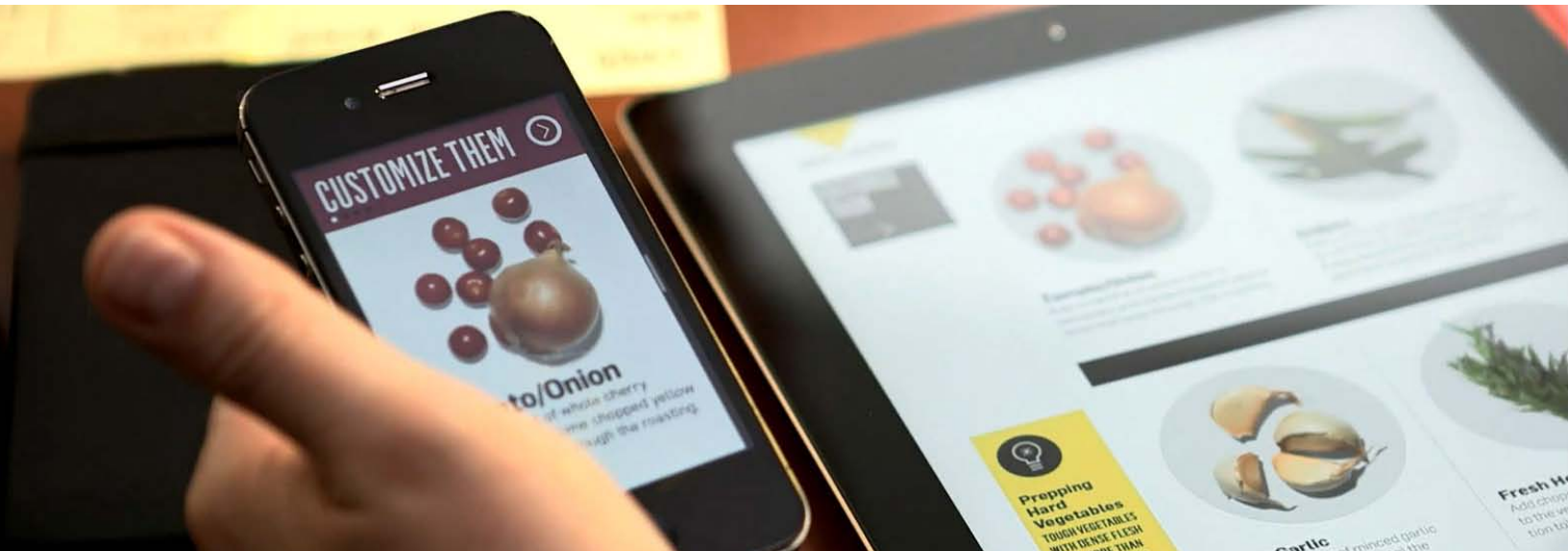


Rodale Inc. and *Men's Health*

Publishing icon—optimized for iPhone



Men's Health

Rodale Inc. and *Men's Health*

Emmaus, Pennsylvania

www.rodale.com

www.menshealth.com

Click to download the app



Results

- Created the iPhone version of *Men's Health* in just 40 days
- Surpassed 125,000 digital subscribers, 20% of whom have accessed the iPhone edition
- Cost-effectively handled entire process of creating digital editions in house
- Expanded audience reach and increased advertising revenues
- Made highly-informed business decisions based on built-in analytics

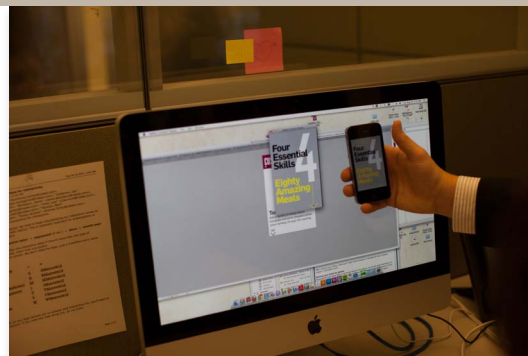
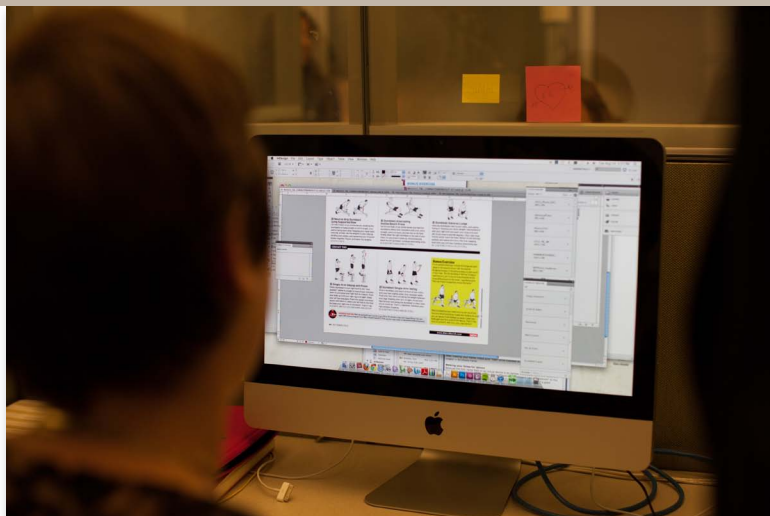
Men's Health captivates new audiences, attracts advertisers, and enhances 25-year-old brand with iPhone edition, created using Adobe Digital Publishing Suite, Enterprise Edition

Rodale has explored the relationship between how we grow our food, what we eat, our physical activity, and our personal health since 1930. Today, the publishing empire is flourishing with popular titles such as *Men's Health*, *Women's Health*, *Prevention*, *Runner's World*, and *Bicycling*. *Men's Health* is the world's largest men's magazine with 47 editions worldwide. To establish a strong brand experience across multiple channels—web, print, tablets, and smartphones—and grow its readership, Rodale recently brought an entirely new, richly-interactive version of *Men's Health* to the iPhone using Adobe Digital Publishing Suite, Enterprise Edition.

"It's important to be where our readers are, and our readers love technology," says Bill Phillips, vice president and editor in chief of the *Men's Health* brand. "Our *Men's Health* Everywhere strategy means that wherever our readers are, we need to be there for them. If they want to experience the magazine while they're walking to the subway they can now, and in fact they are."

Making the most of the iPhone

The enhanced iPhone version of *Men's Health* builds on Rodale's extensive digital publishing experience. According to *Men's Health*, the magazine was among the first on the iPad, and *Prevention*, *Runner's World*, and *Women's Health* soon followed. The publisher was also first to market in the United States with a PDF version of *Men's Health* for the iPhone, but wanted to take its presence a step further by creating a version tailored specifically for the smartphone user experience. Rodale also wanted to maintain the same high value content included in the iPad edition, including slide shows, audio, how-to videos, at-a-glance sidebars, podcasts, scrolling text, and animated workout guides.



Challenge

- Enhance venerated brand, broaden audience reach, and increase circulation through digital publishing leadership
- Captivate readers by providing a rich and tailored iPhone experience
- Continually improve iPhone edition results to attract advertisers

Solution

- Use Adobe Digital Publishing Suite to create digital versions of print magazines, including enhanced iPhone version of *Men's Health*
- Leverage existing Adobe Creative Suite skills and workflows used to create print magazine
- Gain insights into reader preferences through built-in analytics in Adobe Digital Publishing Suite

Systems at a glance

Adobe Creative Suite. Components used include:

- Adobe Illustrator®
- Adobe InDesign®
- Adobe Photoshop®

Adobe Digital Publishing Suite, Enterprise Edition

To set the foundation, *Men's Health* staff conducted in-depth research to unveil reader use cases. The team found that men like to consume bite-sized content pieces on the subway, while waiting for a table at a restaurant, or during gym workouts. The iPhone, because it fits into a pocket, is the perfect on-the-go reference companion for readers who want to access content at brief intervals to learn, for instance, how to perform a specific exercise or peruse a quick video recipe for roasted chicken to procure the right ingredients for an evening meal while at the store.

"The way people are using their smartphones has grown beyond anyone's imagination," says Sean Bumgarner, interactive design director at Rodale. "Carving out our presence in this new universe is exciting and challenging for us. Adobe Digital Publishing Suite is helping us strengthen our brand and translate *Men's Health* to the iPhone, a device that men are living with 24/7 and taking everywhere."

Finding content of interest at a glance

Upon determining readers' needs, Rodale began by reformulating the *Men's Health* layout and design to cater to iPhone users. Readers can easily thumb through content on the small screen, listen to audio interviews or instructions, and navigate contents with large fonts and easy-to-read headers. Content is "snackable" and condensed, lending itself perfectly to the iPhone format.

"The iPhone edition is so simple to experience, beautiful, and easy to navigate that we're trying to bring those attributes to other parts of the brand, whether it be our online newsletters, the website, and even the magazine," says Phillips. "A lot of the design in the iPhone edition is now making its way into the magazine."

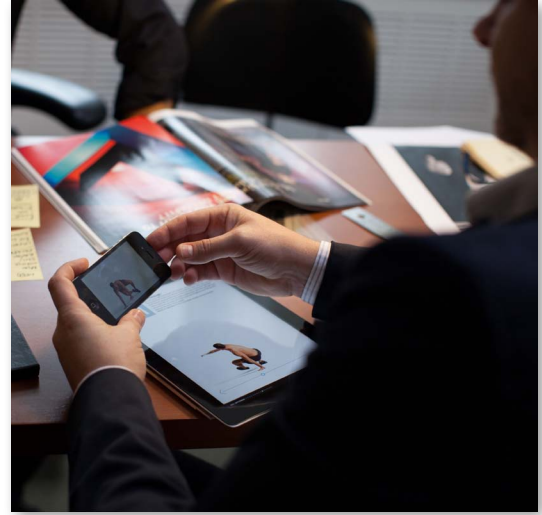
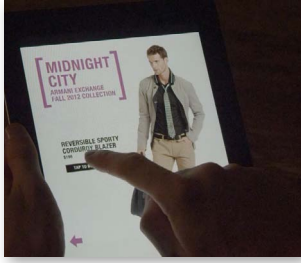
Specific topics feature similar graphical styles, while icons and strong, consistent typography provide visual cues that help readers hone in on the desired content. Splash pages and article headlines for "The Best Life," the core section of the magazine, elevate the most prominent and popular topics. Each animated workout exercise is presented on a single page, sequenced to walk the reader through the entire workout tutorial. Content such as the popular poster in the print version has been thoughtfully translated to the iPhone in the form of a video with voiceover.

"With Adobe Digital Publishing Suite, we can create alternate layouts of our magazines that are responsive and fit perfectly with the form and functionality of the iPhone," says Bumgarner. "Our iPhone edition of *Men's Health* is dynamic and 'tappable,' with slide shows, audio and video content, and type that is easily readable."

Leveraging a familiar workflow for enhanced productivity

For Rodale, Digital Publishing Suite was the logical choice for the iPad version, as well as for creating the publisher's first enhanced edition for the iPhone. "What Adobe has allowed us to do is see farther ahead and shown us what's possible," says Phillips. "Month after month they're bringing new tools to the table that allow us to do even more. They're not just a technology partner, they're an editorial innovator with us."

The digital editions of *Men's Health* magazine for the iPad and iPhone feature interactive advertising, bold headlines, and animated exercise information to maximize readers' experiences.



"Adobe Digital Publishing Suite is helping us strengthen our brand and translate Men's Health to the iPhone, a device that men are taking with them everywhere and living with 24/7 and taking everywhere."

Sean Bumgarner, interactive design director, Rodale

In producing *Men's Health*, the creative and interactive teams collaborate closely, planning how content for print will be migrated and massaged for the digital editions. The workflow is streamlined because print and interactive designers at Rodale are all well versed in Adobe Creative Suite software, including Adobe Illustrator, InDesign, and Photoshop. And, with Digital Publishing Suite, the entire process of creating digital editions can be handled in-house, cost-effectively, without the extra coordination and cost issues of hiring outside programmers.

Rodale created the iPhone version of *Men's Health* in just 40 days. According to Robert Festino, creative and brand director for *Men's Health*, this process was made seamless with the help of Digital Publishing Suite. "Everyone here in graphic design has been using Adobe Creative Suite software for years to create magazine pages and designs, so we are all very familiar with the software and workflow," says Festino. "Both print and digital workflows are integrated. There's no learning curve and no transition. Adobe Digital Publishing Suite makes multi platform publishing simple and intuitive."

Growing digital readership attracts top advertisers

To attract advertisers and determine return on investment, Rodale is working closely with Adobe and leveraging the built-in analytics in Digital Publishing Suite to gather data and understand user preferences. Rodale, for example, knows that readers are spending up to an hour or more interacting with the brand through digital editions. They are immersing themselves with videos, buying more products, and sharing across social media.

Advertisers are eager to take advantage of the opportunity and, like Rodale, they want to capitalize on the 200 million-strong audience using an iPhone or iPod Touch. Gillette signed up as the sole sponsor for the first enhanced iPhone edition of *Men's Health*. In a recent fashion edition, Armani Exchange featured ads that allowed readers to tap through a series of looks and purchase them directly within the app. Auto advertisers have also created some dynamic, beautiful advertisements with features such as 360-degree views, videos, and sliders.

There is evidence that the new enhanced edition is causing spikes in circulation, including garnering entirely new readers or encouraging former readers to resubscribe. The upshot is a great story—one that Rodale is thrilled to convey to eager advertising partners.

"We've now surpassed 125,000 digital subscriptions, which is a huge, huge testament to the power of this digital edition and just how good it is," says Philips. "About 20% of our digital subscribers are engaging with the iPhone edition, which shows how well *Men's Health* fits into that technology. *Men's Health* is perfectly suited to come to life because it is about the reader's life."

For more information

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

www.adobe.com/products/creativesuite.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

© 2013 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

Adobe, the Adobe logo, Creative Suite, Illustrator, InDesign, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

91080485 3/13