

# **Electronic Media**

**Beyond Pages  
Developing Your Electronic Mix**

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Quotes to live by.... CEO of major publishing company...

- 1996 , “The Internet is a fad.”
- 1997, “The Internet is just no fast enough to keep people happy.”
- 1998, “We have included the Internet in our plans, but we are not counting on any revenue for many years.”
- 1999, “The Internet requires a wire, print wins hands down. Try taking your computer into the bathroom. HAHA.”
- 2000, “The net will never replace magazines.”
- 2001, “I stake my career on this, the Internet will not hurt our bottom line.”
- 2002, “As my last memo from the top I say, “The Internet really snuck up on us all.”

# How big is the W.W.W.?



Global population: 6.4 billion

Internet usage in 2006: 1.1 billion

200% growth 2000-2006

Internet usage in 2010: 1.6 billion

## 16.7% of the world's population is online

Source: NOTES: (1) Internet Usage and World Population Statistics were updated for Sept. 18, 2006. (3) Demographic (Population) numbers are based on data contained in the [world-gazetteer](#) website. (4) Internet usage information comes from data published by [Nielsen/NetRatings](#), by the [International Telecommunications Union](#), by local NICs, and other reliable sources. (5) For definitions, disclaimer, and navigation help, see the [Site Surfing Guide](#). (6) Information from this site may be cited, giving due credit and establishing an active link back to [www.internetworldstats.com](#). © Copyright 2006, Miniwatts Marketing Group. All rights reserved worldwide.

## **Tip #1:** Expanding Your Brand Online Keep your image consistent cyber vs. fiber

- Web must reflect print image
- Publish with out page limitations
- Allow writers to expand online
- Do not accept your audience grow it
- Use bulletin boards to grow share
- Do not assume you know your users

# MYTH!

- **Magazines' 3 Bs Will Keep Online Threat at Bay**
- Can't read your computer in the **Bathroom**
- Can't read your computer in the **Bright sun**
- Can't read your computer on the **Bus**



Epaper:

“Electronic paper, also sometimes called e-paper or electronic ink, is a display technology designed to mimic the appearance of regular ink on paper. Unlike a conventional flat panel display, which uses a backlight to illuminate its pixels, electronic paper reflects light like ordinary paper and is capable of holding text and images indefinitely without drawing electricity, while allowing the image to be changed later.”

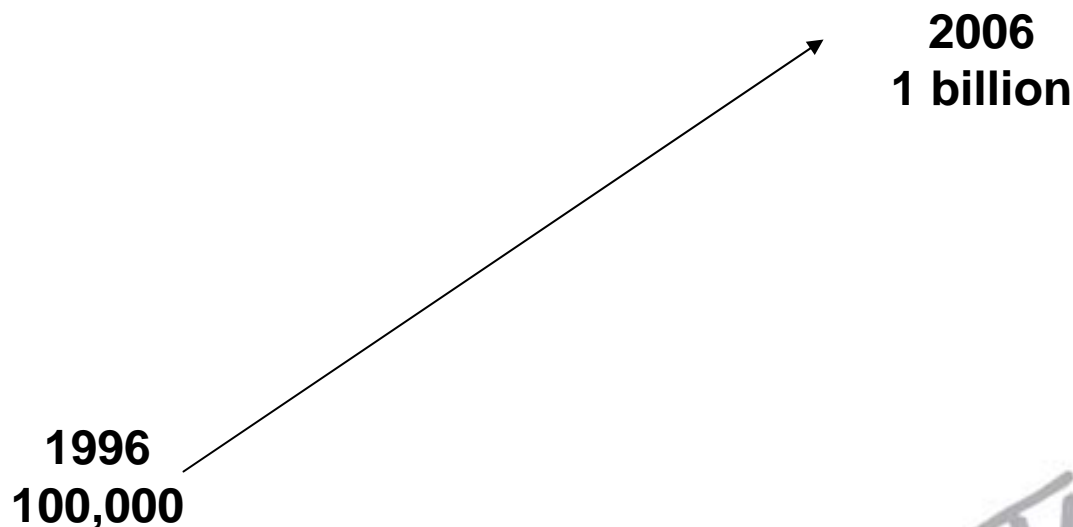
*Source: Wikipedia*

## **Tip #2:** Web extras, Digital Sidebars Drive readers to the web for more.

- Put valuable data online not fluff
- Expand article with online video
- Web allows experts to ramble on
- Publish full interviews
- Drive with more photos, allow the photographer to carry video too.
- Get ready for digital readers

# Web growth and internet access growth is staggering

Among Americans in the middle-income range - those whose household incomes are between \$40,000 and \$50,000 per year - home high-speed penetration grew by 68 percent from 2005 to 2006.



**Tip #3:** Promotions are key to success driving traffic!

No contest, no data, no revenue!

- Collect data to grow list
- Contests are not a gimmick
- Keep it simple and collect a lot
- Advertisers supply prizes, you get the data
- Use solid technology-  
email-publisher.com, constantcontact.com

## “Nexus of WiMAX and E-Paper Will Revolutionize Our Business”

- **WiMAX** – “Consumers will have access to a broadband, wireless signal wherever they may be...”
- **E-paper** – “Consumers will have access to a low-cost, high-fidelity, portable, device that will fit in ones pocket and do everything that a Wi-Fi enabled computer tablet can do today”

-Clay Hall, Aspire Media

## **Tip #4: Collecting Data is key** Newsletters drive community and ad sales

- Collect data to grow list
- Do not sell it cheap
- DRIVE SUBS! Drive special offers.
- Day does matter... Wednesday wins.
- Demand that people not test your audience
- Use solid technology-  
email-publisher.com, constantcontact.com

## Tip #5: Pod casting

### Who, what, where and why?

- 121,000,000 results for “podcasts”
- Become the expert or else!
- Do not sell it cheap
- Free, free, free.
- <http://www.apple.com/itunes/store/podcasts.html>
- <http://www.speedofcreativity.org/podcast-resources>

## How Will Consumers' Expectations of Magazines Change?

- Must deliver both cyber & fiber
- 3 Bs no longer an obstacle
- Advertising must return measurable results. Branding campaigns will go away as targeted models become dominant.
- Full motion video for editorial and ads will be the norm.
- ARCHIVES!!
- Magazine content must be of superior excellence because free information dominates the daily life of the reader.

## Tip #6: Searching archives

Archives are very important to online success.

- Digital Editions are NOT a web site. They are a spoke in the wheel
- Get global author rights up front
- Use Google search to increase ranking
- PDF and other reproductions of print will dominate reading devices
- Use template so archives have no legacy issues
- Use key words to get search results in title tags

## **Tip #7:** Content Management systems CMS makes life easier for publisher

- CMS means simple updates
- CMS allows editorial access
- CMS makes life easier
- CMS drives archives
- CMS keeps it fresh
- CMS builds RSS in and out

## Tip #8: Online reader surveys

### Reduce costs and increase results

- Reader survey online increases yield 54%
- No limit on print costs
- Ask more questions
- Collect data
- [snapsurveys.com](http://snapsurveys.com), [keysurvey.com](http://keysurvey.com)

# HITS

'How Idiots Track  
Success'“

Last time for this lesson!



HIT  
 HIT  
 HIT  
 HIT  
 HIT  
 HIT  
 HIT,  
 etc.

On this page... HITS= 77 IMPRESSIONS=1

# Tip #9: Reading web traffic

## Simple explanation for publishers

- What to know is important
- What are page impressions?
- What are unique users?
- Where are users coming from?
- Where are they looking online?

<http://visibility.tv/tips/stats.html>

## Tip #10: Photo Galleries

### User Contributed Content wins!

- Perfect for niche sites and publishers
- Go to events and draw people back
- Do not sell it cheap
- People are passionate when they are allowed to participate
- Photos, BBS, not old school for niche
- Use solid technology –  
Spotted by Morris Digital Works  
[plogger.org](http://plogger.org), [gallery.menalto.com](http://gallery.menalto.com)

## The Perfect Online Mix starts with your magazine.

**Tip #1:** Expand Your Brand

**Tip #2:** Web Extras

**Tip #3:** Online Promotions

**Tip #4:** Collecting Data

**Tip #5:** Pod casting

**Tip #6:** Searching Archives

**Tip #7:** CMS

**Tip #8:** Online reader surveys

**Tip #9:** Reading web traffic

**Tip #10:** Photo Galleries