

## Taunton Press Goes Digital with Best-Selling Hobby Magazine Collections to Deliver a Richer, More Interactive Experience



*The Taunton Press family of publications includes over 500 book titles as well as a series of niche magazines including Fine Woodworking, Fine Homebuilding, Fine Gardening, Fine Cooking, Threads, and related special-interest titles. The Taunton Press is also the web publisher of FineHomebuilding.com, FineWoodWorking.com and FineCooking.com.*

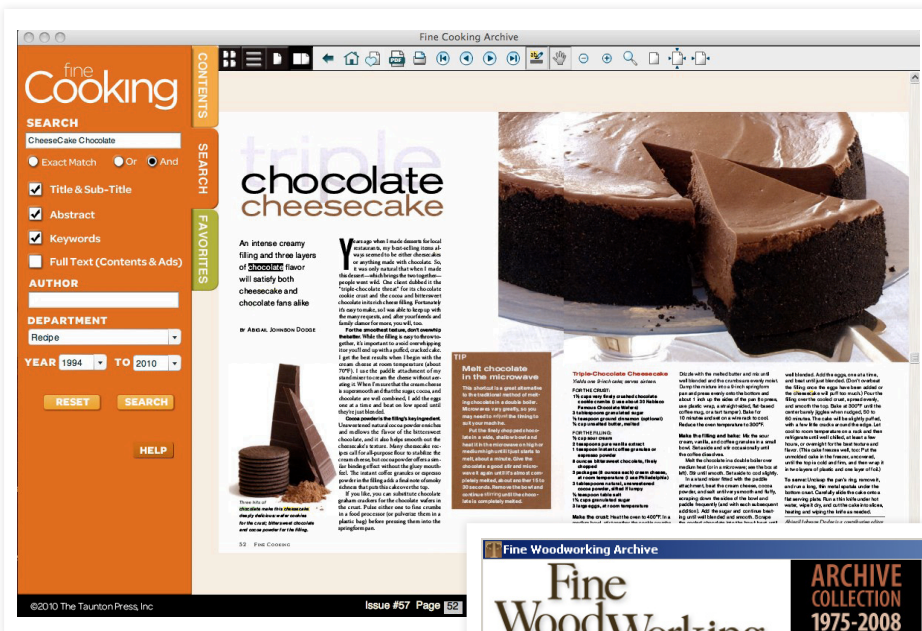
### About The Taunton Press

The Taunton Press is a publisher of books, magazines, websites and DVDs on the house and home and has been celebrating creativity and inspiring readers to pursue their passions for more than 30 years. Written by practicing experts in the fields of home building, home design, cooking, gardening, woodworking, and crafts, Taunton products are widely regarded as leaders in their fields. Established in 1975, Taunton is a privately held publishing company headquartered in Newtown, Connecticut. For more information, visit <http://www.taunton.com>.

### Vision

Taunton has captured the enthusiasm and creativity of tens of thousands of hobbyists from around the world with its high quality publications since 1975. Reputed to have the best articles and how to tips, along with striking visuals to illustrate even the most complex crafts, the publisher is a leading source of information and insights in the areas of cooking, gardening, woodworking, homebuilding, sewing and more.

In 2007, the publisher had the vision to go digital with its content through the creation of annual and themed collections. With more than 30 years worth of articles to its name, Taunton saw an opportunity to make this wealth of information available to its readers, while also delivering a richer and more engaging, content experience.



Each digital volume contains powerful search functionality that allows hobbyists to locate titles by specific criteria, or simply browse through each issue to access articles, step-by-step photo instructions, how-to-guides, and other features.



## Solution

Taunton contacted Integration New Media (INM), a Montreal-based developer of Rich Internet Applications and an Adobe partner, to progressively have interactive, DVD compilations created for five of its key publications: Fine Woodworking, Fine Homebuilding, Fine Gardening, Fine Cooking and Threads.

Taunton had more than a decade's worth of publications scanned so they could bring the content into an offline version of INM's eLibrary solution so that it could be published and sold in DVD format. Each volume contains powerful search functionality that allows hobbyists to locate titles by specific criteria (year, keyword, author), or simply browse through each issue to access articles, step-by-step photo instructions, how-to-guides, and other features.

"Readers can easily search and pull-up articles related to a subject of interest or project," said Missy Robinson, senior marketing manager for Fine Woodworking at

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Taunton. “These libraries are something our readers have been asking us for and thanks to our work with INM we were able to bring them to market quickly.”

## Results

Since the initiative began in 2007, INM has helped Taunton to launch dozens of annual compilations, special theme collections, and full publication archives in searchable and interactive, DVD format. Not only has this enabled Taunton to introduce a new revenue channel to its publishing business, readers now have easy access to past issues and articles.

Using the same functionality as an eLibrary but in DVD format, users can quickly search for and zero in on the content that interests them most. They can then print out a step-by-step guide and bring it into their work or craft space, for example, or view it on their laptop or desktop – whichever is most convenient for the task at hand. Moreover, long-time readers no longer need to hang on to physical copies of the publication, and dedicate entire bookshelves of space to their storage.

### For more information:

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