Real World change
the changing face of communication
Digital Media

• There is an increasing amount of cross media for publishers and content creators

• Each media makes the package more complex
Is print is too hard to buy?

- Print is the most complex to buy
- It is increasingly less important
- it is the oddball in the mix
The good old days
The (not so long ago) good old days
Does anyone hear you?

- We are bombarded with messages, most of them are ignored by most people
Demand is driving innovation

• New media is being introduced all the time
• Everyone wants to be able to do magic with every media
• New Newer Newest Next??? where now?
• Can it be newer than next???
WALLPAPER* CUSTOM COVER
2010

kin
Create your own Wallpaper* cover

To ensure that your issue is truly a custom job, we need you to choose an image for the back cover.
Create your own Wallpaper* cover

To ensure that your issue is truly a custom job, we need you to choose an image for the back cover.
Where does the GWG fit in? - predictability

- The OLD way
  1 big magazine job = 200 PDF files

- The VDP way
  10% of the readership & 1% VPD
  = 50,200 PDF files
Thank You

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