KGL MOBILE
THE NEW DIGITAL EDITION EXPERIENCE

1. UNIQUE AUDIENCE EXPERIENCE
Delivering curated, packaged content like print but with digital benefits unique from your website and social media.

2. REACH
Delivering responsive content to the devices and platforms that matter to your readers.

3. DISCOVERABILITY
Providing audiences with a searchable, historical resource and feeding discovery applications like Apple News.

4. ENHANCEMENTS
Engaging readers with enhanced content and interactivity - video, audio, slideshows, animations, and more.

5. SHARING
Allowing readers to easily post and share your content through email or social media.

Check Out Other Ways You Benefit from a Digital Edition!
Every platform you support has a distinct audience with distinct expectations - including your digital edition. You deliver your most curated and packaged content to readers in print. Readers visit your website to view much broader information and content (less curated and packaged). You engage in conversation with readers on social media.

So, why have a digital edition?
You have an audience that wants the unique experience of your digital edition - a curated, brand experience different from your print, website, and social media.

Like Print
• Curated
• Packaged
• Delivered

But Digital
• Enhanced
• Searchable (including archives)
• Instant Reach On All Devices
• Connected to Your Print, Web, and Social
**REACH**

KGL Mobile helps you connect with readers by responsively delivering your content worldwide on the devices and platforms that matter.

The majority of the U.S. population is now multiscreening.

* Mary Meeker, Internet Trends

Native App Support for Apple, Android, Kindle, and Windows

Browser Compatibility with All Modern Devices and Platforms

KGL’s Global Content Distribution Network for Quick and Reliable Delivery Worldwide
DISCOVERABILITY

KGL Mobile gives readers 24/7 access to a searchable archive of your content, allowing them to easily search for or revisit important content. Recent reports have found that providing a digital edition as a companion to print results in 25% more engagement with your content.

Readers can also discover your beautifully enhanced content through third-party applications like Facebook, Flipboard, and Apple News. These applications can be a powerful way to grow your audience and your brand.
ENHANCEMENTS

Readers want to be engaged, and a digital edition is the perfect opportunity to deliver more value to them through responsive, enhanced content and rich media, like videos, audio, slideshows, animations, and more.

Mobile accounts for more than 50% of online video consumption.
* MarketingCharts

Rich media is a great way to deliver a message to readers, provide a call-to-action, enhance advertiser content, or simply enrich the overall reading experience.

Grab your readers’ attention and build the relationship with enhanced content.
SHARING

It’s simple to share your digital edition. Share icons are conveniently placed throughout the digital edition experience to allow readers to promote your brand for you. Readers can share from the toolbar, from any article preview, or from any article content view.

Readers can share the full digital edition, a specific page, or a specific article - and they can do it by email or through social media, like Facebook, Twitter, LinkedIn, and Pinterest.

When a reader accesses your content in a digital edition that has been shared on a social site, the experience draws them deeper into the content than just a post.

A KGL Mobile Digital Edition shared on Facebook can be read in Facebook.
KGL Mobile is a powerful content and monetization tool. Here’s how!

• **Data** - Strategic and actionable reader engagement data through KGL Mobile dashboard and Google Analytics

• **Monetization** - Unique, powerful digital advertising opportunities

• **Content Management** - Searchable, pixel-perfect historical archive of your publication for your staff (not just readers)

• **Audience Building** - Feed discovery applications like Facebook, Flipboard, and Apple News; feed websites with your digital content; or present our search API to your readers on your website.