

issuu's Toolkit for Digital-Publishing Awesomeness

So you want to be a digital-publishing maven.

Spend a few moments exploring issuu's 25 million-plus publications and you'll discover magazines on every topic imaginable, thought-provoking daily newspapers, full-color comic books, portfolios filled with incredibly creative work, catalogs and DIY guides. And that will just scratch the surface.

Of course, these publications don't just appear out of thin air. Behind each cover is a story of determination and countless hours put in by passionate individuals. Getting content into a realized form is hard work, and although each of our publishers takes a different path to get there, they all have one thing in common: They were new to issuu at one point, just like you.

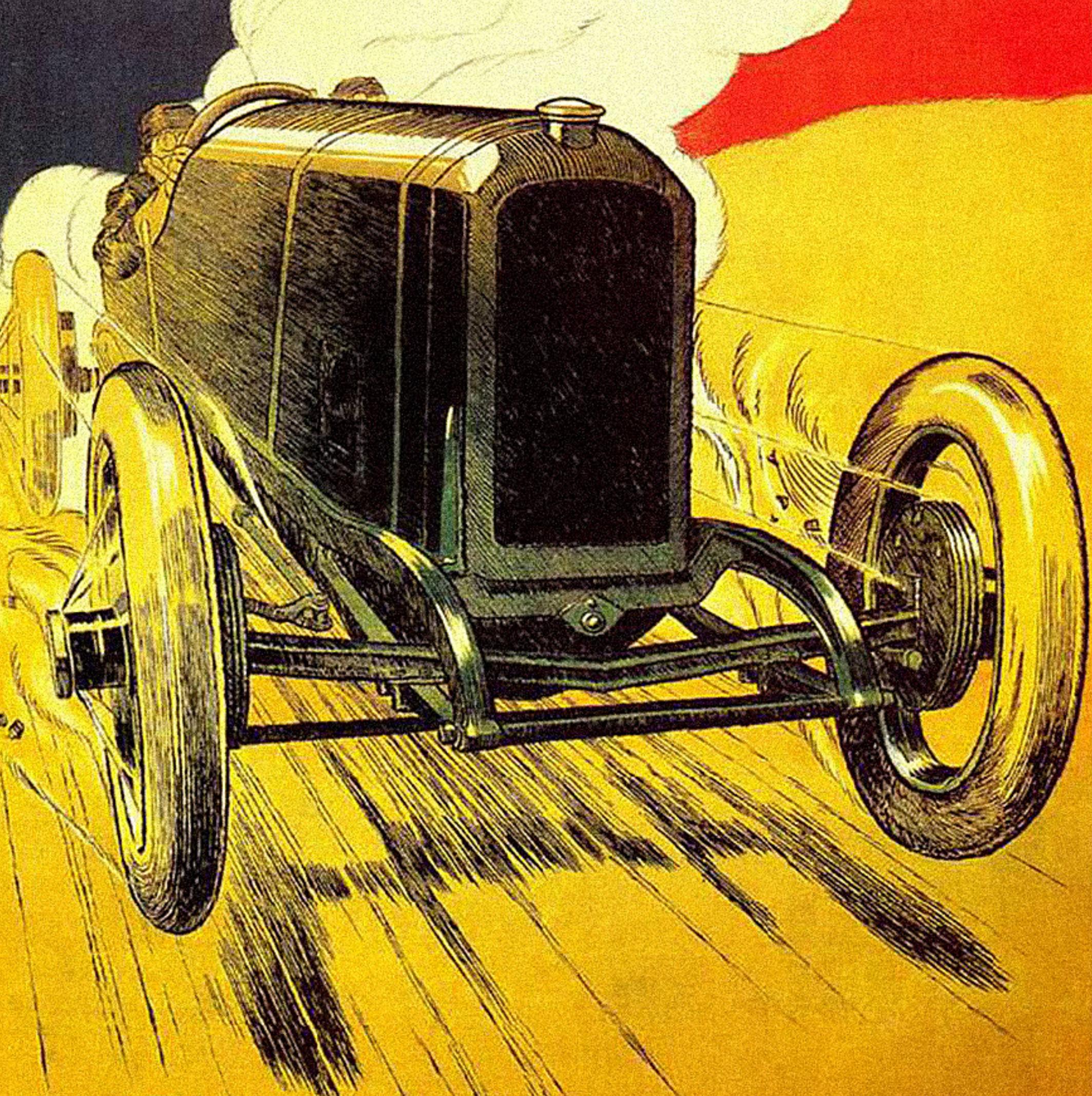


Cover

Publisher: Papercut Magazine

Publication: ZERO TO REALITY

Photographer: Felicia Simion



Ready, set, go!

To make your introduction into digital publishing on issuu as seamless as possible, we've filled this toolkit with everything you need to find [#issuusuccess](#). We'll show just how easy it is to upload, publish and distribute your publications. We'll teach you how to use issuu's tools and features, as well as social media, to grow your audience and engage with readers. Finally, we'll explain how to monetize your publications.

1. Creating publications
2. Preparing docs for upload
3. Uploading and publishing
4. Distributing far and wide
5. Growing and engaging with social
6. Using Reader Statistics
7. Generating revenue from publications

Want to add links like these?
Use the **Web & Video** links
from your Publication List's
dropdown menu to make
helpful page-to-page, web,
video and shopping links.



1. CREATING PUBLICATIONS TO SHARE WITH THE WORLD

So where do I start?

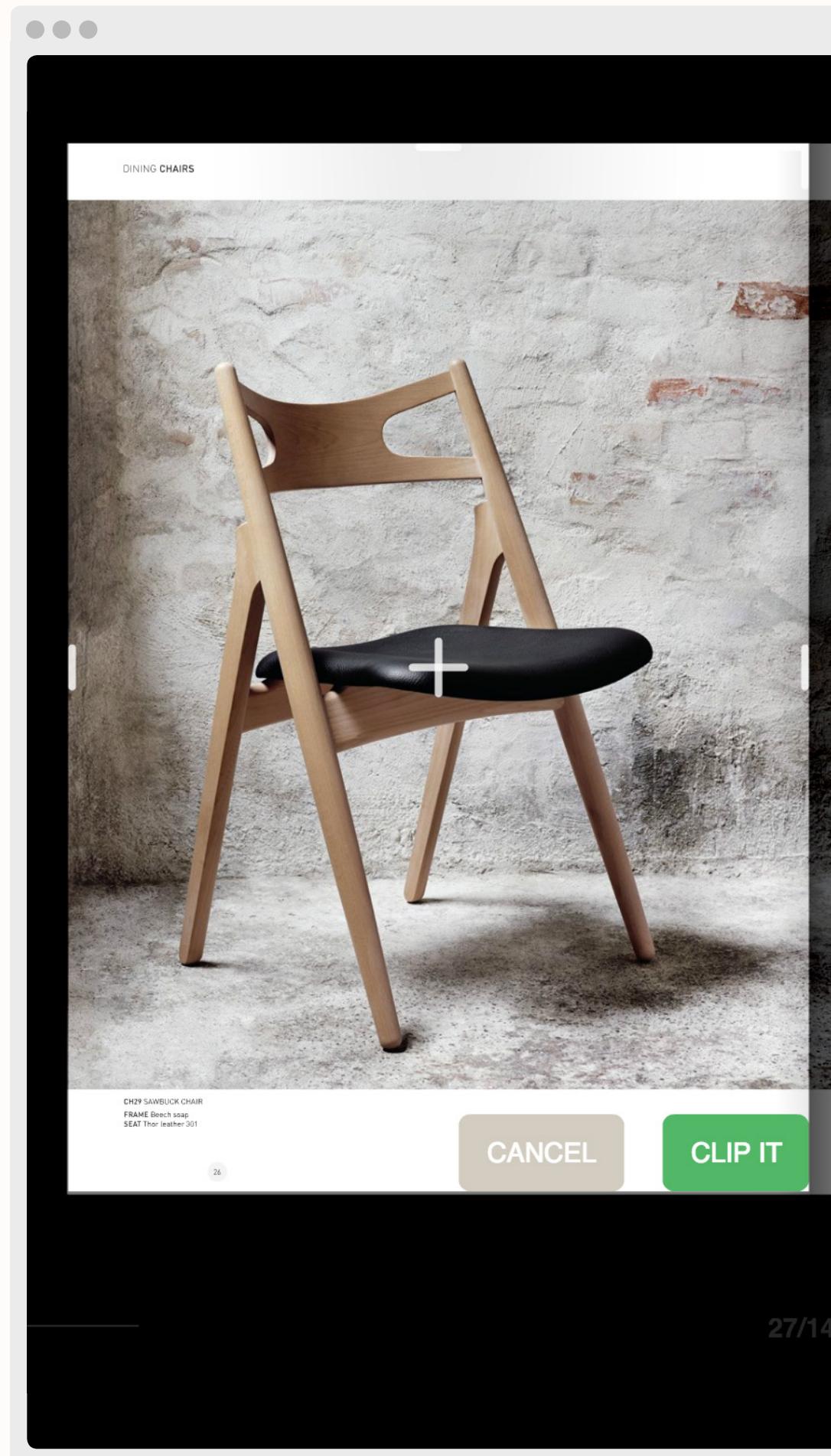
The hardest part of digital publishing by far is putting your publication together. If you still have a lot of work to do, that's perfectly OK. Maybe all you have is a magazine idea, or some creative work you need to showcase professionally. Perhaps you're interested in creating a catalog for your brand. Or maybe you just like the idea of trying something new. Whatever the case, we're here to help you take the next step.

Publisher: Tea Collection

Publication: Tea Collection - Street Style. School Cool

Get inspired.

Delve into the pages of the many gorgeous publications on issuu for ideas. Use the [Clip](#) feature to archive the art direction, covers and articles you like. You can also pin things to your Pinterest boards as an archive. Creating [Stacks](#) of publications with similar content is another way to stay on top of things.



Publisher: Carl Hansen & Søn

Publication: Carl Hansen & Søn Main Catalog 2015

CH29 SAWBUCK CHAIR

The CH29 is also called The Sawbuck Chair because the shape of the legs are reminiscent of the simple sawbucks or saw horses traditionally used by carpenters and woodcutters.

It was originally designed for Carl Hansen & Søn by Hans J. Wegner in 1952 but was taken out of production in the 1970's. It was Wegner's daughter Marianne who It became an immediate rovides great comfort w



Activate Clip on any document by opening the Clip icon. Then you can Clip a part of the page and share it on your favorite social channel.



CH29 SAWBUCK CHAIR
FRAME Oak oil
SEAT/BACK Walnut oil

#ClippedOnIssuu from Carl Hansen & Søn Main Catalog 2015

I love the natural light and rustic background in this product shot.

Pick a board

Search



Photo Direction



Great Covers

All boards



Illustration Ideas



Ideal Locations



Story Ideas



Great Products



Typography



Color

Post to Facebook





1.3 CREATING PUBLICATIONS

Be genuinely yourself.

Figure out what you do better than any other publication, and keep doing it. Don't get lost trying to copy another publication — just be yourself. There's a reason your audience is reading you, so be proud of that and keep up the good work.

Publisher: Neoprime Fine Arts

Publication: Contemporary Fine Art Photography - Issue 1: November 2015

Image: Brandon Kidwell

A life from poverty to stardom

B.B. KING

B.B. King (Blues Boy King), very deservedly dubbed '*The King of the Blues*', sadly left us at 89 years old the last 14th of May. The massive discography that the US culture icon left, entails an **immense legacy that has potentially influenced even the popular music of the 21th century**. Lucille, his guitar, (named after two men who died while fighting over a woman named Lucille, due to a fire caused by a kerosene heating system during a performance), has been left singing.





1.4 CREATING PUBLICATIONS

Define your brand.

Be sure your readers recognize your publication by designating certain colors or a cool font as your own. Stick to a certain writing style or viewpoint, so your readers have no question it's coming from you. Define these things and your brand will quickly take shape.

*Publisher: Croco Magazine
Publication: 3#Issue*

Be consistent.

Whether it's your voice, your branding or simply timing, be the publication you say you are. If you are a vegan-cooking quarterly, be sure your hummus recipes come out four times a year. Consistency is key when building an audience, because readers want to be able to rely on you.

Publisher: quint

Publication: issue 11

Photographer: Johannes Romppanen





yum.
GLUTEN FREE

LAUNCH
ISSUE

Use every tool at your disposal.

Put engaging videos from YouTube or Vimeo in your publication to keep readers interested. Use [Clips](#) to share via social media. Create [Stacks](#) of your publication for your followers to peruse. Basically, use issuu's tools whenever possible to help your brand stand out.



Now on to the bones of digital publishing.

Publisher: Soura Magazine
Publication: Issue 40
Photographer: Nick Veasey



2. PREPARING YOUR DOCUMENT FOR UPLOAD

Little details do matter.

Publishing on issuu begins with the upload process. Once uploaded, we automatically convert your publication to display beautifully for our desktop and mobile readers. Sometimes uploaded documents fail during the conversion process, which typically happens when the document was not properly prepared. Here are guidelines to ensure your uploads are a success. You got this.

File size

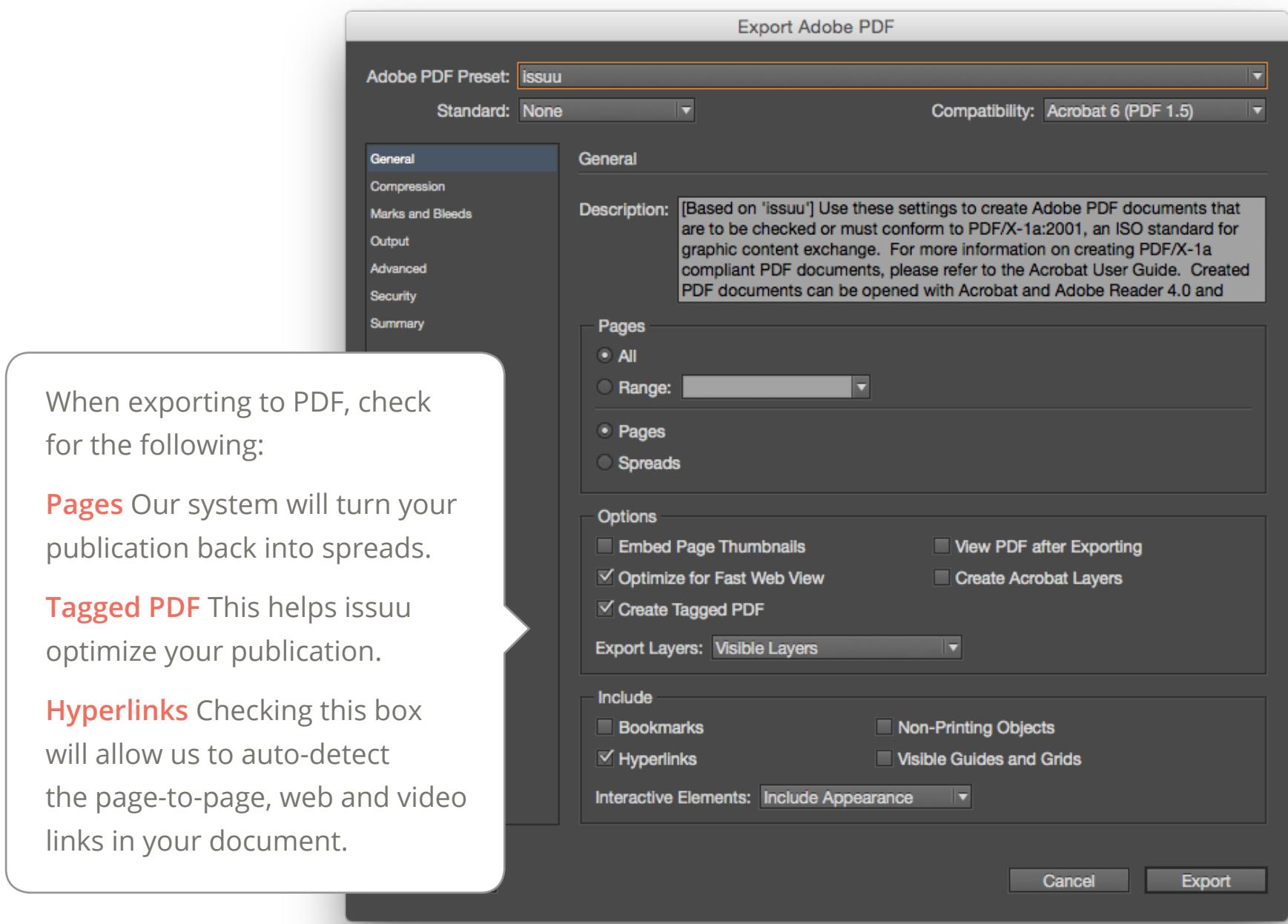
Regardless of what issuu plan you're on, files must not exceed 500 pages. If you're on a Basic plan, documents cannot be larger than 100MB. For [Premium](#) plans, the maximum file size is 500MB.

File naming

Readers will be able to see this document's name in the URL and in other places on issuu, so instead of "final_draft_magazinename_date_version1234x.pdf," make it something more descriptive.

Layout

Use single-page spreads only. Our system automatically converts all documents to double-page spreads, so if you upload your publication with double-page spreads, each spread will show up on issuu as four pages. Not good.



Exporting

We prefer PDF files, but Word (.doc), PowerPoint (.ppt), OpenOffice (.ods, .odp), WordPerfect (.wpd), Rich Text Format (.rft) and StarOffice (.sxi, .sxw) are OK too. If using InDesign, download our Export Preset to ensure your PDFs are issuu-ready when exporting.

Having trouble getting your document to upload properly? [This article](#) will help solve the most common uploading problems, as well as prevent issues with your future uploads.

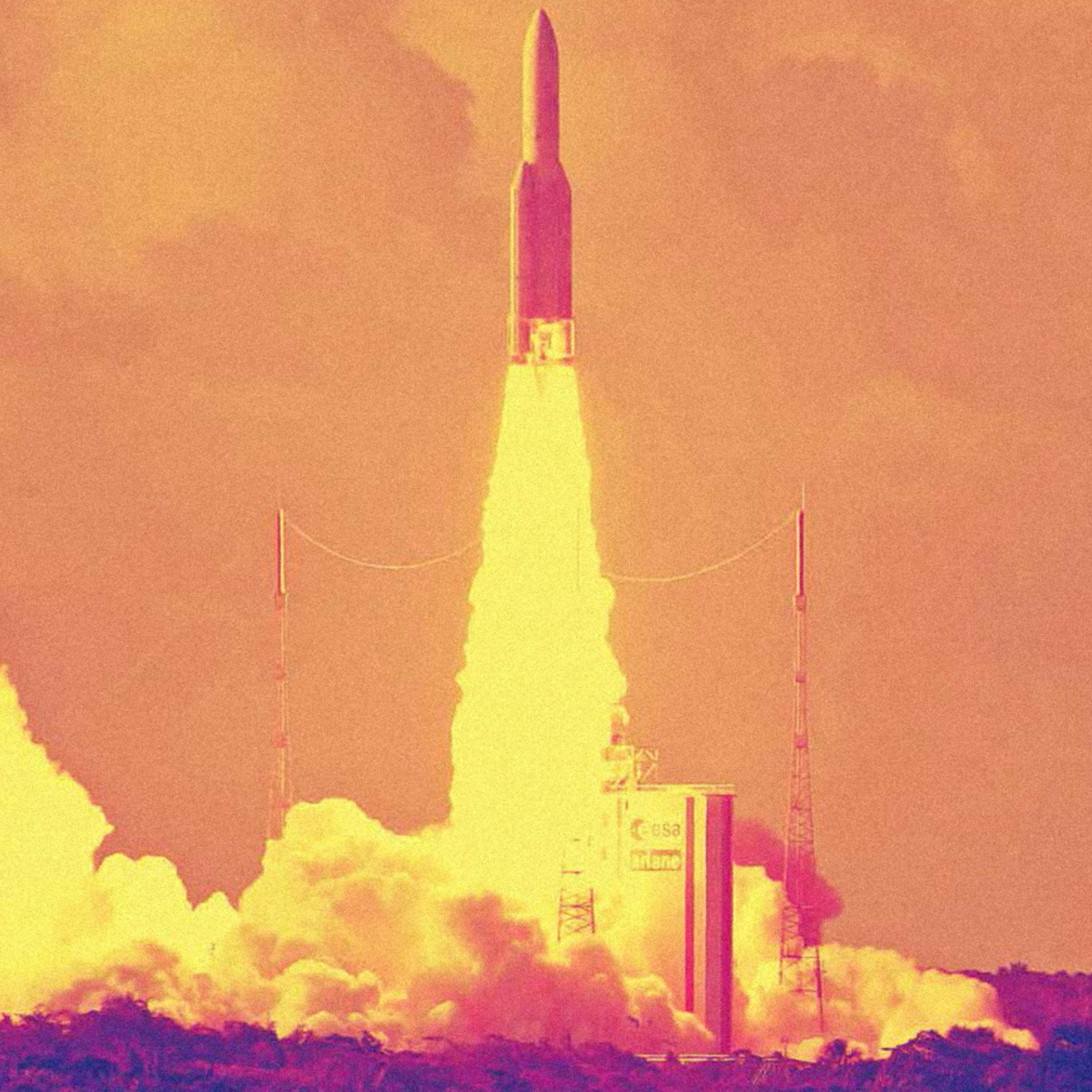
3. UPLOADING YOUR DOCUMENT TO ISSUU AND PUBLISHING IT TO THE WORLD

Welcome to
the big time.

Uploading

Getting your document from where you are to where we are.

OK, first the “complicated” way: Click “Upload” from the top navigation on issuu.com. When the uploader window loads, drag and drop your document into the window, or click the “Select a File” button to search for it on your machine. Ready for the simple way? Drag and drop your document into **any** open issuu browser window. Really, that’s it.



VX

esa
Trace

3.2 CREATING PUBLICATIONS

Publishing

Once the upload process completes, you'll need to add a few details about your publication before it can be properly introduced to the world.

Help your readers find your publication

Your publication name

Description

Original publication date

The date this was created (optional)

This is a preview
 Allow download
 Include detected links

Publication visibility

Public

Schedule publish date

11/10/2015

PUBLISH NOW

By clicking the above button to publish on issuu, you are agreeing to issuu's [Terms of Service](#).
Please only upload documents that you own the rights to.

Publication name

Use a name that's short and sweet, but descriptive enough to distinguish it from your other publications.

Description

Write a short, clear description of your document so readers can discover it.

Original publishing date

In most cases, your publishing date will be the same as when you're uploading. When uploading back issues or ones slated for a future release, enter the actual publication dates.

Preview option

Designating your publication as a "Preview" means most of its contents won't be displayed to readers. This cannot be changed, so be sure it's what you want.

Once everything has been entered, click the **"PUBLISH NOW"** button. That's it! You're a digital publisher.

Visibility

If you want your publication to be unlisted, choose "Private" and only those you share the URL with can view it. This can be changed if you decide to make it public.

Premium features

Unlock issuu's Premium features to include detected links within your publication; allow readers to download it; or schedule your publication for a future publishing date.

4. DISTRIBUTING YOUR DOCUMENT TO THE LARGEST AUDIENCE POSSIBLE

Hello world!

Once published, your document is automatically viewable in the issuu universe on desktops, tablets and smartphones around the globe. With that in mind, it's important to ensure your work looks great across all platforms. Our Publisher Tools help grow your audience by letting you embed a publication on your site or blog, or by sharing its issuu link socially. You can even print physical copies to distribute the old-fashioned way!

Mobile

More and more, people are enjoying what's on issuu via mobile devices. Our award-winning apps make it easy no matter what device or OS readers are using. Be certain that what they're seeing looks the way you have intended by downloading our [iOS](#) and [Android](#) apps and cross-checking your publication on multiple platforms, including desktop, tablet and mobile.

Linking

The easiest way to distribute your publication is by sharing it. Email the link out to a subscription list, post it to your blog or share it on your social channels. Premium users have the option to share a standalone reader link, which means readers won't see any community features (Follow, Info, Share, Add to and Like) or sidebar-related publications.

Embedding

Embed your publication on your site or blog. Visit the "Publisher Tools" section of issuu.com, find your publication in the list and select "Embed" from the list of pull-down menu options. Once you decide how it will look, simply copy and paste the embed code into any HTML editor and your publication will be displayed in a fully functioning issuu reader on your site or blog. [Learn More](#).

<http://www.carlhansen.com/catalogue/>

Printing

We may be a digital-publishing platform, but that doesn't mean we don't understand the power of print. Our print-on-demand services allow you to print anywhere from one to 1,000 copies for distribution wherever your potential readers may be. If you prefer, we'll even send copies directly to your readers anywhere in the world.

The screenshot shows the Carl Hansen & Søn website's main catalog page for 2016. At the top, there's a navigation bar with the company logo, followed by links for 'PRODUCTS', 'INSPIRATION', 'DESIGNERS', and 'CRAFTSMANSHIP'. Below the navigation is a red circular arrow icon. The main title 'MAIN CATALOG 2016' is centered above a descriptive text: 'Discover Carl Hansen & Søn's full collection.' To the left, there's a section for 'DINING CHAIRS' featuring the 'CH20 ELBOW CHAIR'. The text describes the chair's design and manufacturing history, mentioning it took 49 years to come into production. It also highlights its steam-bent backrest, solid wood frame, and curved veneer seat. A small image of the chair is shown, along with a stackable version. To the right, there's a large image of the CH20 Elbow Chair against a minimalist background with geometric shapes like triangles and rectangles. The bottom of the page features the Carl Hansen & Søn logo and the tagline 'PASSIONATE CRAFTSMANSHIP'.

5. GROWING YOUR AUDIENCE AND ENGAGING WITH THEM ON SOCIAL MEDIA

Evangelism is your friend.

After distributing your publication far and wide, it's time to grow your audience and make sure you keep those eyeballs with every new issue. Engaging via social media will have them licking their chops for more. A single Instagram post or a series of carefully planned tweets can mean the difference between a few hundred and a few thousand publication views. Of course, choosing which platform to use, as well as what and when to post can be pretty overwhelming. In the following two sections, we'll break this all down so you can #slayitonsocial.

Targeting

Whatever platform you choose, study its user stats to identify where your audience is, who they are demographically and what interests them. This helps you target readers. For example, if the majority of your followers live in Britain, schedule posts to go out when Brits are most active. If you learn the majority of your followers are 18 to 25, talk in a way that appeals to them (i.e., lots of emojis).

Your voice

Whether professional and businesslike or casual with emojis, find your social media voice and stick with it. While that may differ slightly for Pinterest and LinkedIn, say, readers should still be able to hear your voice no matter where you post. Also keep it natural. Trying to be someone you're not is guaranteed to drive readers away.

Tag influencing

Does one of your photographers have 1 million Twitter followers? Tag them! Do you have an article about Lady Gaga? Tag her! Identify online influencers in your sphere and make sure they're seeing and sharing your content.

Hashtags

Come up with a hashtag that can be as simple as the name of your publication, or something that's a little more creative. Whatever it is, make sure readers see it, know what it stands for and can use it to follow the conversation about your publication.

Teasing

Don't wait until you publish — start hyping your content as soon as possible. Share tidbits from production, sneak peeks of your final pages and use whatever else you can to create excitement leading up to your publication's release.

Interacting

Make readers feel as important as they are. Your publication can't be successful without a devoted audience, so make sure they know they are appreciated. Like every tweet you're tagged in. Reblog posts from readers using your hashtag. And try to reply to every user post or comment, even if it's just with a smiley face.

Sharing

Make the sharing process as painless as possible by using issuu Clip to spread the word about your publication. With direct integration to the top social media platforms, Clip makes sharing content easy for you and your readers.

Publisher: Life Church, UK

Publication: Leadership Academy 2014 Brochure



5.1 OPTIMIZING YOUR POSTS FOR EACH SOCIAL MEDIA PLATFORM

When in Rome ...

Now that you have a general idea about being social, let's talk specifics. Here are tips and tricks to optimize your content for several of the top platforms. Note that it's better to be consistent on one or two social channels than to spread yourself too thin across many. For starters, sign up and secure your username with all the ones you may one day use. Then, let any you won't use right away sit dormant until you have the bandwidth to expand.

Facebook

With Facebook, there isn't a character limit, the content is usually a little higher quality and the audience is slightly older than on Twitter. Try culling your most popular Twitter post once a day and reformatting it for Facebook. Use images and video here whenever possible, but stick to a square media format. You can also embed issuu content in Facebook posts by simply inserting the link, which will produce an issuu reader. Deploy our [Facebook App](#).

Twitter

This is where you can post most often. Tweets tend to get lost in the stream after a few hours, so feel free to post up to 10 times per day. You'll tend to have a larger and more varied audience on Twitter, so mix it up: Share your publication, but also pose questions, retweet similar content or share a link that pertains to you. A good ratio of your content versus

that of others is 2:3. Keep in mind that posts with media tend to do best, so include a 2x5 photo or video as often as you can.

Pinterest

Pinterest is a valuable social platform because it's evergreen. That is, unlike other channels, Pinterest posts will circle back and gain new eyeballs for years to come. Post as much of your content here as you can. Pinterest favors vertical posts, so keep that in mind while Clipping pictures and articles from your publication. To include a tab on your brand page, so readers can find and read all your publications and stacks.

Instagram

Instagram is a high-quality platform to post the very best of your visuals no more than once per day. Unfortunately, you can't easily link back to your work, so keep updates super compelling. Instagram organizes popular photos

by hashtag, so be sure to include as many as possible. If you don't have any photos you love, mine your followers and repost (with permission) anything they've posted featuring your publication. You'll get a great photo, plus the eyeballs of all their followers.

LinkedIn

LinkedIn is the most professional of the social networks. It's a great place to show potential employers or colleagues your hard work, by embedding issuu publications right on your LinkedIn profile page. Post here only when you have really important news, like when releasing a new publication. You can also upload your issuu-housed portfolio to really make your profile stand out.

Publisher: Creem Magazine

Publication: Issue 13

Artist: Zhang Dali

6. USING READER STATISTICS TO GAIN AN UNFAIR ADVANTAGE

Power in numbers.

Of all the tools we give publishers, Statistics is the most versatile. Up-to-the-minute stats are available for all your publications, such as number of clicks on a cover, or percentage of readers on mobile versus desktop. This data can really help you better understand your audience, as well as increase potential rates you can charge advertisers.

Learn

Find out exactly where your audience is, what devices they are reading on and which parts of your publication they're reading most. Is your audience coming from everywhere, or mostly from a certain region? What pages get a lot of shares? Are the majority of readers on mobile, desktop or both? Every tidbit you can glean about your audience takes the guesswork out of what content they'll love.

Adapt

What you do with the information you gain from Statistics is incredibly important. Have a large percentage of your readers on mobile? It would be wise to explore design changes geared toward viewing your publication on issuu's mobile apps. Are the majority of your fans located in Japan? Schedule your next publication release for the middle of their workday, instead of when they're asleep.

Monetize

With print, there are very few numbers you can bring to potential or current advertisers. Publishing on issuu, however, means having deep Statistics at your fingertips whenever you need them. Use your numbers to attract new advertisers and justify charging higher ad rates. Or, let current advertisers know how many people saw their ad, how long they stayed on the page or how many times a Clip of their product was shared.

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7. HOW TO GENERATE REVENUE FROM YOUR ISSUU PUBLICATIONS

Cha-ching!



As an issuu publisher, you're armed with tools to leverage your hard work and unlock additional revenue for your business. Monetizing publications can help deliver the resources to improve your final product, as well as speed up production times. This can mean buying new computers, hiring staff, paying for better photographers and illustrators, taking more time off work — anything, really, to keep your publishing empire growing.

Shopping links

Like all other issuu links, In-Publication Shopping Links allows viewers to click through to another site. Whether it's your own marketplace, an e-commerce site like Etsy, Amazon or eBay or your preferred affiliate program, these links are an easy way to monetize your publications. Shopping links are differentiated from other links with a special shopping icon, which lets readers know something is available for purchase.

Advertising sales

Create a proposal for advertisers using your issuu Statistics. Focus specifically on your number of readers, their demographics and time spent reading to convince clients you'll deliver eyeballs. [Draze Magazine](#) is a perfect example of this. While Basic users have access to limited stats, [Premium](#) publishers enjoy

statistics all the way back to their original publication dates. These are numbers you just can't get with a print publication and physical distribution. [Learn more about Statistics.](#)

Paywall

In another section, we discussed how to embed a publication on your site or blog. In case you missed it, go back and read [this article](#) to learn how embedding works. Like Preview-to-Pay, embedding behind a paywall is the second method for charging people to read your publication. Simply create a paywall on your website or blog and embed your publication behind it. For this method, be sure to make your publication unlisted on issuu by selecting "Unlisted" in the drop-down menu under "Publication Visibility" after you upload. That way, readers will only be able to access it through your paywall.

Preview-to-Pay

If your publications are strong enough, readers will pay to read them. This is done by putting a preview of your publication on issuu with just a few pages or chapters viewable, followed by a link to where they can buy the whole thing as a downloadable PDF. [Sweet Paul](#) out of Brooklyn, N.Y., employs this form of monetization. You can also upload an entire publication with your choice content covered by translucent boxes that link out to where your readers can pay to see more. Be sure to check the "Preview" box during uploading, so readers won't be confused.

Publisher: Alexis Reid

Publication: Wood Type : A Brief Overview

And that's a wrap.

We hope this guide has brought you closer to becoming the digital publisher you have always wanted to be. If you still need a hand, reach out to our support team at support@issuu.com.

Keep in touch during your journey with the hashtag [#issuusuccess](#) and follow @issuu on your preferred social platform.

If you believe you are an [#issuusuccess](#) story, or would like to nominate a publisher, email us at success@issuu.com for a chance to be featured on our site and social channels.

Remember, issuu is here for you and because of you. 



Connecting content to people.