



Background

Vertical Magazine, published by MHM Publishing on a bi-monthly basis since 2002, Vertical is the only magazine dedicated to providing extensive, in-depth coverage of the civil helicopter industry in North America. It features stories, articles, and columns on operators, the para-public sector, and the industry at large, written by the very people who are the news. With timely, "need to know" industry-specific news and compelling feature stories focusing on the North American helicopter industry, Vertical is quickly becoming the most trusted source for relevant, reliable and current information.

The Vision

To extend the breadth and reach of this award winning print publication, Vertical wanted to build a suite of digital services that would:

- ▶ Enhance the value of its archived issues (92% of print subscribers archived their print copies for future reference)
- ▶ Extend and reach new readers around the globe
- ▶ Provide innovative promotional vehicles for its advertisers

The Solution

In addition to a complete re-launching of its website ("Vertical Online"), Vertical chose Advanced Publishing to work with them to create a digital version of its magazine that would meet its vision. With web based viewing, easy archive and searching capability, and strong reporting capabilities, Vertical chose to launch in November 2005; adding 3 years of archive of its magazines for readers from the outset.

In order to get exposure, Vertical promotes the digital edition heavily in its daily email newsletter to subscribers that featured a prominent link to the digital edition as well as creating numerous links to the digital edition and a cover shot of the latest issue on each page of the main Vertical website.

The Result

Today, Vertical Digital had attracted online readers in excess of 34% of its original print circulation base. These readers have become avid users of the digital edition, with approximately 10,000 reported visits and over 110,000 pages viewed for the average issue. These readers also interact directly with advertisers via reported "click throughs" to advertiser websites and promotions and available data on average reader time spent on each ad page that Vertical can share with their delighted advertisers.

The geographic reach of their publication has been dramatically increased with the digital edition as well. Their demographic readership of the print product was reported to be 82% North American and 18% overseas. The digital edition has greatly increased loyal readership overseas with over 45% of the digital readership coming from offshore.