

RHQ Competitive Analysis

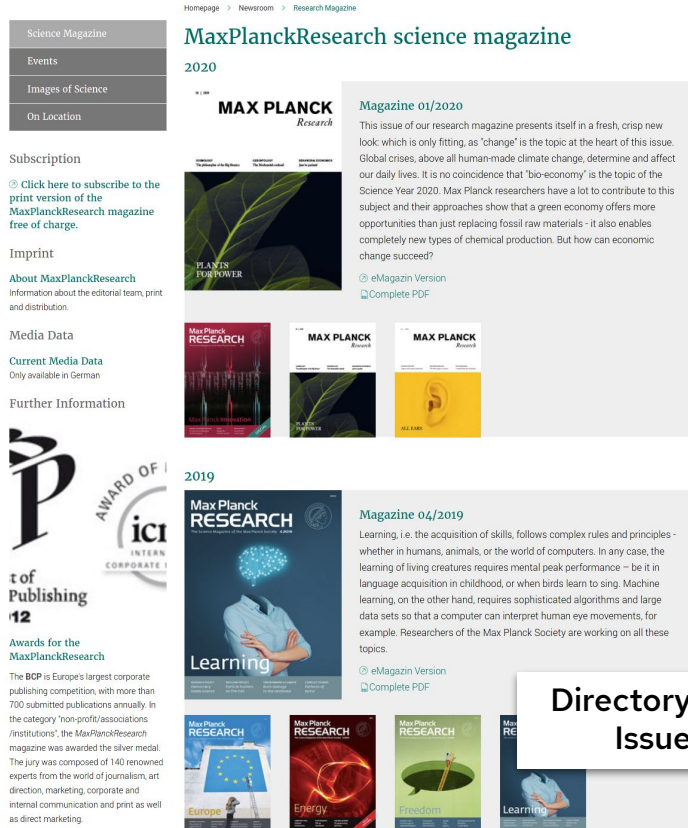
Print magazine web
integration examples

Máirín Duffy <duffy@redhat.com>
11 Nov 2020

This deck is a quick competitive analysis of how different websites that have print publications display those print layouts online, whether they simply embed them, convert them to HTML, or have more complex interactions between the print layout and HTML objects.

MaxPlanck Research

 [MaxPlanckResearch SP/2020: Max Planck Innovation](#)



Homepage > Newsroom > Research Magazine

MaxPlanckResearch science magazine

2020

MAX PLANCK Research

Magazine 01/2020

This issue of our research magazine presents itself in a fresh, crisp new look: which is only fitting, as 'change' is the topic at the heart of this issue. Global crises, above all human-made climate change, determine and affect our daily lives. It is no coincidence that 'bio-economy' is the topic of the Science Year 2020. Max Planck researchers have a lot to contribute to this subject and their approaches show that a green economy offers more opportunities than just replacing fossil raw materials - it also enables completely new types of chemical production. But how can economic change succeed?

[eMagazin Version](#)
[Complete PDF](#)

2019

Max Planck Research

Magazine 04/2019

Learning, i.e. the acquisition of skills, follows complex rules and principles - whether in humans, animals, or the world of computers. In any case, the learning of living creatures requires mental peak performance - be it in language acquisition in childhood, or when birds learn to sing. Machine learning, on the other hand, requires sophisticated algorithms and large data sets so that a computer can interpret human eye movements, for example. Researchers of the Max Planck Society are working on all these topics.

[eMagazin Version](#)
[Complete PDF](#)

Directory of all Issues

- Nice, clean layouts for displaying issues and individual issue content listings
- Actual article content is all PDF, though.
- Use a platform called [pressmatrix.com](#) to provide an "emagazine" version of the PDF

MaxPlanck Research

 [MaxPlanckResearch SP/2020: Max Planck Innovation](#)



Science Magazine

Events

Images of Science

On Location

Subscription

Click here to subscribe to the print version of the MaxPlanckResearch magazine free of charge.

Further information

Imprint

About MaxPlanckResearch

Information about the editorial team, print and distribution.

Media Data

Current Media Data

Only available in German

Homepage > Newsroom > Research Magazine > MaxPlanckResearch SP/2020: Max Planck Innovation

MaxPlanckResearch SP/2020

Max Planck RESEARCH

Max Planck Innovation

Contents

Editorial

Perspectives

Spectrum

Flashback

Research Establishments

/ Publisher's Information

Focus: Max Planck Innovation

A live link to the root of the disease

Brake for breast cancer

Molecular bright spots

eMagazin Version

Complete magazine as PDF

Viewpoint

We have to do a better job of utilizing our own ideas

The Max Planck Society is a basic research institution with a mission that the theoretical physicist Max Planck, after whom the MPG is named, once expressed as follows: "Insight must precede application." The insights gained into the laws of nature and society, into structures and contexts, are what create the basis for true innovation. The world of tomorrow and the day after tomorrow will build on the knowledge gained through this research.

Scientist & Entrepreneur

Just a spoonful of sugar

Peter Seeberger has founded nine start-ups to date. Planck Institute of Colloids and Interfaces in Potsdam into practice. One goal is to introduce sugar-based vaccines against multi-resistant bacteria.

Scientist & Entrepreneur

The all-purpose capsule

- Nice, clean layouts for displaying **issues** and **individual issue content listings**
- Actual article content is all PDF, though.
- Use a platform called [pressmatrix.com](#) to provide an **"emagazine"** version of the PDF (German company, page all in German)

Per Issue Article
Directory

ACM CHI Interactions



Subject Areas

Tag cloud, affiliation, and author widgets

User centered design
Interaction devices
Cultural characteristics
Human computer interaction (HCI)
Social and professional topics
Human-centered computing
Collaborative and social computing
User interface design
Interaction design
HCI design and evaluation methods
Interaction design process and methods
Computing / technology policy
Computing education
Multimedia information systems
General and reference
Computing education programs
Social networks
Interface design prototyping

Most Frequent Affiliations

 Association for Computing...
149 Papers

 Carnegie Mellon University
57 Papers

 Microsoft Research
53 Papers

 Aaron Marcus and Associates, ...
40 Papers

Most Cited Authors

 G. Fitzpatrick

 Tom Rodden

 Elizabeth Diane Mynatt

 M. Czerwinski

Latest Issue

Volume 27, Issue 6 •
November – December
2020
ISSN: 1072-5520
EISSN: 1558-3449
[View Table of Contents](#)

RESEARCH-ARTICLE

[Intimate touch](#)

Madeline Balaam,
Nadia Campo Woytuk, + 4
November 2020 • pp 14-17
• <https://doi.org/10.1145/3427781>

RESEARCH-ARTICLE

[Katta Spiel](#)

[Katta Spiel](#)
November 2020 • pp 23-23
• <https://doi.org/10.1145/3428143>

RESEARCH-ARTICLE

[Designing AI systems that make organizational knowledge...](#)

Denise Wilkins, Siân Lindley,
Max Meijer, Richard Banks, + 1
November 2020 • pp 72-75
• <https://doi.org/10.1145/3424690>

RESEARCH-ARTICLE

[Feminisms in design](#)

[Daniela Rosner, Alex Taylor,
Mikael Wiberg](#)
November 2020 • pp 5-5
• <https://doi.org/10.1145/3430590>

RESEARCH-ARTICLE

[Feminism as a design methodology](#)

[Alex Ahmed, Lilly Irani](#)
November 2020 • pp 42-45
• <https://doi.org/10.1145/3426366>

Latest Issue
Summary Box

[View latest Issue](#) →

- Part of the ACM digital library (paid subscription)
- Has a lot of interesting data displays we might want to consider:
 - Highlight author affiliations
 - Highlight most cited authors
 - Tag cloud for subject areas
 - Latest issue display with preview of article content
 - ISSN/EISSN numbers per issue and identifiers per article

ACM CHI Interactions

 [INTERACTIONS Home](#)

Most Popular

Most popular / cited articles board

Downloaded Cited

1	January 1999 Design: Cultural probes	2	May 1999 Affordance, conventions, and design	3	July 2000 Crosscurrents: cultural dimensions and global Web user...	4	July 2012 Gamification: designing for motivation
	 Bill Gaver,  2		 Donald A. Norman		 Aaron Marcus,  Emilie West Gould		 Sebastian Deterding
	Total Downloads 28,906		Total Downloads 20,820		Total Downloads 18,436		Total Downloads 17,094
5	March 1998 Methods & tools: the rich picture: a tool for reasoning about wor...	6	March 1998 A brief history of human-computer interaction technology	7	September 2004 Technology as experience	8	January 1999 Contextual design
	 Andrew Monk,  Steve Howard		 Brad A. Myers		 John McCarthy,  Peter Wright		 Hugh Beyer,  Karen Holtzblatt
	Total Downloads 16,728		Total Downloads 16,707		Total Downloads 13,072		Total Downloads 12,330

[View all Downloaded](#) →

Most popular and most cited content across issues with total number of downloads seems like it could be a useful data display for RHQ.

ACM CHI Interactions



Per issue details page

Sections

Volume 27, Issue 6

November – December 2020

[← Previous Issue](#) [Next Issue →](#)

Issue Downloads

DEPARTMENT: Welcome

DEPARTMENT: BLOG@IX

SECTION: Exhibit X

SECTION: Making/breaking

SECTION: Space

SECTION: What are you reading?

SECTION: Columns

SECTION: Dialogues: Feminisms in design

SECTION: Features

SECTION: Forums

DEPARTMENT: Community square

DEPARTMENT: Exit

Subjects

Comments

ACM DIGITAL
LIBRARY

Issue Downloads

[PDF](#) Front matter (Cover, TOC) [PDF](#) Back matter (Misc. material)

☐ Select All

DEPARTMENT: Welcome

☐ RESEARCH-ARTICLE [Feminisms in design](#)
Daniela Rosner, Alex Taylor, Mikael Wiberg
November 2020, pp 5 • <https://doi.org/10.1145/3430590>

0 78

[Quote](#) [Share](#) [Print](#) [Get Access](#)

DEPARTMENT: BLOG@IX

☐ RESEARCH-ARTICLE [Auto-UI: global perspectives](#)
Christian P. Janssen, Ronald Schroeter, + 10
November 2020, pp 7–9 • <https://doi.org/10.1145/3429265>
The *Interactions* website (interactions.acm.org) hosts a stable of bloggers who share insights and observations on HCI, often challenging current practices. Each issue we'll publish selected posts from some of the leading ... [\(More\)](#)

0 18

[Quote](#) [Share](#) [Print](#) [Get Access](#)

This is the per issue details page. As you scroll down the left nav highlights the article's details that come into view so the left nav is synched with the right side content pane.

PDF downloads up top.

The per article downloads display is a neat concept.

(Per article view on next slide.)

ACM CHI Interactions



Home > Magazines > Interactions > Vol. 27, No. 6 > Auto-UI: global perspectives

Per article details page

RESEARCH-ARTICLE

Auto-UI: global perspectives



Authors: [Christian P. Janssen](#), [Ronald Schroeter](#), [Nicola J. Bidwell](#), [Yong Gu Ji](#),
[Ignacio Alvarez](#), [Shan Bao](#), [Myounghoon Jeon](#), + 5 [Authors Info & Affiliations](#)

Publication: Interactions • November 2020 • <https://doi.org/10.1145/3429265>



Abstract

The *Interactions* website (interactions.acm.org) hosts a stable of bloggers who share insights and observations on HCI, often challenging current practices. Each issue we'll publish selected posts from some of the leading and emerging voices in the field.

Index Terms

Auto-UI

Computing methodologies

Machine learning

Human-centered computing

Human computer interaction (HCI)

Interaction design

This is what you see when you click on a given article.

The floating panel on the right gives citation info, statistics, article figures and tables, etc.

There's a neat topic tree under the abstract.

Further down there's Disqus comments.

ACM CHI Interactions



Search Results

[Advanced Search](#)

Author article list

Applied Filters

Taylor, Alex

People

Names

Institutions

Authors

Publications

Journal/Magazine Names

Proceedings/Book Names

All Publications

Content Type

Media Formats

Publisher

Feedback

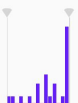
Conferences

Sponsors

Conference Event

Proceedings Series

Publication Date



20 Results for: Author: Taylor, Alex

Edit Search

Save Search

Searched The ACM Full-Text Collection (607,203 records) | Expand your search to The ACM Guide to Computing Literature (3,889,049 records)

RESULTS

VIDEOS

Showing 1 - 20 of 20 Results

Select All

per page: 10 20 50 Relevance

RESEARCH-ARTICLE

Feminisms in design

Daniela Rosner, Alex Taylor, Mikael Wiberg

Interactions, Volume 27, Issue 6 • November 2020, pp 5 • <https://doi.org/10.1145/3430590>

78

99



Get Access

RESEARCH-ARTICLE

Making translations

Daniela Rosner, Alex Taylor, Mikael Wiberg

Interactions, Volume 27, Issue 5 • September 2020, pp 5 • <https://doi.org/10.1145/3418386>

116

99



Get Access

RESEARCH-ARTICLE

Interpretability as a dynamic of human-AI interaction

Anja Thieme, Ed Cutrell, Cecily Morrison

Interactions, Volume 27, Issue 5 • September 2020, pp 40-45 • <https://doi.org/10.1145/3411286>

205

99



Get Access

RESEARCH-ARTICLE

Design in the pandemic

Alex Taylor, Daniela Rosner, Mikael Wiberg

Interactions, Volume 27, Issue 4 • July 2020, pp 5 • <https://doi.org>

If you click on an author's name in any issue or article details page, you get this search results page with all of the articles they've been an author on.

The search filters are quite nice and something we might want to look at.

HP Labs Innovation

 HP Labs Innovation Journal



Issue directory

Special Editions



Security

This special edition explores the shape-shifting cybersecurity landscape, and how HP is innovating to stop cyber attacks before they occur.

[READ MORE](#)



Sustainable Impact

This special edition highlights how HP's commitment to Sustainable Impact enables us to create positive, lasting change for the planet, its people, and our communities.

[READ MORE](#)



Retail Transformation

This special edition presents HP's transformative innovations in retail, from flexible point-of-sale and printing solutions to vital device and system security.

[READ MORE](#)

Past Issues

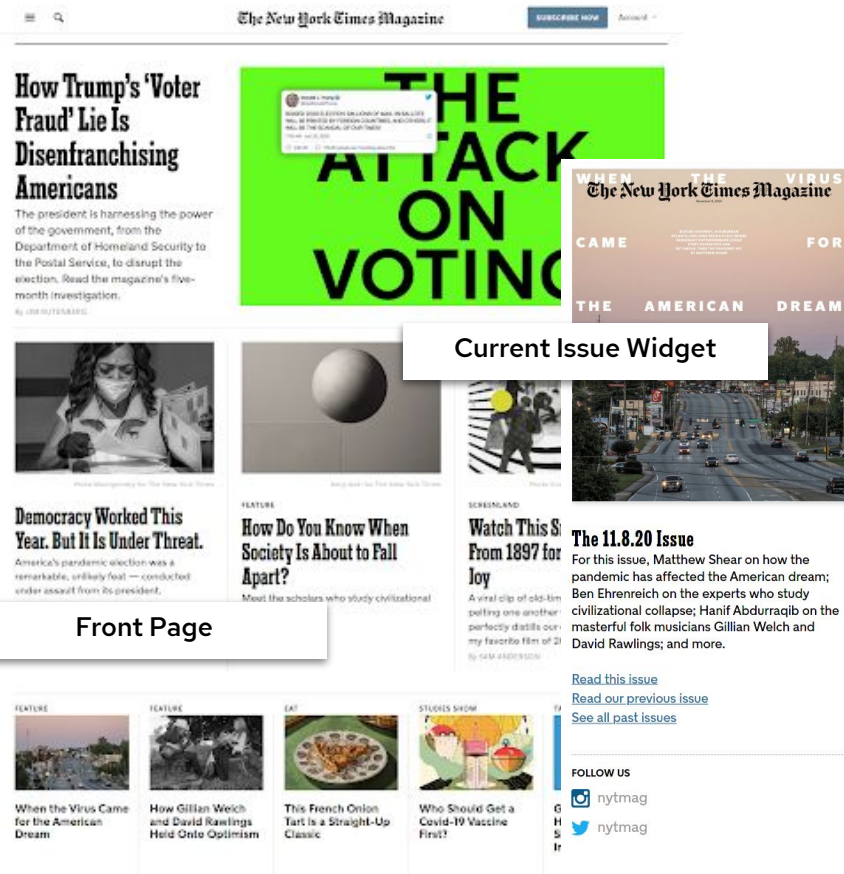


HP Labs' Innovation Journal has a nice issue browsing interface, but as soon as you click "Read More" it brings you to an emagazine / embedded PDF reader. The content isn't HTML.

Their emagazine client appears to be called "JOOMAG"
<https://www.joomag.com/>

The NYTimes Magazine

 [The New York Times Magazine](#)



The New York Times Magazine content is completely converted over to a clean web format. The only link to the print layout, really, is the snapshot of the print cover.

One interesting thing is how they market their content to Instagram and Twitter. If we aren't doing this, we might want to think about it?

The NYTimes Magazine

 The New York Times Magazine



The New York Times Magazine

SUBSCRIBE NOW

Account

MAGAZINE

The 11.8.20 Issue

FEATURE

When the Virus Came for the American Dream

Buford Highway, in suburban Atlanta, has long been a place where immigrant entrepreneurs could build businesses and get ahead. Not this year.

By MATTHEW SVETKEY

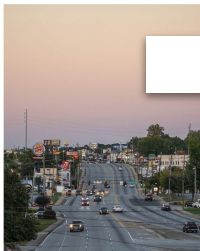


Photo Courtesy for The New York Times

Current Issue



Photo Courtesy for The New York Times

FEATURE

How Gillian Welch and David Rawlings Held Onto Optimism

The uncertainties of 2020 led the folk duo to discover a new emotional urgency in songs about the slow, challenging, beautiful heat of living.

By HANFRED ANGSTADT

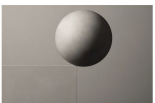


Photo Courtesy for The New York Times

FEATURE

How Do You Know When Society Is About to Fall Apart?

Meet the scholars who study civilizational collapse.

By BEN EDENFELD



Photo Courtesy for The New York Times

SCREENLAND

Watch This Snowball Fight From 1897 for a Jolt of Pure Joy

A viral clip of old-timey French people pelling one another with snowballs perfectly distills our current mayhem. It's my favorite film of 2020.

By SAM ANDERSON

POEM



Poem: Landing Here

TALK



Greta Thunberg Hears Your Excuses. She Is Not Impressed.

THE ETHICIST



Should I Accept Free Covid Testing I Don't Really Need?

JUDGE JOHN HODGMAN



Judge John Hodgman on Forcing People to Watch Funny Videos

STUDIES SHOW



Who Should Get a Covid-19 Vaccine First?

EAT



This French Onion Tart Is a Straight-Up Classic

ISSUE 11.8.20



Behind the Cover: Covid-19 in Georgia

This is a per issue details view, this one for the current issue.

Articles have titles in different relative sizes (assuming to indicate priority.)

No PDF access to see print layouts.

Target Weekly Flyers

 [Target Weekly Ads & Catalogs](#)



Weekly Ads & Catalogs



Weekly Flyer List

Weekly Ad

Prices Valid Nov 8 - Nov 14

[View the Weekly Ad](#)

04 days to
save



Holiday Toy Catalog

Prices Valid Oct 25 - Nov 21

[View the Holiday Toy Catalog](#)

11 days to
save

Not an academic publication... but has an interesting print layout ⇔ web display mechanism that may be some interesting food for thought.

Target Weekly Flyers

 [Target Weekly Ads & Catalogs](#)



deals

Black Friday Deals Now
Shop 100s of home items in stores and Target.com

Black Friday Deals
229.99
Save \$100
Sonic Drive-It
Matchless Origin
cordless vacuum.
Reg. 329.99

Black Friday Deals
49.99
Save \$40
Sonic Keurig K-Mini
single-serve coffee
maker. Reg. 89.99
Available in additional colors.

Black Friday Deals
49.99
Save \$20
Sonic Power XL 5-qt.
air fryer. Reg. 69.99

Black Friday Deals
7.99
Save \$24
Sonic Rubbermaid
30-pc. plastic food
storage container
set. Reg. 32.99

Circle offer
Save \$20
when you spend \$50 on bedding,
bath & window treatments
Excludes Canaville™ and Hearth & Hand with Magnolia™
Join Nov 8, find this offer at Target.com/circle
or in the Target app

**Easy, safe and stress-free
holiday shopping**

order pickup
Use Drive Up for car-side service or come inside for Order Pickup

drive up

All items in this section are quantities limited; no rain checks.

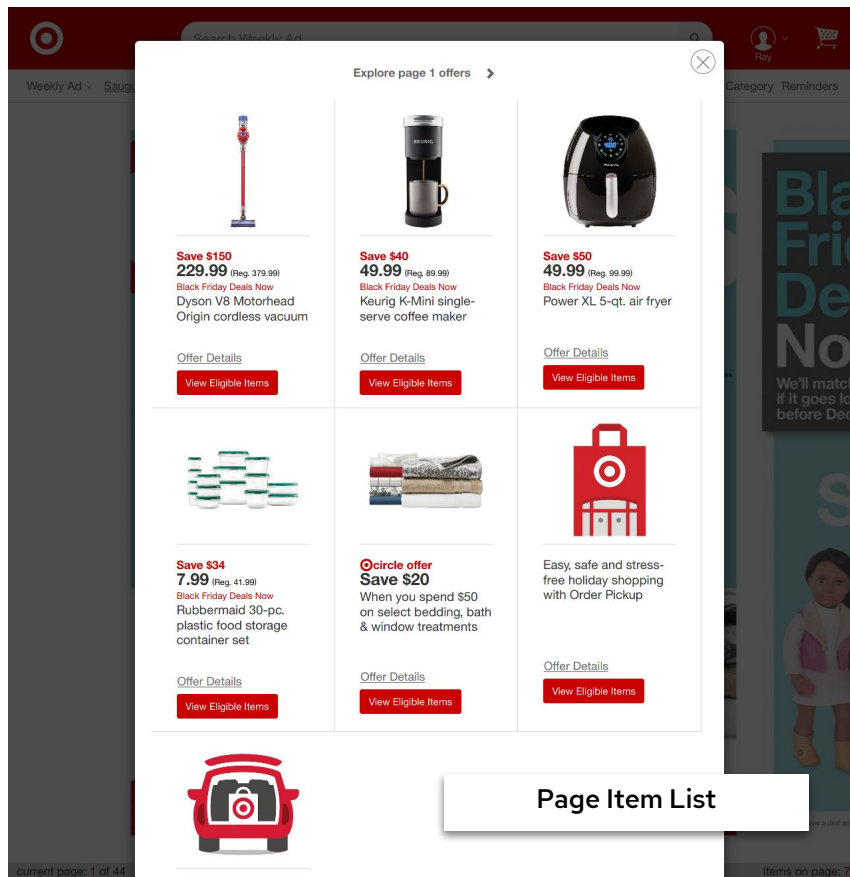
*If you see a deal ad

Here we have an embedded PDF / page viewer.

Each page is clickable. When you click on the page, you get a list of all of the individual items featured in the print layout with links to their web-based item pages on target.com.

Target Weekly Flyers

 [Target Weekly Ads & Catalogs](#)



Page Item List

This is a view of the list of items you get when you click on a page. The items listed are only those items featured in the print layout page.

Target Weekly Flyers

 [Target Weekly Ads & Catalogs](#)



Weekly Ad ▾ [August](#)

Prices Valid Nov 8 - Nov 14

[View by Page](#) [Reminders](#)

shop weekly ad categories



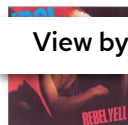
apparel



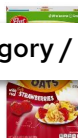
baby



electronics



entertainment & video
games



food



health & beauty



holidays & party



home



household essentials



pets



toys & sports

View by Category / Web

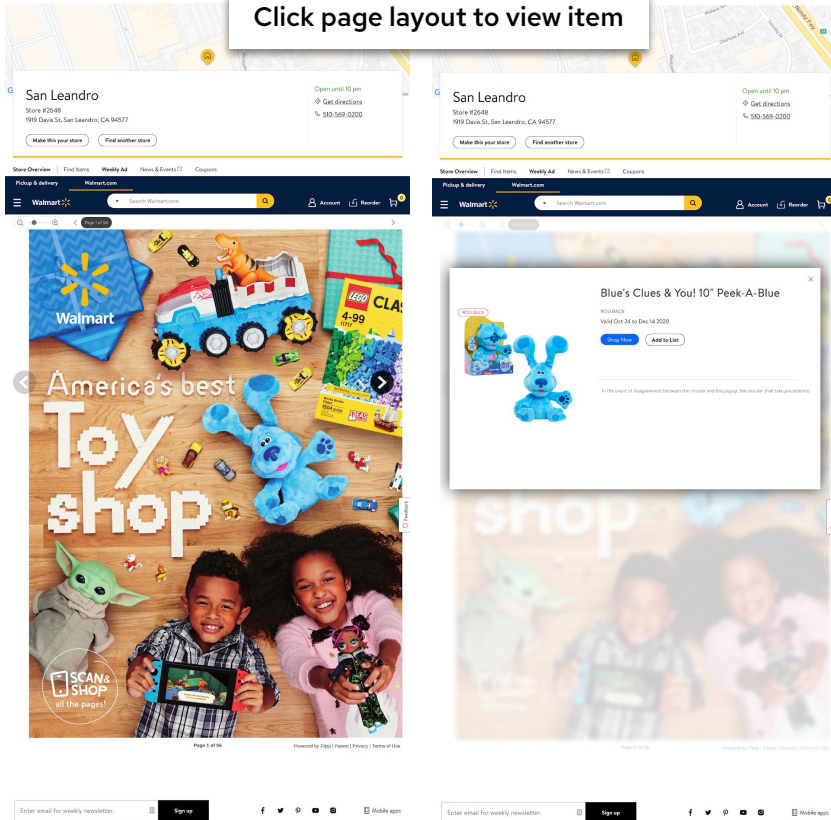
If you click on “View by Category” instead of “View by Page,” you can browse all items featured in the flyer across all pages sorted by category instead of page.



Walmart Weekly Flyer

 [Walmart Weekly Flyer](#)

Click page layout to view item



Target's print layout isn't sensitive to the item in the picture. No matter where you click you get the same list of items.

Walmart has an image map on each page, so if you click on the "Blue's Clues" stuffie on the page, you'll get the details for that specific item only.

This brings you a degree closer to the print layout. (ALDI's and Shaw's does this too.)

Emagazine tools / services

- **Issuu.com:** embedded print media reader, appears to have ability to convert print PDFs to mobile-friendly article layouts. Has some form of integration with InDesign as well.
- **Joomag.com:** appears to offer a lot of online publishing services, print-to-digital seems to be via the form of an embedded PDF reader with some SEO & metrics. Website light on details.
- **Fusion92:** Seems to be one-off consulation agency, used by ALDI flyer
- **Spree Commerce:** Shaw's clickable digital flyer providers... seems like a pretty complex platform with a ton of functionality

Takeaways / Considerations

- Some publications do not have a web target and just do embedded PDFs (E.g. HP Labs Innovation, MaxPlanck)
- Some publications do full clean HTML but no PDFs in sight (eg. NYT Mag)
- MaxPlanck has a nice layout model to follow that could serve HTML instead of PDF per article
- SIG CHI / Interactions has a lot of neat widgets to consider (articles by popularity, featured authors, statistics, ID #'s)
- SIG CHI / Interactions search filters would be really nice / applicable
- NYT Magazine web approach uses relative sizes of article preview tiles to emphasize primary vs secondary vs tertiary content levels
- No easy way / standard tool to have web native features more contextually embedded as an overlay / interaction with print layout, idea best dropped due to feasibility.