

## EBOOKS & DIGITAL MAGAZINES

# Create a long-term marketing effect with content living on-line while generating leads.

Bring in new traffic with our content rich magazine-style PDF with electronic “page turning” technology. Content is interactive and can be comprised of photos, graphs/charts, research, advertisements, video and custom-written copy.

### SIMPLE DETAILS

- 24-48 pages (standard)
- Product PDF to embed/display
- Design/layout production
- Registration capabilities (optional)
- Penton hosting (optional)

### USEFUL FOR

- Establish authority in your industry
- Bring in new traffic
- Generate leads
- Brand/product promotion
- Long-term engagement

### ADDITIONAL SERVICES

#### Lead Lifecycling

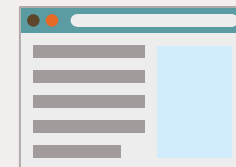
Nurture generated leads (if capturing from gated form)

## What's the difference between eBooks and Digital Magazines?



#### eBooks

are produced in a multi-chapter format like traditional books.



#### Digital Magazines

have more complex graphics and a mix of news and articles.