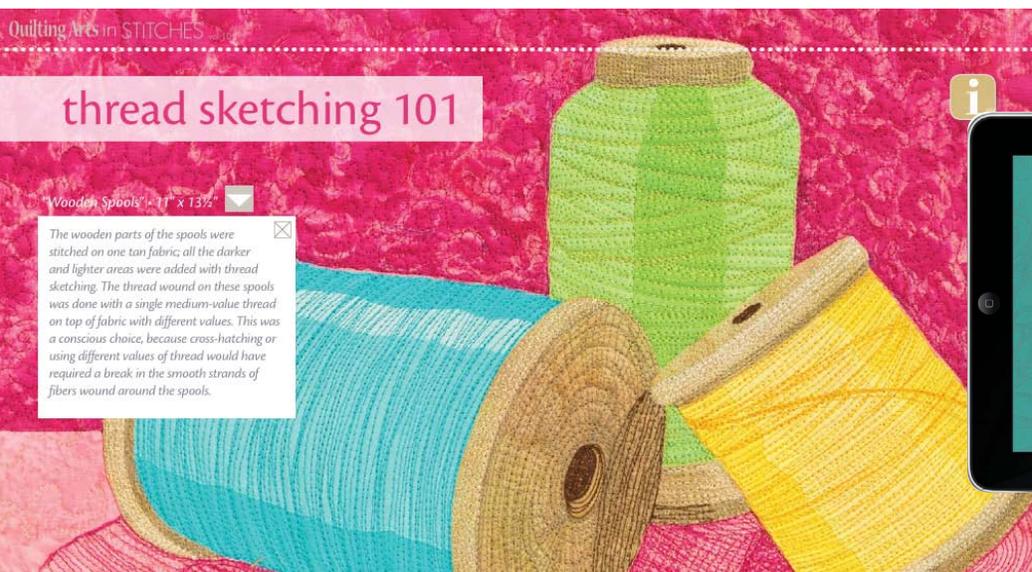




F+W Media/Interweave Crafting the future



Interweave, a division of F+W Media, Inc.

Loveland, Colorado
www.interweave.com

Download the apps

- Art Journaling Exposed
- Interweave Knits
- Quilting Arts In Stitches

Results

- Cater to audience that increasingly uses tablet devices
- Achieve long-term return on investment
- Leverage existing print skillsets and workflows
- Add interactivity that is highly useful for how-to audience

Industry-leading craft and enthusiast publisher reinvents its publishing process with the help of Adobe Digital Publishing Suite, Enterprise Edition software

Ever heard of *Interweave Knits*, *Quilting Arts*, *Beadwork*, *Cloth Paper Scissors*, or *Crochet* magazines? If you love arts and crafts, then it's likely you have spent hours perusing their pages or seen them on newsstands. These and others are available from Interweave—publisher of high-quality arts and crafts magazines, online education, books, TV shows, ePatterns, and eProjects.

Interweave, a division of F+W Media, Inc., owns and operates 15 consumer arts and crafts magazines, more than 30 special newsstand publications, 350 arts and crafts books, 30+ websites, online education, 10 online communities, email newsletters, an e-commerce store, 11 consumer events, video workshops, and two craft television series on public television. As the company's industry, technology, and audiences have changed and evolved, Interweave has looked for ways to stay current offering the highest quality product and services for its passionate niche consumers.

Tablet adoption takes off

According to Jamie Bogner, vice president and group publisher at Interweave, the company surveyed its readers and found that, in particular, tablet adoption had grown from 35% in 2011 to 50% in 2012—a 70% increase year over year—indicating that Interweave's audience exhibits higher than average adoption of tablet devices when compared to the general population.

Watching these trends and others, Interweave began building a strategy to broaden its audience reach and enable people to consume content in new digital formats they enjoy and consider valuable. As a result, Interweave successfully augmented its print-based publishing workflow, transforming into a multichannel, multiplatform media company. Adobe Digital Publishing Suite, Enterprise Edition, is a critical part of the company's strategy.

Using Adobe Digital Publishing Suite, Enterprise Edition, Interweave is able to create digital editions that include interactive tutorials and video workshops.



Challenge

- Choose a digital publishing solution with a lower total cost of ownership
- Connect with readers through digital channels
- Leverage existing skillset to streamline production of digital editions
- Develop skills of print designers and editors

Solution

- Transform from print-based publisher to multichannel, multiplatform media company
- Rethink content delivery across multiple channels
- Train existing employees to survive and thrive through digital transformation

Systems at a glance

Adobe Creative Cloud™ Components used include:

- Adobe Illustrator®
- Adobe Photoshop®
- Adobe InDesign®
- Adobe Acrobat® Pro

Adobe Digital Publishing Suite, Enterprise Edition

Retooling for the future

Like many media companies, Interweave saw digital publishing transformation as an exciting opportunity. Unlike many media companies who derive much of their revenue through advertising sales, the sale of content through subscription, newsstand, and direct to consumer channels is the publisher's main revenue source, so offering digital editions of its popular magazines opens up a new revenue channel and the opportunity to attract a new demographic of subscribers.

In evaluating available digital publishing solutions, the publisher not only looked at up-front costs, it considered the total cost of ownership and ease of use. Interweave didn't have time to invest in building custom frameworks or having HTML5 developers touch and troubleshoot each digital magazine it produces.

"We knew we had to be smart when choosing a solution, making sure we didn't choose something that had lower up-front costs but would be more expensive to operate over the long term," explains Bogner. "When we lifted up the hood, we saw that Adobe Digital Publishing Suite, Enterprise Edition offered us better value, with consistent updates, growth opportunities, and no difficult feature sets or add-ons that increase complexity and result in the need to bring in outside technical support."

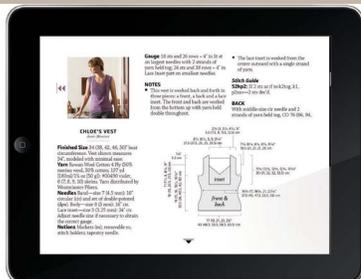
With 70 to 80 editors and designers with roots in print publishing, Interweave's staff was already well-versed in Adobe InDesign software, which works seamlessly with Digital Publishing Suite. According to Bogner, the integration of Digital Publishing Suite with the existing workflow was a big positive.

Same team, new skills

Interweave now offers print, digital, interactive, and video content to its audiences. The same how-to content that has traditionally appeared in print magazines is available through interactive tutorials and video workshops included in the digital edition as interactive overlays.

Instead of outsourcing the digital publishing workflow, the Interweave team did the opposite: it temporarily outsourced production of the print edition so that the existing staff could learn digital publishing skills and make a graceful transition toward multichannel publishing. According to Bogner, the goal was to invest in current staff and put well-established talents to the test to try new, digital publishing technologies.

"With new initiatives, the instinct is often to contract services rather than invest in current staff to take on something that is new and untested," says Bogner. "By having our existing staff learn Adobe Digital Publishing Suite we've been able to lay the essential groundwork for our digital future."



“By having our existing staff learn Adobe Digital Publishing Suite we’ve been able to lay the essential groundwork for our digital future.”

Jamie Bogner, vice president and group publisher, Interweave

A perfect match for arts and crafts

Interweave now has 10 magazines on iOS Newsstand, and has taken books and converted them to digital editions as well. All editors and designers have now been trained on Digital Publishing Suite, Enterprise Edition, so that they can design interactive experiences for multiple devices, expanding their repertoires beyond print.

When considering crafts and how-tos, it's easy to see how readily Interweave's content lends itself to digital versions that are useful and enjoyable for readers. One reference guide, for example, recommends yarn requirements based on stitches per inch. Instead of releasing a static chart that requires users to calculate how much yarn they need to buy for a particular project, an in-house developer used HTML5 and Digital Publishing Suite to create a utility that automatically performs the calculation. This is just one example of how the publisher is rethinking how it delivers content to subscribers.

“Our content focus on teaching passionate creative people meshes perfectly with the Adobe Digital Publishing Suite tool set, and allows our content teams to dream up better ways of explaining concepts and illustrating them with everything from interactive illustrations to video,” says Bogner. “Because Adobe Digital Publishing Suite works the way the team expects it to work, our teams spend more of their time thinking about how best to teach something. Our designers do the work themselves and can quickly comp out ideas rather than having to work with developers or troubleshoot custom interactions. With each new version release, the teams jump in and get excited about how the latest functions allow them new opportunities to teach and share in deeper, more effective ways.”

Digital editions don't just replicate static print content, they offer interactive experiences for readers that go beyond what they get with the print edition. Interweave is also looking at Digital Publishing Suite capabilities such as a custom storefront, push notifications, and social sharing to drive additional revenue and readership.

“Adobe Digital Publishing Suite offers us many ways to engage with customers and provide valuable content that strengthens the relationship,” says Bogner. “We are a content-based company, and Adobe Digital Publishing Suite enables us to produce publications that our customers want to consume in a format that they enjoy and want to pay for.”

For more information
www.adobe.com/products/digital-publishing-suite-family

www.adobe.com/products/creativesuite

App of the Week: Sockcupid by Interweave Press
F+W Media/Interweave eMag Video Case Study



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