



The National Magazine Company Publishing pioneer



NATIONAL MAGAZINE COMPANY

The National Magazine Company, Ltd.
London, England
www.natmags.co.uk

In partnership with
censhare AG
Munich, Germany
www.censhare.com



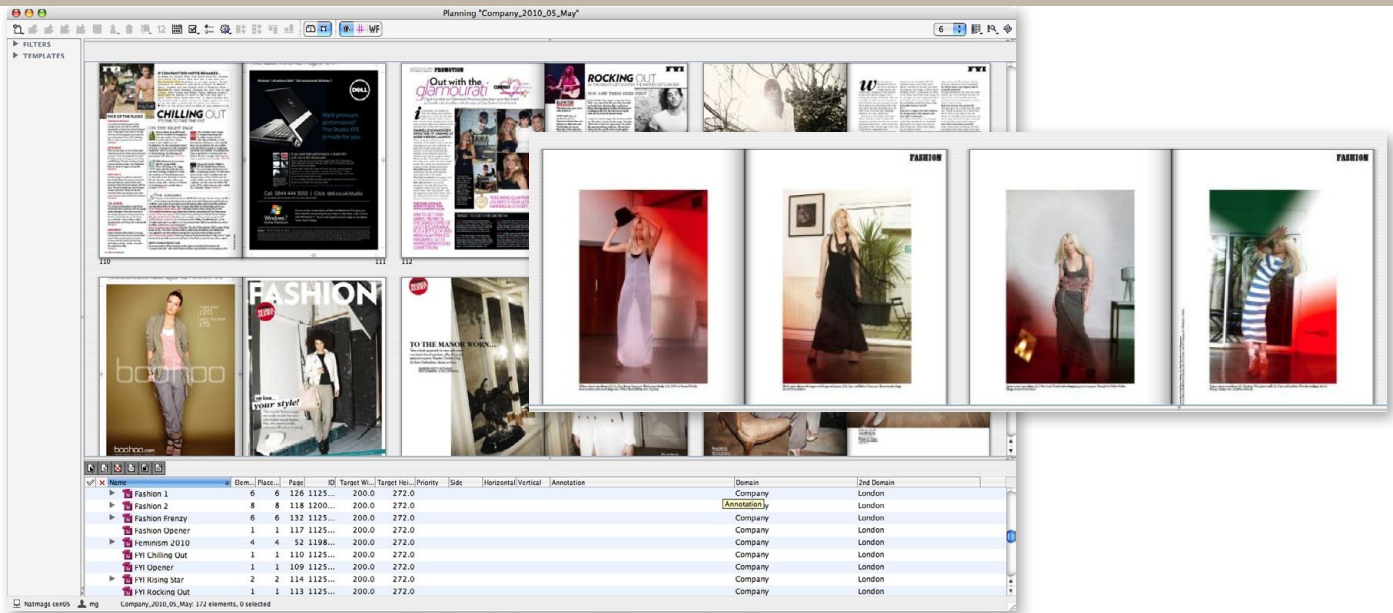
Top U.K. magazine publisher reinvents its workflow with Adobe® Creative Suite® Design Premium and censhare, based on Adobe InDesign® Server software

The National Magazine Company (NatMag), Hearst Corporation's principal business in the United Kingdom, publishes 21 consumer magazines and 14 digital websites including world-famous brands, *Harper's Bazaar*, *Country Living*, *Esquire*, *Cosmopolitan*, and *Good Housekeeping*.

Building on a good thing

An icon in the magazine publishing world, NatMag has recently deployed a breakthrough new workflow—Adobe Creative Suite Design Premium software and the censhare publishing system—a digital asset management, editorial, and production workflow system all rolled into one that is tightly integrated with Adobe InDesign Server software.

The censhare system, integrated with Adobe InDesign Server, enables NatMag to work seamlessly with all the applications in Adobe Creative Suite. NatMag's team relies on Adobe Photoshop for retouching photos, Adobe Illustrator for creating and finessing vector artwork, and Adobe InDesign software for initial creation of layouts and spreads.



Challenge

- Move into multi-channel publishing
- Increase efficiency and reduce costs
- Make magazines as attractive as possible for readers and print advertisers

Solution

- Provide Adobe Creative Suite Design Premium to all 400 publishing employees for photo retouching, artwork, and layouts
- Move to digital asset management and complete workflow system, censhare, integrated with Adobe InDesign Server

Benefits

- Repurposed content more easily with rights-managed content repository
- Enabled in-house control of content production and management through to creation of print-ready PDF files
- Automated key processes with InDesign Server
- Freed up time and provided greater control to boost magazine quality

Toolkit

Adobe Creative Suite Design Premium. Components used include:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

Adobe InDesign Server integrated with the censhare publishing system

"We continually look for innovative ways to retain our readership and advertising base and make our operation more efficient," says NatMag's General Manager, Simon Horne. "With Adobe software and the censhare publishing system, we have a workflow that helps us to improve quality while reducing costs, and mobilize our considerable content assets across multiple distribution channels."

NatMag was among the first U.K. publishers to move to a workflow based entirely on Adobe Creative Suite software. The initial driver to move to an all Adobe workflow was Adobe InDesign software.

"We published one or two titles using Adobe Creative Suite and quickly saw that InDesign was a better way forward than QuarkXPress," says Horne. "Among other things, InDesign gave us better typographical controls, new creative options with features like transparency, and allowed our editorial teams to start handling prepress on their own, in house, resulting in major time and cost savings."

Adobe Creative Suite—used by all 400 members of the publishing staff—provided important workflow enhancements and brought many processes that were previously outsourced in house. However, NatMag also wanted to marry the powerful desktop tools in Adobe Creative Suite with an integrated publishing system that would store and repurpose images, stories, and other content; automate routine publishing tasks; and help to fully bring processes such as prepress and photography in house. As part of these initiatives, NatMag had a requirement to digitize all of its print transparencies and store them in a repository—a project that amounted to more than 100,000 rights-managed images.

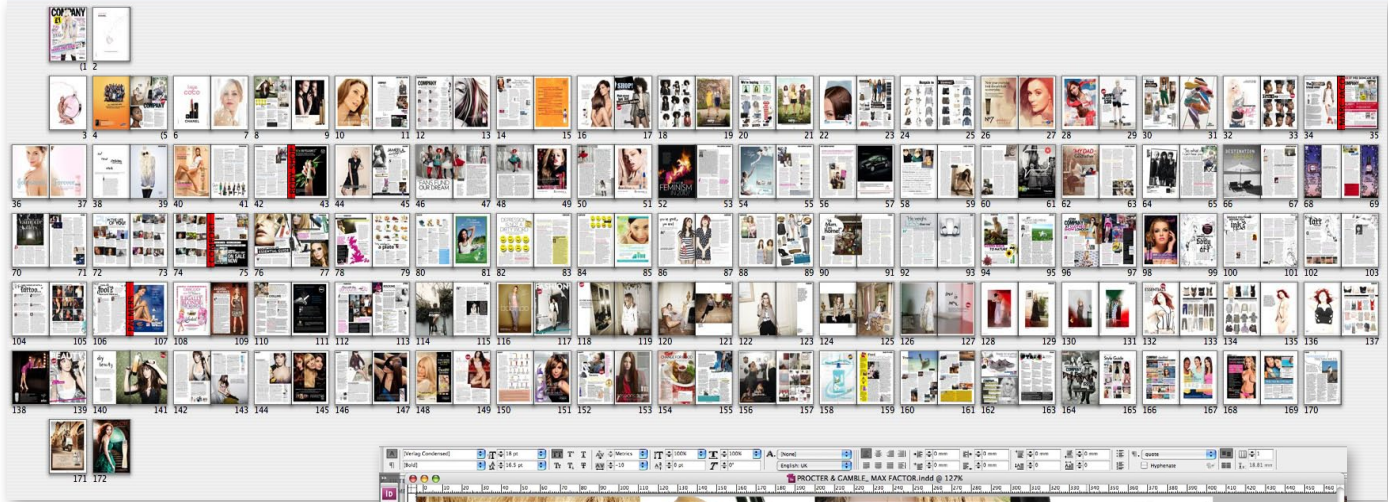
An all-encompassing solution with strong Adobe software compatibility

Essentially, NatMag wanted to gain complete control of content production and management through to the creation of print-ready PDF files. NatMag began looking for a system with a photo library, an asset store, and editorial/publishing and production workflows—all within a single solution.

"The sophistication of the censhare workflow caught our eye, as did the fact that censhare's core publishing functionality was based on InDesign Server," says Horne. "InDesign Server is also effective when it comes to business continuity. In the event of a disaster, we'll be able to remotely complete pages housed on the server and still send a magazine issue to press."

The censhare system met another critical prerequisite—the ability to work seamlessly with all the applications in Adobe Creative Suite. The publisher relies on Adobe Photoshop® for retouching photos, Adobe Illustrator® for creating and finessing vector artwork, and Adobe InDesign software for initial creation of layouts and spreads.

The censhare and Adobe InDesign Server solution provides NatMag with a structured, controlled publishing environment. The publisher now has more control over how templates are used and can reinforce best publishing practices to improve the overall quality of its magazines.



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General manager,
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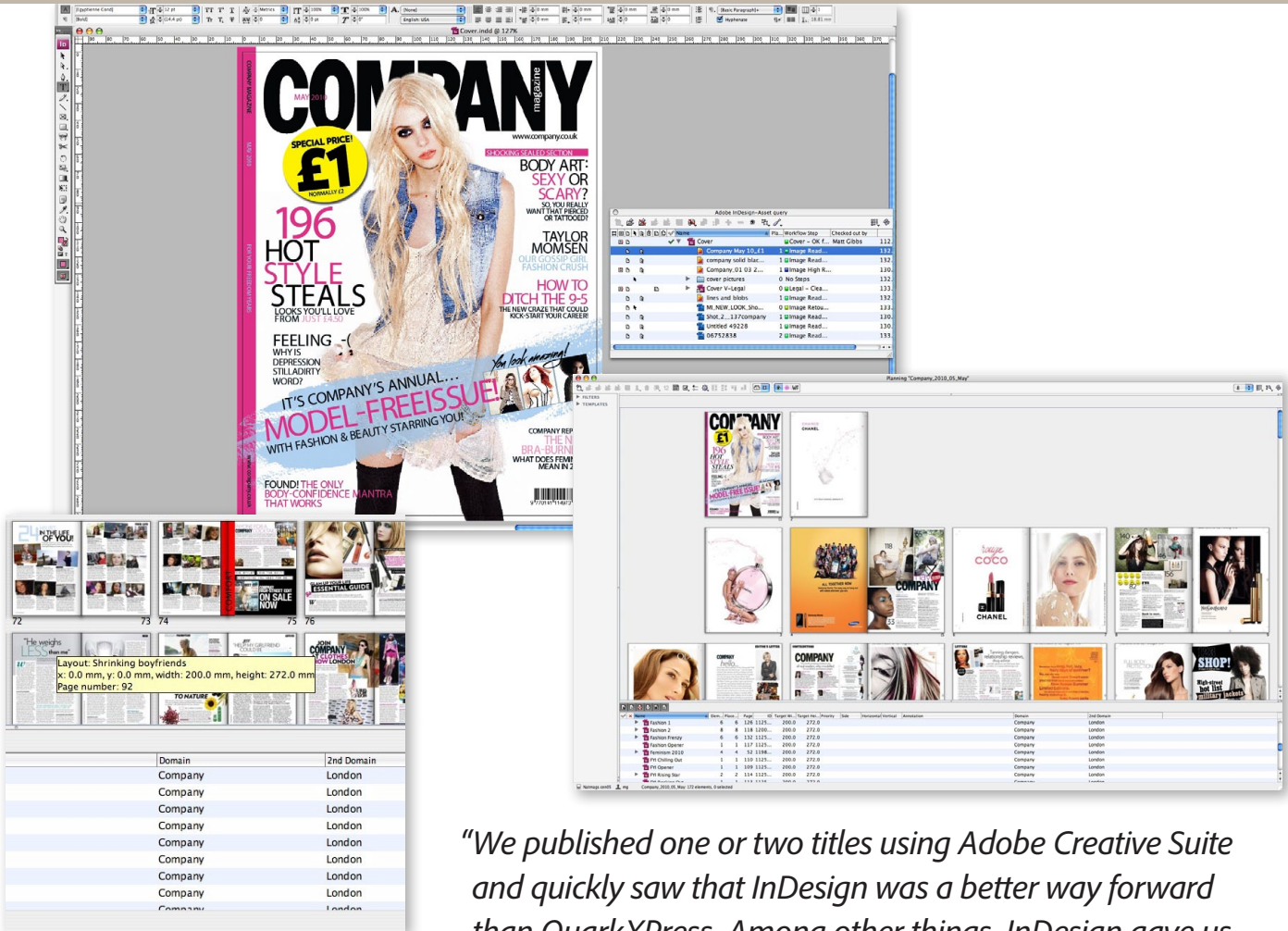
“Whatever we chose had to work well with the Creative Suite tools,” says Horne. “We didn’t want people dipping in and out from one environment to another. Our productivity rides on the integrated, familiar interface across all the components of Adobe Creative Suite.”

The transition to censhare

Having found the all-encompassing solution it was looking for, NatMag began transitioning to censhare. Within six months, the photo library was created and populated with more than 100,000 rights-managed, high-res images. Over the course of the next year, censhare tailored the system around NatMag’s workflow needs.

Today, no NatMag magazine can be produced without working within Adobe Creative Suite or censhare. Images, text, and layouts are managed within censhare. Previews, thumbnails, and display and classified ads are also managed centrally, leveraging the automated publishing functionality of InDesign Server. All of the content within the system is rights managed so that everyone is aware of what can be used or reused and how. At the end of the production cycle, staff can use the integrated functionality of InDesign Server to automatically generate print-quality PDF files from within the censhare system, completely eliminating reliance on outside prepress resources.

NatMag publishes approximately 15,000 documents each year. Its automated system—based on Adobe InDesign Server integrated with the censhare publishing system—has resulted in time savings of 10 to 15 minutes per document, totalling 3,500 hours per year.



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Simon Horne, general manager, National Magazine Company

For more information
www.adobe.com/products/creativesuite/design/
www.adobe.com/products/indesignserver/

"censhare is our hub now," says Horne. "It allows us to bring together the powerful creative tools Adobe offers within the context of a structured, controlled publishing environment, with key processes automated using Adobe InDesign Server. We also have more control over how templates are used and can reinforce best publishing practices to improve overall quality."

censhare is also saving invaluable time. Horne estimates that the ability to automatically create print-ready PDF files saves 10 to 15 minutes per document, and the company processes around 15,000 documents a year. "We can put 3,500-plus hours saved toward making our magazines as appealing as possible—and continue to improve our time to market," says Horne.



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