



# MAGZTER

DIGITAL NEWSSTAND

TAP • READ • ENJOY

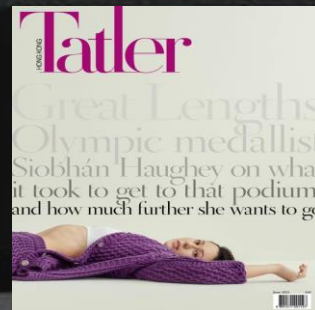
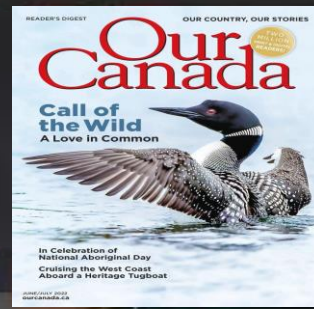
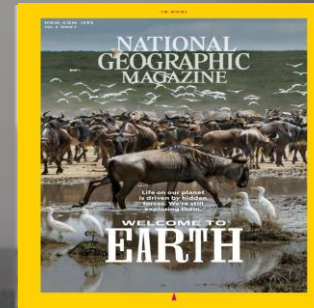
# WHAT IS MAGZTER?

- Largest cross-platform digital reading destination in the world
- Publishers from all over the world upload their magazines & newspapers on Magzter and reach out to millions of readers to sell their digital magazines & newspapers
- Magzter makes magazines & newspapers available for sale via subscription, single copy as well as archives via iOS/Android app and website ([www.magzter.com](http://www.magzter.com))
- **NO UPFRONT COSTS** – revenue share only!





# 80+ Million Users... 17,000 + Magazines & Newspapers... 5,700+ Publishers





# #1 CHOICE FOR PUBLISHERS ALL OVER THE WORLD!

**Newsweek**



**HEARST**  
*magazines*

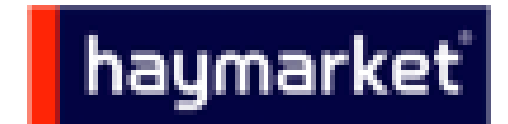


**Time Inc.**

**SPH**magazines

**Forbes**

CONDÉ NAST



**burda**

**Reach**  
Publishing Services Ltd

**Bloomberg**

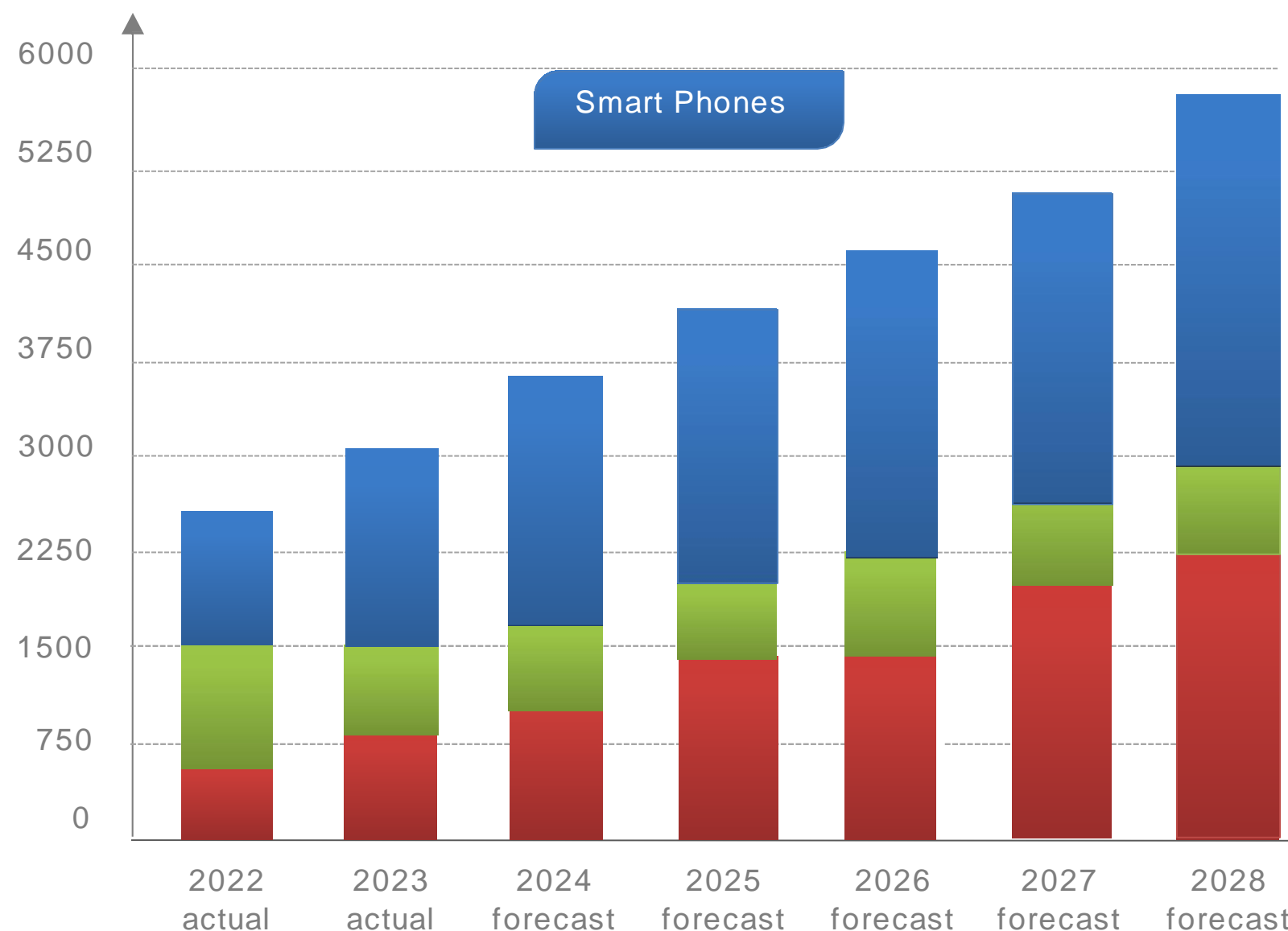
**Bangkok Post**

**The Guardian**



# GLOBAL SMART DEVICE BOOM FUELING GROWTH

Worldwide Smart Connected Device Shipments 2022  
- 2028 (Unit Millions)



Device evolution and interactive content create a virtuous cycle

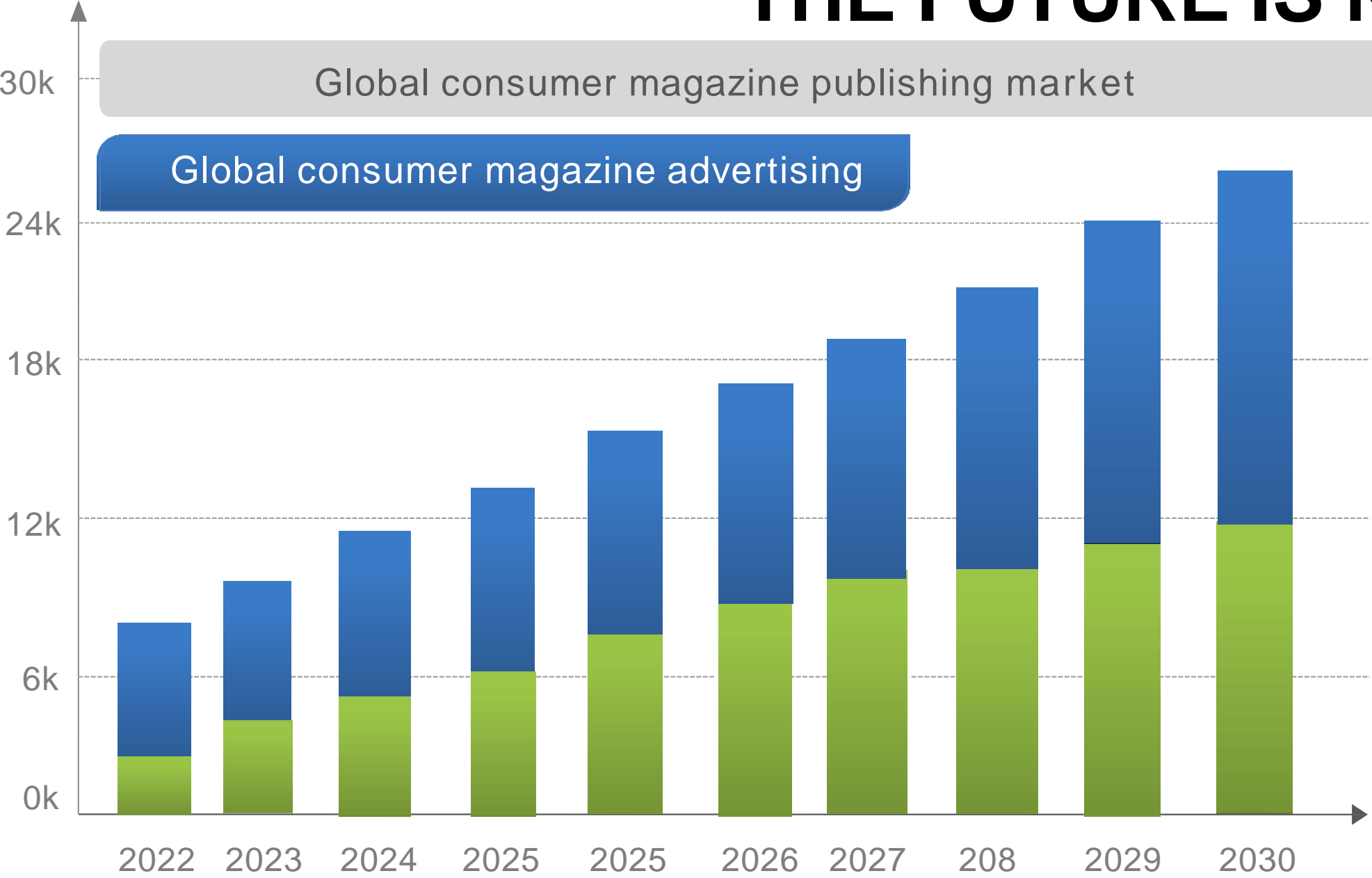
- Sales of smart connected devices are projected to grow significantly over the next few years, sparking consumer demand for content
- Such smart devices ignite excitement in colorful magazine and newspaper content
- Consumers pay and consume content on these devices
- Almost 70% of digital magazine and newspaper readers are NEW readers which means digital is not cannibalizing physical sales – in fact, it is adding a new revenue stream for publishers
- AAM counts digital replicas for their circulation audits
- More than 50% of smart device users need a cross-platform solution to read their magazine and newspaper content
- Social sharing of information and articles from magazines and newspapers increase visibility and sales
- Users prefer original magazine and newspaper layouts and quick downloads – they prefer exclusive videos and bonus content but not at the cost of bandwidth and speed of download
- Users prefer progressive downloading of pages instead of waiting for a long time to download the full titles and then read them

Source: Gartner



# USERS AND ADVERTISERS WANT DIGITAL MAGAZINES AND NEWSPAPERS

## “THE FUTURE IS NOW!”



- **Global Magazine Business in 2016 billion.** \$8.4
- Circulation revenue billion. \$2.9
- Advertising revenue billion. \$5.5
- **Global Magazine Business in 2020 billion.** \$11.1
- Circulation revenue billion. \$2.3
- Advertising revenue billion. \$8.8

Source – PEW Report



# Publishing Industry Pain Points

## Physical

- Rising publishing costs
- Rising distribution costs
- Difficulty in connecting to next-gen readers
- Difficult to deliver to global readers
- Advertisers looking for digital avenues and added interactivity like videos and links for their ads



## Digital

- Too many devices/platforms – which way to go?
- Cost of App creation, maintenance and support
- Building a consumer base
- Discoverability
- Multi-currency sales globally

## Publishers Exploring Options

Expand reader base | Add interactivity |  
Reduce costs | Deliver magazines and newspapers across devices Retain/Grow sales and advertising  
| Retain magazine and newspaper brands | Social media connectivity



# DIGITAL PUBLISHING – KEY ISSUES



Too many  
devices/platforms  
which way  
to go?



Cost of App  
creation,  
maintenance and  
support



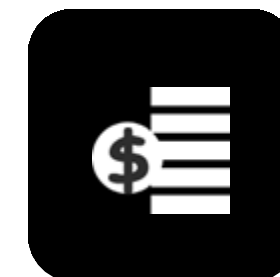
Promotions



Interactivity –  
What level of  
interactivity  
should be done?



Building a  
consumer base -  
Reaching global  
audience



Real-time  
Sales  
Reporting



Discoverability



Multi-currency  
sales globally



Consumer  
Analytics and  
up selling





# MULTI PLATFORM "OREY CLICK®" DISTRIBUTION



OREY stands for **O**ne-click **R**ead-time **E**ver**Y**where

- Magzter's revolutionary self-service "OREY Click Publishing® & Distribution" tool (Patent pending) is a game changer in digital publishing and comes to publishers for Free on Magzter
- It allows publishers to get their magazines and newspapers on ALL platforms along with their own branded apps on Apple's newsstand and Google Play Store with one-single upload!
- It includes a Buy anywhere/Read Anywhere – seamless integration for end-users to buy on any supported device and read on any other supported device
- It has completely automated the entire production process to enable publishers to GO DIGITAL within 60 minutes!



## TRADITIONAL DIGITAL PRODUCTION PROCESS (Manual, time consuming, expensive) :

- Buy software like Adobe or hire an app developer in-house or outsource (upfront \$\$ and ongoing increasing costs)
- Manually work on converting print files to digital
- Create Apple and Google Play Store app for each magazine/newspaper
- Create content and upload separately to each device/platform
- Publisher does not get user data and has no cross-platform compatibility
- This takes 3-7 days to complete while Magzter does this in 60 minutes or less!



# MAGZTER: THE BEST CHOICE

## TECHNOLOGY

- Availability on all platforms – iOS, Android, web, etc.
- Interactive content creation tools
- Availability of support for any new updates on the platform. (i.e iOS15)
- Global bookmarking
- Direct publishing
- Seamless workflow
- Dynamic edit
- Digital format - platform independent
- Content encryption

## AVAILABILITY

- Magzter users – Reach 80+ million Magzter users globally
- Differential pricing – Set different pricing in different geographies
- Geo-blocking – Restrict sales in geographies
- Social Media Connectivity -  
Sharing with Facebook/Twitter/Pinterest/Instagram/LinkedIn –  
1.28M+ Facebook Fans

## CONTROL

- Buy Anywhere...Read Anywhere
- Control your publishing (Self-Service)
- Upload and edit your own content
- Create interactive pages
- Price your content
- Real-time sales data
- Sales Analytics

## SALES

- Higher revenues
- Zero costs upfront
- Better margins
- Flexible monetization through content and ads






# PUBLISHER DASHBOARD CONTROLS



As part of Magzter's OREY Click® System, publishers who sign up on Magzter automatically are set up with access to a full-fledged PUBLISHER DASHBOARD where they can control the entire magazine/newspaper upload process as well as see reports, set pricing, give away free copies of their magazines/newspapers, set up sub accounts for their teams to use, learn more about promotions and adding interactivity, etc.

MAGZTER  
DIGITAL NEWSSTAND  
TAP • READ • ENJOY

English | Hi

Dashboard

Magazines +

Coupon +

Books +

Accounts +

Reports +

Magzter Offers

Buy 1 Get 1 Offer

Complimentary Copies

Update Bank Details

Manage Ad Magazines

Tutorials

Promotions

Advertisements +

Help & Support

Magazines

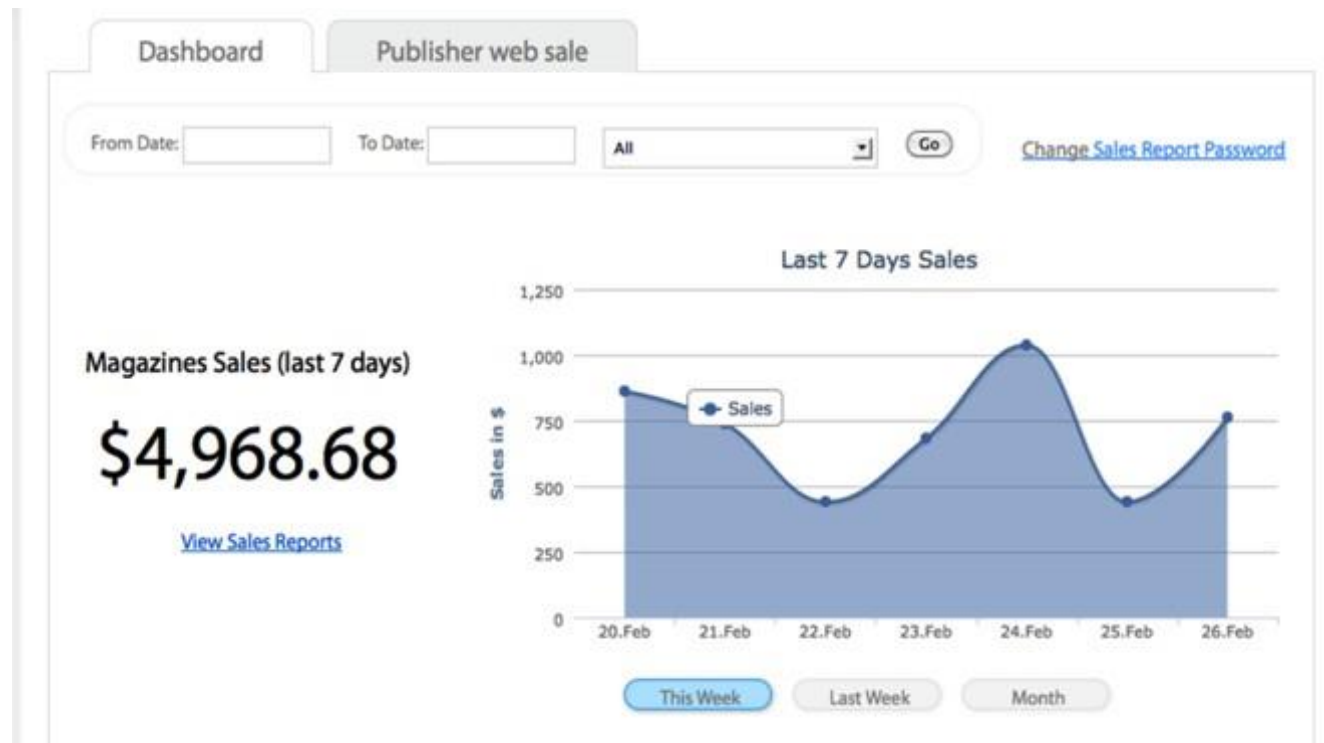
Reports

Magazine Name

Magazine Name	Category	Action
Entrepreneur India add	Entertainment	Edit Manage Upload New issue
For today test	Art	Edit Manage Upload New issue
Gabata Chrome	Entertainment	Edit Manage Upload New issue
Gabata Exp	Entertainment	Edit Manage Upload New issue
Gabata Exp 11ad	Entertainment	Edit Manage Upload New issue
Can mag testing	Journals	Edit Manage Upload New issue
Can test mag الجريدة	Animals and Pets	Edit Manage Upload New issue
mag language	Art	Edit Manage Upload New issue



# REAL-TIME SALES REPORTING



Publishers are given access to REAL-TIME sales data which can be drilled down by device, magazine/newspaper issue, date and many other parameters.

Publishers can submit their circulation data from the Magzter data directly downloaded into a user-friendly Excel format!



Magzter also gives Publishers full control over pricing

Magzter can also create custom reports for Publishers





# GDPR

## What is GDPR?

The European Union's General Data Protection Regulation, or GDPR, enhances the existing framework for companies that process the personal data of EU-based residents. It came into effect on May 24, 2018, bringing with it a host of new obligations for those companies, and new privacy rights for their end users.

Processing data can mean many things, from collecting data to storing and using it. Organizations large and small that process the personal data of EU-based individuals are now adhering to the new regulation, and Magzter is no exception.

## What has Magzter done for GDPR?

Magzter is committed to protecting the privacy and security of our users' data. We believe that GDPR complements our existing data protection policies and processes, giving us a solid foundation and helping us maintain a strong commitment to data privacy. In addition to updating our Privacy Policy to reflect our new obligations, we have implemented processes in place to support users seeking to export or access their personal data in a seamless way and trained our staff on how to build and design privacy-conscious products.

## How can I learn more about GDPR?

Please visit <https://gdpr-info.eu/> to learn more about GDPR. If you've any queries, please feel free to write to us at [privacy@magzter.com](mailto:privacy@magzter.com).



# REACH MORE READERS FOR FREE!



Magzter is the ONLY newsstand in the world that allows you, as a Publisher, to give free copies of your magazine/newspaper to anyone you want!

You can send up to 10 free copies/month.

You can compare and choose between Magzter 360 and 360 plus.

Magzter 360 plan will have 50 complimentary copies/month/magazine

Magzter 360+ plan will have 100 complimentary copies/month/magazine

Both plans, you can either use it for single issue or for a maximum of 3 months subscription.





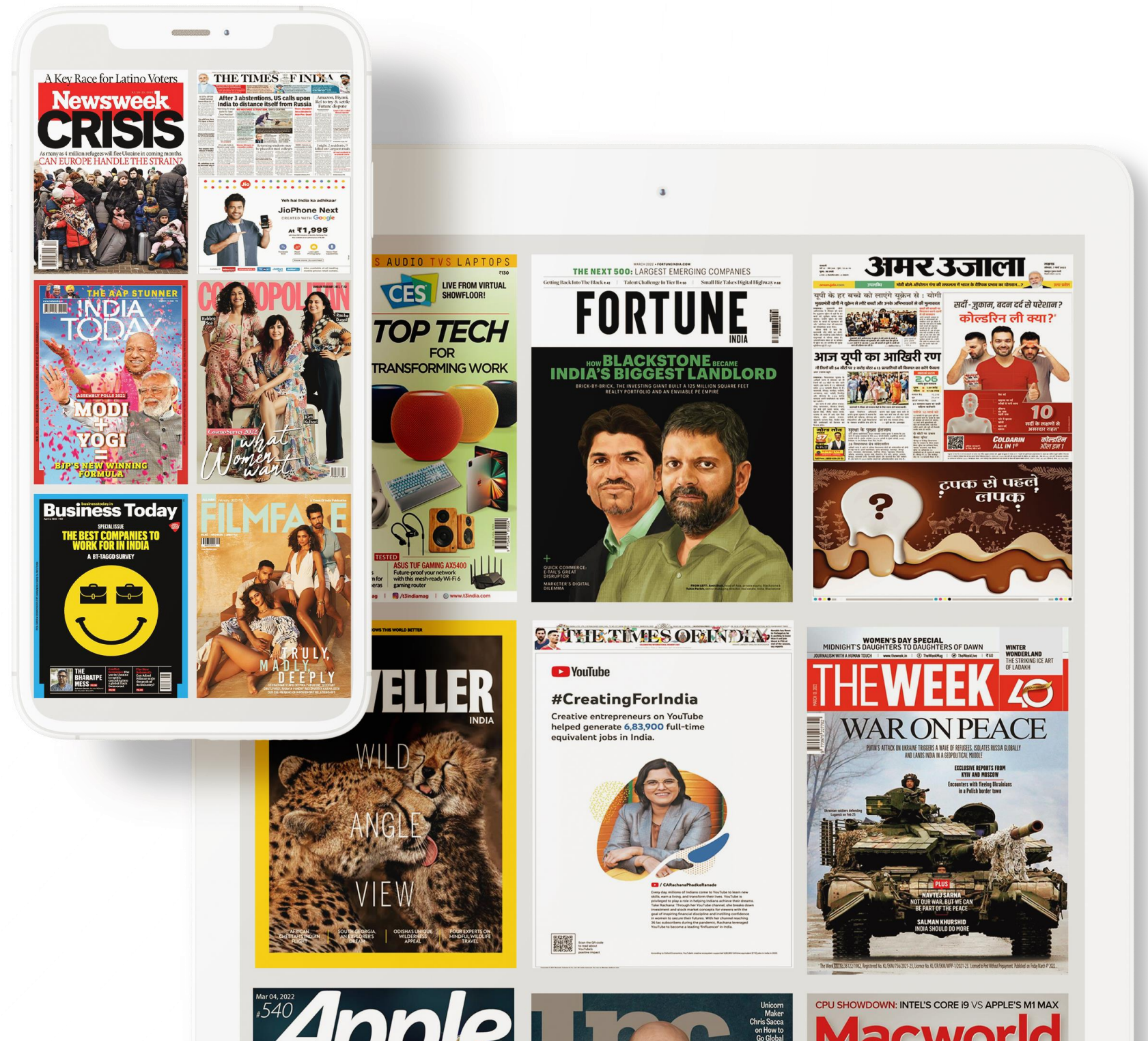
# ADDRESSING AN UNTAPPED MARKET OF 1 BILLION+ HANDSETS

Today's digital publishing world has no solution to address the small form factor screens of smartphones (iPhones, Android phones, etc.). Today's mobile enabled sites and device interfaces are not made for deep content reading.

An opportunity to define "THE" mobile magazine/newspaper experience as user engagement on mobile grows and changes rapidly today.

Magzter's CMS system is transforming this landscape by giving publishers a one-click solution to publish their magazine/newspaper content across all form factors including small screen mobile-phones where it is currently not possible to read on.

The images shown here illustrate how magazine/newspaper content can be automatically reformatted for reading on small screens of mobile-phones.





# SMALL FORM FACTOR SOLUTION – EASY CMS

- Small form factor digital reader
  - Readable on all devices
  - Supports iOS, Android
- Add articles with metadata
- Choose from different templates available
- Content reflow automatically across devices
- Interactive elements supported



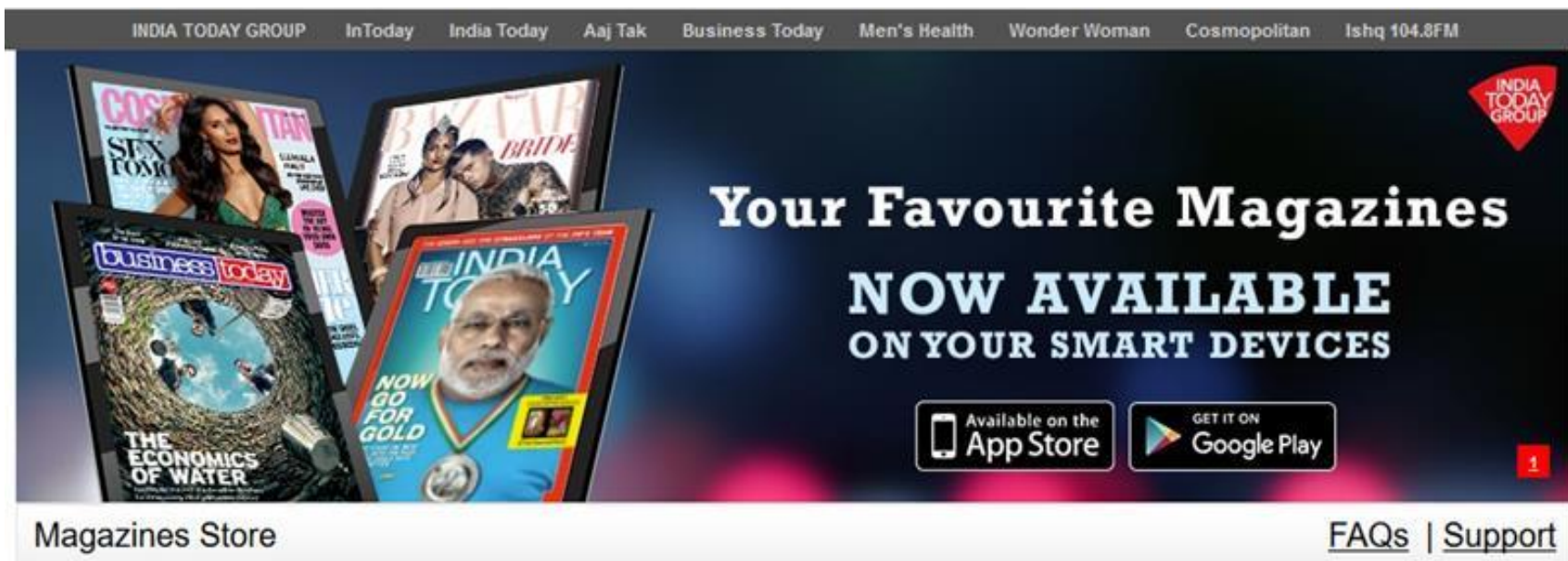


# API INTEGRATION ON PUBLISHER WEBSITE – ZERO COST, ZERO EFFORT! MORE SALES!



Magzter's unique APIs can be integrated with your magazine/newspaper's website so that you can drive traffic to your own users and drive sales. The Magzter system can either connect with your own subscription forms and payment gateways and deliver the magazines/newspapers digitally to the users while you collect the money OR publishers can use Magzter's website itself to promote multiple magazines/newspapers. Here is an example of this which we have done for India's largest publisher.

<http://digitalmagazines.intoday.in> - Full API integration



Publisher uses their own payment gateway and system and Magzter delivers the digital editions





# API INTEGRATION ON RETAILER WEBSITE – ZERO COST, ZERO EFFORT! MORE SALES!

Magzter’s unique APIs can be integrated with print retailers’ websites to drive digital sales by offering a digital edition alongside the print one. Here is an example of this which we have done for a key UK print fulfillment house.



 **0345 303 6750**  
Monday-Friday 9am-4.30pm

 **Basket £0.00 (0)**

**BUY GIFT VOUCHERS**

**Browse Categories**

 [Motoring & Transport](#) [Car magazines](#) [General Car magazines](#) [A-Z](#) [Schools, Libraries & B2B](#) [My Account](#) [Help](#)



## Buy Autocar magazine subscription

Autocar magazine is the car nut's weekly fix, delivering a unique mix of the latest news, opinion, features, first drives of new cars and in-depth road tests. **Buy a single copy or subscription to Autocar magazine.**

**Please select country for delivery:**

We deliver to over 100 countries

Prices in Sterling (GBP) 

**Buy a single issue of Autocar**

**£3.80**

Buy the current issue of Autocar  
Issue Number 29 (Currently out of stock)

**No Stock**

**£3.80**

Buy the next issue of Autocar  
Issue Number 30, due 25 July 2018\*

**Buy Now**





# Showcase Stories



Read thousands of  
premium stories & 7,500+  
best-selling magazines and  
newspapers with **Magzter  
GOLD**







Access 7,500+ Magazines and Newspapers | **Unlimited Reading** | One Low Monthly Price



- Due to popular customer demand, we introduced “Magzter GOLD” subscription model for magazines and newspapers on Magzter
- Magzter GOLD will open new discovery paths and draw new readers to explore your magazines through our 80M+ global user base
- Magzter GOLD offers consumers to read as much and as often as they like for a flat rate of \$9.99/month
- Reach global user base from 150+ countries
- Magazines and Newspapers can be sold on both Magzter GOLD subscription as well as on annual subscription model
- Revenue share is based on both magazine/newspaper subscription price and pages viewed
- Publishers receive separate sales reports for magazines/newspapers included in Magzter GOLD





**Unlimited access to 7,500+ of the best magazines and newspapers. All for just one low monthly price!**

Read all magazines and newspapers, and their back issues, anytime and anywhere!



## Read both current and previous issues

Magzter GOLD lets subscribers read the very latest issues along with as many previous issues as they like. Users can download their favorite titles for offline reading as well!

## Read across up to five devices with one login

Users can subscribe to Magzter GOLD on one device and read magazines and newspapers on up to five smart devices (*Apple iOS, Android (Google Play), the Web*) by using the same login.





# BRANDED MAGAZINE APPS



## More than 3,000 apps and counting! Magzter-powered 'branded' apps

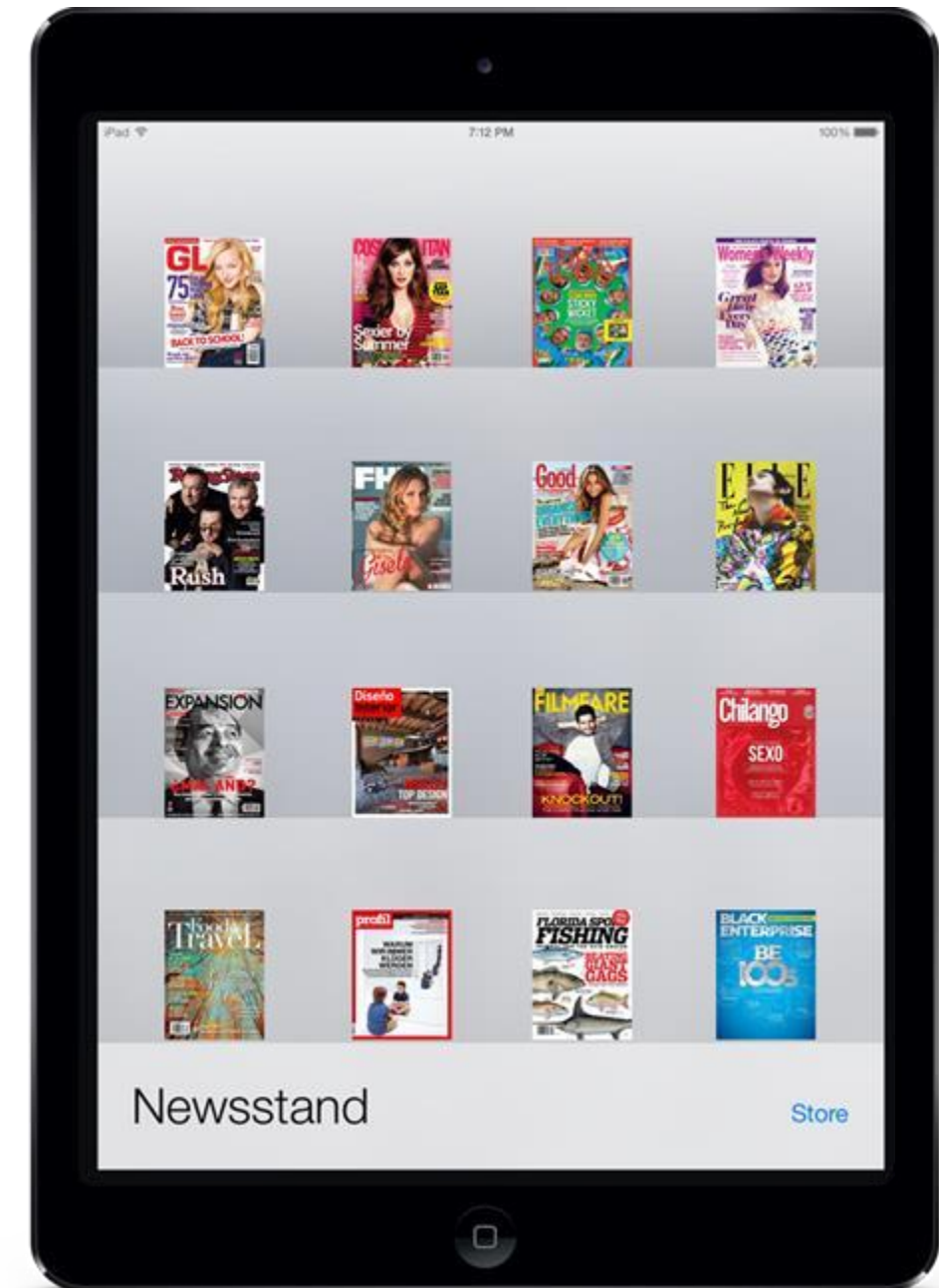
Addressing the need for Publishers to retain their magazine and news paper brands with stand-alone branded apps, Magzter has launched self-service 'white labeling' of **Apple iTunes Store** and **Google Play Store (Android)** magazine/newspaper apps.

Magzter is now the world leader in creating these branded apps with more than 3,000 apps created for publishers all over the world including those of *Cosmopolitan*, *FHM*, *Maxim*, *Vogue*, *GQ*, *Harper's Bazaar*, *India Today*, *Filmfare*, *Outlook*, *Autocar*, *Reader's Digest*, *Stuff*, *Top Gear*, *Forbes*, *Men's Health*, *Grazia*, *Hello!* among many others from various parts of the world and in various languages!

A single upload feeds Magzter and the various branded apps running off the Magzter engine.

Revenue is received by Magzter and shared with the publishers.

Magzter manages all correspondence with Apple and Google for this. Hassle-free for publishers.





# APPLE PROMOTES MAGZTER CREATED APPS

- Magzter is the #1 creator of Apple iTunes apps in the world with over 2,000 apps
- Apple promotes Magzter created apps globally bringing more visibility to publisher titles and brands



Magzter



India Today



Black Enterprise



Kiplinger's Personal Finance



Gadgets & Gizmos



Cosmopolitan India



GQ Magazine (India)



C&C Magazine



Filmfare Magazine



Zoo Weekly Thailand



Biology Today



GoodHomes



Chemistry Today



The Ideal Home & Garden



HAIR



Mother Jones



FHM India



Woodcraft Magazine



Girls' Life Mag Standard



Modelz View



Finweek English



AD Architectural Digest India



ENGLISH ISLAND 英語島



Money Today



Chanakya Ni Pothi- English



Good Housekeeping



VOGUE India



Chitrlekha Gujarati



Lace n Lingerie Magazine



Florida Sport Fishing



Runner's World SA



L'OFFICIEL TURKEY





# SUPPORTING MAGAZINES & NEWSPAPERS IN MORE THAN 60 LANGUAGES



Afrikaans



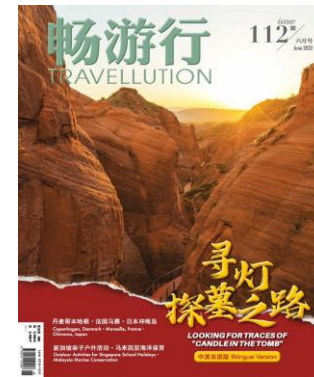
Arabic



Bengali



Czech



Chinese



Deutsch



English



España



French



Gujarati



Georgian



Hindi



Hungarian



Italian



Japanese



Kannada



Korean



Malay



Malayalam



Marathi



Portuguese



Romanian



Russian



Sinhalese



Tamil



Telugu



Thai



Turkish



Urdu

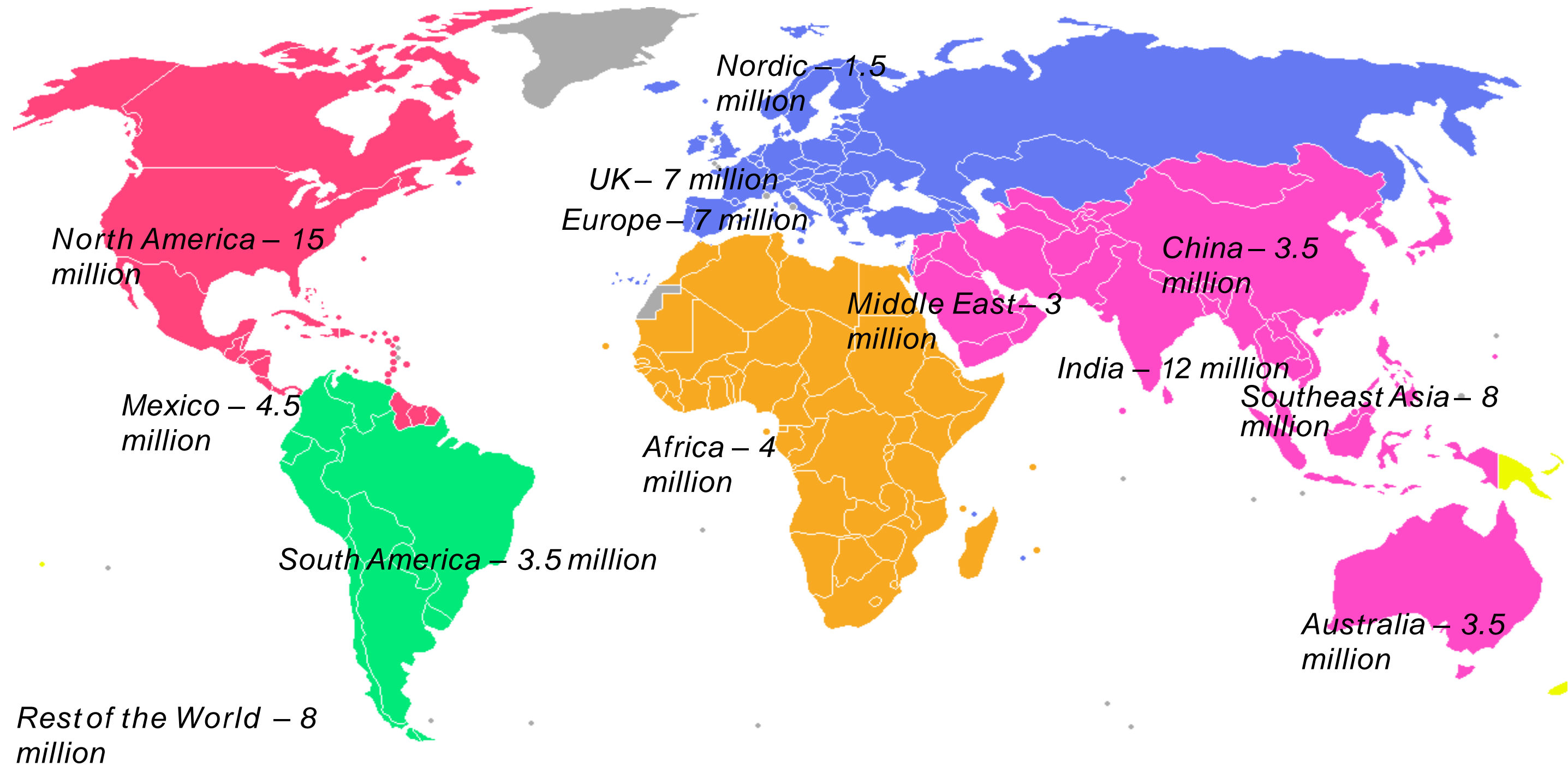


Vietnamese





# 80+ million users – Global Reach





# MAGZTER: THE BEST CHOICE

## EXPERIENCE

- Intuitive, easy to browse and searchable
- Free preview of magazines/newspapers
- Simple flip, pinch-zoom interface
- One-click to buy
- New-issue notifications for subscribers
- Access to video, audio and embedded links without leaving the magazine
- Social sharing options – Facebook (over 1.28 Million likes), Twitter, Pinterest, LinkedIn and email
- No software to install for web-based access
- Bookmarking of content

## AVAILABILITY

- Catalogue of thousands of global and local magazines/newspapers
- Available across all top platforms
- Ability to buy anywhere – read anywhere
- Purchases recognized across multiple devices
- Back issues and archive material available
- Local language support available
- Available on the browser for all browser enabled devices

## CONTROL

- Download and store all magazines/newspapers in 1 app
- Password protection of content
- Option to archive magazines/newspapers and issues
- Cloud based account retrieval
- Parental controls/access

## RELEVANCE

- One-stop-shop for all reading requirements
- Social integration
- Interest-based online content augmentation (future)

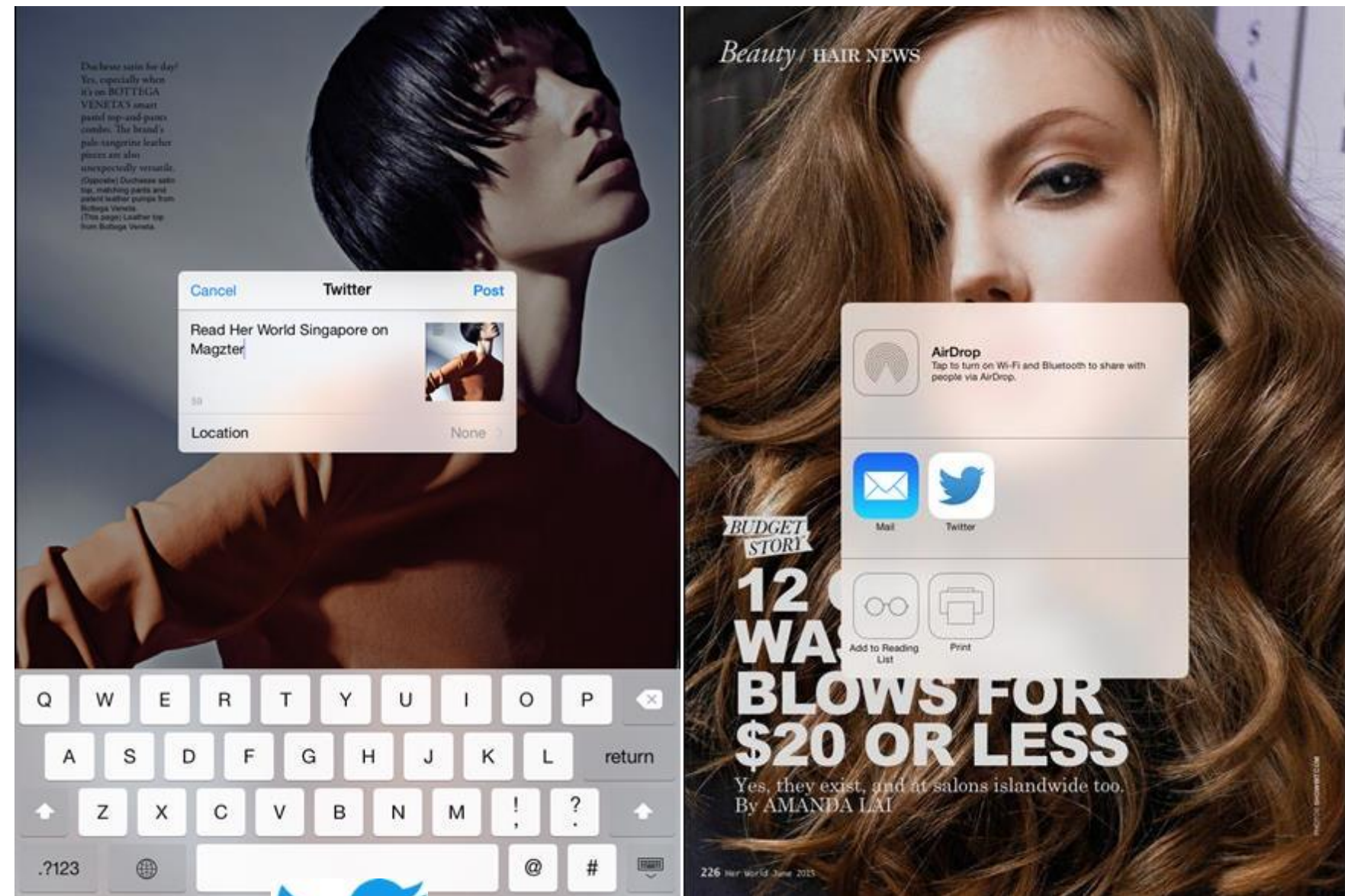
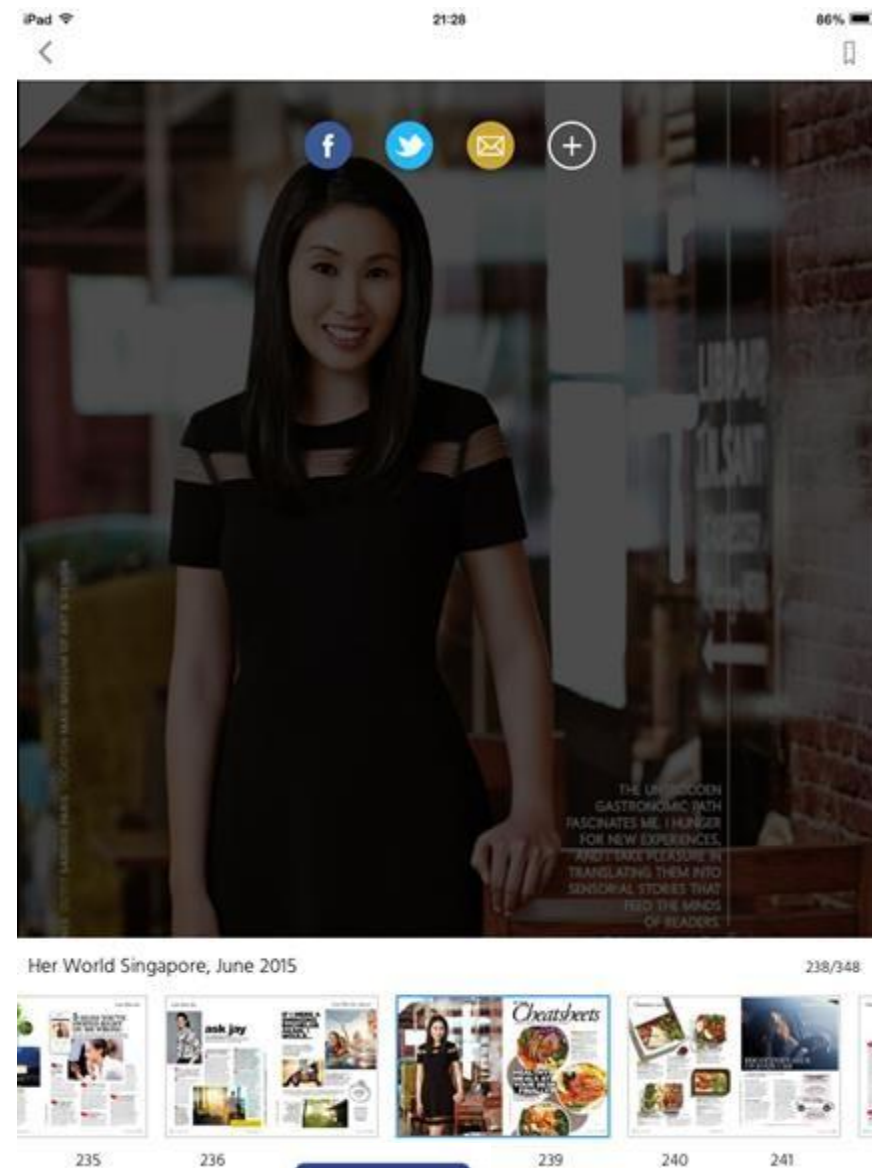


# SOCIAL SHARING – CUSTOMERS AS ADVOCATES



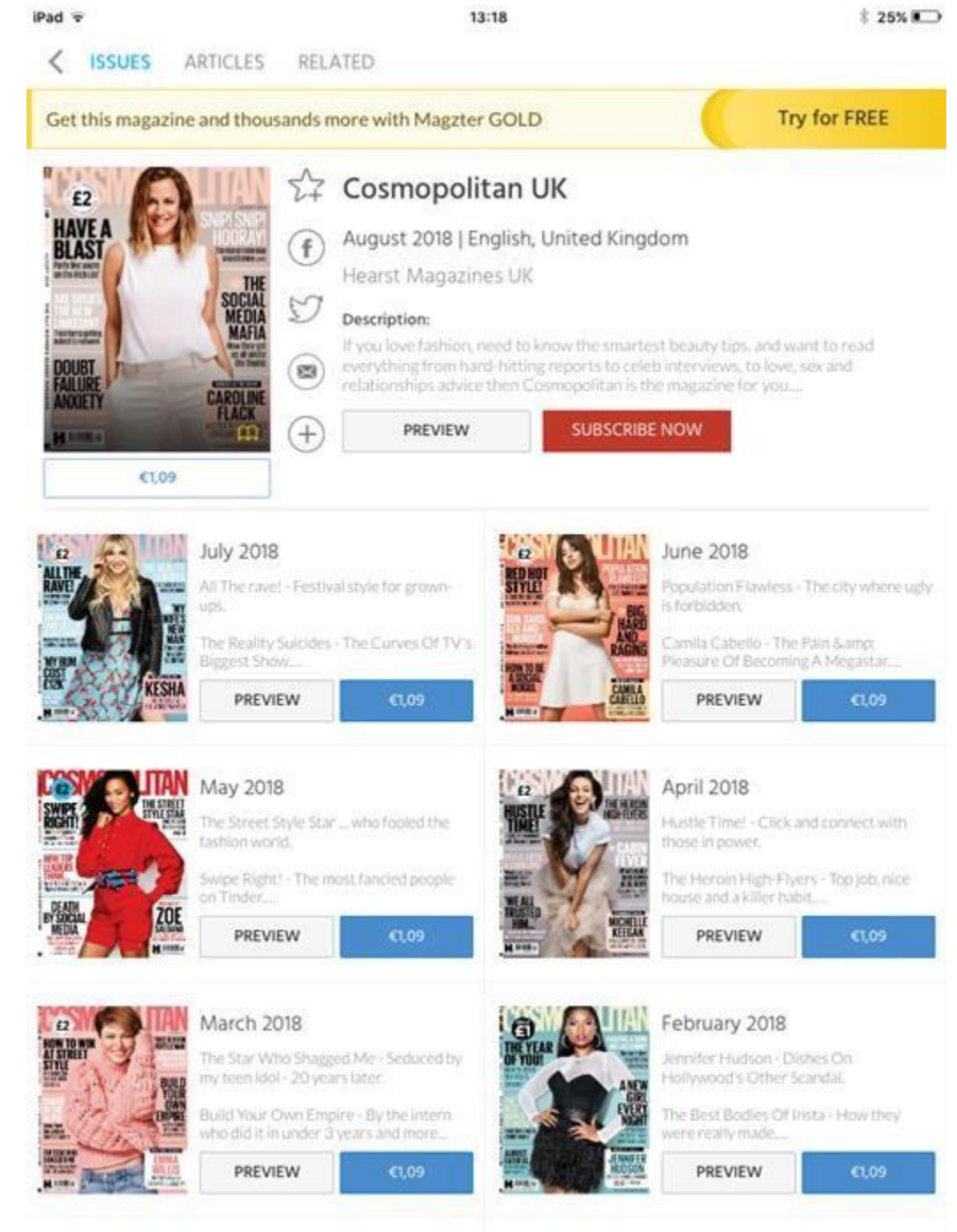
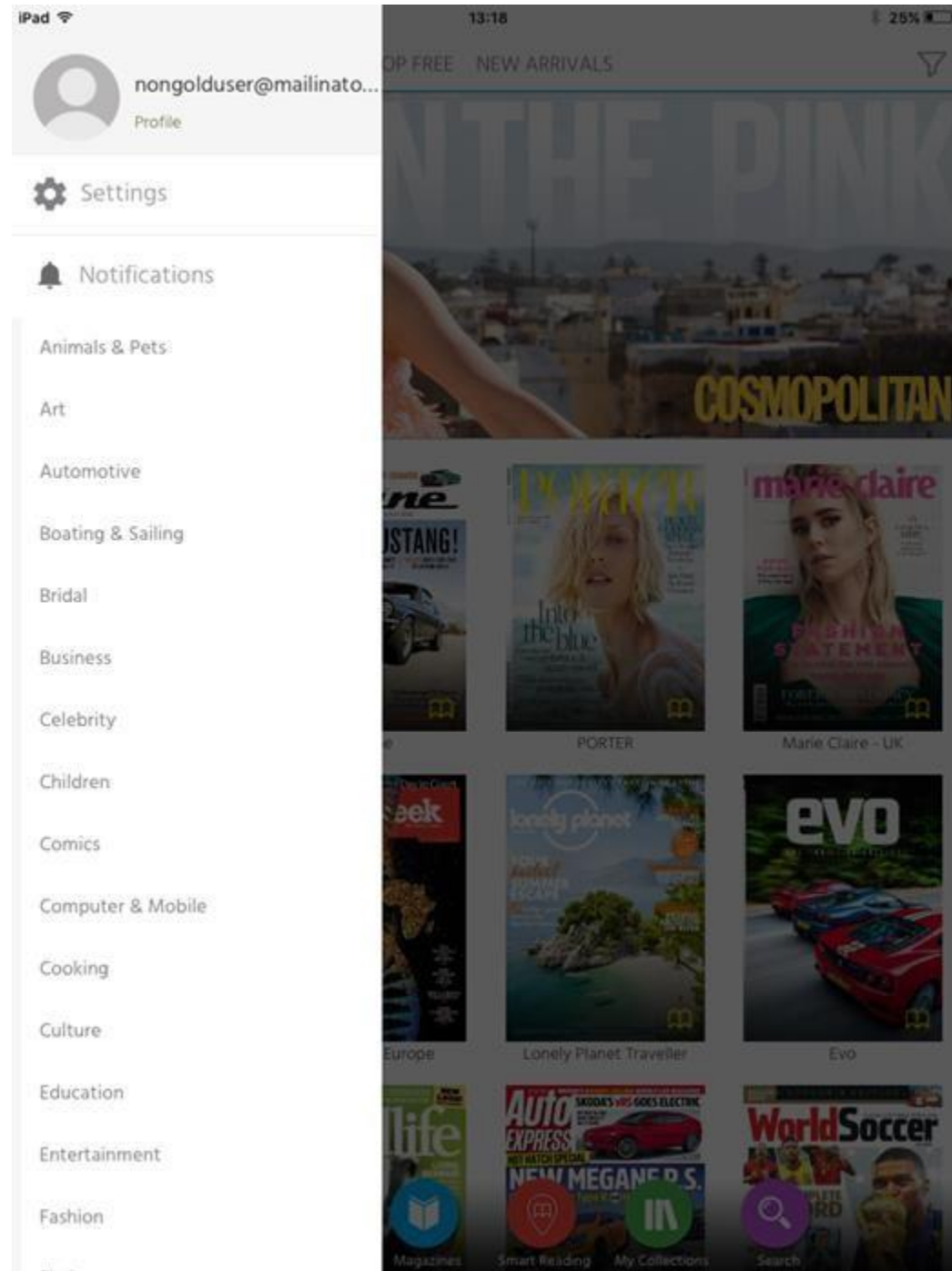
Magzter currently has over 1.28 Million Facebook fans!

In addition to this huge social fan base, users can also share screenshots of magazine/newspaper covers and stories on their Social media feeds giving huge additional visibility to your content at no cost to you!



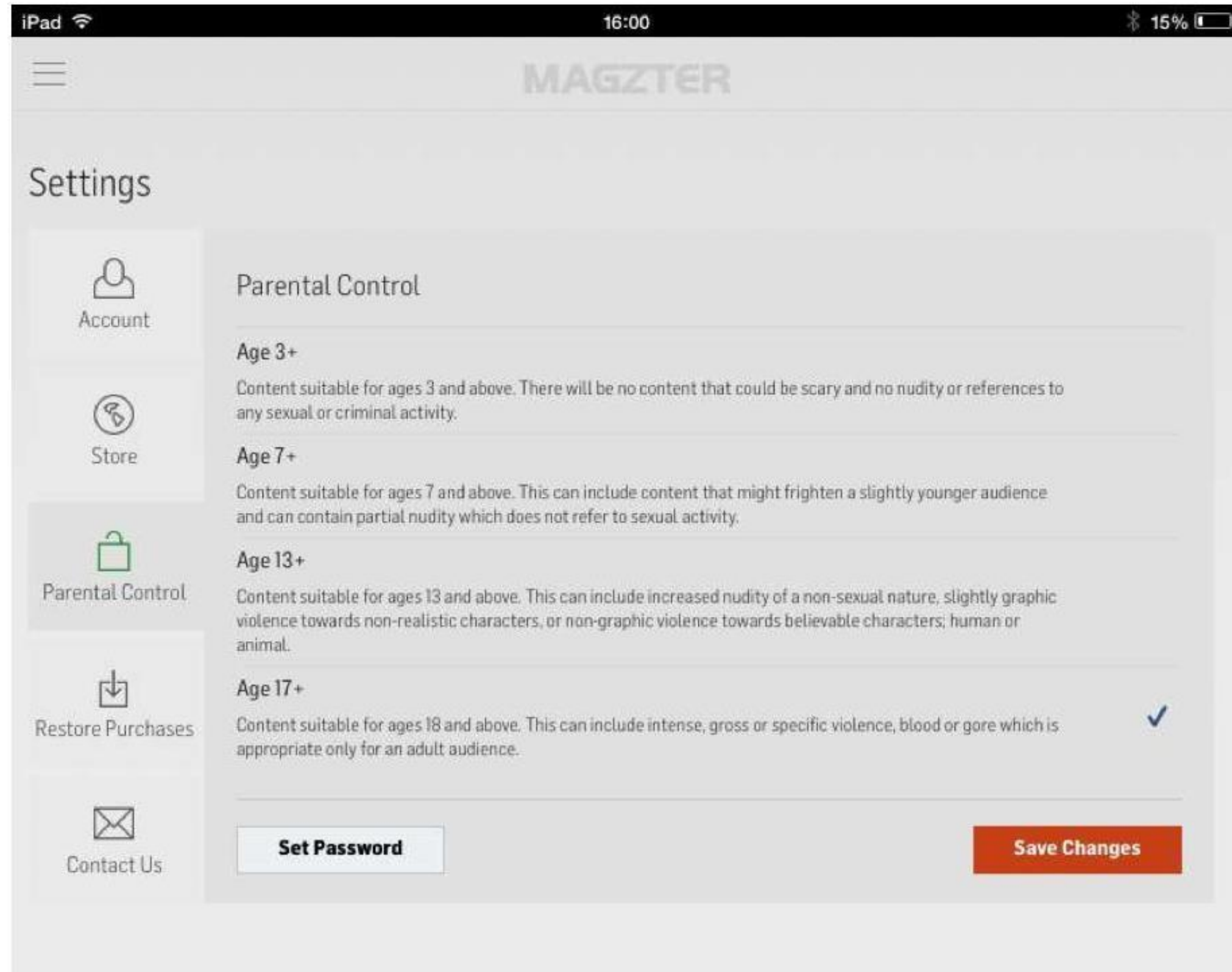


# SIMPLE, INTUITIVE NAVIGATION





# PARENTAL CONTROLS



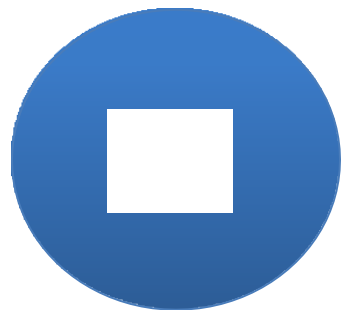


# PARTNER MARKETING



What we do

- **Discoverability** of your magazine/newspaper on the iTunes App Store and Google Play Store search engine
- Give magazine/newspaper buyers the option to post on their Facebook wall & Twitter feed when they buy your magazine/newspaper
- Showcase your magazine/newspaper in the FEATURED and NEW ARRIVALS sections of Magzter
- New content promoted on Magzter's Facebook (over 1.28 Million fans), Pinterest, Twitter, LinkedIn
- Promotions through Magzter Facebook, Twitter and Pinterest pages
- Issue a press release
- Email all Magzter users news of NEW ARRIVALS and FEATURED magazines
- Seasonal and genre-based offers
- Push notifications of offers via app
- On site/ in-app banners
- Cross promote titles on site/in-app function
- Re-marketing opportunities to buyers
- Customizable ad banners available to promote purchase on your website and customer emails
- SEO marketing activity



We advise our  
publishers to  
do

- **Promote** the fact that your title is now on Magzter/Apple's iTunes Store/Google Play Store
- Give the link to download the Magzter app on your website
- Advertise in Your Magazine/Newspaper promoting your presence on Magzter
- Promote through magazine/newspaper print subscribers as part of your subscription
- Promote through your Newsletters
- Promote through your Facebook/ Twitter/Pinterest/LinkedIn pages
- Issue a press release



# UNIQUE INITIATIVES FOR MORE VISIBILITY AND POTENTIAL REVENUES

- Airlines
- Libraries (Public, School, College)
- Hospitality Services
- College/University student magazines
- Print subscription digital entitlement

## FUTURE POTENTIAL BUSINESS MODELS

- Story-wisesales





# MAGZTER AIRLINE PARTNER PROGRAM (MAAP)

Magzter has been a pioneer in setting up innovative avenues to reach out to global consumers. Magzter has partnered with industry leaders within 75% of the world's airlines to provide passengers another avenue of entertainment through In-Flight Entertainment (IFE), Wireless In-Flight Entertainment (W-IFE) and Airport Lounges.

By joining Magzter, we have made it easy for your publications to take part of this opportunity. Some of the benefits include:

- **REVENUE:** Same amount of rev-share as it is in your current contract, which means a new revenue stream.
- **MORE EYEBALLS:** Imagine hundreds of thousands people reading your publication (In-flight) each month.
- **INCREASED ADVERTISER AWARENESS:** More readership of your advertisers' message.

Airline



Global Eagle Entertainment



JetPrivilege



Magzter in-flight reader



# THE MAGZTER DIGITAL LIBRARY PROGRAM

**As part of the Magzter family, your publication will be able to reach thousands of US, UK and international libraries with no risk, efforts or cost involved.**

Magzter has partnered with library experts; WT Cox Information Services (USA) and Unique Magazines (UK) to provide international digital magazines and newspapers to library patrons. This program allows readers to view titles in digital format at participating libraries via the Magzter app/Magzter Library app/Edzter.

## **Unique Advantages of Magzter Digital Library Program:**

- **MORE REVENUE:** NEW revenue stream and a potential of more income compared to our competitors.
- **INCREASED TRAFFIC:** Imagine thousands of eyes on your publication each month, which means MORE SALES in the long run and even increase in your print sales because of this
- **EXPANDED ADVERTISER AWARENESS:** More readership of your advertisers' message. Reporting of number of viewers for publisher's advertising numbers (totals and unique)
- **TRANSPARENCY:** Transparency is our #1 goal. As a result, we will not be charging libraries any other fees except for the subscription fees, which means publishers win!

- **LIBRARY PARTNERS:**





# PUBLISHER TESTIMONIALS



The world was heading towards digitization, but then the pandemic came along to exponentially accelerate the shift from print to digital. As one of the most-read automotive magazines in India and globally, we were confident in promoting our content online for our readers to indulge in. And what better way to do it than adding our magazine to Magzter GOLD – the Magzter platform is intuitive, secure, future-ready and offers accessibility over a range of devices, worldwide.

**- Ramesh Somani**  
*Editor, BBC TopGear India*



Magzter has improved our e-magazine business completely with great vision, partnership and service. We're happy to have Magzter on board as our valuable partner in this area for 8 years.

**- Gokhun Sungurtekin**  
*Publishing Director, Dogan Burda Dergi*



We are honoured to partner with the world's largest digital newsstand, Magzter. It gives us immense pleasure to announce that our newspaper would be available on Magzter. With the platform's help and support, we aim at reaching millions of readers around the globe. We hope that this partnership would be favourable for the digital reach of our newspaper.

**- Rajeev Ranjan**  
*Editor-in-Chief, Deshbandhu*



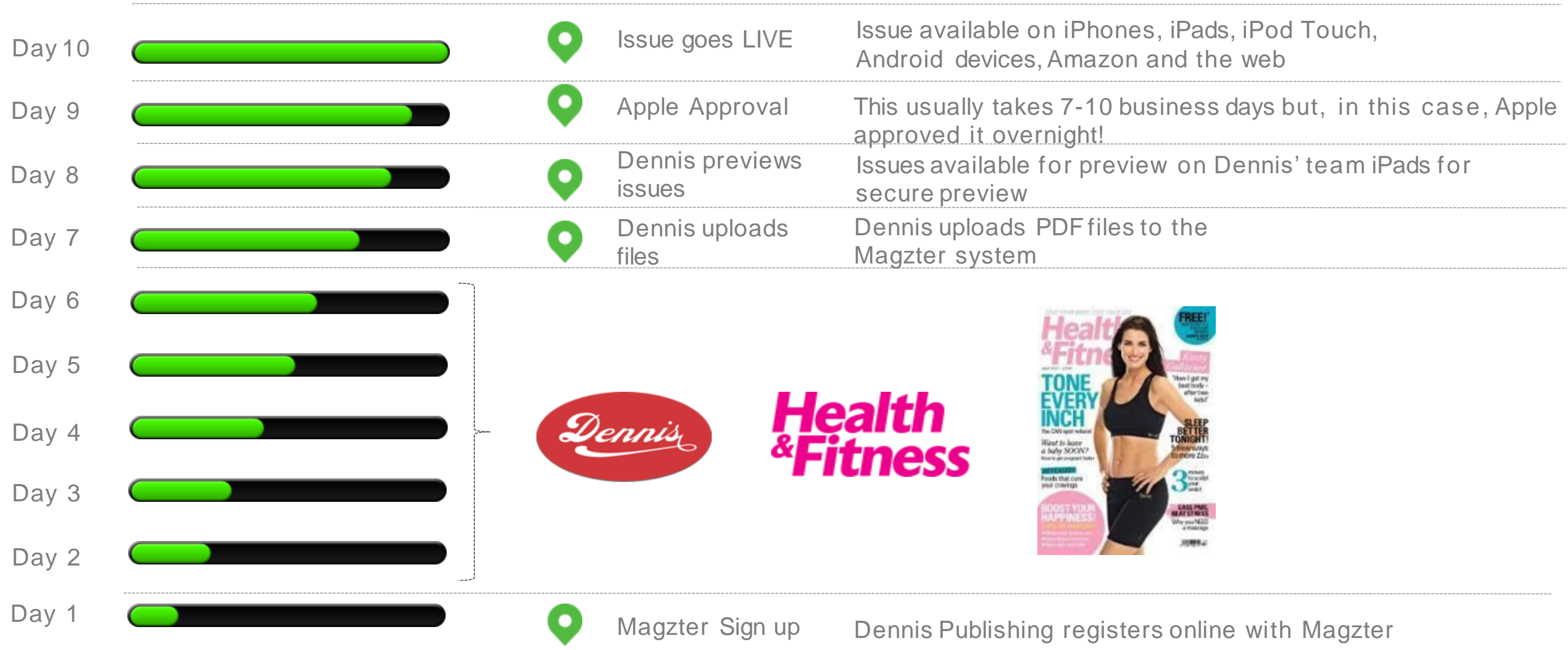
We are excited to partner with Magzter to help grow the digital reach of our renowned publications. We are always looking for new ways to increase our global presence and give our readers more mobile-friendly options to access our content. With its user-friendly platform and millions of subscribers, Magzter is a good fit to help expand our readership.

**- Tony Walker**  
*M.D, Ramsay Highbury Media*



# CASE STUDY - DENNIS PUBLISHING

## 79 publications go digital in just 10 days





# AND NOW THE BEST PART - NO ADDITIONAL COST!

📍 PUBLISH YOUR MAGAZINES/NEWSPAPERS  
No additional cost

📍 MAGAZINE/NEWSPAPER DOWNLOADS  
No additional cost

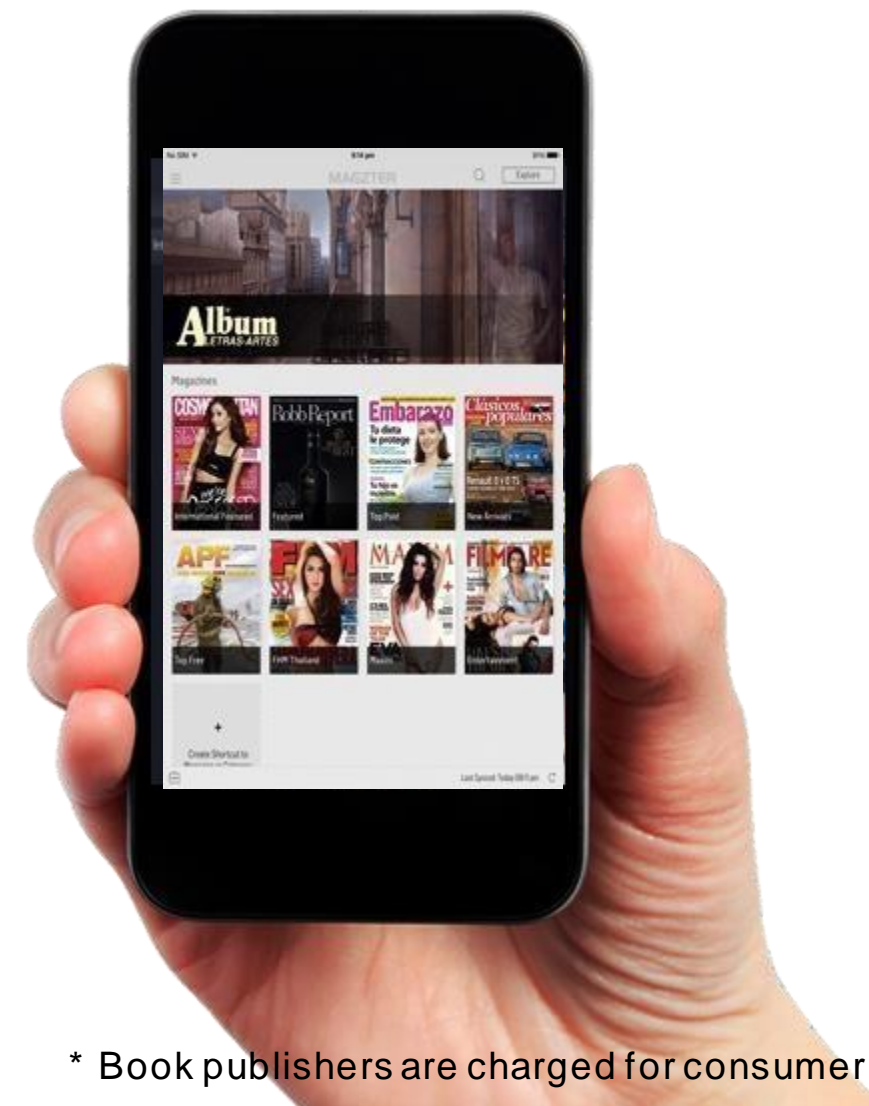
📍 ADD INTERACTIVITY  
No additional cost

📍 GET CONSUMER ANALYTICS  
No additional cost\*

📍 APP CREATION  
With minimum cost

📍 CUSTOMER SUPPORT  
No additional cost

## JUST REVENUE SHARE!



\* Book publishers are charged for consumer data



# BUSINESS TERMS

## Magazines/Newspapers that are sold in the store

- Zero setup fee
- Zero upload fee per issue

**50:50** revenue share after any transaction fees to Apple, Android, etc. (e.g., transaction fee is 30% for Apple/Android and 10% for the web)

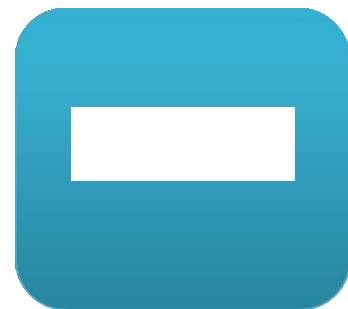


**Paid Magazines/  
Newspaper  
Revenue Share**

## Magazines/Newspapers that are sent for free to users

- Zero setup fee
- Zero upload fee per issue

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**Apple iTunes  
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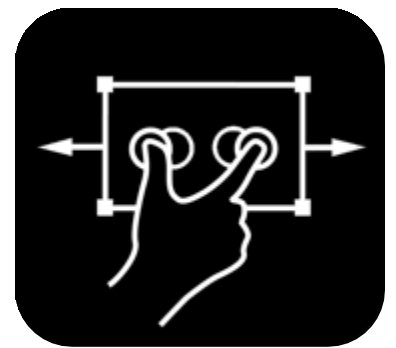
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