Trends Publishing International

Trends Publishing International delivers digital inspiration

TRENDS

New Zealand
http://trendsideas.com

Industry
International Publisher

Challenges
· Increase reach of readership
· Reduce distribution costs
· Increase connection and engagement with audience

Solution
· Adobe Creative Cloud for teams
· Adobe Digital Publishing Suite

International publisher uses Adobe Digital Publishing Suite and Creative Cloud for teams to reduce publication costs, deliver inspiration to a wider audience and increase reader engagement.

Trends Publishing International presents inspirational design ideas, products and information about special areas of the home from local and international designers and businesses, in more than 60 high-quality publications a year. Trends has also consistently been at the forefront of digital media – from early adoption of placing content online to the latest integration of content and social media on my.trendsideas.com

Originally a print-based company publishing the Trends series of titles including New Home Trends, Kitchen & Bathroom Trends, and Renovation Ideas Trends, the company grew to establish a strong web presence and now uses the Adobe Digital Publishing Suite to deliver digital resources for home and commercial design via a branded mobile application.

Chairman David Johnson said Trends was historically faced with difficult logistics in the print environment.

"When you deliver a printed publication into someone's home it's a very complicated and costly exercise, particularly when you're distributing in many countries around the world," said Johnson.

"Once our website was established, we could produce a lot more material to enhance the print experience but there was something missing – we still lacked a wide reach and a direct connection to our audience," he said.

"With Adobe's Creative Cloud for teams and Digital Publishing Suite we've been able to produce our own digital magazines accessed and read through a mobile application, to distribute them to a far wider audience and to be connected to that audience as they read and engage with interactive content."

Results

• Easy repurposing – Content developed for print in Adobe InDesign is easily repurposed through the Digital Publishing Suite for digital distribution

•Wider distribution – Digital distribution has increased global readership without the large up front costs associated with print

•Increased revenue and flexibility – Digital offers new subscription offers, flexible advertising opportunities and access to new global channel partners

•Integrated collaboration – Introducing Creative Cloud for Teams allows easy cross-team collaboration and storage of work with access to all Adobe Creative Cloud applications for team members

Trends worked with partner Digital Arena and Adobe to utilise Adobe solutions and meet the digital needs of the image-led publications.

"With such a large worldwide presence, it was important for us to partner with a proven expert in the marketplace to avoid costly mistakes in delivery and implementation," said Johnson.

"Adobe is s a top performing company with a tried and true product, and so offered us the certainty and security we needed," he said.

"It was also critical to reflect the importance of our images in the digital publishing environment. The support we received from Adobe and Digital Arena allowed us to seamlessly integrate the application into our production processes, complementing our existing use of Adobe InDesign for our printed publications.

"With our mobile application, our images are king and readers can click and engage to read copy that complements the images."

Trends has a team of five working throughout the production process.

"It's a busy, collaborative process," said Johnson.

"The layout teams repurpose Adobe InDesign print documents through to the Digital Publishing Suite layout on the fly, while a team of two works on folio creation and multi media product enhancement," he said.

Since utilising the Adobe products to expand into digital publishing, Trends has seen significant benefits.

"Digital publishing is allowing us to increase our distribution reach without large upfront costs, making a noticeable difference to our bottom line," said Johnson.

"Through the mobile application and online store, we're aiming to reach a baseline distribution level by the end of 2014 and then grow exponentially from there," he said.

"The ability for readers to buy and download a paid digital subscription has given us access to new revenue streams, as well as more flexibility in digital advertising. There's a huge cost reduction in delivering advertising to the end-consumer, and it's made easier being able to put our own product out in a digital format.

"We also have a lot more opportunities to work with channel partners across a wider market such as airlines, because it's economical to put our publications in front of their audience as well."

Looking forward, Johnson is excited to continue to realise the flexibility that digital publishing allows.

"Adobe's Digital Publishing Suite gives us a lot of flexibility and the opportunity for growth in advertising demand and readership," said Johnson.

"As we continue to expand, we can deliver an increasingly interactive publication and include more animation, more video content and more products and services to make a richer experience for our advertisers and readers," he said.

"Most crucially, this is about global brand recognition for us as a driver to our other Trends channels. It's allowing us to make the product available in a relevant format when and where a potential reader is looking and then extend the experience to our my.trendsideas.com digital platform. It's an important part of our overall audience engagement strategy.

For more information
www.adobe.com/nz

"There's a lot of added product that we can build into the core solution as we continue to expand our services. I can't wait to keep moving forward with Adobe in this area."