



# Better Magazines at Lower Cost



Egmont is keeping its magazine brands as strong as possible for as long as possible as it diversifies into new services for its core audiences.

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**“Our magazines look more inspiring than ever. Over time, the quality has significantly increased.”**

**Marianne Gram, Publishing Director, Egmont**

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## At a glance

### Industry

Publishing

### Products

• Digital Asset Management

### Business need

With print revenues falling, Egmont needed to cut the cost of producing magazines, but couldn’t afford to compromise quality and risk losing sales.

## A media powerhouse with humble beginnings

Egmont was born in a Copenhagen kitchen in 1878, when a young typesetter called Egmont Harald Petersen started printing business cards, letterheads, and magazines using a small press that his mother bought him.

The world of media has changed dramatically since then. Egmont has grown and diversified to include hundreds of subsidiaries and joint ventures across the world, covering print publishing, TV, film, ecommerce, digital marketing, and gaming.

With print revenues declining, the company is using censhare to keep its magazines as profitable as possible for as long as possible, and making strategic acquisitions that will still be relevant to its established magazine audiences.

# Business Results



70%  
of layout work automated



10%  
of content reused



8x  
more frequent visual  
refreshes for magazines



30  
minutes a day saved  
per employee through  
process automation

## Bringing order to chaos

Egmont Magasiner is the arm of the business that produces magazines in Denmark, and Marianne Gram is Publishing Director. She is directly responsible for reducing the cost of producing four weekly and nine monthly magazines.

Some of these titles have been in production for more than 100 years, and the teams that work on them are loyal to the magazine and the production workflows they use. But, in many cases, these processes were inefficient and outdated. It was common to see teams on monthly magazines working until midnight on the days leading up to print dates, and deadlines were often treated as more of a suggestion than a mandate. “Another example is an art director laying out an article with photos while waiting for text to come in. Then it would arrive and not fit in the template and so he’d have to start again,” says Gram. The company needed to streamline and standardize the 13 different processes across its brands. “We decided that we could use technology to tighten up our approach,” she says.

Gram talks about a 70/30 principle whereby 70% of the pages in a magazine — like regular features and the contents page — can be pre templated, while the

remaining 30% can be created from scratch each issue. Egmont had already outsourced layouts to a team of around 25 people in Vietnam, but saw an opportunity to completely automate the process with censhare, which Egmont introduced in 2017.

Now, editors apply pre built layout templates to a page in censhare. An increasing portion of the company’s 300 freelance writers then file their copy directly into censhare and can preview how that copy looks on the page. Photographers can likewise drag and drop their photos onto the pages.

## More time to create

Automating the content production process means staff no longer have to copy and paste content between files and folders. Gram estimates that this saves each employee about 30 minutes a day, and completely removes the need for Egmont’s file sharing servers with nested structures. These include tens of thousands of folders for various titles and issues, but with no way to easily find content. “When you go into the office now, you never see anyone staying late or rushing about. And they produce the same amount of work as before,” says Gram.

Because they have been freed up from time consuming layout tasks, art directors can refocus their efforts on things like brand refreshes. While we shouldn't judge magazines by their covers, consumers do, and Egmont can now ensure that covers are as attractive as possible. "We used to give our magazines a visual makeover every other year — now we can do it four times a year," says Gram. "This is vital to keep our brands fresh, and our audiences interested." And art directors now have the time to attend cover shoots in person, which Gram says improves the quality of the final product immeasurably. "Our magazines look more inspiring than ever. Over time, the quality has significantly increased."

## 188 strawberry cakes

Egmont is also saving money by reusing content across its brands and countries. Previously, the company was buying new images and articles for each issue when it already had a huge collection of underused material

that was difficult to search through. Gram recalls wanting to check for images of strawberry cakes and found 188 from the past few years alone. "When I started in 2010, it was hell sharing stories between Denmark, Sweden, and Norway. Technology that makes it easy to do this has been really helpful." Egmont magazines in Denmark, Sweden, and Norway use a censure DAM, which helps them hit targets of 10% reuse per issue.

Egmont is playing the long game. "We can't release a magazine that will reverse the decline of print," says Gram. "So, we have to keep our product as strong as possible for as long as possible." Egmont is investing in ecommerce and content marketing companies that appeal directly to its established audiences to offset the shrinking revenue from magazines. Gram says: "If we don't act to keep our brands alive, the decline in print will only get steeper. It applies to staff as well as readers. They need to feel that the company and industry are going somewhere and that they're not just cogs in a machine producing stuff."

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# About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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