

**EBOOKS & DIGITAL MAGAZINES**

# Create a long-term marketing effect with content living on-line while generating leads.

Bring in new traffic with our content rich magazine-style PDF with electronic “page turning” technology. Content is interactive and can be comprised of photos, graphs/charts, research, advertisements, video and custom-written copy.

**SIMPLE DETAILS**

- 24-48 pages (standard)
- Product PDF to embed/display
- Design/layout production
- Registration capabilities (optional)
- Penton hosting (optional)

**USEFUL FOR**

- Establish authority in your industry
- Bring in new traffic
- Generate leads
- Brand/product promotion
- Long-term engagement

**ADDITIONAL SERVICES**

These additional marketing services compliment or work well with eBooks/Magazines:

**SEARCH PRESS PRO**

Announce the release of your new eBook or Digital Magazine.

**LEAD LIFECYCLING**

Nurture generated leads (if capturing from gated form.)

## What’s the difference between eBooks and Digital Magazines?

**EBOOKS**

are produced in multi-chapter format like traditional books.



**DIGITAL MAGAZINES**

have more graphics and a mix of news and articles.

