

Publish and Market
YOUR OWN
iPAD MAGAZINE



PUBLISH AND MARKET YOUR OWN IPAD MAGAZINE

Small and large business owners need to find creative ways to spread the word about their businesses to their audiences. One way is to publish online magazines that are really just websites in “magazine style”. To really make your mark on the publishing world and to get your name out there in a new way is to make your magazine portable so that your audience can download and read them on their iPad. In this way you can have a beautiful magazine that you can offer free or charge a subscription fee to make extra money.

What’s great is that an iPad Magazine will look as beautiful as any magazine you’ve ever seen, due to the way you create them, and they’ll be interactive – which makes them better than newsstand magazines. It’s not as hard as it might seem, either. You simply need excellent audience-focused content and beautiful graphics and a little know-how.

Today, you can outsource much of the work easily by using resources and outsourcers to create the content you decide with the right type of images to match. If you’re multi-talented you may be able to do it all on your own, too. It’s up to you about how much work you want to put into it, how much money, if any, you expect to earn, and how you want it to look. You don’t even need to own an iPad to get started.

Start With Your Audience

Poll your audience to find out what type of eReader they use. Do they use an iPad? If your audience loves iPads, then it’s likely they’ll want your magazine available to them to read with their iPad. Many people with iPads use their iPads to read Kindle books too, so you keep that in mind as you move forward. More and more people have iPads, so poll your audience and find out what percentage has iPads, and if enough of them have them go forward with creating an iPad Magazine.

Tools & Technology You Need

Knowing what type of tools and technology you need to create an iPad magazine will help you get started. What’s great is that it doesn’t take as much as you might think. You likely have much of what you need already, but we’ll go over the tools from the most expensive to the least expensive but workable options so that you can still publish an iPad magazine even if you have a smaller budget.

Expensive but Amazing Options

There are some options which are more expensive but they work very well to help you create your magazine without knowing any particular code. Some you will need to either know how to use Adobe InDesign and own the software or have a Creative Cloud account, or someone on your team will need to know how to do this. You can, of course, also find contractors to outsource the work to in order to see your iPad Magazine dreams come to reality.



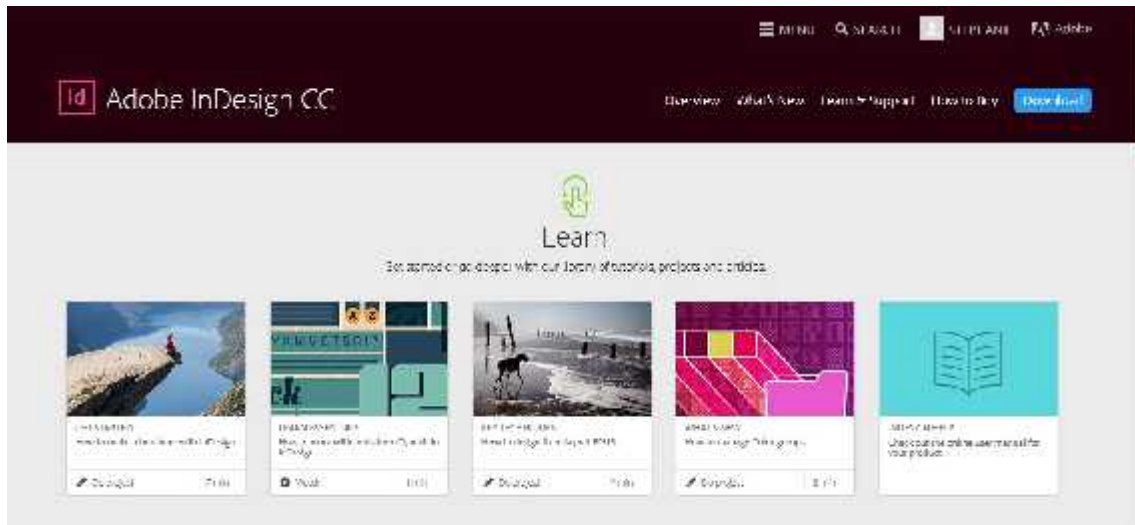
App Design Vault

With this software and the newsstand magazine template you can create each magazine for about \$249 dollars per issue with unlimited copies and downloads. This allows you to easily publish PDF or HTML versions of your magazine for sale or for free on iTunes.com for the iPad. Your magazine will be interactive, with actionable links that those who download your magazine can click on to view your recommendations, or click on advertisements within the magazine. You don't need to know anything about complicated software. If you can create your magazine in PDF format, or HTML5 format, you can get your magazine published fast by following their easy documentation.



Mag Plus iPad Publishing

With this app, you use InDesign to create your magazine with the Mag Plus plugin to create the iPad Magazine. You can include interactive features like video, preview your content, then assemble the content without knowing any code what-so-ever. There are various price points starting at \$499 a month, but you can create your entire magazine before paying to see how it works and what it looks like. You can also pay a one-time fee for one magazine with unlimited editions or a monthly fee depending on the features you'd like if you plan to put out many different magazines more often.



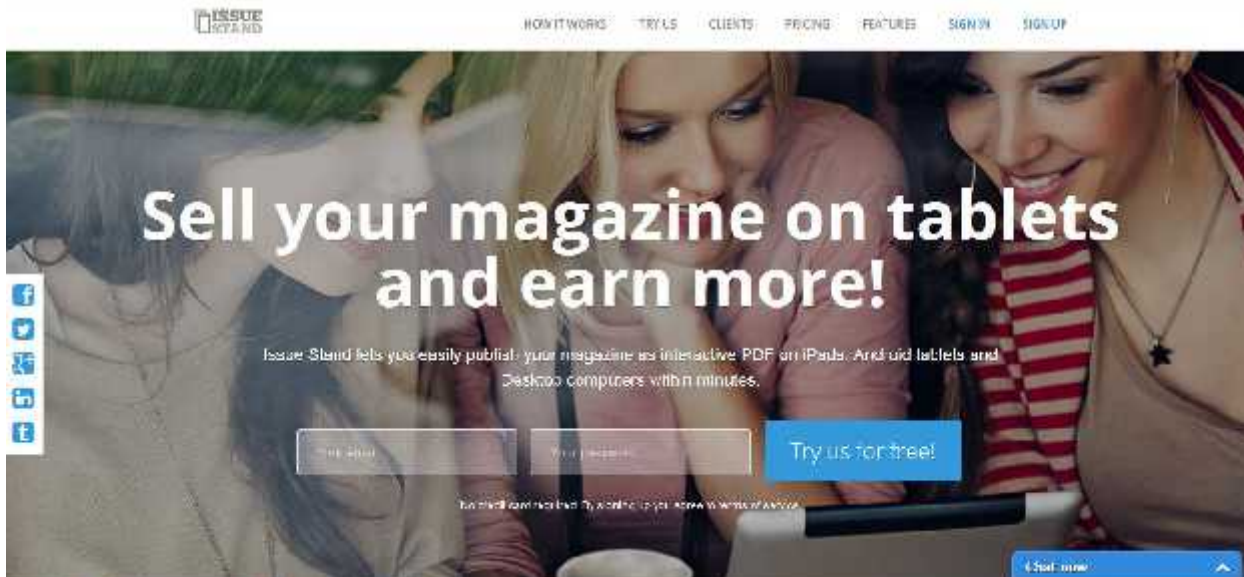
Adobe InDesign Creative Cloud Plus Digital Publishing Suite Single Edition

If you already have InDesign CC then you can use the DPS to create unlimited single editions iPad Magazines without having to know any code and it's included in the monthly price. You can push these out to iTunes.com just like you would any other version. The pro and enterprise versions cost a bit more but have many more features. The pro version starts at \$495 a month, and the enterprise version will depend on your particular vision and needs. You can call their customer service line to find out more. Try a [trial version of Adobe Creative Cloud](#) first to see how this works for you and your business. Your entire team can use it for additional monthly fees. This can be an expensive solution but it works very well. Even The National Geographic Uses it. You can make beautiful magazines without knowing code easily with the single folio app.

Inexpensive Options

These options are less expensive options which you can try to create your iPad Magazine. You don't always have to spend a lot of money to reach your dreams of publishing and marketing your iPad magazine.

[Adobe InDesign Creative Cloud Plus Digital Publishing Suite](#), mentioned above as an expensive option, but you can use the free version of DPS included with your InDesign Creative Cloud subscription. It's more limited but it works fine to push out your magazine to iTunes in the right format for distribution for sale or for free.



Issue Stand

With Issue Stand you literally only need to create your magazine in PDF format, which you can do using a variety of software including Adobe Pro, or even MS Word and saving it as a PDF. You just upload the PDF files according to the instructions provided by Issue Stand. You can add interactive elements and more. You can use the Issue Stand viewer to see how your iPad magazine will look on the iPad without having to own an iPad to view it. Then you can make changes easily at any time. What's more, with Issue Stand you can upload one file and have it transformed for other platforms besides just the iPad. There are one-time fees, as well as monthly programs, depending upon your needs. There are no limits to how many additions can be made to an issue, so you're wide open to sell it, or give it away to 10's of thousands of customers.



App Studio

If you use Adobe InDesign Creative Cloud or Quark Express to design your magazine, this is another app that you can use for less to get published without knowing code on the iPad. Prices start at about \$99 for single platform use such as the iPad. You can create, edit and publish easily using this software. You have to call them to get price ranges for the different plans but you can try using them free and only pay when you're ready to publish.

apazine

Home App Features Pricing Demo Contact Us Blog Support

The magazine app developer trusted by publishers worldwide.

apps for iPad, iPhone, Android tablets, smartphones and Kindle Fire

Magazine apps have revolutionized the way people consume media and digital content is a major habit on smartphones. It's a great new era for publishers who now reach a global market without the costs and limitations of print. Partner with Apazine and we will build and deploy your own branded magazine app for all major platforms. You simply provide the branding, and we do the rest. Within a couple of weeks your magazine app will be available on app stores and you'll start to reap the rewards. **Already have an app?** More and more publishers are migrating their app to Apazine to enjoy the benefits of a more app-like user interface.

Create PDF / you know how

Enhance / make it shine

Upload / in seconds

Done / your magazine is live

Apazine

You can use PDF files, or HTML5 files, to create your interactive iPad Magazine easily using Apazine.com, which offers easy step-by-step instructions so that you can get your iPad Magazine published fast. It also offers a lot of social media interaction and unlimited downloads so that you aren't limited or charged per download using the app. You can upgrade and publish to multiple formats, not just iPad, if you choose. This app also offers many features that the others don't, which can help you track metrics, success, clicks and more.

A couple other apps to check out to get your iPad magazine published are:

[Read More](#) – With prices starting at zero, this is something to look into. If you can create a PDF, you can get your iPad magazine published on Apple News Stand. It also works with InDesign and offers paid subscriptions.

[Maz Digital](#) – This offers much more than the ability to publish your magazine to the iPad, and while it can be pricey, it's worth a look due to all the additional features. Content aggregation, social media, and they handle the work of getting your magazine on Apple News Stand.

Whichever way you choose to get your iPad Magazine published, and there are numerous methods that you can use, the important thing is to know why you're doing it, who you're doing it for, how you'll monetize it, and how you'll market it.

How to Build Your iPad Magazine

To build your iPad Magazine, you'll need to choose one of the software options. We are using the trial version of Adobe Creative Cloud InDesign plus Mag Plus Creative Tools. You have to create an Adobe Creative Cloud account, and then download the free Mag+ tools, which will ask for your phone number and information to get started. Then choose your version of computer, Mac or Windows, and your version of Creative Cloud.

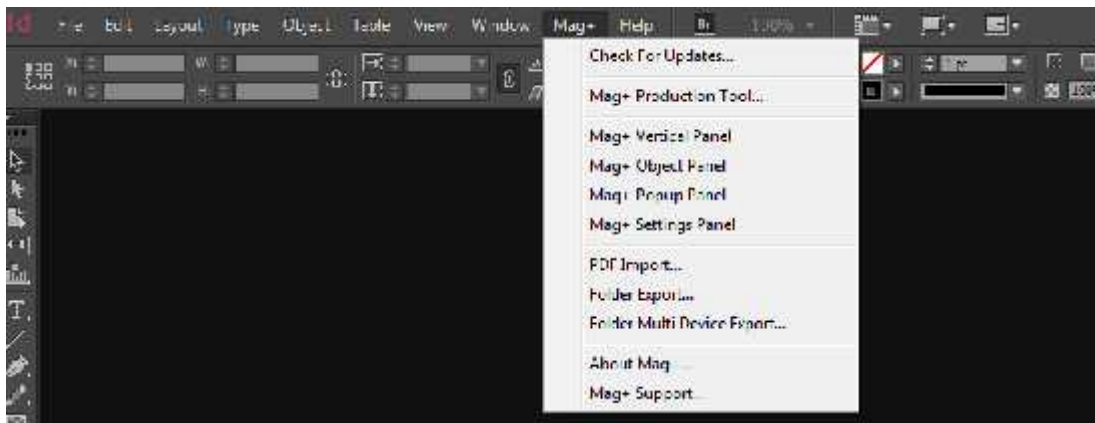
Mag+ Offers terrific videos to explain how to install and work with Adobe InDesign.

Windows: How to Install Mag+



1. Extract the downloaded zip file.
2. Double-click the exe file for your system (32- or 64-bit).
3. The installer wizard will start – simply follow the on-screen instructions.
4. InDesign will be updated with the Mag+ Plugin.
5. The Mag+ Production Tool will be installed in your Program Files or Program Files (x86) folder.
6. View our [Quick Start Guide](#) for information on creating layouts, using the Mag+ Production Tool, and publishing.

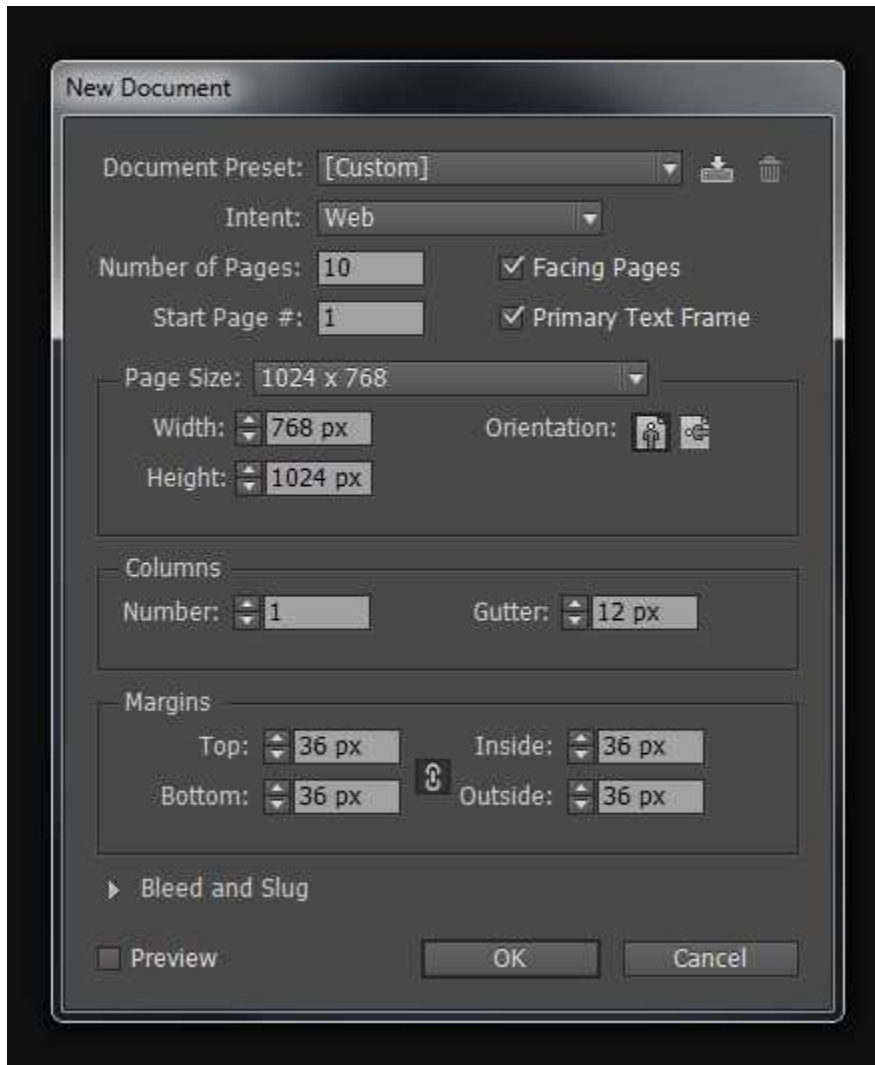
InDesign Mag+ will work together with your creation to help you publish your iPad Magazine.



As you see, the Mag+ icon shows up in the menu. This will help you publish your iPad Magazine.

Adobe InDesign (ID) also has the Digital Publishing Suite (DPS) now included with ID, including the creative cloud version, free of charge. Simply open ID and click **File** at the top of the menu and then, click **New Document**.

In the Popup that appears, fill it out as demonstrated:



As you may notice, you will choose **Web** for the intent, not **Digital Publishing**. Ensure that you have the right orientation and size needed and number of pages. Click OK.

To publish your iPad magazine you will need to ensure that you:

- 1) **Join the iOS Developer Program** – In order to publish a magazine on iPad you will be “building an app” so you’ll need to enroll in Apple’s iOS developer program and your magazine will ultimately have to be approved to be in the marketplace, although you can still sell it on iTunes even if it’s not approved with a direct link.

Be ready to provide bank and tax information to Apple. You can join as an individual or a company. This is so that you can get paid when your magazine is approved for publication in the News Stand. While you can still create and publish on the iPad without owning a Mac, you may need to use

someone else's iPad or Mac to create your account and be certified if you don't use a service that comes with Adobe like [Adobe Flex SDK](#).

2) Consider Your Topic – You want the topic of the magazine to be something that offers value to your audience and speaks to your audience. If you're going to do a monthly magazine, it might help to have different categories or sections for which to create content. The topic of your magazine will dictate the name you choose, the type of articles inside the magazine, and even the colors you choose for your covers and who you choose to write for you.

3) Create Your Cover – The best program to use is Photoshop or other graphic editing software so that you can use layers that it has to make the best cover art. You can use Adobe Creative Cloud to have all the elements you need to create your cover art and the entire magazine. You can, as mentioned above, hire a graphic designer. Good places to look are Guru.com and Elance.com. Within ID you can create the cover by importing different layers. Using layers makes the cover look more professional, but it does take some skill.



You can also purchase [magazine cover templates](#) if you want to and import those. Be sure to use the right extensions so that the program understands what files it is. But you can also just look at a magazine cover that you like and see how it's laid out. Use fewer colors, and no more than one or two fonts.

When creating an iPad Magazine, you'll need to create both a horizontal and vertical orientation of your cover and content. This is why you need to leave the layers, or stacks as they're called, in ID as they are. Upload the images and fonts to create your cover, create two orientations, and you're good to go.

4) Content – Text, video, or other content that you can insert into your magazine. Since an iPad Magazine can use HTML5, it's possible to embed videos, audio, and have interactive magazine issues. Have the content you want included pre-written and ready for use before you start creating your magazine. Having it all together will help. Best to have too much content, so that you can pick and choose what goes in, than not enough. In ID Digital Publishing Suite, each new page will be new documents and stacks, which can be multiple pages - and any images, should be included with their layers.

5) Advertisements – Make sure you get the graphics you need in advance and that you know the right sizes and how many you can sell or use. If you use a digital advertising network, you'll be provided code to insert into your publication to call the ads to the issue as your customer is reading it. Alternatively, you may include interactive ads that are clickable or are videos on various pages within your magazine. In ID digital publishing suite you can use the interactive overlay creator to help with content that is not text or an image.

Everything inside ID's digital publishing suite or with Mag+ is going to be bundled together into a folder structure that may include images, fonts, links, videos and so forth. Each issue, of course, should have its own folder, with sub folders inside for each stack. Each article should have its own

folder, too, in each layout orientation. Once you get it set up, it'll make more as you set it up, and subsequent issues will be easier because you can use the previous issue as your template.

Ways to Monetize Your iPad Magazine

It's not really enough to just create and publish your iPad Magazine, to make it really worth the work and expense you'll need to earn money from it. Fortunately there are many ways to earn money from your iPad Magazine. You can use one or all of the following ways to earn money from your iPad magazine.

- **Sell Subscriptions** – Offering your magazine at a subscription rate, where the readers get automatic delivery of new magazines for a monthly fee is a great way to make money for your digital iPad magazine. Getting your magazine listed on the Apple News Stand is an excellent way to earn money. You'll get a percentage of sales, and since they already have a large audience, finding yours won't be as hard as you might think.
- **Sell Advertising Space** – One of the most common ways to make money from your iPad Magazine is to include advertising just like print magazines do. What's really special is that you can charge more for interactive ads and give more feedback as to how well ads are working for the client.
- **Build Your Email List** – Using digital magazines like the iPad Magazine to collect and build an email database is an excellent way to create a targeted list of willing buyers for your other products and services.
- **Join a Streaming Ad Network** – A really interesting way you can serve ads to your readers is through an ad network, which is a 3rd party system that delivers the ads for the digital magazine on the reader's device. Most any mobile ad network can work with the iPad but there will be some limitations if you have a new publication without many subscribers.
- **Promoting Your Own Products and Services** – Using your magazine, especially if you offer it for free, is a great way to promote your expertise, talents, services and products. Use the space to market your own products and services in a creative and interactive way.
- **Affiliate Marketing** – Just like you can promote affiliate products on a website, you can also use the iPad publishing platform to market affiliate products within the pages of your magazine just like you would serve any other advertisement.

Earning a substantial amount of revenue from your iPad magazine is a real possibility if you offer information that your audience wants and you have a technically savvy audience that will enjoy reading your content on their iPad. The next thing you must do to get plenty of readers and thus increasing your revenue opportunities is to ensure that after you spend enough time and effort on marketing.

How to Market Your iPad Magazine

Whenever you create anything, articles, blog posts, social media updates, products and services, it's imperative that you also promote it. So many business owners make the mistake of believing if they "build it, they will come", but this is not true. There is a lot of competition out there for your audience's time so you will need to let them know your magazine exists, and then offer them extensive value for their time.

- **Your Website** -- Even before your first edition is ready, be sure that you talk about and mention your iPad Magazine coming out giving your website visitors a chance to sign up to be notified of the release date so that they can get a copy.
- **Blog Posts** – Write multiple blog posts about the magazine, the creation process, what's going to be inside. Tease your audience about the iPad Magazine. If you have the funds to spend, consider offering prizes and having a big launch party for your iPad Magazine.
- **Ask for Guest Articles** – Ask publication owners whom you respect to allow you to publish guest articles so that you can link to your digital iPad Magazine in the author's biography space. Tailor your articles to fit the place you post them but still ensure they are directed to your audience as well.
- **Send Out a Press Release** – In advance of your first live edition, send out a press release to any authority that would find the information newsworthy.
- **Email Lists** – Tell your email list about your upcoming iPad Magazine launch and let them know that exclusive information will be in each edition. Tell them the benefits of subscribing, and ask them to share with their friends.
- **Offer Expert Content** – Ask experts that you know to contribute to the magazine. The more experts with lists of their own who participate in the publication, the more widely known your magazine will become.
- **Provide Social Media Updates** – Don't forget to update your social media networks about your upcoming digital magazine. Tell them about what will be included, who will appear in it, and when it's been released.
- **Offer Something Extra** – Your iPad Magazine should offer information and content that is exclusive to the magazine so that your audience has a reason to download it, read it, subscribe to it, and buy the products and services that you recommend.
- **Engage Readers** – The wonderful thing about iPad Magazines is they have the ability to be interactive. The more you engage readers, the longer you can keep them as subscribers and interested.
- **Give Readers a Sneak Peak** – At the end of each edition offer a sneak peak at what's next so that they'll want to keep their subscriptions active. You can also offer a sneak peak in advance of first launch to get more subscribers. Allow readers to share the sneak peak to get even more subscribers.

Adding a digital magazine to your product funnel is a great way to add an additional income stream, better establish yourself as an expert, and if you have enough subscribers and information, it can even become your main source of income.

How to Find Outsourcers

Creating the magazine can require a lot of technical experience that you may not have. It requires the ability to design a visually appealing experience for the user, as well as content that is interesting and interactive for the reader.

You may need to hire a team that includes:

- **A Graphic Designer** -- Ensure that the graphic designer you contract with knows how to publish iPad Magazines specifically, as well as understands how to make appealing magazine covers. This isn't something for an amateur to do properly. Sure, you can create a PDF and upload it, using Word, but it's not going to look professional and it may be turned down by Apple.
- **Writers** – You can pay writers to write about pretty much anything under the sun. But, remember that writing for a magazine is a little different from writing SEO content for the web. The articles need to be more focused, well researched, and then formatted correctly, which will come under the expertise of the graphic designer or layout editor.
- **Editors** -- Don't skimp on hiring an editor to ensure that your magazine looks really professional. Nothing is worse than downloading the magazine only to find a mistake. Writers will not be happy if mistakes are missed as well, even if it's their own fault. Consider having more than one type of editor so that many eyes see everything before the final edition is uploaded.
- **Marketing Managers** -- You may need an expert to handle the marketing of not only the magazine itself, but marketing advertising sales. You can usually find advertising sales reps who will work on a commission basis if there is potential for a good income. For instance, if you're only selling \$500 dollars worth of ads for each issue, that might not be worth someone working on commission. But if there is a potential for \$10K worth of ads in each issue, you could easily find someone who will work for commission.
- **Online Business Manager** – No CEO runs a company without someone helping to guide the organization. If you really want to be successful publishing an iPad magazine, think hard about hiring an online business manager or project manager to help. You can hire them as contractors. Find someone who is used to working with publishing.

The fact is, you may think that you can do it all yourself, and you may be one of those uniquely talented people who can. But, remember that your time has value, too. Remember that the important part is that it should be easy to read for the audience. The best way and least expensive way to do this is to create a PDF that you'll upload to the Apple News Stand.

Get Started Today

A digital magazine published on the iPad can help you earn money, eliminate printing costs of traditional magazines, and better establish you as an expert in your field. The iPad magazine opportunity lowers the barriers to entry into publishing, and helps you generate more leads for your other products and services.

The best way to get started is to create your magazine using one of the software options listed or hire someone to assist you with the entire production. If you already have a PDF magazine that you deliver to your clients, you're in a really good position to convert that to an iPad magazine without too much more work. If it's high enough quality to print, it's high enough quality to view on the iPad.

An iPad Magazine can help you reach your business goals, solidify your business expertise, and make it easy to share it with others. Consider your budget, your audience, and your abilities before getting started as you may need professional help to get started. Publishing a magazine requires technical skills that may require hiring contractors to help you succeed but you can pick and choose which things to do on your own and which things to get help with.