

Expand Distribution and Enhance Your Publication

d P u b TM D I G I T A L P U B L I C A T I O N S O L U T I O N S

Easily create interactive, multimedia editions of your publications

Add value for subscribers and advertisers by offering a new means of distributing content. Cadmus dPubTM takes your content to the next level with interactive, multimedia editions of your publication that provide more value for your readers. dPub allows you to seamlessly incorporate interactive features including the ability to listen to or share articles with the push of a button.

Reach readers beyond your existing subscriber base and expand distribution channels

dPub offers features that allow Publishers to take advantage of social media exposure. With the Publisher's permission, subscribers can share articles through social media sites like Facebook and add RSS feeds to their personal webpages or blogs. In addition, the service is search engine friendly allowing your content to be easily found on the web.

It maintains your publication's brand and the familiar layout of your printed publication. Through this digital solution, Publishers can establish new circulation outlets including capitalizing on international distribution opportunities at a lower cost. dPub also facilitates the quick and cost effective release of special issues.

Enhance the subscription experience to grow your business

dPub provides the ability to deliver your digital edition the same day a new customer subscribes online. Easy-to-use navigation and search capabilities including an interactive table of contents creates a more user-friendly experience than reading the printed publication. Embedded audio, video, and other files add value above and beyond that of a print edition.



dPubTM at a glance

- Publish interactive, multimedia content in one file
- Grant instant access to new subscribers
- Cost effectively expand international distribution
- Increase circulation and advertising revenue

Provide unique value to your advertisers

With dPub, you can distribute content electronically without jeopardizing advertising or circulation revenue. The dPub edition of your publication can incorporate an index of advertisers that links readers directly to an advertiser's website.

Publishers can use the analytics dashboard to provide key stats back to advertisers or decision makers on the usage and preferences of subscribers adding value beyond that of a standard print model.

Contact Cadmus today

For more information about our digital delivery solutions, email solutions@cadmus.com or visit www.cadmus.com.

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