

Digital Walkthrough

Here's how to activate and navigate one of the newest features of the *Angus Journal*.

by *Shauna Rose Hermel*

For years we've had people tell us they anxiously await each mailing of their *Angus Journal*. If an edition is a day or two later than usual, our circulation department hears about it. Discussions of post office closings in rural areas and fewer delivery days per week generate a lot of heartburn to a staff that is committed to getting you timely information and offering a vehicle for advertisers to get the word out on upcoming sales.

Our switch in printers to Publishers Press of Louisville, Ky., has helped us to speed delivery of the *Angus Journal* to your mailbox. Thanks to a shorter in-house production schedule and improved logistics through Publishers Press, most reports indicate you are receiving your magazine a week earlier than you did at this time last year. That's a step in the right direction.

When Publishers presented us the opportunity to offer a digital edition that you, our readers, could access as soon as the magazine came off the press, we got pretty excited.

No, we aren't going to move away from the print edition. We know the *Angus Journal* is a publication to be studied, and for many, if not most, the best way to do that is from the comfort of your easy chair.

As editor, I'd like to think our in-depth articles, which we have the luxury of space to provide that other beef publications don't, are the focus of your study. We strive to provide an editorial mix that gives you the inside track on what you need to know to thrive in this business — whether that be herd health and nutrition information, in-depth looks at Association programs and services, business management essentials, or factors external to the industry that may affect your livelihood.

Yet, my own family is quick to point out that they read the *Journal* as much for the advertising as the articles. The advertisements in the *Angus Journal* provide the picture of the Angus world today. If you want to be in the know on herd philosophies, pedigrees, what genetics are popular, regional differences, breed trends, price trends, and when and where certain genetics will be available, the *Angus Journal* is a must read.

When we conducted our *Angus Journal* readership survey in fall 2008, 80% of you who responded said you read every issue of the *Angus Journal*. More than one-third

(36%) of you said you read the *Journal* cover-to-cover, reading all or almost all pages of each magazine. Another 19% said you read at least three-fourths of the issue on average. Almost three-quarters (74%) said you keep your *Angus Journals* for six months or more, with 26% saying you hang on to your *Journals* for more than three years. Several Angus breeders have kept a complete set of *Journals* since they first subscribed.

We want to preserve that loyalty and enhance your readership/advertiser experience. That's why we have coupled the print and the digital formats in one subscription. To access the digital edition, you must be a subscriber to the print edition. As a print subscriber, we aren't going to give you an added fee, but we are going to add features to your subscription.

Getting signed up

Let's walk through the process to sign up

for digital access. As a *Journal* subscriber, you've already completed the first step — subscribing to the magazine.

The second step is to sign up for *Angus Journal* Login. Fig. 1 shows the screen available at www.angusjournal.com/login_sign_up.html. Find your customer code on your mailing label as shown in Fig. 1A. We will be adding customer codes to the labels of our priority mail customers with this issue, so if you didn't find a customer code in November, look again. Your customer code will be the member code associated with your *Angus Journal* subscription, so you can also look on the invoice receipt for your subscription.

Insert your customer code along with your email (twice to verify) and your ZIP code. Then click submit. We'll email you a randomly generated password.

Once you have your password, go to

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Fig. 1: *Angus Journal* Login sign-up screen

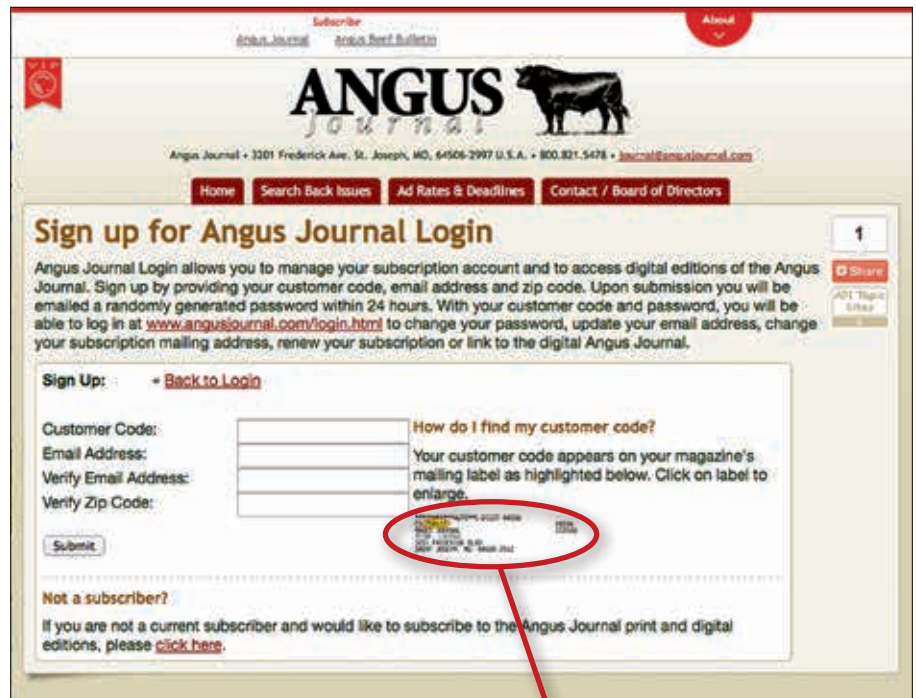


Fig. 1A (right): Location of customer code on *Angus Journal* label



www.angusjournal.com/login.html (see Fig. 2). Insert the customer code, the password we emailed you and click “submit.” This will take you to the *Angus Journal* Login Menu (see Fig. 3).

This screen provides a link to the digital archive, but it also allows you to do several other things to help manage your *Angus Journal* subscription. One of the first things you will want to do is change your password to something you can remember. You can also change the email address connected with your subscription, change the mailing address to which the print edition is mailed and/or renew your subscription.

A note on the email connected to your subscription: I had a subscriber ask if providing their email for digital access to the *Journal* would put them on a list to receive emails from a host of advertisers. The answer is no. We want advertising in and readership of the *Angus Journal*. We will use the emails to let digital subscribers know when the next digital edition is available online. That’s 12 emails a year. We may on occasion have a notice by *Angus Journal* staff that we think merits distribution, but we respect your privacy and will do our best not to abuse your loyalty. We do not sell our lists for others to use for marketing purposes.

Accessing the digital archive

To access the *Angus Journal*’s digital archive (see Fig. 4) from the Login Menu (Fig. 3), click the bottom option, “Link to the digital edition of the *Angus Journal*.” While Fig. 4 shows two issues, upon receiving your December issue, this archive should contain three issues — October, November and December.

With a current subscription, you will be able to access all the issues in our archive, even those that were published before you activated your subscription — granted, that will mean more in years to come. Access to the archive will end if you allow your subscription to lapse.

Fig. 2: *Angus Journal* Login screen



Fig. 3: *Angus Journal* Login menu screen



Fig. 4: *Angus Journal* digital archive screen

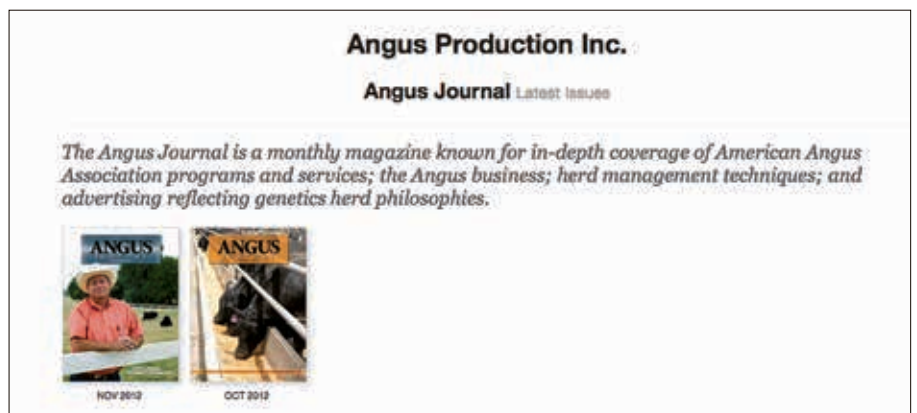


Fig. 5: Angus Journal digital sign-in screen



With a current subscription, you will be able to access all the issues in our archive, even those that were published before you activated your subscription — granted, that will mean more in years to come. Access to the archive will end if you allow your subscription to lapse.

You may want to bookmark this *Angus Journal* archive page; however, we will email you the link when the next edition of the *Angus Journal* is made available online. There is also a link to the digital archive on the *Angus Journal* homepage, www.angusjournal.com.

Clicking on the cover of the issue you would like to read will bring up a login screen as shown in Fig. 5. Simply use your customer code as your username and fill in your password, then click submit. As the issue opens, you'll see a picture of the cover with a little spinning circle. In testing we haven't had any problems with inordinate delays, but tell us if it takes more than a minute or so to open the issue to a landing page that looks like that shown in Fig. 6.

The landing page will include our cover and a page of “extras” to the left. Move your cursor over the pages to find hotlinks (links you can click to take you instantaneously to another page) that will show up as highlighted material.

Each month's landing page will be different, but we will feature the sale books contained in the issue, special features, links to our social media pages and pertinent announcements. Scrolling over November's cover, you'll note that the photo of 2012 American Angus Association President Jarold Callahan is hotlinked to the article that features him.

Note the tab to the right of the cover. The single arrow will basically turn the page, while the double arrow will take you to the end of the book.

You can also use the “thumbnail” images below the cover to navigate to a particular page. Each dot below the thumbnails represents 12 pages within the issue.

For the purposes of this walkthrough, use

Fig. 6: Angus Journal digital landing page



Fig. 7: Angus Journal table of contents page



one of those navigation methods to turn to page 5 of the digital issue, the second page of the table of contents (see Fig. 7). Move your cursor over the article titles on the table of contents. A highlight will show up behind them as you move across them. That means they are hotlinked. So, if you see a title you want to read, place your cursor over the title and click to go directly to that page. The

pictures are also hotlinked to take you directly to the story they represent.

Click on the “High-quality Beef Grilled” article title and go directly to the feature story (see Fig. 8, page 62) on page 144. Now click on the photo of Mark Polzer in the upper right corner. Doing so will launch a link to a video news release produced by Certified

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Angus Beef LLC and the American Angus Association that is a companion piece to the article. This is one of the ways we can enhance your readership experience with the digital option. Note that the cutline to the photo in the print edition flags the image as linked to a video and provides the web address you can type into a browser if you haven't signed up for the digital option.

The same option — adding a picture/video — will be available to advertisers of the *Journal* as well. If you want to broaden your *Angus Journal* ad, consider picturing a bull on the move, presenting a personal message or offering a customer testimonial as a video in the digital edition.

Speaking of advertising, let's go back to Fig. 7 a minute. Looking at the ad on the page opposite the table of contents, you'll note that the website address will hotlink directly to the advertiser's homepage, and clicking on the email address will automatically create an email directed to them.

If you want to make sure certain people on your customer list see your ad, you can share it with the share button (the one on the top row, fourth from the left; it kind of looks like a spider). You can share one of those great articles, too, using the same strategy.

Fig. 9: Search function for digital Angus Journal



As our archive grows, the search feature (see Fig. 9) will be handy. You can search back issues for feature stories in the *Angus Journal* from 1979 forward using our back issue search at www.angusjournal.com. We'll maintain that search function as we have in the past, at least for now. The search of the digital archive will allow you to search both editorial and advertising — and within one issue or across all issues in the digital archive.

We'll activate more features as we go along, but we encourage you to sign up for digital access, share pages with your friends and give us your feedback as to how we can make the digital and the print editions more useful in the future. You're welcome to email your comments to shermel@angusjournal.com or call any of us at 816-383-5200.

Remember, an easy place to access the digital archive is from www.angusjournal.com (see Fig. 10).

Fig. 8: Angus Journal feature with photo linked to video news release



Fig. 10: Link to digital Angus Journal from www.angusjournal.com



Icons in the tool bar will allow you to

- ▶ preview all pages;
- ▶ flip to the next page;
- ▶ go to the table of contents (submenu offers a list of all links in the issue);
- ▶ flip to the back cover;
- ▶ view a list of archived issues;
- ▶ search (submenu offers search this issue or search all archived issues);
- ▶ share this page;
- ▶ print the page;
- ▶ flip to the cover;
- ▶ download the page as a pdf file;
- ▶ flip to the previous page;
- ▶ toggle full screen; and
- ▶ go to page specified;
- ▶ close the screen.