



# ZINIO

## How Roustan Media Launched Their Own Hockey News on iOS, Google Play and Web with ZINIO

### MIGRATION REQUIREMENTS:

- ▶ Print view vs easy read (Text Mode) toggle mode
- ▶ Flexible template designs
- ▶ Streamline the production process: Easy/hands off conversion from print to digital format

### The Challenge

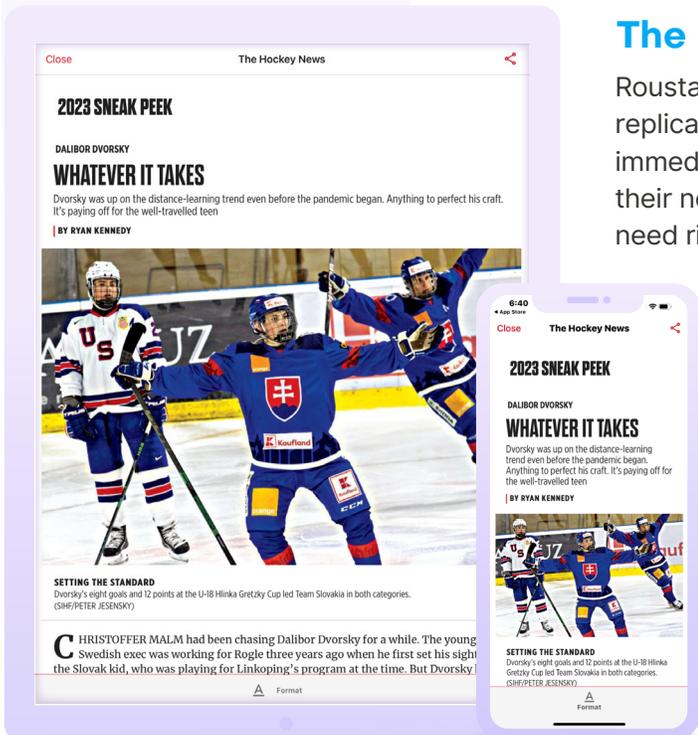
Traditionally, a digital experience was not important to the Roustan Media Ltd. brand, as The Hockey News magazine has always been an in-hand experience for the majority of their loyal subscribers. These readers have been with them for the majority of their lives, and are not necessarily seeking a digital experience. However, as they age out, the retention of those subscribers will naturally drop off. In order to continue their success in the magazine world, Roustan Media needed to shift their focus onto the new demographic, which are experiencing an ever changing and evolving digital world.

The publication was also facing challenges with production. With the iPad experience, they essentially recreated the entire magazine each time. Though Roustan Media had templates to work from, they still had to copy and paste all images, texts and special sidebar designs, then resize and reformat to fit the iPad design. On top of that, they would also create design experiences: everything from sliding interactive features to adding photo galleries, videos and animation to their layouts. They normally spent an entire extra week on recreating the digital edition after going to press with the print edition.

### The Solution

Roustan Media partnered with ZINIO to create a digital replica of The Hockey News magazine, enabling them to give immediate access to new subscribers. This is important to their new demographic who are used to getting what they need right now, not in 20 days. They require being able to choose a product online and have it delivered that same day. The print magazine world cannot keep up with this mentality that has become the norm. Thus, by giving immediate access to their latest digital edition, Roustan Media is bridging the gap between that new subscription and the few weeks of waiting for that first print edition to arrive.

In addition to that, they were also able to resolve their production challenges.



Now with ZINIO, Roustan Media delivers their InDesign files and PDFs in one package. Note: ZINIO can do full conversion from only the PDF, but the advantage of including the InDesign files is the extraction of full resolution images. Design quality was important to their brand, so the extra step was welcomed. They were already packaging their InDesign files for archival purposes, so they wouldn't experience any extra work.

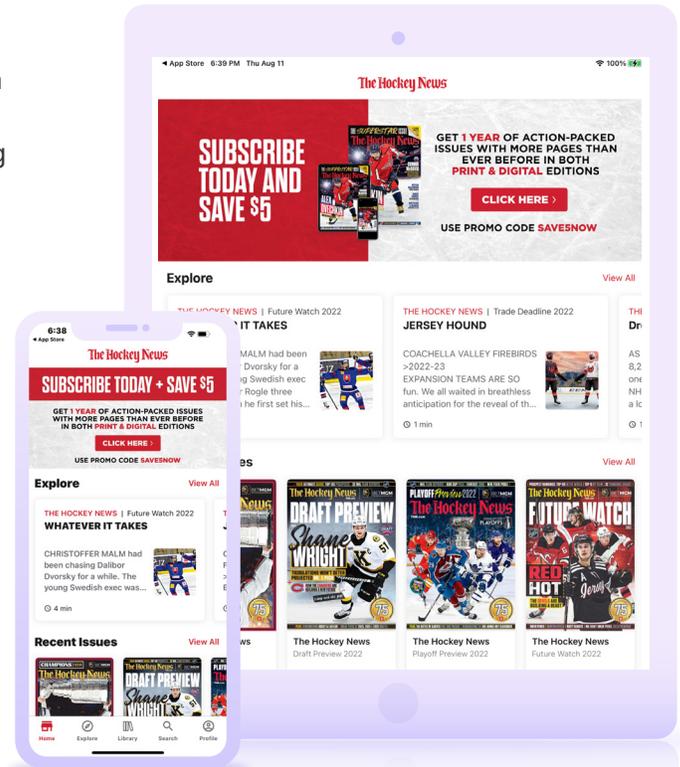
They also submit a flat plan with all the InDesign and PDF files, which serves as the roadmap for the conversion.



Having excellent access to our account manager and tech support for our app has been amazing. There is always a quick turnaround for any update or issue that we bring forward to the ZINIO team. It definitely gives you peace of mind for the fast-paced environment that the digital issues live in.

**Erika Vanderveer**

Deputy Publisher & Creative Director  
The Hockey News | Roustan Media Ltd.



## About Roustan Media

The Hockey News is a Canadian-based ice hockey magazine produced by Roustan Media. The Hockey News was founded in 1947 by Ken McKenzie and Will Côté and has since become the most recognized hockey publication in North America.