



# Time Inc.

SUCCESS STORY

## Time Inc. speeds publishing while improving page quality with Adobe® Acrobat® software and Adobe PDF

### Time Inc.

- A leading magazine company, publishing about 140 regular-frequency titles with 298 million readers worldwide
  - Headquarters: New York City
  - Founded: 1923
- [www.aoltimewarner.com](http://www.aoltimewarner.com)

**Industry**  
Publishing

**Solution**  
Prepress Workflow

**Product Used**  
Adobe Acrobat

### Company Profile

Few organizations understand the publishing process better than Time Inc., a division of AOL Time Warner and producer of popular magazine titles such as *Time*, *People*, *Sports Illustrated*, *Fortune*, and *Entertainment Weekly*.

Rapid, accurate production of Time Inc. publications involves collaboration among hundreds of writers, graphic designers, and print professionals. It also requires coordinating with thousands of advertisers submitting ads for placement. For Time, streamlining the publishing workflow is a competitive imperative. Time's reputation rides on the integrity, accuracy, and quality of its publications, and by streamlining production processes the company can devote more resources to developing first-rate content.

### Challenges Faced

#### Improve editorial workflow

A major step in Time's production workflow is developing a controlled and optimized process for imaging and prepress. Production processes traditionally progress slowly as staff work to relink images within documents and to facilitate corrections with images, graphics, color space, fonts, and overprints/trapping on magazine pages.

#### Streamline ad production

Time wanted to work with advertisers more efficiently by allowing them to submit ads as Adobe Portable Document Format (PDF) files. Advertisers usually submit ads digitally in high-end file formats such as PostScript® or TIFF/IT. Frequent issues with handling improperly built ads include missing fonts and graphic elements, corrupt files, copy inaccuracies, and variations in application software versions. Troubleshooting some problematic files could take Time publications up to three days for a single ad.

#### Leverage content for electronic media

Online publishing creates opportunities for Time to reach readers in new ways. The company is seeking to leverage its traditional printed content via other channels, enhancing the variety of products available and giving readers easier access to materials. Time is working toward a single process that will support traditional printing as well as delivery of information via the Web and handheld devices.



## Success Strategy

To accelerate prepress production, Time adopted Adobe Acrobat software. At *Entertainment Weekly*, for example, the staff uses Acrobat and Enfocus Pitstop to generate PDF/x files that are suitable for soft proofing and printing. The Acrobat and Pitstop combination costs a fraction of high-end dedicated systems, allowing Time to deploy the software on numerous workstations. Acrobat and Pitstop also facilitate highly detailed preflighting and error correction to ensure accuracy and file integrity.

“Acrobat and Adobe PDF are strategic technologies that are the foundation of our next-generation publishing workflow.”

Kin Wah Lam,  
Director of digital  
development,  
Time Inc.

“Acrobat, Enfocus Pitstop, and Adobe PDF are an effective soft-proofing solution that allows us to preflight files while minimizing the time and expense needed to generate hard-copy proofs,” says Kin Wah Lam, director of digital development for Time Inc. “This translates to direct time and cost savings.”

Time is also using Acrobat and PDF/x to streamline receipt and production of ads. Since the beginning of 2002, Time has requested that ads be submitted as PDF/x files. Adobe PDF files are platform-independent and highly compressed, enabling rapid transmission over medium-bandwidth communication lines and saving storage space. Most important, the print-ready files contain all the graphics, fonts, text, images, and other elements of pages in a single compact file, resulting in improved efficiency and accuracy. Files in Adobe PDF/x also print faster and more reliably.

In addition, Acrobat and PDF-based processes are supporting Time as the company explores ways to deliver customized, electronic content to readers. For instance, the same Adobe PDF files created for print production could easily be published online. In the future, this could enable readers with specific interests to search for stories across all Time publications and assemble custom magazines with targeted advertisements—all delivered online in Adobe PDF.

## Business Benefits

- Reduced production time and costs
- Improved publication quality and accuracy

For Time Inc., Acrobat and Adobe PDF provide an effective solution that streamlines production while improving the quality and accuracy of its publications. These Adobe technologies also open up opportunities for delivering electronic content in new and exciting ways to customers.

“Acrobat and Adobe PDF are strategic technologies that are the foundation of our next-generation publishing workflow, not only for print, but also for exploring electronic delivery of materials to corporate users and to our readers,” says Lam.

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