



custom publishing

pagesdigital

about Pagesdigital

Pagesdigital is the leading premium online magazine and content development company.

Launched in January 2004, Pagesdigital produces unique, respected and editorially credible titles monthly to a subscriber database of 18 – 35 year old fashion and music lovers.



Pagesdigital site statistics, monthly average

Site impressions	650,000+
Hits	1,079,454
Unique visitors	30,000+
Subscribers	30,000+ active users
Avg session duration	7 min 14 sec

Source: Google Urchin v5.7.3

company overview



BRANDS



CUSTOM PUBLISHING

pagesdigital

BRAND EXTENSIONS

pagesfashionTV



ALLIANCES



Pagesdigital is a creative solution

Our unique media and advertising formats allow us to deliver creative solutions that are more involving. More interactive. More engaging. And more effective.

Within-ad functionality including audio streaming, data capture, content downloading, selection of videos and content to stream is all possible. We'll work with you to deliver a solution that reinforces your message and amplifies it within our unique media space.

We provide creative solutions to run across other media assets as well, including advertising and custom publishing titles for your business or brand.

'Groupie Shop' execution





ANJULIE LIVE

AN EXCLUSIVE GIG FOR AUSTRALIAN FANS. CLICK HERE FOR YOUR VIP ENTRY AND 5 FREE TRACKS

Raised by Guyanese parents in Ontario, Canada and now based in LA, singer/songwriter Anjulie is a commanding new presence on the music scene in 2009. With her sophisticated pop with hip-hop edginess and world-music spice developed through a childhood of Afro-Caribbean calypso, reggae, and South American Latin sounds, she now offers the world her unique style of music in an album to be released very soon. Her honest and beautiful songs are taken to another level with her diverse range of influences contributing to a really fresh and unique sound. Somewhere in between M.I.A. and Lauryn Hill, Anjulie has the world at her feet, it will only be a matter of time before she takes it in her hands.

Watch the video clip for Rykles (my opening track from the new music) being the video? [Click here](#)

Download 5 free exclusive tracks here

Get a taste of Rykles follow up single from here

Follow Anjulie on Twitter now to keep up to date on her live online Australian concert.

my new haircut <http://bit.ly/qc8CO>

[@rickydigital](#) b in nyc next week to shoot a video

[@rossgotan](#) U CAN'T ARGUE W A MCFURRY!!!!

[@Mozzy](#) thanks hon! She's

PLAY PAUSE LIKE

custom publishing with Pagesdigital

Our unique 'magazine'-style format is available for use for custom-published content. Working hand-in-hand with you, we will develop rich media content to bring to life a digital experience that is both highly engaging and compelling.



Like the Pagesdigital magazine properties, it includes videos, audio and rich content that allows the consumer to 'experience' the brand and the product.

We can also provide production assistance in the development of content including still imagery and digital video content through our in-house production resources.

View examples live on our website at

<http://pagesonline.it/custompublishing.php>

Our format includes video, flash animation, and audio. It can also include widgets and additional functionality as required.

The flash animation presents the brand in high resolution, is exciting for the consumer to view and encourages interactivity.

We can incorporate live feeds from the Facebook or Twitter pages, allowing users to comment and discuss the content in real time, both within the publication and in social media assets.

Our custom-published titles can include data capture functionality within the catalogue, for direct responses and immediate interaction. In addition to this, all of our custom-publishing titles include send-to-a-friend functionality to ensure further peer-to-peer distribution of the content.



distribution and promotion opportunities

Distribution

- Housed on your website, with the potential to be housed on Pagesdigital network as well
- Pagesdigital will design an exclusively branded email template for you to distribute to your marketing database this purpose

Promotion opportunities via Pagesdigital

- Rich media DPS ads in Pagesdigital mags with sign-up functionality within the ad
- A 'lift-out' section within our magazine titles as appropriate
- Exclusive eDM to the Pagesdigital VIP subscriber database
- Links to the magazine from across the entire Pagesdigital network site, including blog posts and listings in pages magazine and social networking assets
- ROS advertising across Pagesdigital network
- Functionality to link to facebook (one-click to publish the online link to the catalogue to an individual's news feed)

case study: Sportsgirl 'Signature Style' catalogue

As part of a 6 month integrated campaign across the Pagesdigital network, we produced a custom-published catalogue for Sportsgirl's 'Signature Style' winter range.



Hosted on the Pagesdigital homepage beside Groupie and Pages magazines, as well as promoted through across the Pagesdigital network and within Pages magazine, the publication received considerable exposure and a significant number of readers.

<http://www.pagesonline.it/sportsgirl/holder.html>

pagesdigital

case study: Good Vibrations 2009 line-up tease

We have custom published guides for the Good Vibrations festival for the past two years with client Jam Music. The 2009 edition was released three days prior to the line-up announcement, with audio and visual 'clues' and hints to the performing artists at the event.



The magazine, published on the Pagesdigital website and on the Good Vibrations site, received over 3 million impressions.

<http://pagesonline.it/goodvibrations2009/>

pagesdigital

case study: Mercedes Australian Fashion Week '05

Published for the 2005 MAFW 10-year anniversary, this custom-published title was the official retrospective of the event, featuring and celebrating all the designers and key contributors.



CONTENTS

- OUR VERDICT
- THE WEEK IN REVIEW
- INDIVIDUAL COLLECTION SHOWS
- GROUP COLLECTION SHOWS
- THE SOURCE @ MAFW AND AGENTS SHOWROOMS
- ACCESSIBLE AREAS
- MAFW VIP SKYY VODKA BAR
- BIG CHEERS
- OUR FUTURE
- THE AUTUMN WINTER COLLECTIONS
- THE ASIA PACIFIC FASHION FORUM

All photos throughout courtesy of selfphotography
Music courtesy of Sneaky Sound Systems. "YOU'RE SO HOT" as featured on MAFW The Music - Spring Summer Collections 05-06
Co-produced by Australian Fashion Innovators and Pagesonline Publishing www.pagesonline.com.au



MAFW VIP SKYY VODKA BAR

The fun of sitings gets even more exciting at the SKYY Vodka Bar. The who's who of the industry experience specially designed smooth-tasting SKYY Vodka cocktails, alongside other industry preferred beverages including Ferris Wheel Champagne, Brad Pitt for Hugh-Caree, SKYY Blue, Decad Bar, Gatzpellegrino and Red Bull.

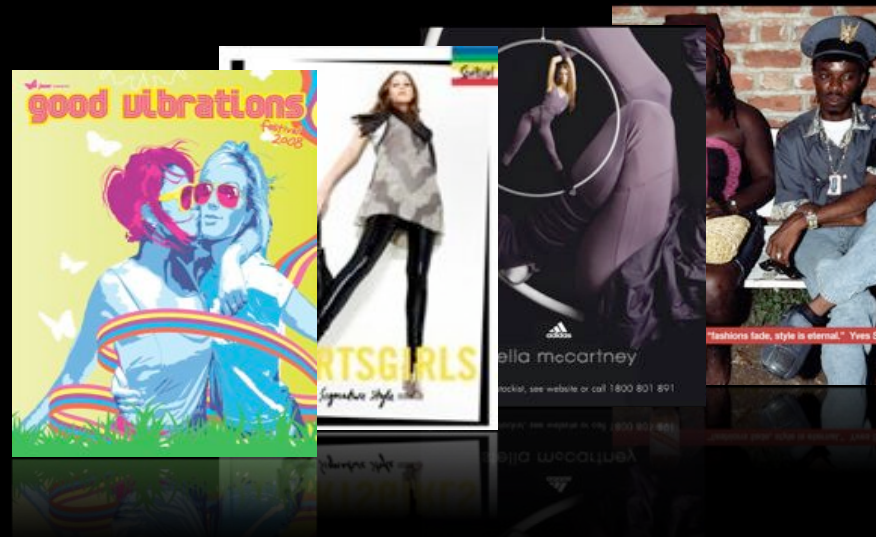


benefits of a custom published catalogue

- An interactive and experiential way of presenting your content that adds depth of engagement with your product / brand content
- Compelling and engaging for consumers and readers
- A 'familiar' format replicating offline magazines that does not alienate the less technologically savvy users
- Functionality will be built to ensure that the content and the catalogue is truly viral, maximising the pass-on rate and propagation of the content
- Trackable and measurable, with added direct-response functionality to further increase the response rate transparency
- Added opportunity of promotion across the Pagesdigital network
- Owned by you, allowing the ability to publish the content on your site and elsewhere across the web

The pricing of a custom published title is dependant on the amount of content to be published, the depth of the content, the level of functionality, and the additional production components required.

The cost of a custom-published catalogue we would quote for you following further clarification of these content, functionality and production requirements.



come with us

Alex Light

Business Development Manager

alex@pagesdigital.it

9211 7811 x4

Marnie Neck

Managing Director

marnie@pagesdigital.it

9211 7811 x1

