



# A SMARTER DIGITAL APPROACH FOR PRINT PUBLICATIONS



**CONNECTING & DELIVERING BRANDS**





Our technology is powered by TouchTree. It helps publishers who are invested in print publishing, execute a digital strategy to support that journey.

By using our digital magazine platform, your digital strategy would be covered for a fraction of the cost and with less technical complexity and resource requirements than building a traditional App. It also provides you with the digital presence needed to support your print publication.

The platform works across all web browsers and is optimised for seamless transition from desktop to mobile, incorporating HTML, text to speech and enhanced search directly from your print ready PDF for an amazing user experience. And with our innovative marketing campaign tools built into your own user-friendly dashboard, you can use your new digital magazine platform to bypass App stores and make your content – from articles to complete archives – securely available to your subscribers, opening up new strategic opportunities to expand your audience.





Effortlessly turn your print publication & complete archive into a “mobile-first” digital platform with integrated tools to build recurring revenue, expand readership, increase interactions and enhance data collection without using an App store.

## WHY OUR PLATFORM?

# TRANSFORM YOUR PRINT MAGAZINE INTO A DIGITAL PLATFORM

Easily publish and market your digital publication with minimal technical complexity or resources and execute a digital strategy directly from your PDF.



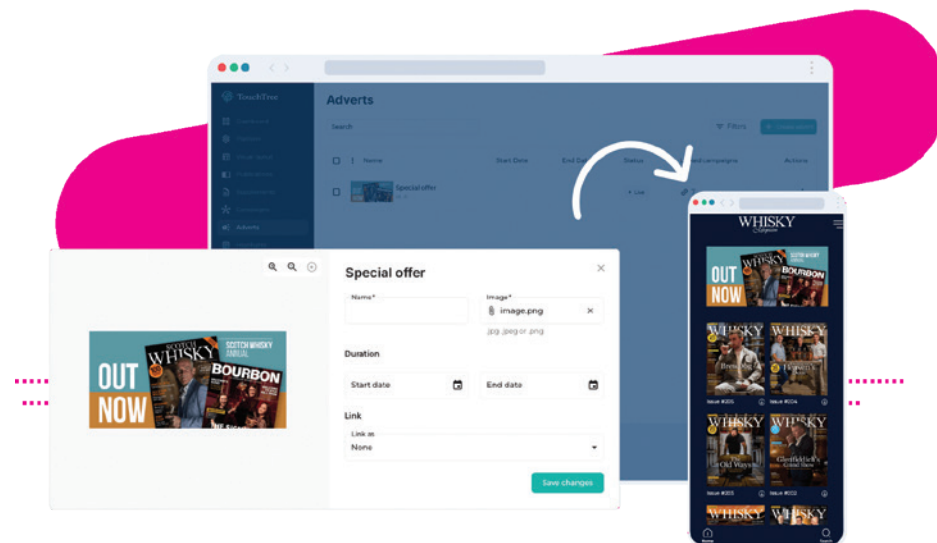
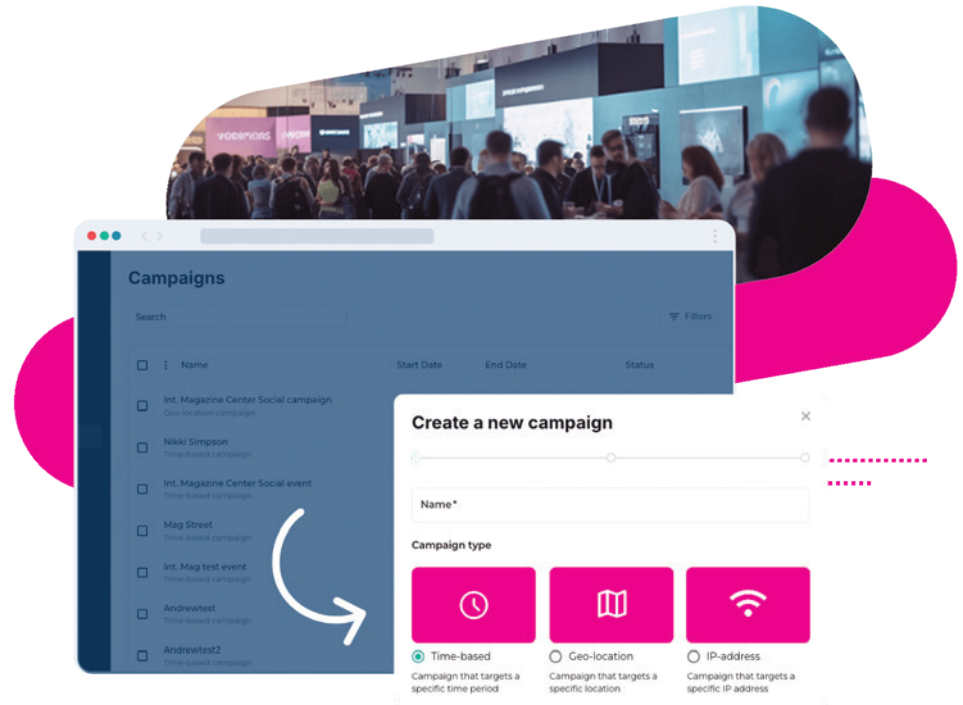
## INSTANT ACCESS FOR READERS

Our digital platform is browser-based and optimised for mobile. With automated conversion to HTML, you can bypass App stores, ensuring your readers can access content securely, from article level right through to a complete archive, directly through a QR code or link.



# EASILY GENERATE DIGITAL CAMPAIGNS

Create scalable digital campaigns to regularly engage with your subscribers and target prospects around events, venues and your digital channels to find new fans and 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.



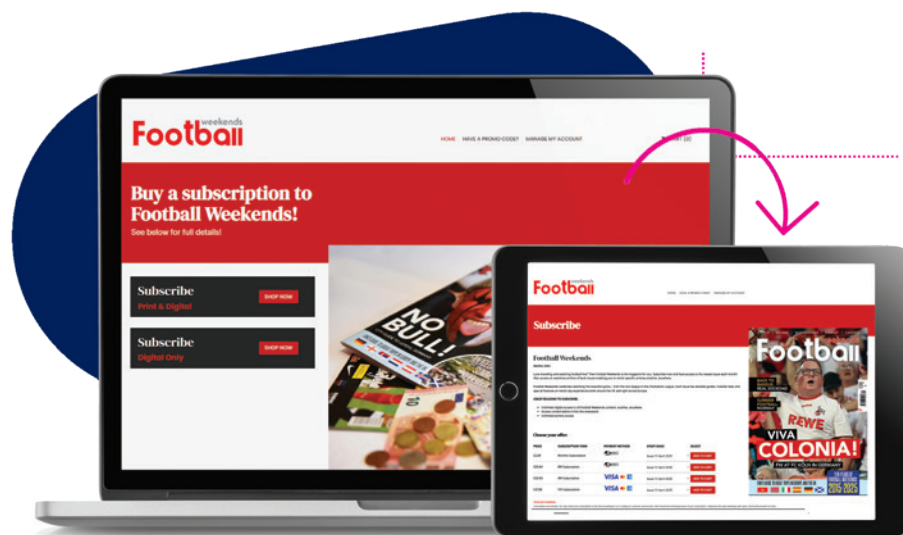
## EXPERIENCE THE INTERMEDIA DIFFERENCE

InterMedia offers a more elevated experience for publishers using TouchTree.

In today's fast-paced digital landscape, creating a seamless and rewarding customer journey is essential to standing out and staying competitive. That's where InterMedia comes in. With a comprehensive suite of tools, services, and expertise, we empower businesses using TouchTree to connect with their audiences more effectively – from the first click to long-term customer loyalty.

With full control over your customer data, you can grow revenue and strengthen your brand, supported by our experienced account management team.

We also offer dedicated telephone and email customer service channels to support your users directly.



## SUBSCRIPTION PORTALS TO GROW YOUR REVENUE

We deliver a seamless, end-to-end customer experience – from online eCommerce transactions using Direct Debit, Credit Card and Apple/Google Pay, to secure content delivery via our integrated user authentication through a bespoke API.

## GET YOUR PURCHASING FUNNEL STREAMLINED

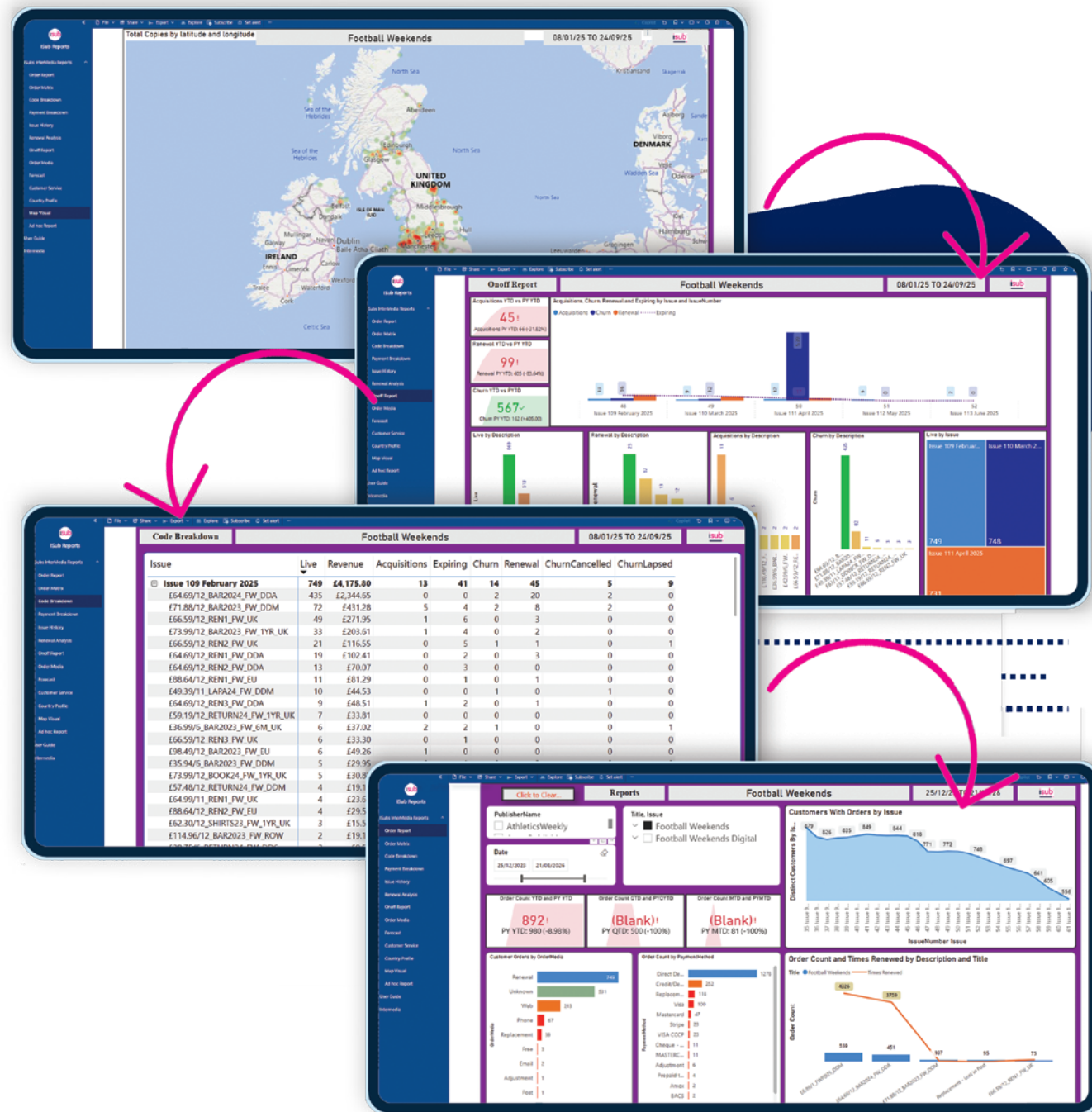
Our expert team is on hand to provide strategic campaign management support, guiding users through the purchasing funnel – from free access to paid subscriptions – maximising revenue opportunities through advanced technology.





# MAKE INFORMED DECISIONS

Our reports ensure you're fully informed about campaign performance, top-performing price points, and the most effective payment methods.










# GET MORE WITH INTERMEDIA

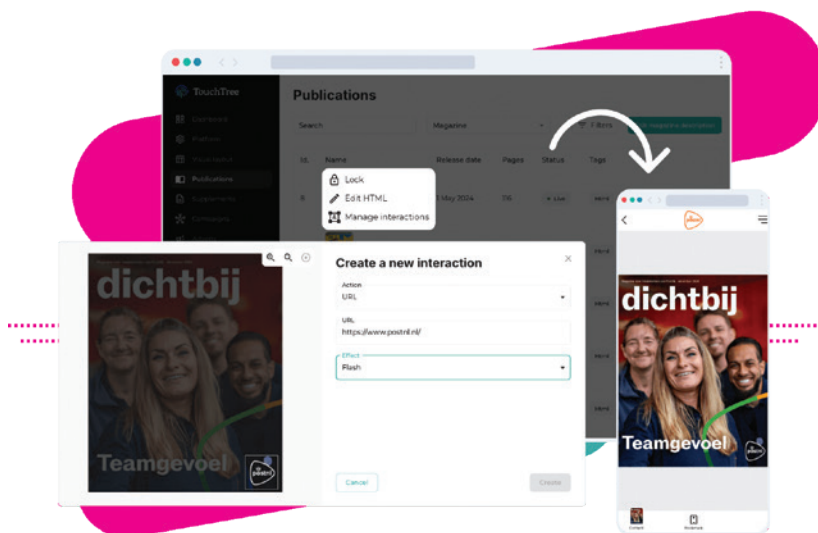
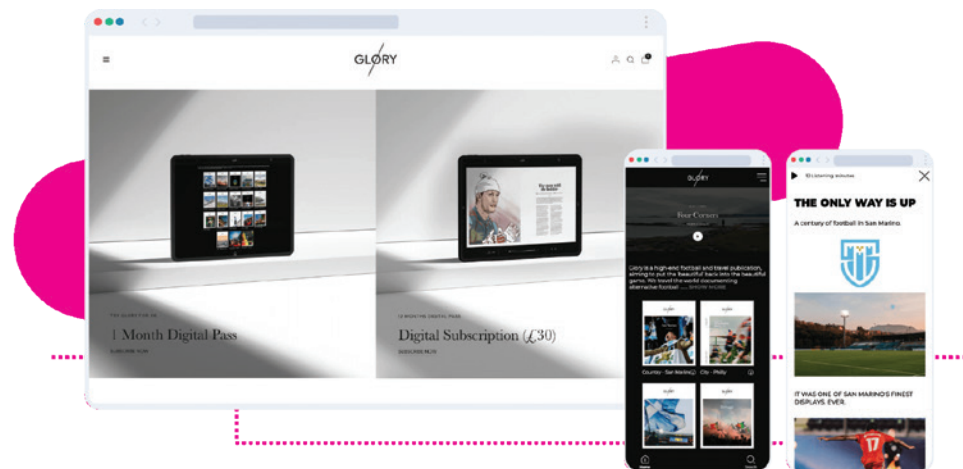
## CAMPAIGN TYPES

	In-House Service Provision	Intermedia Brand Marketing Service Provision
TouchTree platform access	✓	✓
Online eCommerce portal	✗	✓
Direct debit transaction management	✗	✓
Credit card payment facility	✗	✓
Apple/Google Pay	✗	✓
Customer database management	✗	✓
Integrated API access authentication controls	✗	✓
Customer service team with designated telephone and email	✗	✓
Campaign response tracking	✗	✓
Online marketing reporting suite	✗	✓
Financial reporting suite	✗	✓
Campaign support and management*	✗	✓




\*Additional fees apply based on individual requirements

## CUSTOM BRANDED DIGITAL MAGAZINE PLATFORM

-  Unlimited archive storage
-  Secure access methods via links and QR codes
-  Manage subscriptions and access
-  Analytics and data
-  Open APIs to connect with



## MOBILE ENHANCED FEATURES BUILT IN

-  Automated conversion of print ready PDFs to mobile-friendly layout
-  Text-to-speech in 19 languages for authentic voices
-  Enhanced search with word-for-word indexing

# EASILY MANAGE ALL YOUR DIGITAL CONTENT



Magazines and documents



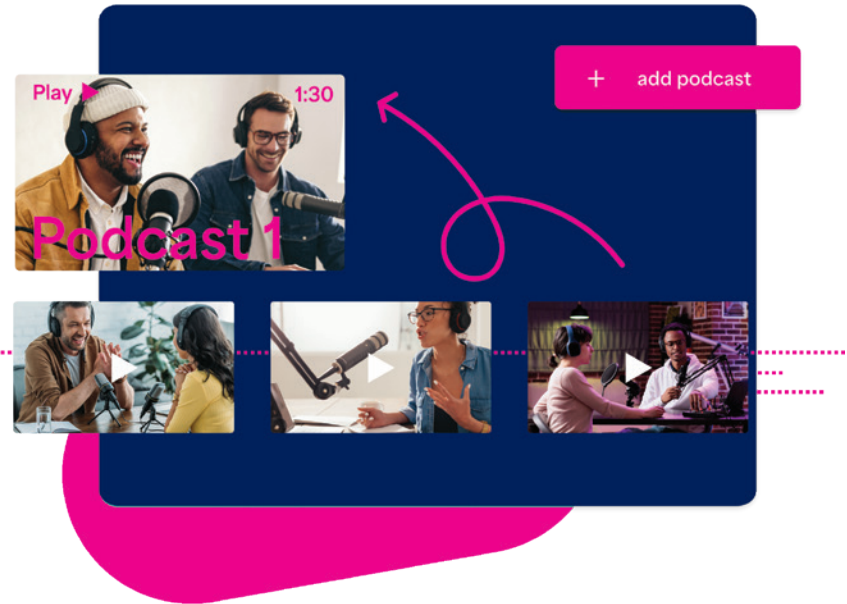
Archives and libraries



Supplements/bookazines



Podcasts



# MARKETING AND AD CAMPAIGNS



Geofencing for venues and spaces



IP address access



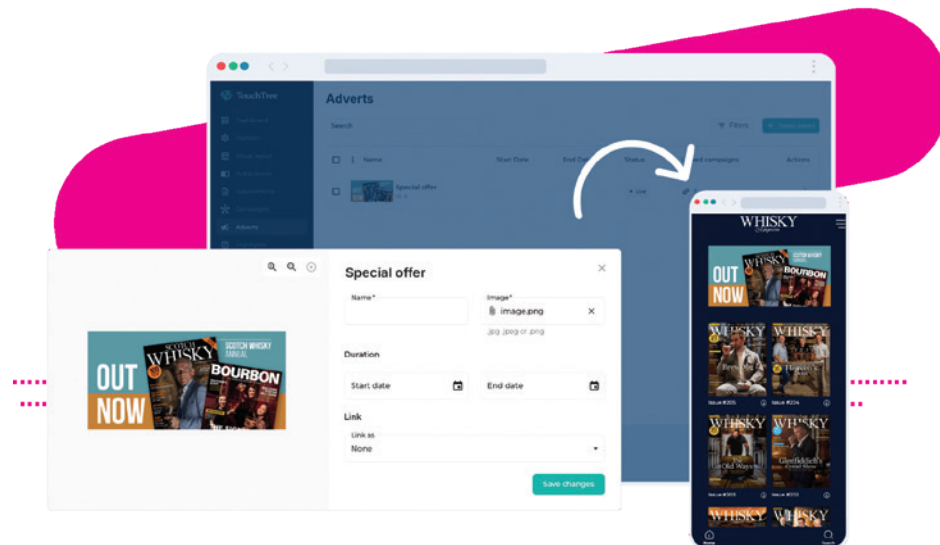
Time-based access



Article level access



Dynamic advertising





## USING OUR PLATFORM TO FIND NEW READERS

Our platform provides you with innovative marketing tools that offer new ways to reach your fans and readers that cannot be executed within traditional App stores.

### CAMPAIGN TYPES

#### Geolocations

For example, events / external spaces or venues

#### IP address

For example, venues or internal use in offices where internet connectivity can provide access and security

#### Time-based access tokens

For example, to post on social channels or email marketing campaigns where location is unknown

#### Unrestricted access

For example, in situations where location data is not required and you want to offer unlimited access

#### Article access

For example, publishers can share links on social channels directly to the article itself

Set campaign  
to dates

Collect Data  
e.g. email

Determine  
token duration

Targeted  
advertising



## READER JOURNEYS

Here are some example reader journeys illustrating how you can reach fans and readers.

### SOURCE →

#### Paying subscribers

### PUBLISHER →

Takes payment on the InterMedia hosted platform  
Automates links via email/other method to subscriber  
Uploads subscriber data to our database and API subscriber data for authentication via bespoke API calls

#### Online via website

Digital newsstand link embedded into publisher website  
Access given for free or in return of data e.g. email  
Duration assigned via token for free access  
InterMedia can assist in upsell to subscription via platform banners/HTML links to our eCommerce site

#### Social channels

Duration assigned via token for free access  
Time frame applied  
Access for free or in return of data e.g. email  
Upsell begins through banners or campaign email

#### Email campaigns

Access token created with link and QR code  
Time frame applied  
Access for free or in return of data e.g. email  
Upsell begins through banners or campaign email

#### Events or spaces

Geo-location created  
Date parameters set and access token length set  
Access for free or in return of data e.g. email  
QR code and link created  
Upsell begins through banners or campaign email

#### Venues

Static IP registered (or geolocation) created  
Date parameters set and access token length set  
Access for free or in return of data e.g. email  
QR code and link created  
Upsell begins through banners or campaign email

### READER JOURNEY

Subscribes and pays on publishers' website managed by InterMedia  
Receives link to digital newsstand via email from InterMedia  
Access content via link once email address is confirmed via InterMedia API  
Can bookmark or create an App style icon onto mobile

User clicks on link and digital newsstand opens in dynamic layout  
Access given for free or in return of data e.g. email  
Access content immediately for time frame designated  
Can bookmark or create an App style icon onto mobile device

User clicks on link from social channel and digital newsstand opens  
Access given for free or in return of data e.g. email  
Access content immediately for time frame designated  
Can bookmark or create an App style icon onto mobile

User clicks on link from email received  
Access given for free or in return of data e.g. email  
Access content immediately for time frame designated  
Can bookmark or create an App style icon onto mobile

User scans QR code in event or open space and shares location data  
Access given for free or in return of data e.g. email  
Access content immediately for time frame designated  
Can bookmark or create an App style icon onto mobile

User scans QR code in venue, IP identified  
Access given for free or in return of data e.g. email  
Access content immediately for time frame designated  
Can bookmark or create an App style icon onto mobile

# BENEFITS

- ✓ Your digital newsstand is completely unique to your title/s with your own custom URL.
- ✓ Behaves like an App but bypasses all App stores opening new strategic opportunities for publishers.
- ✓ Can store from 1 to unlimited editions for massive archives.
- ✓ Works across all mobile and desktop browsers, but with main emphasis on mobile in portrait mode.
- ✓ Great user experience with articles optimised for mobile, text to speech and enhanced search built in.
- ✓ Built in campaign toolkit to securely distribute content from articles to full archives through URLs, hyperlinks and QR codes.
- ✓ HTML editor/embed video.
- ✓ Offline reading available – ensures no ability to share to non-paying readers.
- ✓ With no App to download access is much quicker resulting in better uptake.
- ✓ Can be 75% cheaper or more than building a dedicated App with minimal technical complexity and demand on publisher resources.
- ✓ All revenue generated from subscriptions or advertising is kept by the publisher.
- ✓ Own all the data your digital newsstand delivers to help shape future business decisions.
- ✓ InterMedia built-in APIs to easily connect the InterMedia technical infrastructure
- ✓ Build time is approx. 2-3 weeks and only requires the publisher to load their PDF files to an FTP folder. We do the rest!



# TECHNOLOGY BUILT FOR SMALL TO MEDIUM PRINT PUBLISHERS



**Collaborating with this technology has allowed LDL Magazine to implement a new digital strategy that will allow us to expand our subscriber base through a simple to navigate library archive. They have been more than a tech company. They have delivered consistent communications and results that makes it feel like LDL Magazine has a partnership that cares about our mission and growth.**

La'Marqunita Lowe  
Publisher



## PARTNERING WITH US

No project is too big or too small, contact us today to see how partnering with us can help grow your business.

Call us on +44 (0) 1293 312001 or email [getintouch@inter-media.co.uk](mailto:getintouch@inter-media.co.uk)

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