

FlipandShare

Mirabel's FlipandShare is a web based Digital Edition creation software package that allows publishers to upload their digital assets, and with one simple click of a button, convert into desktop, iPad, Windows, and Android tablet editions for your readers. It brings control of the Digital Edition creation process into the publisher's hands, at a cost which is a fraction of most digital editions.

Benefits

- Create impressive, intuitive and affordable desktop digital editions. Create once, pay once and publish everywhere: to the web with an HTML5 version and to iPad, Android and Kindle tablets.
- Attract new business or up-sell current advertisers by providing an E-commerce "Buy Now" link that takes your reader directly to an advertiser's product or service.
- Measure reader engagement with analytics, giving you the ability to increase readership, sales, distribution, and profitability of your magazine.

How FlipandShare Can Develop New Revenue Streams for both Publishers and Advertisers:

- Sell multimedia Print & Digital Packages to Advertisers
- Sell Rich Media by embedding Advertiser's video and slide show content
- Sell Advertiser's products with e-Commerce links
- Sell Additional Ad Spaces in Digital Editions that are not available in Print
- Sell Advertisers a Custom Web Link

Features:

- Hotlink to web pages
- Bookmark pages
- Embed videos, links and slideshows for a Rich Media experience
- Share and post digital edition pages via e-mail and Social Media
- Clip and Share™ any area on a digital page with Social Media or e-mail
- Link ads to e-Commerce buttons to sell advertiser's products
- Provide Off Line Viewing
- View reader analytics 24/7 by product, issue, or device. All data is available for downloading at any time
- Easily search for any content that has been uploaded.

Cost:

- Digital Edition Creation - \$1.00 per page
- Archived Digital Edition - \$0.01 per page per month after 12 months.

