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# Let's Get Digital: Marketing Digital Magazines in Academia

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Digital access to your favorite magazines  
Read the latest or past issues of these magazines and more  
Download the Flipster app or visit [udayton.edu/libraries](http://udayton.edu/libraries)

## What is Flipster?

A digital magazine service from EBSCO that offers both browsing and downloading for offline reading. You can view popular magazines on the Flipster platform or through the free App on a phone or tablet.

## Building the Collection:

- Subscribed to Flipster in July 2017
- EBSCO supplied a list of titles that we were currently getting in print that were also available in Flipster
- We selected titles based on popular content, previous usage, and cost
- Some titles met all the criteria but cost
- In the case of academic titles, we also considered archival access
- After compiling the data, we discussed at a subject liaisons meeting to finalize selections

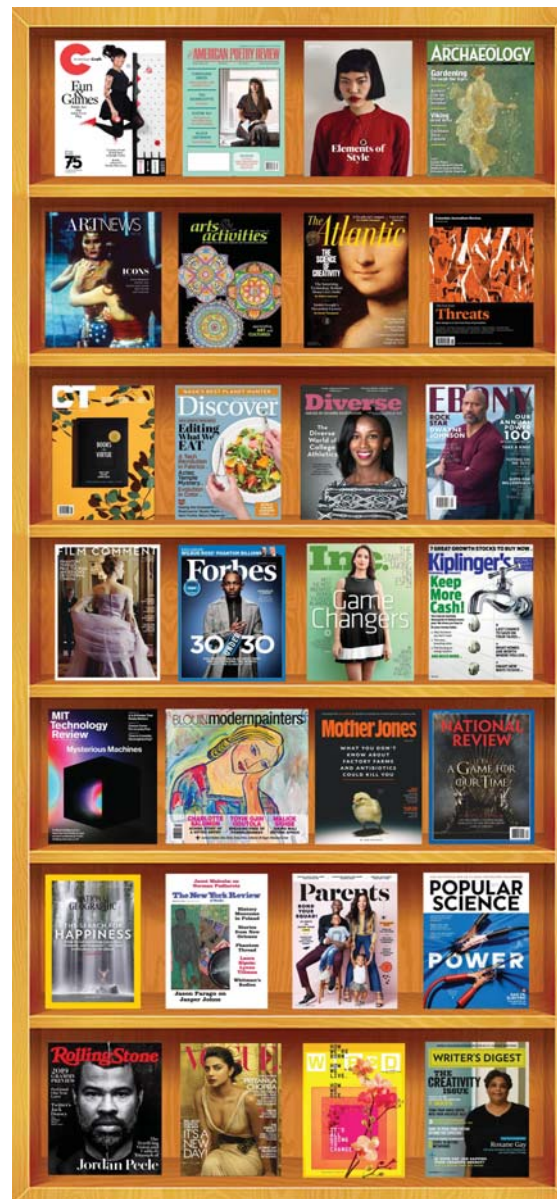
## Most Popular Titles:

- Rolling Stone
- The Atlantic
- National Geographic



## July 2017 – January 2019:

Total Views: 190  
Total Downloads: 381



## Marketing the Collection:

Electronic Resources Marketing Plan

- Resource
- URL
- Date workflow complete
- Target audience
- Goals
- Strategies
- Communications and deliverables
- Proposed measurements
- Timeline
- Partners
- Budget

## Communications and Deliverables:

- Flipster App loaded on circulating Kindles
- New Student Orientation “Roeschella” stage – “Leisure Reads for the Weeknd”
- Restroom signage – “Stall Street Journal”
- Signage and handouts by print periodicals
- Signage by elevators
- Social media posts on Facebook, Twitter, and Instagram; blog post
- Announcement on University portal
- Student newspaper
- Library liaison emails to faculty