

kult - the cross media magazine from Regensburg

Competition entry for the
IFRA XMA Cross Media Awards 2009

submitted by
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STRATEGY

The Mittelbayerische Verlag publishing house is the leading publisher in the Upper Palatinate region of Germany, with the Mittelbayerische Zeitung newspaper being read by 400,000 readers daily and a further 450,000 households in the region reached through the weekly Rundschau freesheet. The long-term strategy of the Mittelbayerische Verlag publishing house is to constantly engage people in the region from childhood onwards. To achieve this goal, a number of brands designed to address different age groups have been created. The publishing house has developed and established the kult brand for the 16-29 age group. With more than 14,000 active users, the kult.de community portal has been highly successful for a number of years. Since 1 November 2008, the kult magazine has been published under this brand and has benefited from the experiences of the kult community from the very beginning. Alongside cross media elements, the publishing house places great emphasis on actively developing the magazine using feedback from readers and advertising clients.

AIMS

With kult, the publishing house aims to reach 16 to 29 year-olds both online - via the community - and offline - through the magazine - and tap this age group as a new market. It is also in the interests of the publishing house to offer advertising clients the widest possible range of new products and target groups. The kult magazine was developed with the aim of becoming the regional market leader in the city magazine segment within the next two years.



Various kult magazine covers

SUCCESS

kult has been published once a month as a free city magazine since 1 November 2008. With a circulation of 20,000 copies, the magazine is distributed from more than 400 distribution points in the municipal area of Regensburg. Furthermore, the magazine can also be subscribed to free of charge, and even at this early stage, 2,000 subscribers take advantage of this option. According to current market research, 86% of all interviewees in the target group of 16-29 year-olds were already aware of kult magazine after only four editions had been published. This puts kult at the top of its class, ahead of its much longer established rivals. 60% of the interviewees had also read kult - again making it the market leader. When it comes to the design and layout of the magazine, kult is once again Regensburg's best city magazine, and it is also top of the class for entertainment value: 80% of those who rated the „party pics“ and „events calendar“ community elements felt that they were „good“ or „outstanding“, again placing it ahead of the competition. The editorial content of the magazine also received a big thumbs-up, with kult at the top of the pile when it comes to the cover story or the important music section.

CROSS MEDIA MARKETING

Advertisement panels and full-page ads are used to advertise the magazine and community in the two regional newspapers Mittelbayerische Zeitung and Rundschau.

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Fahrplan Regensburg Sommer Ferienskalender

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kult

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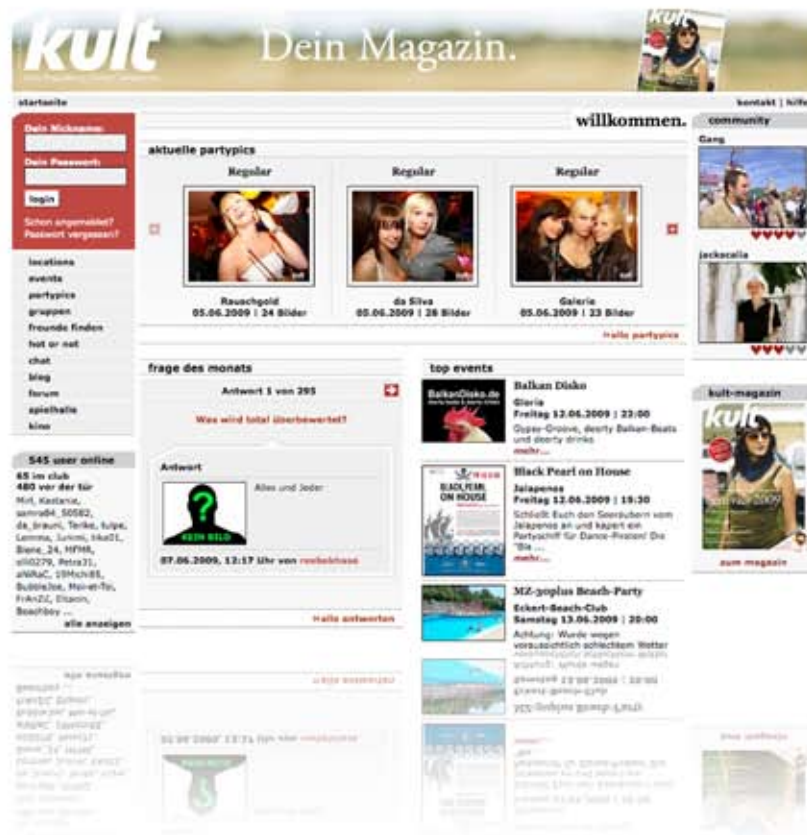
kult

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HARMONIOUS DESIGN

The community and magazine are designed consistently, and the current edition of the magazine is linked on the kult.de homepage.



CROSS MEDIA PRODUCTION TECHNOLOGY

User-generated content from the online community is imported directly into the typesetting files via the data exchange format XML, allowing time and costs to be saved during the production phase. In our example, the „party pics“ from the kult.de platform are converted into a layout file for the „party report“ of kult magazine.



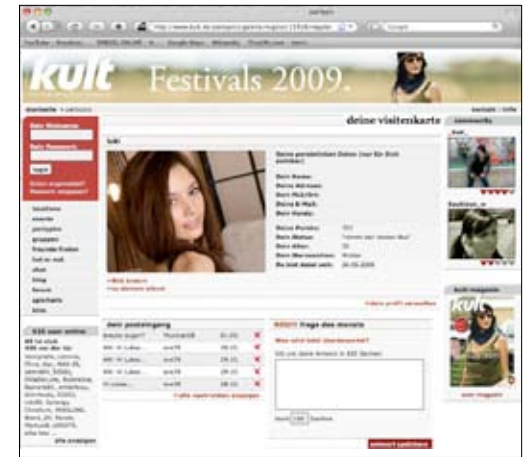
kult.de / „party pics“ section



kult magazine / „party report“ section generated from portal content



The profile entries of kult.de users are published in kult magazine.



Users' answers to portal surveys are edited for kult magazine's „question of the month“.

EDITING THE MAGAZINE FOR THE WEB

The magazine is available as a PDF file on the kult.de portal, where it can be read online as an e-paper. It is also possible to subscribe to the magazine for free via the website.



kult Magazin



kult magazine as an e-paper for online reading.