

# Make Your Print Publication Powerful Online

Taking your print publication online can be a daunting task. Not only does each print issue need to be imported into a dynamic, online format, but fresh, new content must be constantly added to your site in order to keep readers engaged. These challenges can be overcome with the right platform, purpose built for your organization's unique requirements.



## Much More Than a Module

Unleashed Technologies has worked with many publications and developed key capabilities on a reusable, Drupal-based platform that will help you to:

- **Gain granular control** over website content, including article placement, photo galleries and content correlation
- **Automatically format** your print content for the web, ending hours of manual entry
- **Deliver engaging** content through a dynamic design that can be easily customized to meet your publication's specific needs
- **Increase readership** with the ability to support varied levels of subscribers or members
- **Drive revenue** with robust advertising display and reporting capabilities
- **Ensure accuracy and oversight** with workflows and unique views available to allow external authors, editors, and administrators access to the content for which they are responsible
- **Cross-promote like content** for deeper engagement with intuitive tagging supported by a strong taxonomy structure

*"We're striving to offer our customers – both readers and advertisers – a broad menu of interactive communication tools. Our new site has enabled us to do that more effectively and efficiently. Whether it's an advertiser trying to reach a market or the market trying to get information, having this added dimension is invaluable."*

**John Maisel**  
Publisher

ELECTRICAL CONTRACTOR Magazine

When you partner with Unleashed Technologies, you will benefit from years of experience in bringing print publications online, with in-depth knowledge of the power of Drupal and how to leverage it to drive readership and revenue online.