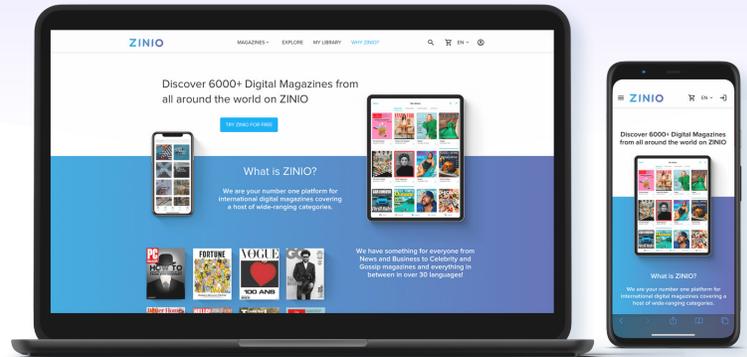


# ZINIO

## Features That Publishers Should Look for When Seeking a New Digital Distribution Solution



### Reputable Partner

How long have they been established?

What assurances do you have for their longevity?

ZINIO has been in the marketplace for over 20 years. We have been servicing publishers with many digital solutions over that period and will continue to do so. Because we must maintain and modernize our ZINIO brand constantly, our publishers reap those same rewards of a modern UI.



### Production

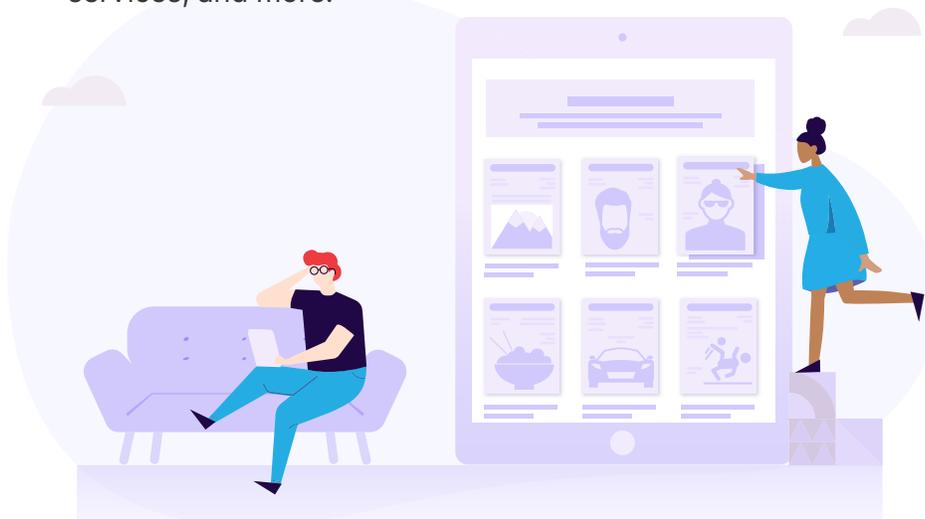
Take advantage of a modern production house that uses industry-standard prism XML conversion, ensuring that you have a database of tagged content ready to deliver to channels that exist now and in the future.

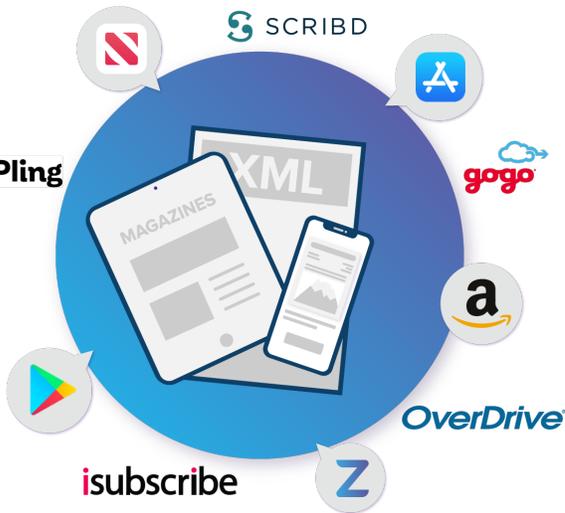


### One-Stop Shop

Distribution to Multiple Channels

Use a service provider that can distribute your content to the web, iOS, Google Play, Apple News +, and Amazon. And also, not just services for your brand in particular, but to other distribution channels such as Libraries, In-Flight Entertainment, international stores, all-you-can-read services, and more!





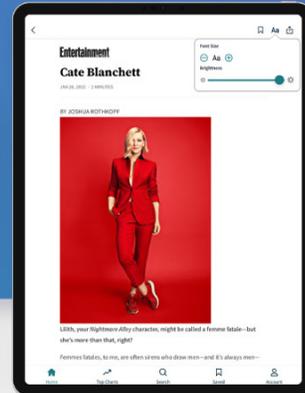
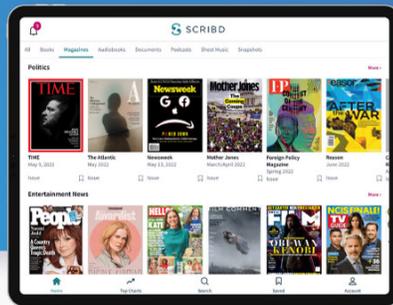
## Feature Set

Utilize standard features such as Bookmarks, Article Sharing, Library Management, Login and Account Access, App Ratings, Archive Management, and 24-hour Customer Support. And the most sought-after features such as Accessibility, Audio Support, Privacy Control, Analytics, Push Notifications, and In-App Messages.



## Customer Journey

How easy is it for your customers to subscribe, then get access to your content? No customer wants to read a manual on how to access digital content. You need a provider that has a concise way of funneling your customers into your product.



## Fulfillment

Does your digital provider allow you to sell your digital access or digital access through your fulfillment house? This allows your customers one buying journey from your website to your content on a multitude of platforms.



## Reverse Distribution

Get your content fed back to you in both audio and fully tagged text via APIs for you to use for your distribution.



## Analytics and Financials

Can your digital provider give you concrete examples of usage, retention, and purchasing behavior? Get reports that provide a complete financial picture of how much revenue you generate digitally and the cost to you, the publisher.



## Automation

How involved do you need to be?

You need a low-touch solution for your digital needs. In the best-case scenarios, your production team feeds PDFs to your digital distributor, and all other work is handled by them, from content conversion to stylization, to delivery on each platform.



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