



EXACT EDITIONS

# Case Study

*Exact Editions  
Publisher Services Department*

How can magazine publishers  
create new revenue streams  
from archival content?

# The Value of Complete Digital Archives

As the way in which readers consume magazine content continues to change in line with 21st century technology, it is becoming increasingly important that publishers find ways of creating new revenue streams from not just newly-published issues, but also their backfiles.

In recent years, the demand for historical content has been steadily rising, particularly in the academic world, with universities making more and more digital resources available to staff and students. Complete digital magazine archives with an educational relevance have therefore become highly valuable to institutions worldwide.

Through the Exact Editions platform, which is optimised for viewing and searching complete digital archives, publishers are now able to meet this demand.

This Case Study showcases how two such publishers have succeeded in creating a new revenue stream by digitising and selling their archives in partnership with Exact Editions.

## Study Participants

### 1. *Gramophone*



Published monthly by the Mark Allen Group, *Gramophone* is the world's leading authority on classical music.

Hoping to grow their academic audience, *Gramophone* digitised their complete archive with Exact Editions in 2013.

With its extensive archive dating back to 1923, the complete digital archive of *Gramophone* is the ideal resource for any institution offering Music degree courses.

### 2. *The Wire*



*The Wire* is a highly popular independent monthly magazine, which is committed to reporting on a global network of underground, alternative musics by publishing journalism and photography by some of the subculture's most original and authoritative critics and observers.

Also launched in 2013, *The Wire's* complete archive, dating back to Summer 1982, now sells successfully to institutions as well as individuals worldwide.

# The Exact Editions Approach



## Academic Resources for Institutions

- Digital archives and book collections are made available for purchase via the Exact Editions [Institutional Shop](#), through which universities can request more information, a 30-day free trial or view a preview on the [desktop reader](#). All archives are also listed as resources in the EBSCO database so that they can be easily discovered by institutions looking to expand their digital catalogues.
- Access to content is authenticated by IP ranges, meaning that all staff and students can access the content on-site without need for a username and password. Registered users can also access content off-site via Shibboleth or EZ/Proxy.



## The Purchase Models

- Archives and book collections can be purchased by institutions on an **annual subscription** basis, meaning that they can be easily included in yearly library budgets. Renewal rates on annual subscriptions are extremely high at **over 95%**.
- For institutions that prefer to purchase content on a permanent basis, **Perpetual Access** is also available. This allows libraries to buy archives at a one-off fee. On-going access to the content is assured through an agreement with Portico.



## The Digital Platforms

- All archives sold through the Exact Editions institutional shop can be accessed via the [desktop reader](#), which boasts top of the range research functions such as **Boolean search and static URLs for referencing**.
- Archives can also be viewed via branded [iOS apps](#), or the “[Exactly](#)” Android app, at no extra cost. The apps are optimised for academic research and offer additional features such as **Social Media sharing, book-marking and saving to notes**.
- The **original format and aesthetics** of archive issues are retained across all devices, meaning that the original printed covers and images can be viewed and saved.



# Digital Archive Production Process

When a publisher decides to digitise their complete backfile with Exact Editions, they are provided with a detailed **Project Timeline**, which includes dates for the delivery, production, and launch of the archive.

Exact Editions works with both PDF files and printed editions that require scanning. All issues are scanned at high quality (minimum 300 dpi) and fully OCR'd.

Once all digitised issues are received, the files are processed using the Exact Editions **Content Management System** and the Production Department carries out an in-depth **quality control** to ensure that each and every issue is optimised to be viewed across all platforms.

In 2017, Exact Editions formed a collaboration with the **British Library**, which helps publishers source and scan missing archive issues. Please contact: [production@exacteditions.com](mailto:production@exacteditions.com) for information.



**Step One**  
Upload PDF files to Exact Editions server



**Step Two**  
Send print copies to Exact Editions office



**Step Three**  
Print copies are sent to partner / the British Library for scanning



**Step Four**  
Database Creation and quality control by Production team



**Step Five**  
Agree on launch plan and release date with Account Manager



## Launching a Digital Archive

In order to raise awareness for a publisher's new digital archive and help kick-start sales, the Exact Editions Account Manager organises an **integrated digital launch**, which is comprised of the following promotional activities:

- A **Press Release** will be distributed to an extensive list of contacts within the digital publishing industry. If the publisher has a press list of their own, this can also be targeted.
- The publisher will be guided on a **Social Media Strategy**, which aims to drive up engagement with the platform using open access articles and promotional offers.
- Some promotional **Visual Materials** are produced, including a demo video and banner ads.
- **Email Announcements** are sent to existing subscribers with historical information and links to notable articles.
- **Copywriting advice** is provided for publisher websites, newsletters or email marketing.

# Institutional Sales & Marketing

The Exact Editions **Institutional Sales & Marketing Department** is responsible for promoting archives on the platform to universities, schools, sixth-form colleges and corporations worldwide.

Archives on the platform are assigned a Price Band (**A-J**), which indicates the price of an annual subscription in line with the FTE count (Full Time Equivalent) of the institution in question. Both **Gramophone** and **The Wire** are in **Band D**, meaning that their price ranges are as follows:

Magazine/Collection Band	Small	Medium	Medium/Large	Large
	FTE sub 5,000	FTE sub 15,000	FTE sub 30,000	FTE sub 50,000
D	\$375.00	\$562.50	\$843.75	\$1,125.00

Before marketing the archives, a member of the team carries out extensive research to find new leads within institutions. These are usually **subject librarians** or **acquisitions managers** within universities with relevant degree courses.



The [Suncat](#) and [Worldcat](#) databases provide information on library print holdings; institutions that stock a magazine in print are likely to be interested in the archive as a digital resource. Publishers are also encouraged to provide lists and/or carry out their own marketing.



Email marketing to institutions is carried out on a regular basis (3-4 times a week). Each title has a **dedicated mailer**, which is highly visual and makes use of both the publisher's and Exact Editions' branding.

The mailers include information on the content of the archive and highlight some of the technical features of the Exact Editions platforms (IP and off-site access etc.)

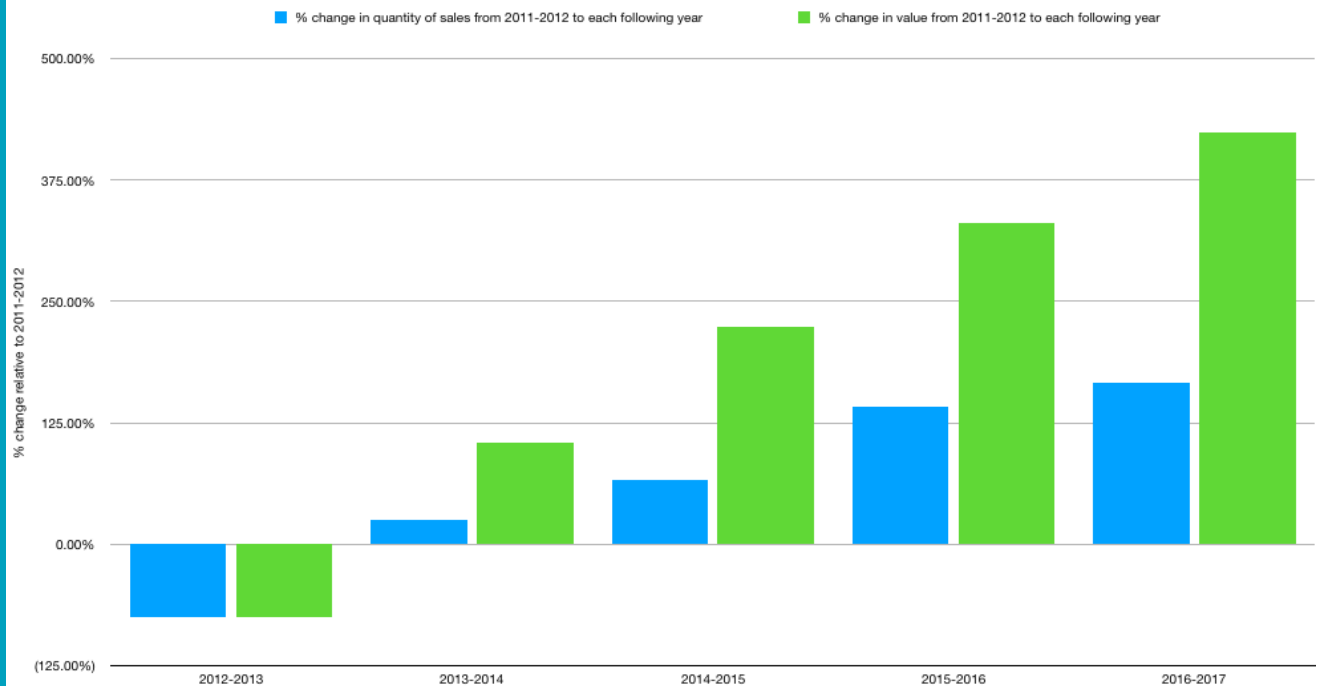
Institutions are encouraged to sign up for a **30-day free trial**. At the end of this period, a member of the team requests feedback on the trial and closes the sale.

All digital archives on sale in the [Institutional Shop](#) are assigned their own **ISSN** and are listed within the **EBSCO Host database**, meaning that they can be easily discovered by libraries and corporations searching for new digital resources.

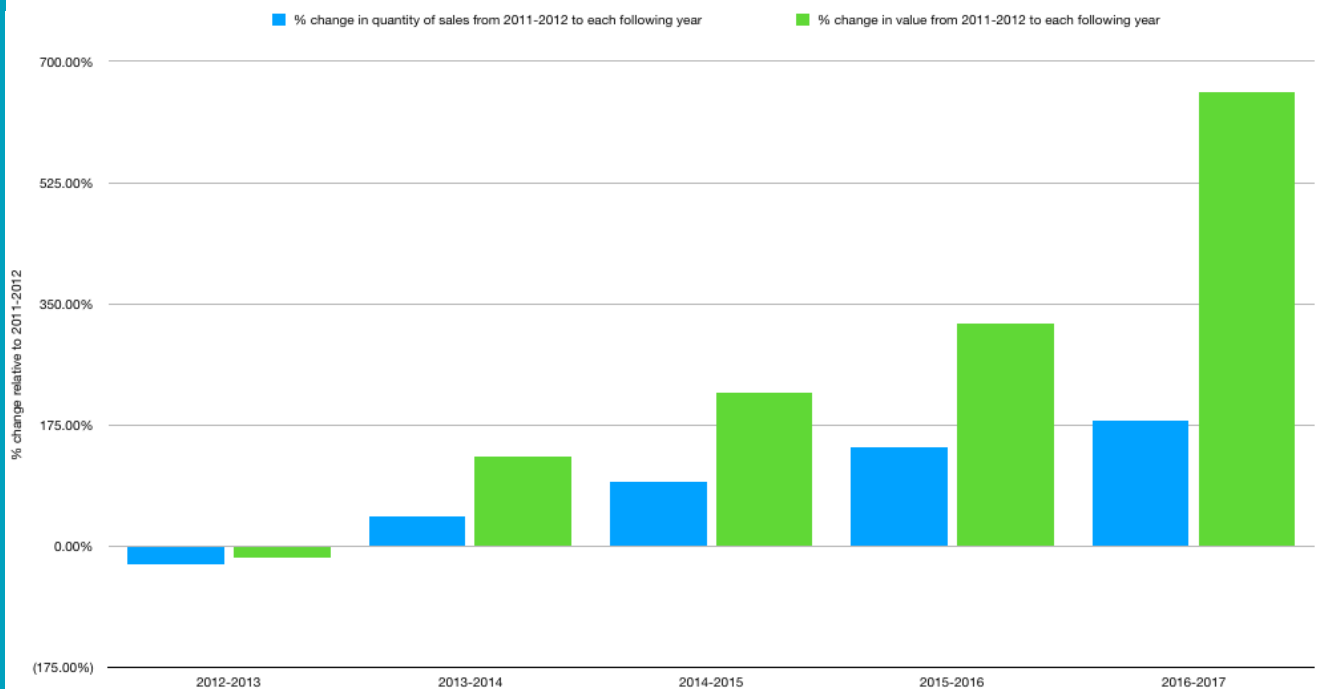


# Study Results

**Figure 1. A graph showing the year-on-year percentage increase in digital institutional sales to *Gramophone* between 2012 and 2017.**



**Figure 2. A graph showing the year-on-year percentage increase in digital institutional sales to *The Wire* between 2012 and 2017.**



## Study Results (cont.)

**Figure 3. A table showing overall percentage increase in number and value of digital institutional subscriptions to *Gramophone* and *The Wire* between 2012 and 2017.**

	% increase - Number of Subscriptions	% Increase - Value of Subscriptions
<i>Gramophone</i>	167%	424%
<i>The Wire</i>	181%	655%

## Analysis and Conclusions

- The study shows that in the year following the launch of the digital archives (2013-2014), there was a **large increase in the number of institutional sales** to both *Gramophone* (**+400%**) and *The Wire* (**+92%**).
- The results show that the increase in value of subscriptions in the year following archive launch (**+719%** for *Gramophone* and **+176%** for *The Wire*) is higher than the increase in number, proving that the sale of high-value institutional subscriptions to complete archives results in **vastly increased revenues for publishers**.
- The statistics for overall sales growth during the studied period (see **Figure 3**) suggests that publishers can expect to see **sustained and continuous growth** in both the number and value of institutional subscription sales over the coming years.
- The spike in the value of institutional sales to *The Wire* from 2016 - 2017 is a result of the introduction of **Perpetual Access** purchases for the title. As these purchases are incredibly high value, just a small number of sales can lead to a **large increase in overall revenue**. This is particularly evident when comparing the increase in value of subscriptions to *The Wire* (**+79%**) to *Gramophone* (**+21%**) for the 2016-2017 period.



# Exact Editions Publisher Services

Exact Editions offers an all-round digital service for magazine, journal and book publishers looking to grow in audience and revenue.



## 1. Digital Subscriptions for Individuals

Publishers are able to sell annual and quarterly subscriptions to their titles via the new and improved [Exact Editions Consumer Shop](#).

All users are able to view their subscriptions via the [desktop reader](#), as well as the iOS and Android app “Exactly”, which is free to download from the respective app stores.

The Exact Editions model allows access to all new issues, as well as any available archive, for the duration of a user’s subscription. When a subscription expires, the user is required to re-subscribe in order to retain access to the content.

## 2. Digital Subscriptions for Institutions

For Universities, schools or corporations looking to expand their digital resources, annual subscriptions or perpetual access to archives and collections are available through the [Exact Editions Institutional Shop](#).

## 3. Branded iOS Apps

Publishers looking to grow their digital brand presence may request the creation of a branded iOS app, which is made available on iTunes and the App Store.

Branded apps are made using the publisher’s name and logo, making them easily discoverable. All apps are free to download and offer some teaser content before users are prompted to purchase a full subscription. Branded apps offer the full range of Exact Editions technical functions as well as extra features including Push Notifications.



## 4. Universal Subscriptions

For titles with a strong print subscriber base or membership model, the Universal Subscriptions service can be used to provide free access to an archive or collection on the Exact Editions platform. This is enabled using either an API link or a regular upload of subscriber details by the publisher.

This access is enabled via a simple sign-up form on the Exact Editions website, which requires users to enter a subscriber ID (or similar) and to choose a username and password that they can use to log in to the desktop reader and apps.

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For more information on any of the Exact Editions publisher services, please write to [info@exacteditions.com](mailto:info@exacteditions.com) or call the office on (+44) 203 116 0155