



CASE STUDY

Toastmasters

CHALLENGE

With a global circulation of 300,000, Toastmasters International recognized the advantage of providing instant access to their monthly magazine content through a digital edition. The publication would be distributed internationally and thus had to be accessible across a wide variety of users who may all employ different habits, behaviors, and devices in viewing the magazine. The new digital magazine had to be intuitive without being dumbed-down, predictable without being boring, and well-organized without sacrificing any of the content.



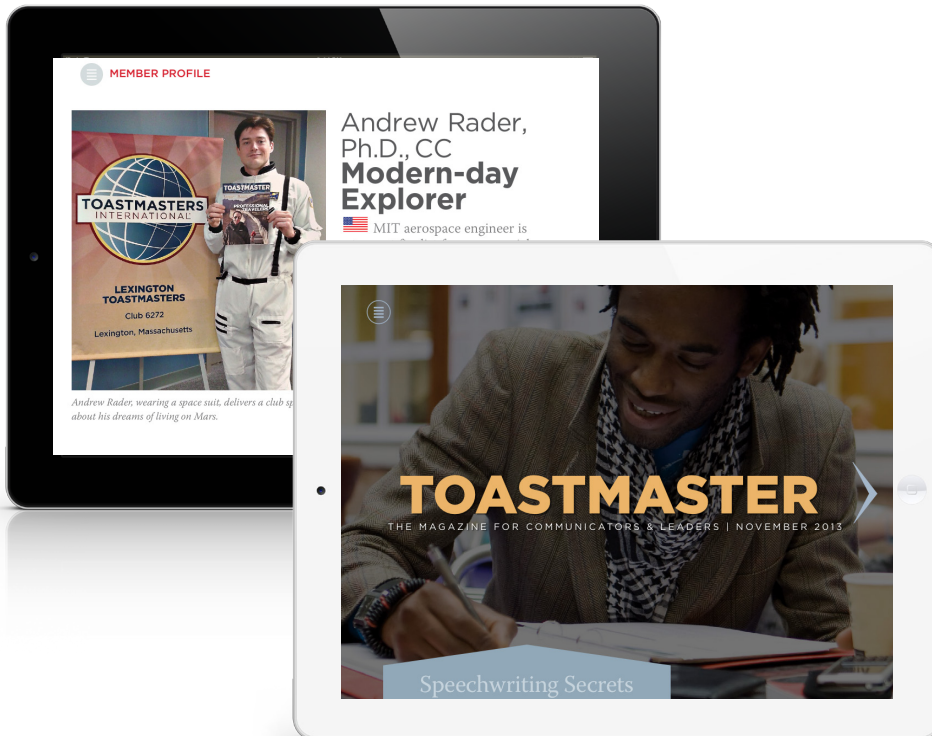
PROJECT

Transitioning Toastmasters' monthly magazine from print to digital for international distribution.

TECHNOLOGY

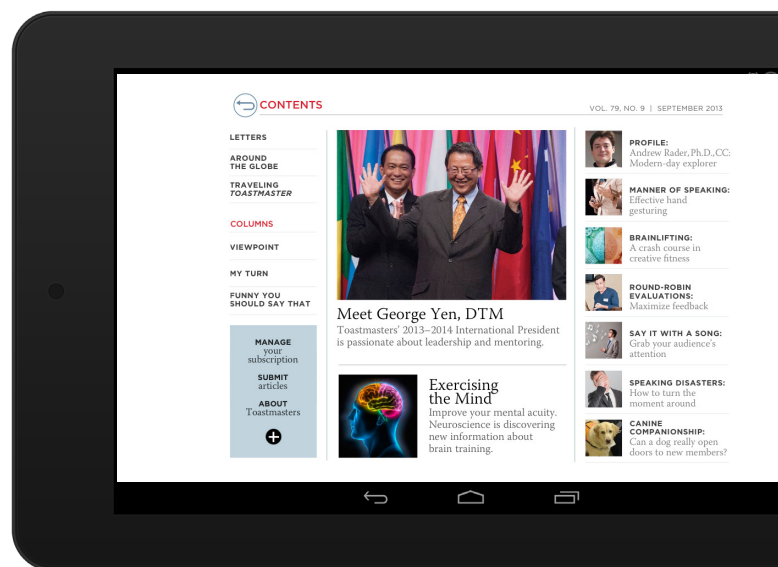
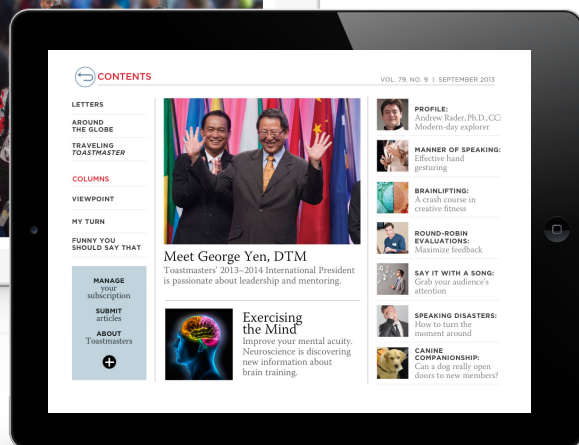
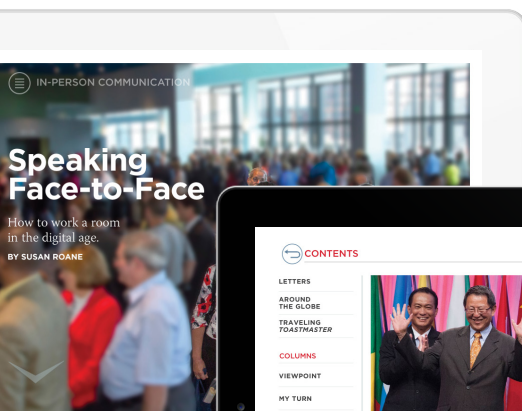
ADOBE DPS

IOS, ANDROID



Making Digital More Human™

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SOLUTION & EXECUTION

Where most publishers of member magazines settle for PDF replicas of their printed version and call it a digital edition, Toastmaster decided on a mobile first approach and selected 6D Mobile (formerly Storycode) to provide the architecture, design and configuration for a mobile publishing platform using the Adobe Digital Publishing Suite.

6D designed, built and published the first four editions of Toastmaster Magazine for iPad, Android tablets and Kindle Fire and then configured a workflow solution for the tablet versions that was adopted and integrated into their existing print production workflow and team.



TOASTMASTER MAGAZINE
is available on the
Apple app store



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