



Pacific Magazines, creating excellent customer experiences with digital magazines.

Australian publisher uses Adobe Digital Publishing Suite to connect with more readers by extending content to mobile devices.

Pacific magazines

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Chai Lim, Implementation Manager, Digital Publishing, Pacific Magazines



SOLUTION

Adobe Digital Publishing Solution (formerly Adobe Digital Publishing Suite)

RESULTS



CONTINUOUS CONTENT
Streamlined publishing to deliver fresh and relevant content regularly



VALUABLE INSIGHTS
Gained insights into customer behaviors with built-in analytics



BRANDED CONTENT
Targeted content true to Pacific Magazine brands



GLOBAL OFFERINGS
Delivered globally competitive offerings

Pacific Magazines

Established in 1970; acquired by
Seven Media Group in 2002

Employees: 650

Sydney, Australia

www.pacificmags.com.au

CHALLENGES

- Deliver a sustainable platform for digital magazines
- Enhance strong brand engagement with readers
- Provide customers with a best-practice user experience
- Be a strong presence on a global digital stage

Humble beginnings

As the world continues to ride the digital wave, traditional publishers have had to work to keep pace and maintain their relevance and to connect with audiences in an engaging and useful manner. Pacific Magazines, which began as Southdown Press before passing through three generations of the Murdoch family and then on to the Seven West Media Group in 2004, has relished this shift, seeing it as an opportunity to publish its titles on a variety of platforms as diverse as their readership.

Regarded as a key player in the Australian media landscape, Pacific Magazines recognized the need to embrace content diversification to compete effectively for readers' time. The company sought a dynamic technology solution that would deliver a strong digital presence without compromising brand integrity. With content covering everything from health and wellness to gardening and celebrity gossip, the company reaches more than one in three Australians every month.

"The Australian audience is one of the most mobilized in the world, with leading percentages of penetration, use of multiple devices, and social media engagement," explains Chai Lim, Implementation Manager, Digital Publishing at Pacific Magazines. "For these reasons, mobile is vital to our overall strategy." Pacific Magazines needed an effective long-term solution that would provide a foundation for today and for the future as technology and global competition continue to advance.

Overwhelmed by the variety of content solutions available, Pacific Magazines sought a highly integrated solution that would allow it to bridge the gap between content creation and data analysis. Adobe Digital Publishing Solution (DPS) was the answer, as Pacific Magazines recognized the opportunity to partner with a reliable brand to provide its customers with a best-practice user experience. "Adobe DPS was an attractive solution for us to help meet the changing behavior of readers and increasing adoption of tablets and smartphones."

Making the leap

The proliferation of mobile content consumption is presenting a serious challenge to even the most distinguished print media houses. Witnessing this growth, Pacific Magazines saw the need to translate its print offerings into sustainable digital magazines widely accessible via app stores and other digital platforms. Doing so effectively would allow the company to keep connecting with readers who were embracing new forms of technology without compromising on brand quality.

The diverse nature of Pacific Magazines' content meant the company wanted a solution that could provide a great user experience both for readers and for internal publishing teams, adapt to a broad range of content, and help build a new audience offering. Embracing the leap from print to digital also meant looking for tools that would provide stable technological advances well into the future, setting the company up for long-term growth.

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Chai Lim, Implementation Manager, Digital Publishing, Pacific Magazines

SOLUTION AT A GLANCE

- Adobe Digital Publishing Solution (formerly Adobe Digital Publishing Suite)

For more information

www.adobe.com/uk/products/digital-publishing-solution.html



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For Pacific Magazines, success would be measured in the form of sustained engagement with local customers in a globally driven marketplace. By providing a more cohesive experience that straddles familiarity of visuals with enhanced content, Pacific Magazines believes that the brands can grow into and prosper in the constantly changing digital marketplace.

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A digital discourse

Adobe DPS offers the creative team the ability to create and publish across multiple mobile channels without the need for complex coding or custom development. The solution also supports analytic reporting and interactive web elements to assist in making delivery fast and intuitive. These elements appealed to Pacific Magazines, as a natural extension of its traditional print brands.

The integrated analytics in Adobe DPS have helped the publisher to track reader interests and distribution of content, allowing Pacific Magazines to understand and focus efforts on proven engaging content.

Adobe DPS is designed to integrate into other workflows, allowing staff to transfer content from existing tools, while also acting as an extended content and analytics platform. This lets Pacific Magazines content teams deliver a strong brand experience through design and production tools they are already skilled in using.

Pacific Magazines notes that the Adobe integrated publishing solution is a natural fit for publishers of all types. “It was exciting to see Adobe evolve quickly with a strong presence on mobile devices, as well as advance to keep up with the rapid demand across both major publishers and small, single users,” Lim says.

From a reader perspective, this integration has resulted in the ability to access content via a mobile or tablet application, website, and social media platform, as well as print—each of which is vital to maintaining a visible and accessible brand.

Keeping up with the digital discourse is vital to Pacific Magazines as the company extends its brand and content, and looks toward opportunities for integration of future mobile technologies. For example, Adobe DPS has made the brand experience on large-screen smartphones a much more compelling experience. The adoption of Adobe DPS provides Pacific Magazines with the platform to deliver comprehensive customer experiences on multiple devices without coding.