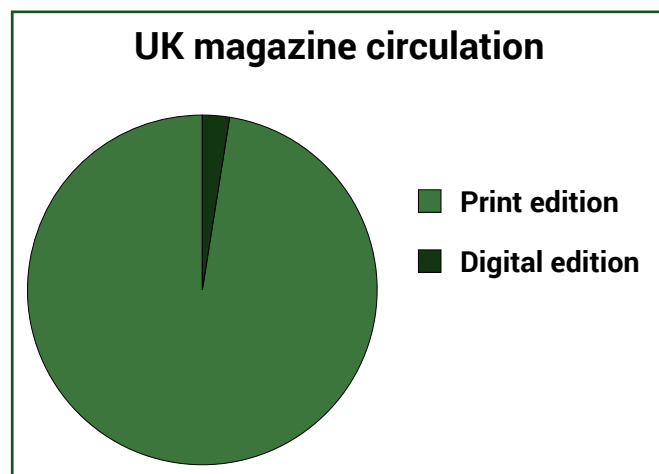




Producing a digital edition of a magazine poses challenges for publishers as the technology required to create a digital edition is different to that required for print – so, if the content is going to work on a digital platform, it requires a big investment.



Digital circulation of magazines is growing, however currently accounts for a very small percentage of overall magazine circulation. According to the *Press Gazette* ([pressgazette.co.uk](http://pressgazette.co.uk)):

*'Digital magazines accounted for 2.5 per cent of the total circulation audited by ABC in the second half of 2016. Digital editions (defined by ABC as digital versions which largely replicate the print edition) accounted for a further 1m in circulation (up from 750,000 in the same period a year ago).'*

## Research task 1:

- Find out where readers can buy/subscribe to your contemporary non-mainstream magazine - in print and digital form.

Name of magazine:	
Print Outlets	Digital Outlets



*Zinio* is the world's largest digital newsstand (*Huck* and *The Big Issue* are distributed via *Zinio*).

The banner is divided into two main colored sections: a blue section on the left for consumers and a purple section on the right for publishers. Below these is a dark blue section with statistics. The background of the statistics section shows a person using a tablet.

Service	Description	Link
ZINIO	For consumers, ZINIO offers digital magazines at the world's largest newsstand—zinio.com—and through award-winning iOS, Android, Windows and Kindle apps. Serving customers in more than 200 countries, ZINIO is the leading distributor of inspiring content from the world's leading magazine publishers.	<a href="#">LEARN MORE</a>
ZINIO <sup>PRO</sup>	For publishers, ZINIO <sup>pro</sup> offers a SaaS-based platform to convert content and deliver digital editions to a global network of distributors in the ZINIO Partner Network. The ZINIO <sup>pro</sup> platform leverages a proprietary production system to deliver native applications on every device with one efficient workflow.	<a href="#">LEARN MORE</a>

For more than a decade, ZINIO has led the digital magazine market.

Statistic	Value	Category
Magazines	6,000+	
Local Language Newsstands	33	
Magazines delivered	500M+	
Customers	10M+	
Distribution Partners	20+	

[Link to the article for \*Huck\*](#)

[Link to the article for \*The Big issue\*](#)

## Research task 2:

- Identify the positive benefits of *Zinio* for a magazine publisher. Using the information from the image, and the link to the article for *Huck* or *The Big Issue*, answer the following question:

What are the advantages for magazine publishers of using a digital distributor such as *Zinio*?



## Suggestions:

- Global reach – available worldwide
- Huge range of titles (6000+), some mainstream some niche/ independent, so readers may subscribe to one magazine and find out about others through *Zinio*
- 10 million readers – maximising audience reach
- Availability to download onto almost any digital device – maximising potential audience reach
- *Zinio* offers single issue or subscription – allows readers the chance to read one copy and then subscribe if they want to
- *Huck* is not widely available in mainstream print outlets (tends to be more specialist retailers), so *Zinio* potentially allows readers to access the magazine more easily
- *Huck* encourages readers to seek out other magazines – including *Huck's* sister publication, *Little White Lies* - cross-promotion of other cultural magazines, suggesting this is a community where readers can access other, similar magazines
- *The Big Issue* uses revenue from digital sales to fund further support for vendors, as a 'social enterprise' organisation
- The extracts from the articles are included here for teachers – learners will access this through the link in the digital resource.