

Your most commonly asked questions

What is a Digital Edition?

A Digital Edition is a publication you can view just like the printed publication but on your computer screen. Pages will turn just like the real thing and even the sound of paper can be heard if you so choose but, unlike the real thing, in our multimedia option, still images can be replaced with rich media (video footage, flash or audio). In addition direct links through to advertisers are automatically created. Statistics on reader activity, including click throughs on advertising, can be collected.

Do my readers need to download special software to view a Digital Edition?

No... digital editions are streamed to the reader in much the same way as web pages are viewed. Macromedia Flash is required, although this is already installed on the vast majority of computers. If a reader does not have Macromedia Flash loaded then it is available to download free of charge. Digital Editions are designed to be universally accessible.

Can I have links added to my Digital Editions?

Our Digital Editions will automatically make all 'text based' web and email links live so your readers can click through and interact with your publication. However, for this to work you must embed the fonts in your PDF; this is a feature you simply enable when creating your PDF.

Can I add video or rich media?

This facility is available within our 'Multimedia' product which allows us easily to add video, audio and flash. You will need to provide us with the footage. See acceptable file formats.

Can I add e-commerce to my Digital Edition?

Yes. An electronic order form can be created. Alternatively products can be linked through to 3rd party e-commerce sites. There will be additional charges for setting this up; please contact your Business Development

Manager or Title Manager for further information.

Is there any limit to the size of my edition?

No. Digital editions can contain as many pages as you wish.

How can I get my content to more people?

Pensord's digital editions offer the option to send pages to a friend or to submit to social networking sites. These options can be disabled if required.

Will my edition comply with web standards for the Disability Discrimination Act?

Yes, your Digital Edition will be available in text only format and the size of the font can be easily adjusted to suit the needs of the reader.

Do I have to change how I create my PDFs?

No. All PDFs that Pensord receive can be made into digital editions. However, you must embed the fonts in your PDF to ensure that all email addresses and web links are made live, which is a feature you simply enable when creating your PDF. As always, tips on how best to optimise your PDFs can be found on the Pensord website go to PDF tool kits.

Do I have to change how I supply my PDFs?

Digital Editions can only be created for files supplied via Delano/Apogee Media. For many of our customers this is the file supply method of choice and therefore nothing has to change. If, however, you wish to receive Digital Editions and are not yet using Delano for your file supply then contact your Title Manager.

How do I put my publication on my site?

You will be sent an email containing the link to your publication, along with HTML code which will allow you to easily embed the publication within your website. You can simply add the image and link to your site (as you would any other link) or add the HTML code.

How do I send it on email?

Simply add the link to the main body of the email. It will not be an attachment – so no need to worry about file size.

Can I protect my edition?

You decide where you post your Digital Edition URL. Place it on a secure area of your website or just email it to your selected group. In other words, keep the link to yourself and no one will see it! You don't have to share them - we just make it easy for those who want to share them. We offer full password protection within our 'Commercial and Multimedia' products, should you require higher security and wish to restrict access.

Can I create special versions of my edition?

Yes. Pensord can create special editions, i.e. a limited/selected page edition for marketing mailings or create bespoke Digital Editions for different groups of users with alternative PDFs. Please note that an additional charge will apply to create bespoke Digital Editions.

Can my edition be found by search engines?

Yes. All the text can be found by search engines. If you wish, it is possible for you to optimise a separate version to improve your search results. If, for any reason, you do not wish your publication to be found by search engines then this can be arranged on request.

How do I access my Digital Edition statistics?

With both our 'Commercial and Multimedia' products, once your publication goes live we will send you a link to the statistics package, along with your unique login and password details. You'll then be able to access your digital edition stats over the Internet, anywhere and at any time. You will be able to choose your most commonly used statistics for immediate display.

How do I share statistics with my advertisers?

You will be able to export statistics as a .csv file for importing into Microsoft Excel. You can then email and/or print out for your customer to view.

Can a version of the Digital Edition be saved for offline viewing?

Yes, either to your desktop or to CD. However you should note that if you encourage your readers to do this then statistics will not be gathered from offline Digital Editions. Gathering data for the statistics package requires feedback to the host servers from wherever the digital edition is read in the world and therefore must be viewed via a live internet link.

Can a reader search my Digital Edition?

Yes. On the toolbar above your Digital Edition you will see a search facility; simply enter your required text and hit go. All positive returns are displayed and you will be able to click through directly to the page you require.

Can I have my Digital Edition branded with my magazine title or publisher name?

Yes. We will need to be supplied with your company logo, a match for

colour and a URL for your website home page. A one off charge will be applicable for branding for your Digital Edition browser.

Can I archive all my editions?

Yes.

Can my archived Digital Editions be searched?

Yes.

Can Digital editions be included in ABC / ABCe?

Yes, requested electronic versions of your printed Digital Editions can be certified by ABC (as long as they meet ABC rules). Requests for an on-line only publication may be eligible for audit and then certification by ABCe to JICWEBS reporting standards.

How long does it take for me to get my Digital Edition?

If a Digital Edition is being produced alongside your printed publication then the Digital Edition will be available to you on completion of the pre-press process.

How long is my Digital Edition hosted for?

It is our intention that Digital Editions will remain hosted indefinitely. However, no guarantee can be given regarding the life of your online Digital Editions, as the service is entirely dependent on third parties and their software and infrastructure. Pensord has taken all reasonable steps to ensure that the service offered is as robust and secure for the future as possible. YUDU is a leading provider of Digital Editions technology and all Digital Editions will be hosted on Limelight Networks which is one of the world's leading providers of networks and storage and is the preferred choice of Microsoft, Amazon, ITV, Xbox, EA and Videojug amongst others.

The downloaded/offline version of your Digital Edition is yours to keep. Our Terms and Conditions will be available for download shortly.

What Now?

Once you have explored everything you need to explore, and are ready to get started, contact your Business Development Manager or Title Manager and they will trigger the production of the first Digital Edition of your publication.