

Publishers



NEWSSTAND

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"What is this new product? It is a hybrid between the Web and traditional print. Some may even call it the missing link of newspaper circulation. NewsStand will provide readers throughout the world with an opportunity to buy today's New York Times electronically in the same format that it goes to press."

Arthur Sulzberger, Jr.
Publisher, The New York Times
Chairman, The New York Times Corp.

Excerpt from keynote address
E & P Interactive Newspaper Conference
February 22, 2001

NEWSSTAND

All the pages, none of the paper

NewsStand creates entirely new options for publishers and subscribers. The NewsStand™ technology allows publishers to utilize the Internet to deliver an electronic edition identical to the print edition, eliminating the costs and logistics of printing and delivery.

These advantages have attracted widespread interest from publishers. In the months before the launch of NewsStand.com, we attracted attention from several top publishers. And readers love NewsStand's fast access and familiar format. They can read and search their favorite publications in their entirety from any point on the globe, using the convenient NewsStand Reader™. A multimillion-dollar investment in hardware and site development ensures fast, convenient publication access.

Advantages of NewsStand's paperless distribution services

- NewsStand subscriptions may be counted in Audit Bureau of Circulations (ABC), and Business Publishers Association (BPA) subscriber totals
- On-time delivery
- Paper, printing and postage savings
- Better business processes
- Better revenue models
- Access to potential subscribers around the globe
- Streamlined subscription renewal
- Opportunities to sell multiple subscriptions to a single subscriber
- Opportunities to sell digital versions of back issues
- Enhanced print advertising through digital distribution
- Ability to provide keyword searches to readers
- Ability to provide access to publications while subscribers travel



NewsStand for Newsletters

- Security: NewsStand newsletters are safe. You don't have to worry that someone will copy your newsletter and distribute it without your permission.
- Color: Budget restraints may prevent you from enhancing the black-and-white print version of your newsletter, but you can easily add color to electronic versions distributed with the NewsStand technology.
- Enhanced ads: Create interactive ads or ads linked to an advertiser's website.

NewsStand for Newspapers

It's all there, in its traditional format, but the NewsStand version of a newspaper is much easier to search, much easier to read when stories jump from page to page and much easier to read while traveling.

NewsStand for Magazines

There's more to NewsStand than an identical Internet version of a magazine. NewsStand technology provides instant searches for magazine articles—even back issues. And NewsStand automatically follows stories as they jump from page to page.

NewsStand for Catalogs

The catalog a customer sees on their computer screen is identical to the print catalog. Faster than walking to the mailbox, you get immediate delivery with no lag time between request and delivery. Once delivered, the catalog can be stored on the customer's hard drive indefinitely. There's no need to go online to view the catalog.



Common Features

How it all works:

With NewsStand's technology, the content that readers see on the computer is the same content they would see if they had the publication in hand. It's all there, in its traditional format, just the way it's always been.

Zoom in for an easy read:

Simply select an article to enlarge, click on the magnification tool and click on the article. Drag the cursor to move the magnification window over the article.

Follow the story:

Following a story to another page has never been easier. NewsStand automatically "jumps" to the rest of the story.

Fast, simple searches:

By entering a word or phrase in our search engine, readers can find what they're looking for in current and past issues.

Enhanced advertisements:

NewsStand technology offers new web advertising opportunities. When readers click on an ad, they go to the advertiser's web address of choice.



The Software Tools

Our sophisticated yet simple-to-use tools make electronic publishing a snap, delivery fast and convenient and reading an absolute joy.

The NewsStand Reader™

The NewsStand Reader resides on the subscriber's hard drive, and enables subscribers to download and view their favorite publications.

The NewsStand PaperPusher™

PaperPusher is NewsStand's software application that helps automate the transmission of publishers' prepress files (i.e., PDF or Quark) to NewsStand's backend system.

NewsStand Delivery Service™

The NewsStand Delivery Service provides one-way communication to end users. The product automatically delivers files stored on NewsStand's backend system to the NewsStand Reader, enabling the subscriber to read the publication. Publishers can also use the Delivery Service to inform subscribers of special renewal rates or offers.

For more information:

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In 21 years in the newspaper publishing industry, Gayle has worked with nine separate newspapers, four different publishing companies, including Knight-Ridder, Great Southern Printing, Gannett and Thomson, and has increased circulation at each one. Gayle may be contacted via email at gpryor@newsstand.com.

Gary Rubin

VP and General Manager, Magazine, Catalog and Newsletter Division
A 17-year publishing veteran, Gary has vast global sales and marketing experience in business print and television publishing for Taunton Press, Cahners Business Media and Crain Communications. Gary is a member of numerous television and publishing associations, including the Academy of Television Arts and Sciences where he is an Emmy-voting member. Gary may be contacted via email at grubin@newsstand.com.