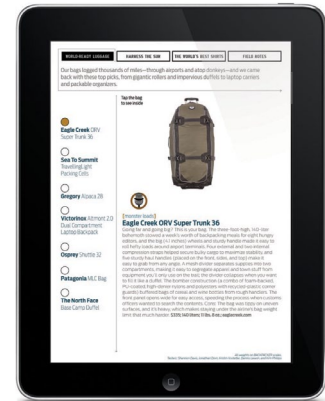




Backpacker magazine Publishing vistas



BACKPACKER

THE OUTDOORS AT YOUR DOORSTEP

Backpacker

Boulder, Colorado
www.backpacker.com

Click to download the app



Results

- Generate income from subscriptions and advertising
- Engage young, tech-savvy audience
- Move into digital publishing with ease, efficiency, and minimal resources
- Create the best content for each deliverable across print, web, mobile, and tablets

Backpacker magazine carves new revenue streams with digital edition, created using Adobe® Digital Publishing Suite, Enterprise Edition

Whether researching a trek in Rocky Mountain National Park, or looking for camping skills advice and gear, Backpacker magazine, deemed a world authority on active adventure, is the ultimate guide. In addition to the print issues, which boast a loyal 39-year following and 1.2 million outdoor enthusiast readers, Backpacker offers an iPad version that puts fully interactive, map- and GPS-enabled content in the palms of adventurers' hands.

"We want to bring the outdoors straight to readers' iPads, inspiring and enabling them to go more places and enjoy nature more often," says Anthony Cerretani, deputy editor and digital director, Backpacker magazine.

In October 2011, Backpacker, published by Active Interest Media, created its first digital edition using Adobe Digital Publishing Suite, Professional Edition. Cerretani and his small publishing team needed a way to create a tablet version of the magazine that would easily integrate with current print workflows. Adobe Digital Publishing Suite, he says, was a natural evolution that took advantage of the existing Adobe InDesign® knowledge base.

"With Adobe Digital Publishing Suite we can create new issues quickly, completely in house," says Cerretani. "That makes us nimble in a digital environment that evolves daily."



Challenge

- Develop new revenue streams
- Reach outdoor enthusiasts in new ways
- Publish to tablets with small, in-house team

Solution

- Publish interactive tablet app using Adobe Digital Publishing Suite
- Design page layouts and interactivity using Adobe InDesign software

Systems at a glance

Adobe Digital Publishing Suite,
Enterprise Edition
Adobe InDesign

New reach, new revenue streams

The first digital issue was a special-edition *Survival Guide*. Based on its success, the company saw a viable way to reach hip, tech-savvy adventurers and made the strategic decision to publish digital editions of *Backpacker* magazine. The response has been very positive, as demonstrated by a survey of digital edition subscribers in which 96% of respondents said they would recommend the digital publication to a friend, and 92% noted that it was "well done."

Now produced in monthly as well as special editions, the outdoor enthusiast digital edition strengthens the offerings of a multichannel publishing powerhouse. Offerings include both print and digital editions of the magazine, a well-traveled website that includes mapping and GPS-guided trails, and iPhone apps specifically for trail hiking and biking. The company is front and center on Apple Newsstand, having been featured as a New and Noteworthy app and at one point reaching number 16 in the rankings, above magazines with much higher print circulations. *Backpacker* has also received a four-star ranking on iTunes and enjoys promotion through social venues such as Facebook, Twitter, and Pinterest.

Advertisers are also seeing the new opportunities that tablet publications offer. For its fall *Gear Guide* issue, REI sponsored the entire issue and created a video that introduced it and talked about REI's involvement. The issue also included 360-degree product rotations, and slide shows that explained gear in visually interactive ways that made sense to outdoor aficionados.

For *Backpacker*, digital editions created using Digital Publishing Suite have created strong revenue streams from both subscriptions and advertising. According to Cerretani, the new subscription base for the digital edition increased by a factor of six with the March 2012 issue. Purchases of back issues are growing as well, lending another ongoing revenue stream for the company from digital publishing. In addition, the launch of the April issue resulted in a high water mark for both app shell downloads, revenue, and subscriptions. The magazine also launched individual shopping guides that speak directly to readers' desires for custom gear-oriented service.

Adobe Digital Publishing Suite enables *Backpacker* to include interactive features and publish special editions that appeal to specific reader interests.



"With Adobe Digital Publishing Suite we can create new issues quickly, completely in house."

Anthony Cerretani
Deputy editor and digital director,
Backpacker

A bright future

Success of the digital edition led Active Interest Media to upgrade its Digital Publishing Suite license from Professional Edition to Enterprise Edition. With the added functionality available through the Enterprise Edition—including the ability to add custom slots that let readers link to other interesting content from within the app—*Backpacker* anticipates driving even more revenue from its iPad edition.

"It's a brave new world in terms of what print readers are doing and what iPad subscribers are doing," explains Cerretani. "With Adobe Digital Publishing Suite, Enterprise Edition, we can track click-through rates for advertisers, as well as look at the demand for special issues, enabling us to better address what appeals most to our readers."

Active Interest Media has found that the profile of readers of its print and digital editions vary slightly. Digital edition readers are more interested in technology, such as GPS, and average ages and incomes are slightly higher than print subscribers. To address the needs of all of its followers, *Backpacker* looks at the cross-platform execution of content, what works best for each platform, and how the to create the best content for each deliverable.

"Our vice president and creative director are genuinely excited about what we're accomplishing with Adobe Digital Publishing Suite," says Cerretani. "We're continuing to evolve our digital edition strategy as quickly as the medium is, and the rate our readers want it. And that's our goal: to provide the best service for our readers across every platform."

For more information

www.adobe.com/products/digital-publishing-suite-family



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