

Be it supplementary to your print medium or as an independent channel – with an app, you reach your target group digitally. Your readers gain access to the current issue and to the entire archive. You achieve greater reach, increase your digital sales, and inspire your target groups with innovative formats and interaction options.

## How it works!

In the editorial section of the Workbench your PDFs can be transformed into a multimedia reading experience.

You also manage your subscriptions here and define the payment methods.

### 1. UPLOAD PDF

Publish content in your own app for smartphones and tablets. Simply go to our [Workbench](#) and upload your magazine in PDF format.



### 2.



### ENRICHING CONTENT

Treat your readers to an interactive reading experience with a multimedia magazine-design.

Our widgets allow you to individually enrich editions.

- Image, video and audio files
- Google Maps and email contact
- Reading mode and read-aloud function

### 3. PUBLISHING THE APP

Publish your digitally enriched magazine at the touch of a button – immediately or on a publication date of your choice. Edit, withdraw or delete editions at any time, also after publication.



Our *Software-as-a-Service Platform* works according to a *modular application principle*. As a white label solution, you produce the apps in your own corporate design. The app solution runs on the major mobile operating systems and you also receive a web version. PressMatrix offers a time-saving, cost-effective introduction, intuitive use, and continuous upgrades.

[More details](#) available on our website. You may also be interested in our [Appvertising](#).

Please feel free to contact us if you have any questions!