



## DECADES OF VALUABLE CONTENT AT THE TIP OF YOUR FINGERS

Taunton Press Goes Digital with Its Hobby Magazine Collections to Deliver a More Interactive Experience

### ABOUT THE TAUNTON PRESS

The Taunton Press is a privately held publisher of books, magazines, websites and DVDs for the hobbyist and building trades. Taunton's products have been inspiring readers to pursue their passions for more than 30 years. Written by experts in the fields of home building, home design, cooking, gardening, woodworking, and crafts, Taunton products are widely regarded as leaders in their fields. For more information, visit [www.taunton.com](http://www.taunton.com).

*The Taunton Press family of publications includes 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.*

### 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 as having the best articles and do-it-yourself tips, along with striking visuals to illustrate even the most complex crafts, the publisher is a leading source of information 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 DVD collections. With more than four decades of articles to its name, Taunton saw an opportunity to make this wealth of information available to its readers, anywhere, anytime, 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. Readers can also browse through each issue to access articles, step-by-step photo instructions, how-to-guides, and more.



## SOLUTION

Taunton contacted Integration New Media (INM), a Montreal-based developer of Rich Internet Applications 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 Reach 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.

"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", said Missy Robinson, senior marketing manager for Fine Woodworking at Taunton.

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## RESULTS

Since the initiative began in 2007, INM has helped Taunton 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 but has allowed readers to now have easy access to past issues and articles.

Using the same functionality as an eLibrary, users can quickly search for content that interests them the most. For example, they can print out a step-by-step guide and bring it into their work or craft space, view it on their laptop or desktop. Moreover, long-time readers no longer need to hang on to physical copies of the publication, and dedicate entire bookshelves to store them.