuously monitored and checked. Where necessary, we take on additional initiatives to achieve the goals set. We continuously strive for greater energy efficiency.

## SDG

The Sustainable Development Goals (SDGs) were adopted by the United Nations General Assembly in 2015 and are the successors to the Millennium Development Goals. Together, the 17 SDGs form a comprehensive action plan to deal with our planet in a more sustainable way and to liberate humanity from poverty. For Roularta Printing, the SDGs are a source of inspiration and a guide to our continuous pursuit of sustainability.

## We calculate your carbon footprint

ClimateCalc is our calculation tool that provides customers with the relevant information concerning the total carbon footprint of a print product. It includes Scope 1, 2 & 3 emissions as recommended by the Greenhouse Gas Protocol and several international industry and ISO standards.



# Roularta Printing



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Visit our website:



Printers / Print Finishers

# Select Publisher Services

**Select Publisher Services** can provide you with all of your newstrade circulation and subscription management requirements.

Our highly experienced and accessible team have considerable know-how gained from working across the industry for many years and we excel at creating the circulation and subscription strategy that is just right for your business.

We are well connected with UK and international networks to ensure your publications get to their target customer wherever they are, and however they wish to buy your content. Our experience and our industry-leading marketing information allows us to guide you towards making the right commercial decisions.

If you publish an existing magazine that is looking for a fresh approach or are looking to launch a new one, we are ready to listen to your plans, share our expertise and create a bespoke strategy with you, whether that's for newstrade circulation, subscriptions management or both.

Please feel free to call Richard on 07887 848 820 for an initial chat about your aims and discuss how we might be able to help you.



## Richard Hotchkiss Business Development Director

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Visit our website:



### Our services:

- **Circulation & distribution:** We develop and implement circulation marketing strategies suitable for the current marketplace.
- **Account management & analytics:** Our highly experienced staff and systems will give you relevant performance data and advice to enable your magazines to remain competitive in their sector.
- **International & specialised distribution:** Our circulation and distribution logistics have a world-wide reach. We work with leading international retailers and magazine distributors to grow the international reach of your magazines.
- **Printing:** We offer a full range of print services for publishers seeking to produce magazines, books, catalogues and journals.
- **Logistics:** Using our services, publishers can be confident that their magazines will get into the marketplace on time, every time.
- **Subscription fulfilment:** Subscription marketing and fulfilment is an important focus for magazines. Magazine readers now expect to be able to purchase their favourite brands online, either as a digital version or a physical copy (or a combined package). Our subscription model and website are able to handle both with ease.

Magazine / Newspaper  
Distribution

Subscription Websites /  
Online Newsagents

# Seymour

**“They feel like a partner in our business rather than just a supplier.”**

Seymour, part of the Frontline Group (a joint venture between Bauer and Immediate Media), supplies over 60 million copies of magazines into retailers across the UK and Ireland each year; representing over 100 independent publishers and more than 1,400 magazines and bookazines. Internationally, Seymour exports magazines to over 70 territories and imports international magazines into the UK from the US and Europe.

Seymour are experts in magazine marketing and distribution. As the central point of contact across the magazine supply chain, we work with independent publishers to understand their objectives and design and implement trade marketing and circulation strategies that exceed expectations. Our effective relationships across retail multiples, wholesale, and overseas networks, coupled with dynamic supply management systems and consumer insight, elevate our publishers above the competition. Our expertise, best in-class service and growth make Seymour the number one choice for independent publishers.

Seymour's efforts have not gone unnoticed, having been recognised as being:

- **Industry Partner of the Year** (PPA Independent Publisher Awards 2023)
- **Industry Partner of the Year** (Newspaper and Magazine Awards 2023 – Frontline Group)
- **Sustainability Strategy of the Year** (Newspaper and Magazine Awards 2021 and 2023)
- **Industry Innovation and Infrastructure** (Products of Change Awards 2024)

## **This is what publishers say about us:**

*“Seymour distribution has had a transformative impact on our business, surpassing our expectations with their ability to understand and add substantial value to our operations. In just six months, their contributions have resulted in numerous key successes, solidifying their role as an invaluable partner in driving innovation and profitability into our business.”*

*“Seymour really hit the ground running when we moved our business over to them. Not only did they deliver on the proposals they made at the pitch, but they exceeded them. Six months in and our business can see a direct benefit from the move. They have been positive, proactive and they feel like a partner in our business rather than just a supplier.”*

Seymour achieved ISO 14001 (Environmental Management) certification in May 2023 and renewed in July 2024. As part of the Frontline Group's sustainability strategy and the implementation of our Environmental Management System, we have developed a clear vision:

*“To be a leader in sustainability and to utilise our unique position in the value chain to promote and amplify positive change.”*



## **Duncan Shearer** **Client Services Director**

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**Magazine / Newspaper  
Distribution**

# Smartico

Smartico builds high-impact **banner ads and landing pages** at scale with AI and human touch for more than 300 news publishers around the world.

The distinctive **blend of artificial intelligence, human expertise, and hands-on sales support** sets Smartico apart. Our services are specifically tailored to engage SMB advertisers for publishers.

## 'Smart Ads'

Smartico's "Smart Ads" transforms regional advertisements (print, social media, TV, etc) into high-performance display ads with linked landing pages that instantly open in an overlay. This process occurs seamlessly, drawing from the source data and additional web information without requiring any instructions from either the publisher or advertiser.

Smartico trains the publisher's salesforce how to sell "Smart Ads" at scale and takes care of all ad operations.

## Proven product

With a trusted relationship spanning 300+ news publishers, Smartico annually produces hundreds of thousands of "Smart Ads". Their clientele includes prominent media houses such as Iiffie, Irish Times, Groupe Ebra, and Axel Springer, as well as numerous regional champions, all benefiting from Smartico's consistent, sustainable, and impactful contributions to their bottom-line growth and profitability.

**Reach out to Smartico for insights into business cases, sales materials, sales trainings, and everything you need to capitalise on the 10% loyal local advertisers who still engage in print media and to win back the 90% who have shifted away from local newspapers.**

Smartico's pay-as-you-go pricing model aligns their success with that of the news publisher. This approach ensures mutual growth and eliminates additional fixed costs, guaranteeing enhanced profitability. Smartico takes pride in co-establishing profit centres for their partnering publishers.

**Ask for your free demo of "Smart Ads" today and start making more money from your local long tail SMB advertisers in digital!**



## Christian Scherbel Founder & CEO

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**Find out more about Smart  
Ads:**



Advertising Platforms,  
Formats & Services

# Spread the Word Media

**Spread the Word Media** is an independent sales and marketing agency based in Hampshire, serving clients throughout the UK, Europe and US.

We have extensive experience of working in the media and publishing sectors, and we are able to create brand engagement based on real experience. Whether we are acting as sales representation for a publication or brand, delivering a project such as a PR campaign, implementing a content marketing strategy, or creating video, we work closely with our clients to deliver positive results.

We work with clients on an ad-hoc basis, or as an extension of their sales and marketing team to deliver fresh ideas, targeted strategies, and measurable outcomes.

A selection of our services:

## Sales representation & training

- *For publishers:* We are niche B2B healthcare publishers ourselves, so we understand the challenges faced by small to medium sized publishers. If you need to outsource your advertising and media sales, let's talk.
- *For publishing service providers:* We are agents for European and US clients who wish to have on the ground representation in the UK and Ireland. If you would like to grow your business in this region, speak to us.
- *Sales training:* From the basics to the more advanced, we offer one-to-one or group sessions tailored to your needs. If your sales need a boost, get in touch.

## Content creation

We get to know the trends in our clients' verticals to create insightful, shareable content that engages their target audience and cuts through the noise. Do you need regular blog posts, thought leadership articles to demonstrate expertise, or help with the creation of captivating branded video content that can be used across a variety of platforms? Let us talk you through our ideas.

## PR & marketing services

If you are not sure where to go with your marketing or PR strategy, let us guide you. If you need help with marketing materials for an upcoming exhibition, or if you don't have time to manage your social media channels, we have got you covered. Scan the QR code for our full range of services and to see what our clients have to say about us.

Whichever service(s) you need help with, you can rely on us to deliver:

- Creative, fresh, new ideas
- Bespoke, clear, targeted and successful communications
- Researched, insightful, measurable strategies
- Tailored media to match your engagement goals
- Accurate, concise, professional content

Like the sound of how we work? Contact us to find out more.



SPREAD THE  
**Word** MEDIA



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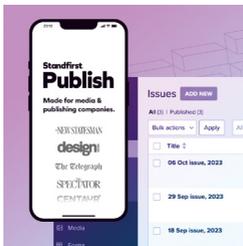
Publishing Consultancy  
Services

Training - Sales



# Standfirst

**Your trusted digital partner for publishing growth:** From large media groups to independent publishers, **Standfirst** is the safe pair of hands you need to succeed in a competitive digital landscape. We specialise in consultancy, design, and development – but unlike many tech partners, we're also publishers ourselves, running Design Week, the country's oldest design-focused platform.



## What that means for you

- **Informed perspective:** We don't just guess what might work for publishers – we live it every day.
- **Tailored technology:** Whether you need a cutting-edge site for millions of visitors or a cost-effective paywall solution for a niche audience, we'll craft the right approach.
- **Reliable expertise:** Our developers, designers, user experience specialists, and project managers have delivered award-winning solutions for publishers including The Telegraph, New Statesman and The Spectator.

With Standfirst, you're choosing a long-term partner who understands the nuts and bolts of publishing – and who'll be by your side, delivering consistent, scalable results.

## Highlights

- Strategy:** ● Website audit & reporting ● Goal setting & metrics ● Content strategy  
● Onboarding & training
- Design:** ● Web design ● Web app design ● UX & prototyping ● Design systems  
● Visual branding ● Brand guidelines
- Development:** ● Web app development ● Enterprise WordPress ● Website development  
● API integration ● Database schema design ● Architecture planning ● Support & maintenance

## Products

- **Standfirst Publish** is the fully hosted suite that makes fast, very high traffic digital publishing easy for small to large publishers.
- **Standfirst.io** is a specialised content management tool for publishers seeking to republish content from their general CMS onto platforms such as Kindle or to device applications via a robust and dependable API.
- **Standfirst Reader** is a framework to allow you to quickly create a mobile device app for your website or magazine with offline reading capabilities.

## Why Standfirst?

- 25 years of experience in software development
- Design-led thinking
- Constant improvement strategy
- Proven track record of delivering success and growth

Find out more today at [standfirst.com](https://standfirst.com)

Why not get in touch? Find out which one of our digital publishing solutions can help you. Contact us now on +44 151 452 5839 or [hello@standfirst.com](mailto:hello@standfirst.com)

# Standfirst



## David Coveney Director

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🌐 [www.threads.net/@standfirst\\_uk](https://www.threads.net/@standfirst_uk)  
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## Find out more about Standfirst Publish:



Software - Content  
Management / Publishing

Website Design / Creation

# The Engine Shed

Our business management software touches on all aspects of a periodical or magazine publisher's day-to-day workflow, automating tedious and repetitive tasks and consolidating all your client data in a single customer view – so that you can focus on what matters to your business. Cherry-pick from our comprehensive set of capabilities:

pulse  
publisher

Ad-Sales  
Management

Subscription  
Services

Editorial  
Planning

Publishing is in our DNA

E-Commerce  
Integration

Financial  
Management

Production  
Management

## Pulse Publisher – CRM and Ad Sales

- CRM with automated prospecting and campaign management
- Advertising sales – digital and print
- Digital and print production management
- Production workflow, flatplanning and automated copy chasing
- Electronic invoicing
- Editorial calendaring
- Comprehensive and flexible dashboards, reporting and performance management

## Pulse Commerce

- Fully customisable online shopping experience
- Support for physical and digital product sales
- Publisher-specific capabilities include support for back-issue sales, free trials, subscription sales and renewals
- Loyalty rewards, cross selling and special offers
- Optional warehouse logistics management
- Full CRM and telesales integration.

## Pulse Events

- Online delegate ticket sales, with pre and post-pay payment processing options, early bird discounts and limited availability discount options
- Multi-track conference support, award dinner ticketing options
- Table planning with dietary management and automatic duplicate guest detection
- Exhibition stand sales and promotional sales
- Optional support for online awards submissions

## Pulse Subscriptions and Circulation Manager

- ABC compliant circulation management
- Full customer communications management
- Fulfilment list generation
- Subscriber self service for sign up and renewal
- Support for wide range of online payment processors; direct debit capabilities
- Integration with content providers such as Yudu, Magazine Cloner & PugPig
- Optional paywall or premium content management on your own CMS

## Across the board

- Extensive inter-connectivity with third party systems
- Intuitive to use and backed by awesome support and training
- Transparent no-nonsense billing. A simple per-user subscription fee covers it all, with no hidden extras.

## What our clients say about us

*"The Engine Shed also provides good value for money in an area where non-bespoke providers such as Salesforce charge huge fees for less service."* **Gill Lambert, Operations Director, Kelsey**  
*"Like going from a Ford Fiesta to a Bentley!"* **Dan Jordan Publications**

## About The Engine Shed

Fifteen years ago, we launched the first software as a service product for publishers in the UK. In that time, we have gone from strength to strength and still focus solely on magazine and periodical publishing software. We pride ourselves on delivering quality, customer-led, solutions.

THE  
**ENGINE**  
SHED



## Patrick Lidstone Co-Founder

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Visit our website:



Software - Advertising  
Management

Software - Event  
Management

Software - Subscriptions /  
Audience Management

# The Magazine Production Company

Here at **The Magazine Production Company**, we primarily design and produce a diverse range of publications and print- and digital-related material for independent publishers and event organisers.

Our experienced team possess the range of skills necessary for creating professional-looking magazines from brief to delivery, on-time and within budget.

Whether you are considering launching a new title, looking to outsource an existing publication, giving your magazine a visual overhaul, alleviating in-house production bottlenecks, or streamlining your current processes, we can help.

Price, experience and personal service are essential. From day one, you will benefit from efficient and effective production simply because of the direct contact you have with a skilled and experienced production artist as and when you need.

We can arrange a fixed price per issue for regular titles: one price from cover to cover, enabling our clients to budget ahead with confidence.

## Interactive digital publications

Increasingly popular as a standalone product, or to complement current print titles, we can craft and develop interactive digital-based issues – even include video – specifically for online viewing. To date, we have published in excess of 1,250 digital issues, providing our clients' readers direct access via websites, social media, emails, and QR codes within additional marketing media.

## One-stop print shop

For many of our clients, we're also a one-stop print shop. From design brief to delivery to your door, from small format short-run business cards and promotional flyers, point-of-sale, all the way through to high-end magazine printing, it's worth dropping us a line.

With many contacts within the print industry, some specifically trade-only, we can offer independent print advice to ensure you are paying the best possible price which is right for your product. Feel free to use us as a gauge to evaluate what you could be paying for magazine printing. If we can source a better price, and you wish to proceed, then we'll put you in direct contact with the printer. As a complimentary service for our clients, many have saved thousands of pounds simply by making one call.

As a registered member of the Trading Standards' Buy with Confidence scheme, you can be assured of our personal and professional service all the way through.

We are a resourceful bunch, so feel free to drop us a line and let's see what we can do for you.



## Dean Cook Managing Director

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View our portfolio:



Design Services

# The Manson Group

As the world of publishing continues to wrestle with the challenges of profitability and sustainability, **Manson Group** continues to provide innovative solutions with a responsive, flexible approach.

Our factory is equipped with high speed sheet-fed perfecting presses incorporating Cutstar reel conversion technology which optimises paper usage. Using this configuration, we're able to print on papers as light as 60gsm which has enabled us to help many clients fight price rises in other areas and get more from their budget.

In-house varnishing (matt UV and gloss UV), saddlestitching, high-strength perfect binding and mailing offer the opportunity to cope with the tightest of deadlines, especially on weekly publications.

Thanks to our flexible configuration and central location, we can be supportive and constructive when it comes to the most demanding of timings.

Our WebApproval Software offers you the possibility to upload and approve your pages at a time to suit you; we can even offer you a virtual book preview in real-time!

Where deadlines are ultra-critical, easy access to the M1, A1 and M25 from St Albans enables us to ensure that sensitive products such as show daily news publications are delivered with care and precision to your event.

Our team is here to help. We listen to your challenges and goals and provide innovative answers to help move your business forward as part of your multi-channel mix. Our customer team love to come up with ideas and help you squeeze more out of your purchase order!

## Firmly focused on a sustainable future

Our commitment to improved environmental performance continues. Together with FSC certification, we continue to home in on waste reduction and energy efficiency – we want to leave our world a better place.

Collaborating with ClimateCalc, we're able to provide full reporting on the CO2 impact of individual products so you can keep tabs on your progress and offset using either our in-house solution or your own.

We've invested in electric vehicles which enable us to offer zero emission deliveries into Central London and the South East. We also offer compostable polywrap for your mailed publication which will be a sure-fire hit with your readers.

*"It is such a pleasure to work with you and the Manson Group. Thanks for bringing our title to life each issue."*

*"Thank you for the superb print job on our programme. It looks fantastic. Bright & sharp, well finished with the binding, lamination and spot varnishing – a good quality feel to the whole publication."*

*"What can I say... you guys have smashed it. Totally perfect and it looks incredible. Can't thank you enough!!"*

We use paper certified to be from sustainable European sources. We also operate a system to manage and reduce their environmental impact. Find out more at [tmgp.uk/enviro](http://tmgp.uk/enviro) and [www.mansongroup.co.uk/environment](http://www.mansongroup.co.uk/environment)



## Chris Ferrari-Wills National Sales Manager

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### Visit our website:

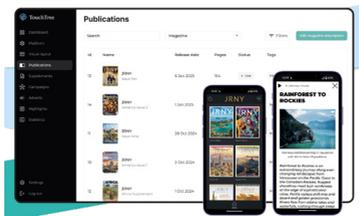


Printers / Print Finishers

# Touch Tree

We help print publishers get more value from their archives.

Touch Tree makes it easy for publishers to transform print ready PDF archives into a complete digital platform that will help **build revenue, grow readership, improve engagement and enhance data collection** without using an app store.



## Transform your print archive into a complete digital platform

Present and distribute any magazine, newspaper, brochure or catalogue, from a single issue to a complete archive digitally across any device with zero technical complexity and execute a multi-channel digital strategy to support your print publication with our built-in campaign tool kit.

## Bypass app stores to improve your digital success

By making your archive available outside of app store environments, you can increase uptake and engagement as access barriers are removed. With the Touch Tree platform, it's easy to distribute content through all your preferred digital channels and keep control and ownership of your data and revenue.

## A digital platform optimised for all devices

Simply upload your print ready PDF files and let our platform do the rest! Content will dynamically transition to present the perfect layout for any device from smartphones in HTML with vertical scrolling, hyper-linked feature menus and text to speech, to desktops in original print layout. All with enhanced search built in.

## Easily generate digital campaigns to find new readers

With our built-in campaign manager, it's easy to create content distribution strategies across events, email marketing and social channels to regularly engage with your subscribers or find new readers while ensuring your content is secure.

## More revenue opportunities

Generate additional revenue from dynamic advertising that can be linked to your digital campaigns and targeted to readers and prospects.

## Connect Touch Tree to your own databases

Easily API to any subscription management platform to make content available securely to your subscribers. We can also API with web platforms like Woo Commerce or connect to databases in Excel.



## Jason Mengers Managing Director

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Learn more about our features:



Digital Editions / Apps

# Trade House Media

**Trade House Media: The all-in-one ad management platform:** Based in the UK, **Trade House Media** serves a global network of publishers – from blue chip corporations to independent bloggers. Whether you're managing a mature programmatic strategy or running everything solo, our platform delivers a solution tailored to your needs.



## Why choose us?

In a fragmented industry where hyper-specialised tools dominate, Trade House Media takes a different approach. We provide an **entire suite of ad products** that consolidates every key feature, tool, and function into a single platform. No more juggling between different systems, reports, or platforms – we simplify everything. At the core of our platform are **three pillars** that address publishers' biggest challenges:

- **Auction Management:** Unify and optimise programmatic advertising with seamless integration of Prebid, TAM, Open Bidding, AdX, and direct campaigns.
- **Inventory Management:** Manage ad placements and monetisation effortlessly with code-free tools.
- **Analytics:** Access holistic insights, pre-bid analytics, and normalised data in one place – without the need for third-party tools.

## A smarter way for publishers to work

Managing multiple tools built by distributed teams often creates inefficiencies, costs, and workflow headaches. Trade House Media wipes those challenges away. With our platform, you can consolidate and streamline your workflow, eliminate manual data consolidation, and achieve a holistic view of your performance and revenue – all in one place.

## Real results for publishers

We've delivered measurable success for our clients: ● **Tripled RPM** on ZiffitInsider.com. ● **Increased value per user by 300%** for Ruck.co.uk. ● **Raised revenue by 245%** for Raketech Group; All while improving user experience, Core Web Vitals, and reducing ad clutter.

## Trusted by industry leaders

Our expertise was recently recognised by Sinclair Broadcasting Group – one of the largest national broadcasters in the U.S – who licence our tools to manage their entire programmatic business for web, mobile and CTV, including infrastructure, analytics, and reporting.

## Simplify and save

If you're using more than one of the following tools – header bidding analytics, header bidding wrappers, video players, web analytics, or ad safety tools – Trade House Media will save you time, money, and headaches. With plug-and-play implementation in a codeless UI, CMP management, ads.txt and sellers.json oversight, finance data and seamless integration of third-party tech, Trade House Media is your all-in-one solution for programmatic success.

*"I have had the pleasure of working with Trade House Media since 2018. Every website we gave them to monetise, they exceeded our expectations, increasing our user value threefold. Always available, punctual, proactive and passionate. Everything you need from a commercial partner."*

**Antonella Foti, Product Manager, TalkTalk.co.uk**

**TRADE  
HOUSE  
MEDIA**



## Richard Cook Co-Founder and CRO

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Visit our website:



**Programmatic Solutions &  
Management**

# Warners Distribution Services

## Your one-stop solution for publishing success

For over 35 years, **Warners Group**

**Publications** has been the trusted partner for publishers, offering a comprehensive and proven 'Total Circulation' service. We deliver tailored strategies that drive tangible bottom-line results for all types of publisher – from household names to small niche circulation brands.

## Why choose Warners?

We pride ourselves on outstanding customer service, provided by experienced marketing teams who work seamlessly with you to achieve your goals. Our approach is friendly, transparent, and adaptable, ensuring solutions that align perfectly with your needs.

## All services under one roof

We're unique in offering a fully integrated range of services, including:

- Newstrade distribution (UK and international)
- Subscription and membership management
- Direct marketing and digital editions
- Print, production, and advertising services

Choose one service or combine them all – we'll craft a solution tailored to your business objectives.

## A unified circulation strategy

Our 'Total Circulation' approach combines newstrade, subscription and digital strategies to create a cohesive and effective omnichannel plan. By leveraging the strengths of each channel, we help you enhance customer experiences, drive retention, and grow profitability.

## Driving long-term success

Developing a robust print, digital, and newstrade strategy is essential. At Warners, we work closely with you to identify cost-effective, brand-enhancing opportunities that boost sales, expand your reach, maximise lifetime value and improve profitability.

Our goal is more than selling copies or subscriptions – it's about helping you build lasting relationships with your readers while delivering a sustainable, profitable business.

## What we offer

- Full UK and international distribution services
- Subscription and membership strategies
- Seamless integration for online ordering
- Digital editions marketing and strategy
- Comprehensive account management
- Easy-to-digest marketing and sales reports
- Expert advice on cover design for maximum shelf impact
- Strategies for added-value promotions and premium pricing

## Let's work together

Our creative, practical solutions are delivered with a personal touch to help your business thrive. Contact Natalie, our client relationship manager, for an informal chat to explore how we can support your goals.

"Warners have played a key role in the success of our monthly music magazine... They offer valuable advice on in-store promotions & subscription campaigns. Their Distribution & Subscription services provide us with detailed data on a monthly basis and their payments to us are always made on time."

**Chris, Editor, Electronic Sound**



DISTRIBUTION | DIGITAL | MARKETING  
SUBSCRIPTION & MEMBERSHIP MANAGEMENT



## Natalie Smith Client Relationship Manager

Warners Group Publications

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✉ @WarnersGroup

📘 [www.facebook.com/WarnersGroupPublicationsPLC](https://www.facebook.com/WarnersGroupPublicationsPLC)

Visit our website:



Magazine / Newspaper  
Distribution

# Warners Printers

## Our specialty is making publishers' lives easier!

Thanks to our incredible team and state-of-the-art equipment, we are in a unique position to assist publishers of all sizes with their magazine printing requirements.

Since 1926, we have built a unique culture and workflow that is tried, tested and guaranteed to keep customers happy and continue coming back for more.



## What can you expect from us?

- A full in-house service from prepress to mailing.
- Personal one-on-one service from your dedicated account manager.
- Unbeatable flexibility and communication.
- ISO certified levels of quality and environmental management.
- Bespoke cost-effective solutions tailored to your title.
- A door that is always open.

To further put your mind at ease, we don't believe in pressure sales, we are always just a phone call, email or meeting request away.

We do everything right by our stakeholders. Most especially in the current climate, the way that we operate here, coupled with our financial stability, have been significant factors in the decision of many of our new customers when coming on board with us, and why we have long standing relationships with customers stretching back over 30 years.

"On a personal level," says Andy York, "as someone who has had the privilege to work here at Warners for the last 39 years, I am reaching out with both pride and excitement to introduce you to what I truly believe is a remarkable company."

"From the moment I joined Warners nearly four decades ago, it was clear that this was no ordinary workplace."

"Over the years, I have witnessed first-hand how our company has not only grown, but also remained steadfast in its commitment to delivering exceptional service whilst fostering strong relationships with our clients and community. It is this combination of innovation, dedication, and a people-first approach that makes us truly stand apart."

"If you like what you have read so far and would like to know a little more about us check out our website: [www.warners.co.uk](http://www.warners.co.uk)"

## Our plant in brief:

- Kodak Insite file transfer, full origination support.
- 3x 32-page web presses all with closed loop colour and capable of printing 16, 8 and 4-page sections as well as 32s.
- B1 10-unit sheet-fed with Mabeg sheeter.
- Full bindery facilities include saddle stitching, perfect binding, and PUR binding.
- Sitma mailing in both paper wrap and poly.



## Andy York Senior Sales Advisor

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📺 [www.youtube.com/@WarnersMidlands](http://www.youtube.com/@WarnersMidlands)

WarnersMidlands

📷 @warners\_printers

## Learn more about our story:



Printers / Print Finishers

# Warners Subscription Services

## Your partner in publishing success

With over 35 years of experience, Warners is more than just a one-stop shop for publishers. We understand the challenges of navigating evolving markets and the unique pressures they place on businesses. That's why we've expanded our services to meet your ever-changing needs.

- Do you need a dedicated customer service team? ● Administrative support?
- Expert data analysis? ● Or someone to take the daily hassle out of your business?

"Warners have managed my magazine's subscription account for 20 years and have secured a steady growth in subscriber numbers during this time. I would recommend their efficiency and initiatives for attracting new subscribers."  
**Mike Blakemore, Backtrack**

## Welcome to the Warners Customer & Data Hub

Our highly experienced team of customer advisors and data analysts are ready to deliver tailored solutions designed specifically for your business. Whether you need a fully managed membership / subscription service or support with specific elements, we're here to help. We can even integrate with your existing database!

Whatever your requirements, you can count on us for consistently reliable service and support. At Warners, we listen, understand, and make it work for you. You'll also benefit from a dedicated account manager who provides expert guidance, insights into your customer base, and strategic marketing advice.

To make budgeting simple, we offer a transparent, all-inclusive pricing structure – no hidden fees, no nasty surprises. Switching to Warners Subscription Services is seamless, just leave it to us, and we'll handle everything. Best of all, we don't charge any setup fees. We view this as the start of a long-term partnership, so there's no need for additional take-on costs.

## Pick the services you need

With the Warners Customer & Data Hub, you can select all or just one of our services:

- Friendly, skilled customer service advisors managing all customer needs and supporting retention strategies.
- Marketing expertise from our digital media and publishing professionals.
- Integrated shopping cart solutions for seamless website ordering.
- Standard and bespoke marketing reports tailored to your needs.
- Custom print, digital, and social media marketing services.
- Personalised mailers and reader surveys.
- Data capture and processing.
- Storage and fulfilment solutions.
- Comprehensive content marketing.
- Website assistance

## Let's make a difference together

We're here to help you achieve your goals. Call Natalie today for a no-pressure chat – because sometimes, a simple conversation can lead to big savings and even bigger results. Put the kettle on and give us a call!

*In addition to our subscription management services, Warners Group Publications also offers distribution, printing, and design services. Visit [www.warnerspublishing.co.uk](http://www.warnerspublishing.co.uk) for more details.*



SUBSCRIPTION & MEMBERSHIP MANAGEMENT  
DISTRIBUTION | DIGITAL | MARKETING



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Visit our website:



Subscriptions Bureau

# WoodWing

WoodWing empowers publishers to work more efficiently by centralizing the content production process for multiple channels. Whether you're producing magazines, newspapers, books, or digital media, WoodWing helps you streamline operations and deliver content to print and digital channels with speed and accuracy.



**Your brand is unique, but your content challenges aren't...**

## Key solutions include:

- **WoodWing Studio** helps you speed up your publication process. With features that promote team collaboration, fast production, and efficient workflows, Studio helps you streamline your publication process for print and digital from start to end.
- **WoodWing Assets** is a scalable, flexible Digital Asset Management solution that helps you manage files across your organisation. It enables companies to store all their files in a single location, for easy access and maximum control over when and where assets are used. Aided by AI, it also unlocks your archives, so you can easily repurpose your valuable content.
- **WoodWing Connect** represents a suite of integration options to seamlessly embed WoodWing products into your technology stack. Whether your solutions run on-premises or in the cloud, connectivity is never an issue.

## Global support and resources

WoodWing has offices in Europe, the US, and Asia Pacific, and more than 60 partners globally. We are a long-standing Adobe Technology Partner and collaborate with many other technology vendors worldwide.

## Partner with WoodWing

Join the hundreds of publishers and businesses who trust WoodWing to stay competitive and adapt to the ever-changing media landscape. Our solutions help you unlock new opportunities, optimize workflows, and drive growth in the publishing world. Discover how WoodWing can elevate your publishing efforts today.

*"With its multi-channel publishing and digital management applications, WoodWing has revolutionized Yaffa... the greatest change has been streamlining the workflow and reducing production time from seven weeks to three, resulting in more time to sell."* **Matthew Gunn, Production Director at Yaffa Media**



## Jeroen Sonnemans SVP Strategic Accounts

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**Download our whitepaper,  
'Grow with Digital and  
Multichannel Publishing':**



Software - Content  
Management / Publishing

# Workbooks

**Workbooks** help publishers succeed by focusing on the 'R' in **CRM**: the Relationship. As both a vendor and a deployment partner, our customers get market leading consultancy and support, ensuring technology roll outs that are on time and on budget.

Our customisable CRM SaaS platform provides publishing leaders with a 360-degree view of their advertisers and subscribers, while also handling content production schedules and event management all in one place.

TechRadarPro recently rated Workbooks the Best CRM Product for Midsized business in 2024.



## How does our publishing CRM work?

### Targeting your customers with precision

Workbooks provides a central database for marketing and sales teams to access detailed audience insights. Here, you can group customers by profile, buying habits and more, and deliver tailored content with advertising software solutions. Our CRM for media solution enables you to engage more viewers, increase subscriptions, downloads and attract new advertising sales from agencies or media buyers.

What you'll get:

- Customer segments grouped by characteristics
- Highly personalised communications
- Measured engagement to boost ad revenue

### Enhancing customer service

Workbooks provides an ecosystem to house your orders, invoice subscriptions and online payments. Team members can assign deadlines, update statuses and set up alerts to ensure customers receive their orders on time, every time.

Plus, you can monitor customer service performance and track all relationships with orders, commissions and discount management functionality.

What you'll get:

- Contracts, invoices and after-sale services in one integrated system
- Data synced with your finance software
- Streamlined order fulfilment processes

### Streamlining sales and revenue recognition

Workbooks can help your sales team to gain pipeline visibility, understand conversion rates and track progress through the lead-to-cash process with real-time reporting.

Automations to record orders, invoice subscriptions and take payments will accelerate your path to profit – leaving capacity to track all sales discussions and identify upselling and cross-selling opportunities.

What you'll get:

- One-stop visibility on availability and target revenue
- Automations to speed up the sales process
- Simplified commission calculation and revenue recognition



**John Cheney**  
**CEO**

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**Find out more about our  
'CRM for Media & Publishing'  
solution:**



**Software - Subscriptions /  
Audience Management**

**Software - Advertising  
Management**

**Software - Event  
Management**

# Sustainability resources

## **Eco-Friendly Web Alliance**

<https://ecofriendlyweb.org>

## **EU Corporate sustainability due diligence**

[https://commission.europa.eu/business-economy-euro/doing-business-eu/corporate-sustainability-due-diligence\\_en](https://commission.europa.eu/business-economy-euro/doing-business-eu/corporate-sustainability-due-diligence_en)

## **EU Corporate sustainability reporting**

[https://finance.ec.europa.eu/capital-markets-union-and-financial-markets/company-reporting-and-auditing/company-reporting/corporate-sustainability-reporting\\_en](https://finance.ec.europa.eu/capital-markets-union-and-financial-markets/company-reporting-and-auditing/company-reporting/corporate-sustainability-reporting_en)

## **EU Regulation on Deforestation-free products**

[https://environment.ec.europa.eu/topics/forests/deforestation/regulation-deforestation-free-products\\_en](https://environment.ec.europa.eu/topics/forests/deforestation/regulation-deforestation-free-products_en)

## **Extended producer responsibility for packaging: who is affected and what to do**

[www.gov.uk/guidance/extended-producer-responsibility-for-packaging-who-is-affected-and-what-to-do](http://www.gov.uk/guidance/extended-producer-responsibility-for-packaging-who-is-affected-and-what-to-do)

## **Forest Stewardship Council**

[www.fsc-uk.org](http://www.fsc-uk.org)

## **Global Enabling Sustainability Initiative (GeSI)**

<https://gesi.org>

## **Global Reporting Initiative**

[www.globalreporting.org](http://www.globalreporting.org)

## **Green claims code: making environmental claims**

[www.gov.uk/government/publications/green-claims-code-making-environmental-claims](http://www.gov.uk/government/publications/green-claims-code-making-environmental-claims)

## **Greenhouse Gas Protocol (GHGP)**

[ghgprotocol.org](http://ghgprotocol.org)

## **Greenhouse gas reporting: conversion factors 2024**

[www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2024](http://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2024)

## **ISO 14000 family:**

### **Environmental management**

[www.iso.org/standards/popular/iso-14000-family](http://www.iso.org/standards/popular/iso-14000-family)

### **On-Pack Recycling Label**

[www.oprl.org.uk](http://www.oprl.org.uk)

### **PPA Action Net Zero Pathway**

[ppa.co.uk/ppa-action-net-zero-pathway](http://ppa.co.uk/ppa-action-net-zero-pathway)

### **Programme for the Endorsement of Forest Certification**

[www.pefc.co.uk](http://www.pefc.co.uk)

### **Recycle Now**

[www.recyclenow.com](http://www.recyclenow.com)

### **Task Force on Climate-related Financial Disclosures**

[www.fsb-tcf.org](http://www.fsb-tcf.org)

### **The European Green Deal: Striving to be the first climate-neutral continent**

[https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)

### **The Integrity Council for the Voluntary Carbon Market**

[www.icvcm.org](http://www.icvcm.org)

### **The Intergovernmental Panel on Climate Change (IPCC)**

[www.ipcc.ch](http://www.ipcc.ch)

### **UK and the Sustainable Development Goals**

[www.gov.uk/government/topical-events/uk-voluntary-national-review-of-progress-towards-the-sustainable-development-goals](http://www.gov.uk/government/topical-events/uk-voluntary-national-review-of-progress-towards-the-sustainable-development-goals)

### **UK Climate Change Risk Assessment 2022**

[www.gov.uk/government/publications/uk-climate-change-risk-assessment-2022](http://www.gov.uk/government/publications/uk-climate-change-risk-assessment-2022)

### **WWF Forests Forward**

<https://forestsforward.panda.org>

# Industry bodies



## **Advertising Association**

[www.adassoc.org.uk](http://www.adassoc.org.uk)

## **Alliance for Audited Media**

[auditedmedia.com](http://auditedmedia.com)

## **Association of Circulation Executives**

[www.acecirculation.com](http://www.acecirculation.com)

## **Association of Online Publishers**

[www.ukaop.org](http://www.ukaop.org)

## **Audit Bureau of Circulations**

[www.abc.org.uk](http://www.abc.org.uk)

## **British Society of Magazine Editors**

[www.bsme.com](http://www.bsme.com)

## **Content Marketing Association**

[www.the-cma.com](http://www.the-cma.com)

## **Data & Marketing Association**

[www.dma.org.uk](http://www.dma.org.uk)

## **Department for Culture, Media & Sport**

[www.gov.uk/government/organisations/department-for-culture-media-and-sport](http://www.gov.uk/government/organisations/department-for-culture-media-and-sport)

## **DistriPress**

[www.distribpress.org](http://www.distribpress.org)

## **European Magazine Media Association**

[www.magazinemia.eu](http://www.magazinemia.eu)

## **FIPP**

[www.fipp.com](http://www.fipp.com)

## **International Federation of Journalists**

[www.ifj.org](http://www.ifj.org)

## **Internet Advertising Bureau (IAB)**

[www.iabuk.com](http://www.iabuk.com)

## **Journalists' Charity**

[journalistscharity.org.uk](http://journalistscharity.org.uk)

## **Magnetic**

[www.magnetic.media](http://www.magnetic.media)

## **National Council for the Training of Journalists**

[www.nctj.com](http://www.nctj.com)

## **National Union of Journalists**

[www.nuj.org.uk](http://www.nuj.org.uk)

## **News Media Association**

[www.newsmediauk.org](http://www.newsmediauk.org)

## **NewstrAid**

[www.newstraid.org.uk](http://www.newstraid.org.uk)

## **Newsbrands Scotland**

[www.newsbrandsscotland.com](http://www.newsbrandsscotland.com)

## **Newsworks**

[www.newsworks.org.uk](http://www.newsworks.org.uk)

## **Professional Publishers Association**

[www.ppa.co.uk](http://www.ppa.co.uk)

## **Reporters without Borders**

[rsf.org](http://rsf.org)

## **Society for News Design**

[www.snd.org](http://www.snd.org)

## **Society of Editors**

[www.societyofeditors.org](http://www.societyofeditors.org)

## **The Chartered Institute of Marketing**

[www.cim.co.uk](http://www.cim.co.uk)

## **The London Press Club**

[www.londonpressclub.co.uk](http://www.londonpressclub.co.uk)

## **The Media Society**

[www.themediasociety.com](http://www.themediasociety.com)

## **The Printing Charity**

[www.theprintingcharity.org.uk](http://www.theprintingcharity.org.uk)

## **The Worshipful Company of Stationers and Newspaper Makers**

[www.stationers.org](http://www.stationers.org)

## **WAN-IFRA**

[www.wan-ifra.org](http://www.wan-ifra.org)



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## How do you plan for the future?

Get feet, can toes, highest paid person's opinion, or do you take a product-led approach? Gemma Spence recommends the latter... **p34**



**Supplier Profile:** James Eveleigh talks to Steven Sanders and Bert Declercq of Roularta Printing. **p16**



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## Miscarriage of Justice

Why did the national press hit campaign leader? asks Paul Connors. **p46**

**Supplier Profile:** **AI Special:** **PO BOXING COMPANY:** **Supplier Top Tip:** **Students:** **Supplier Match-up:**



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## Too soon to be on one of these?

Dickon Ross laments the continuing scourge of opens in the media sector. **p9**



**AI Special:** Leading suppliers & publishers tell us what's been so far and which use-cases are proving most effective. **p22**



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## Education, Education, Education

Marina Williams explains why it's the Convergence of Immediate Media's approach to AI. **p14**



**Thought Leadership:** In the first of a new series, G7 Bricks' Simon Epstein answers our AI Q&A. **p33**



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## Email no-nos

Dickon Ross lists the things PR execs should avoid doing if they are to get his attention. **p9**

**Bricks:** **Thought Leadership:** **Events Special:**



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## Questions & Answers

The changing world of search and what it all means for publishers. by Gary Sherman. **p13**



**AI Special:** Leading suppliers & publishers tell us what's been so far and which use-cases are proving most effective. **p22**

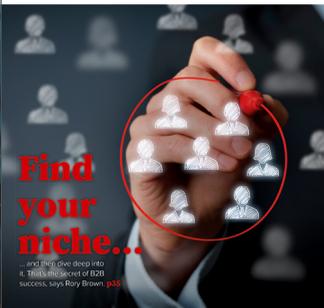


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## Find your niche...

...and then dive deep into it. This is the prospect of D2D success, says Rory Brown. **p33**



**Supplier Catch-up:** AI Business's Adam Sherman talks James Eveleigh through their new six point growth strategy. **p16**



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## Do you know how to stack one of these?

If so, people on TikTok want to hear from you, as WHICH? social media team left Laura Stevenson. **p13**

**Bricks:** **Thought Leadership:** **EVENTS:**



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