

The Shift from Digital to Print

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Digital Magazines

Opportunities

Digital magazines unique monthly visitors in 2011 versus 2012

Magazine Title	2011	2012	Growth Percent
Newsweek/The Daily Beast	3.3 million	4.8 million	50%
The Atlantic	2.2 million	3.4 million	50%
The New Yorker	1.1 million	1.9 million	80%
The Week	0.7 million	1.1 million	71%

Independence

Post articles on your own:

Tumblr Medium Wordpress

Availability

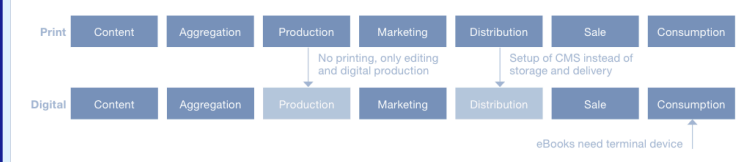
New Jobs:

Photo Editor Web Editor Marketing Designer
Creative Content Advisor Social Media Marketer

Ebooks

Opportunities

Differences in print and digital book production



Independence

Rise of the self-publishers

Ability to work from home

Availability

New Jobs:

Ebook formatter Coder Ebook editor

Challenges

Must have an understanding of many areas:

Animals Celebrities Politics Music
LGBT Sports and more...

Must have an understanding of a variety of audiences:

Women Healthy Living Parents

Must be educated in all types of writing:

Concise versus elaborating
Visual Rhetoric

Challenges

Necessary Evil:

Publishers reluctant to jump on the bandwagon

Caused problems in...
formatting production pricing

Competitive Field:

New jobs are present—
but they are always changing and highly competitive