

# Rethinking How Magazines Are Made



Bauer Media uses  
censhare to make it  
easier than ever for its  
brands to create and  
distribute content.



master your content



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**Leigh Cresswell, Product Director, Publishing Technology, Bauer Media**



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## At a glance

### Industry

Media and Publishing

### Products

- Digital Asset Management
- Content Management

### Business need

In addition to publishing 93 regular magazine titles, Bauer needs ways to make it easier to share content between brands and for editors and contributors to create conte

## A more efficient publishing process

Bauer Media Group owns more than 600 print, digital, TV, and radio brands in 17 countries. In the UK, it’s famous for mainstream magazines like Grazia, Q, and Empire, as well as specialist titles that cover everything from motorbikes to fishkeeping. It also operates radio and TV stations including Kiss, Kerrang!, Absolute, and Scala Radio.

Since 2013, Bauer has used censhare to manage the production of its 93 magazine titles. This began as a pilot project in 2011 for Grazia, among its highest profile weeklies. Leigh Cresswell is Product Director, Publishing Technology at Bauer’s UK head office in London and was part of the team that introduced the new workflow. He says: “Our brief with censhare was to make the publishing process more efficient.” Before censhare, editorial teams shared content using file sharing systems. They managed the workflow with flat folders and paper plans stuck on office walls. “It was a manual and time consuming process with lots of paper moving around and little visibility of what stage things were at,” recalls Cresswell. “censhare systemized our workflow and provided a new framework for us to produce magazines.”

# Business Results



2,100

pieces of content a week produced via 1 workflow



550

people across 93 titles working in censhare



19,000+

videos and audio clips hosted on the entertainment hub



1

hub to create content across Bauer's media brands

## censhare proves its mettle

At the same time as they were testing censhare on Grazia, Cresswell and his team trialled a competing product on Empire. “We decided on censhare because it was a complete product rather than a series of integrations,” says Cresswell. “We can do 95 percent of what we need to do out of the box.” Once the decision had been made, the team could quickly roll censhare out across all its titles. “Using censhare on a weekly like Grazia – where deadlines are tight – taught us a lot. We could make improvements each week, and after two or three issues we could leave the editorial teams to it,” says Cresswell.

Today, censhare helps Bauer get 93 magazines to press, with 550 contributors producing more than 2,100 pieces of content a week and reaching over 25 million UK consumers. censhare is integrated with Bauer's advertising booking system for seamless delivery of ad copy into the workflow and provides a portal for licensed and syndicated content so partners can buy and download what they need.

## Beyond business as usual

But having a functioning workflow system is “just the day job,” according to Cresswell. Success for him means using technology like censhare to keep Bauer competitive as media consumption changes so quickly.

One such project is the company's entertainment hub, hosted in censhare. This started as an exercise in efficiency. In the past, five or six Bauer publications would all want to interview the same celebrity if they had a new film, book, or album out. The simple solution was to send one team to events to do interviews, and record and edit video and audio footage, which any Bauer brand can then use — whether that's on the radio, TV, online, or in print.

"Now all of our brands can access this content through a web portal. Even brands that don't use censhare — like our radio stations in Scandinavia — can get it," says Cresswell. There are currently more than 19,000 videos and audio clips on the hub after two years of use.

## Live journalism

Bauer is working with censhare to allow contributors to write articles directly onto magazine pages via a web interface. "In an era of citizen journalism, where people can publish live from anywhere, it makes sense that our

publication workflow becomes as close to real time as possible," says Cresswell. Journalists at sporting events or red carpet premieres will need just a laptop, an internet connection, and a censhare login to file their copy and photos into the live version of a magazine page. "It's a user friendly way of bringing freelancers and other contributors into our Bauer workflow," says Cresswell.

"Not only will this save us time in the process, but we also won't need as many Adobe software licenses, and it will mean that journalists can write articles 'in context' for the first time ever. If you were to reinvent the process of producing magazines from scratch today, it would look a lot like what we're implementing with censhare." The goal is that censhare will also help Bauer automate its entire commissioning process, with journalists being sent a link to the page for them to submit their content.

Cresswell believes Bauer is well placed to meet future challenges too. "We're keen to see how technology will allow us to present content in a more meaningful way to readers on whatever device they choose. censhare will help us categorize that content so that it gets to the right people in the right context."

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# About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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Content management / Publishing Houses

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