A bulletin from the world
goof global media distribution

Edited by DistriPress, Zurich

CONGRESS

The DistriPress Congress in Seville is fast approaching.

Don't forget to plan your travel and book accommodation in advance to secure the best options for Seville.

Head over to our Events Calendar here for more information and to see the date for 2023’s British Press Christmas Meeting.

Stay tuned for more updates and get ready to be part of an extraordinary gathering of industry professionals in Seville!

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Making history in Hungary

Journalism started as a way to make some extra money for Csaba Bartal while he studied at university. This became a weekly series of articles for Új Magyarország, then a career in commercial television on Hungary’s tv2.

“I’m lucky, because I had a chance to make memorable documentaries,” he says. Csaba ended up completing a PhD in history and communication. He approached what was then Hungary’s only history magazine, looking to turn his PhD paper into a published piece. The editor-in-chief told him: “Launch your own magazine, and you can publish your article there.”

He took them at their word and launched Múlt-kor in 2000, now Hungary’s most popular history title. Csaba is a leader in Hungarian media with more than one venture to his name (he still makes documentaries through the Múlt-Kor YouTube channel).

The current market for history titles in Hungary is buoyant, Csaba explains, as major events such as World War II are still strong in people’s minds. There is also a desire to read lesser known, entertaining stories from history.

Csaba has also launched a new online marketplace for publishers, magazinly.com, built on his platform e-newsboy.com, as a response to rising production and distribution costs. The aim was to offer more control and efficiency to publishers, provide them with richer sales data, and allow them to sell both digital and physical copies in one place.

“If they have other products as well, it’s not an issue anymore to drive users towards one sales channel,” says Csaba “We also provide contracted partners with a full CRM and
CMS solution, so publishers have all of these features in one place.”

The e-newsboy platform includes a webshop and e-reader, along with automated sales processes and data capture and the CRM and CMS functions. “These features will give confidence to publishers in the benefits of the venture. I’m pretty sure that the idea of keeping 85% of their sales income will be popular.”

Csaba is also looking to partner with distributors to bring multiple publications onto magazinly and the e-newsboy platform. Having established it in Hungary, he is looking to expand initially into the UK, but stresses that it is an international platform. “From the USA to the Far East.”

Csaba also plans to publish Múlt-kor in a UK English language edition. “I’m looking for a local publisher for this cooperation. I do hope I will find the best partner in the DistriPress community.”

Alongside that, Csaba says, “I will finish my exams for my pilot licence.”

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 EVENTS / Publishing / Germany

**DTF works with Indiecon in 2023**

The DistriPress Training Foundation (DTF) is partnering with Indiecon again this year for their Conference, taking place on September 1-3, 2023, at Oberhafen in Hamburg, Germany.

“We plan to go live with the new Indiecon website in the second half of June, featuring the exhibitor catalogue and details on the publishing planets,” says Malte Spindler, co-founder of Die Brüeder Publishing, which runs Indiecon.
The publishing planets are a new edition to the conference. “We invited four experts to each curate a publishing planet – which will serve as a platform for a topic they champion,” says Malte. This will be a platform for deep dives into independent magazine matters, small press tools and storytelling methods, he explains.

The conference theme for this year – its 10th anniversary year – is "Repetition is not a Repeat." The event will feature two nights of keynotes, discussions, and lectures by international specialist publishers. On Friday, the focus will be on reinvention through design, travel, and leisure, while Saturday will explore reconfiguring through modes of expression in magazine making and content. The event will include consultations with experts, workshops, presentations, exhibitions, and a Breakfast Club.

“We’ll have workshops, roundtables and talks hosted by experts and also our exhibiting publishers; because this year’s Indiecon will be all about knowledge sharing.”

DTF's Executive Committee's Daniel Clares from SGEL, Stuart White from WhiteCirc, along with Stefan Ramseier, who will consult on the Swiss market, will offer expert talks about distribution. Trade Visitor Tickets for Indiecon are currently available for purchase at https://pretix.eu/indiecon/professionals/

MAGAZINES / Publishing / UK

Courier: adapting to ‘slow journalism’

Until its 50th issue, Courier was bi-monthly. Now, it’s bi-annual, a choice that reflects wider magazine trends, but more importantly, changing consumer habits. People want to invest in a magazine that they can collect and keep; a coffee table book that they can digest at their leisure.
“People don't want to be rushed,” says Maverick Pettit-Taylor, Courier’s distribution manager. “They don't want magazines piling up. They want to dip in and out and take the bits that they want, over several months.”

“It just felt like a good time for the brand to really look at how we wanted the print products to look,” adds creative director Lisa Rahman. “We knew that we wanted the magazine to feel more like something that you wanted to keep.”

Paper is an integral part of this new ethos, with the magazine now using a combination of different paper stocks, such as coated, gloss and even sticker paper. “We've got a pull out poster at the back titled Welcome to the Courier-verse. It's gone through a very considered approach of how we can take the reader on a journey through the magazine.”

The company has also taken a more strategic approach that focuses on being in the right store, rather than every store.

Courier is putting increased effort into its top performing locations and developing its network of independent stores, in addition to promoting sales through its webstore.

“We've started to do a lot more promotions and retail collaborations with stores across the world that are really focusing on this new kind of product,” says Pettit-Taylor. “It also became a lot more attractive to independent stores when we put the price up.”

It’s an exciting place for Courier to move forward from, says Rahman. “It just has this other layer of fun or energy – ‘we need to think about how we’re going to add more play to this’. Which, as creatives, is the best brief in the world.”

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MAGAZINES / Publishing / France
Launchedpad: A Week Abroad

Founded by Charlène Lambert in 2019, A Week Abroad is a high-concept travel magazine with art, culture and authenticity as its focus.

Could you describe A Week Abroad in 25 words or less?

A Week Abroad meets up with entrepreneurs, chefs, artisans, creatives and nature lovers who share their favourite local spots with you.

What's the story behind the magazine?

I founded A Week Abroad about four years ago, with the aim to meet with local people. I've always travelled a lot. Every time I went travelling, I'd get the well-known guidebooks, but I always felt I was really missing out on finding authentic places. I was working in London in advertising, but I really wanted to do something for myself. I started to think about starting some kind of authentic travel guide. I didn't know if it would be a website, a book or magazine at the beginning, but that's where it started.

What sort of things can people read in A Week Abroad?

It's a travel guide that helps you to understand the culture of a place through its inhabitants, basically. The people we interview are notable local artisans, entrepreneurs, creatives etc. We speak to them about their life and work, and they give us their local recommendations across seven different categories: restaurants, bars, culture, nature, etcetera. So on the one hand, it paints a picture of what it's like to really live in that location, and on the other, you have a list of places to visit and things to do that you wouldn't necessarily find in your usual guide book.

Where is it distributed?

From the beginning, I wanted a high-end distribution network, so I decided to go directly to stores, starting in Paris. Once the magazine was stocked in Paris, other shops in the UK, the US and Germany started to contact me. I'm still doing the distribution myself, but it's starting to become a little bit difficult, so I'm looking for a distributor to help me to develop it abroad.

What are your ambitions for A Week Abroad?
I would like for us to build a team around the publication – that would be the most important thing to be able to deliver the vision that I have. I'm currently working on a new website. I'm meeting a lot of great craftsmen and artisans. I really want to highlight their work beyond featuring them in the publication. I want A Week Abroad to be a platform where our audience can find local projects from the people that I meet during my travels.