

## THE NEW DIGITAL EDITION EXPERIENCE

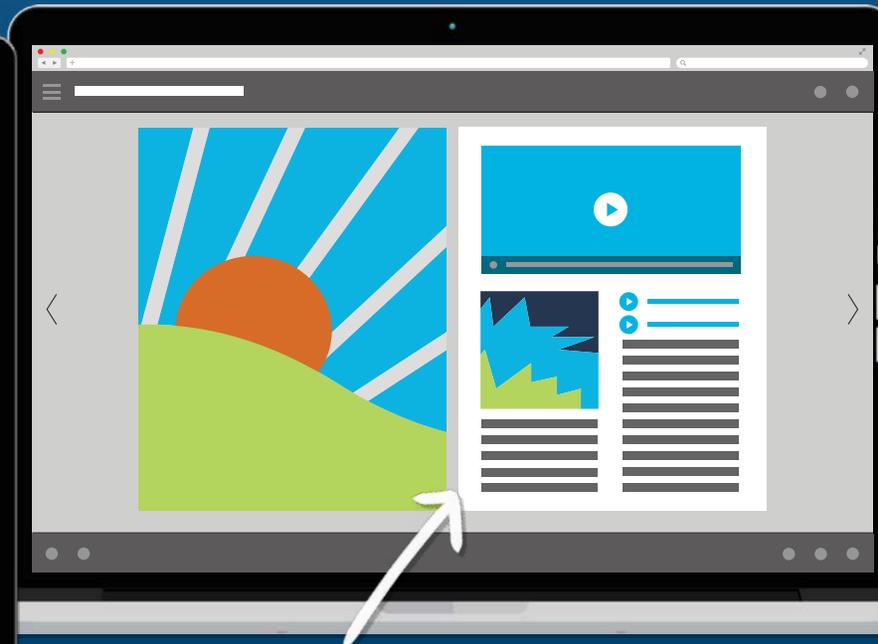
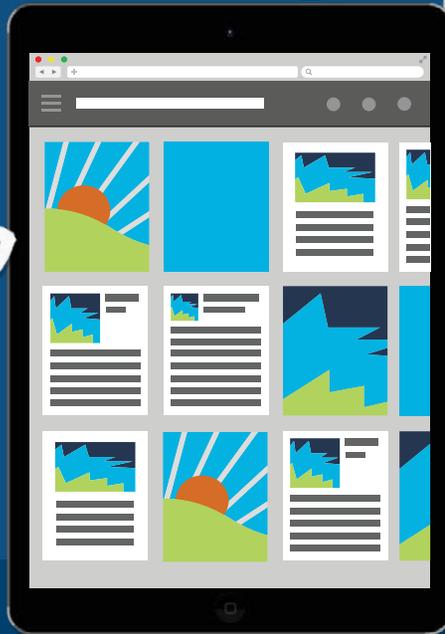
### 1 UNIQUE AUDIENCE EXPERIENCE

Delivering curated, packaged content like print but with digital benefits unique from your website and social media.

### 2 REACH

Delivering responsive content to the devices and platforms that matter to your readers.

Check Out Other Ways You Benefit from a Digital Edition!



### 3 DISCOVERABILITY

Providing audiences with a searchable, historical resource and feeding discovery applications like Apple News.

### 4 ENHANCEMENTS

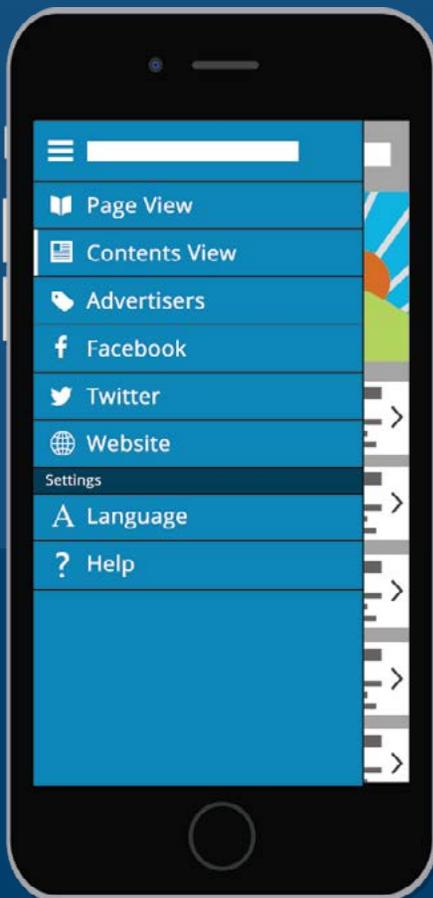
Engaging readers with enhanced content and interactivity - video, audio, slideshows, animations, and more.

### 5 SHARING

Allowing readers to easily post and share your content through email or social media.

# UNIQUE AUDIENCE EXPERIENCE

Every platform you support has a distinct audience with distinct expectations - including your digital edition. You deliver your most curated and packaged content to readers in print. Readers visit your website to view much broader information and content (less curated and packaged). You engage in conversation with readers on social media.



So, why have a digital edition?

You have an audience that wants the unique experience of your digital edition - a curated, brand experience different from your print, website, and social media.

## Like Print

- Curated
- Packaged
- Delivered

## But Digital

- Enhanced
- Searchable (including archives)
- Instant Reach On All Devices
- Connected to Your Print, Web, and Social

# REACH

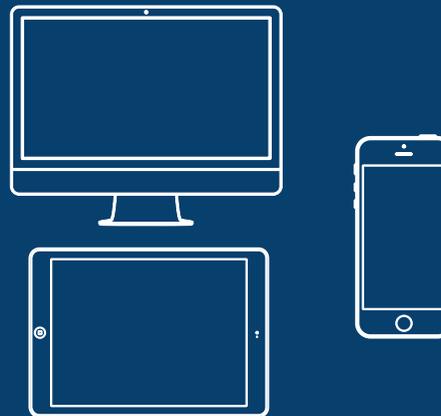
**KGL Mobile** helps you connect with readers by responsively delivering your content worldwide on the devices and platforms that matter.

The majority of the U.S. population is now multiscreening.

\* Mary Meeker, Internet Trends



**Native App Support for Apple, Android, Kindle, and Windows**



**Browser Compatibility with All Modern Devices and Platforms**



**KGL's Global Content Distribution Network for Quick and Reliable Delivery Worldwide**

# DISCOVERABILITY

**KGL Mobile** gives readers 24/7 access to a searchable archive of your content, allowing them to easily search for or revisit important content.



Readers can also discover your beautifully enhanced content through third-party applications like Facebook, Flipboard, and Apple News. These applications can be a powerful way to grow your audience and your brand.

Recent reports have found that providing a digital edition as a companion to print results in **25% more engagement with your content.**



JUST PRINT



PRINT & DIGITAL

25%  
INCREASE

# ENHANCEMENTS

Readers want to be engaged, and a digital edition is the perfect opportunity to deliver more value to them through responsive, enhanced content and rich media, like videos, audio, slideshows, animations, and more.



Mobile accounts  
for more than 50%  
of online video  
consumption.

\* MarketingCharts

Rich media is a great way to deliver a message to readers, provide a call-to-action, enhance advertiser content, or simply enrich the overall reading experience.

## Grab your readers' attention and build the relationship with enhanced content.

# SHARING

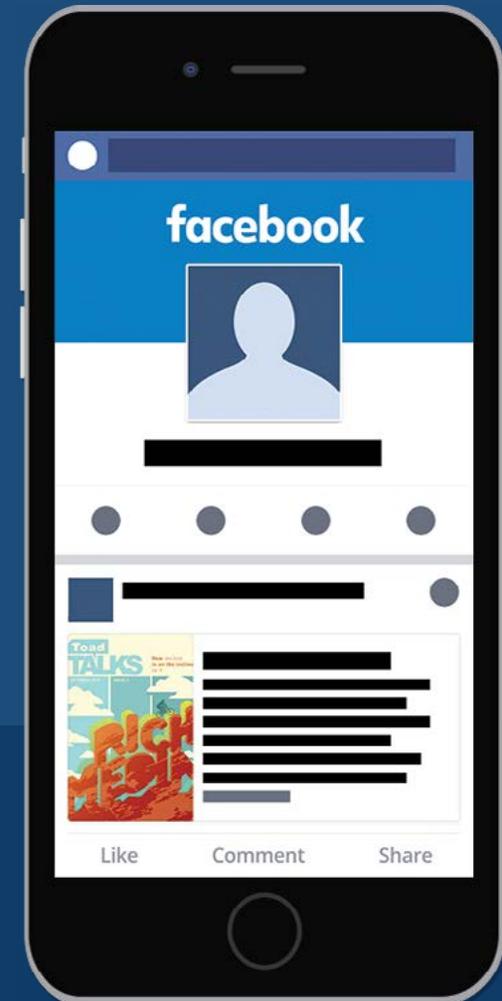
It's simple to share your digital edition. Share icons are conveniently placed throughout the digital edition experience to allow readers to promote your brand for you. Readers can share from the toolbar, from any article preview, or from any article content view.

Readers can share the full digital edition, a specific page, or a specific article - and they can do it by email or through social media, like Facebook, Twitter, LinkedIn, and Pinterest.

When a reader accesses your content in a digital edition that has been shared on a social site, the experience draws them deeper into the content than just a post.

A  
**KGL Mobile  
 Digital Edition**  
 shared on  
**Facebook**  
 can be read in

**facebook**



# WHAT'S IN IT FOR YOU?

**KGL Mobile** is a powerful content and monetization tool. Here's how!

- **Data** - Strategic and actionable reader engagement data through KGL Mobile dashboard and Google Analytics
- **Monetization** - Unique, powerful digital advertising opportunities
- **Content Management** - Searchable, pixel-perfect historical archive of your publication for your staff (not just readers)
- **Audience Building** - Feed discovery applications like Facebook, Flipboard, and Apple News; feed websites with your digital content; or present our search API to your readers on your website.

