ePublishing

Continuum Drives Maximum Profit for Publishers

Our enterprise publishing system empowers a range of business models, diversified income streams and deep reader engagement by integrating behavioral data with contextual content, community and commerce.

Purpose-built for Publishers

More revenue with less effort. Continuum CMS+ combines content management (CMS), audience management/ CRM, actionable deep data, workflow, community, video, events, directories and eCommerce.

No More Silos

Integrate your existing systems; circulation, fulfillment, email provider, webinar, Salesforce automation, accounting and more. Unlock the power of more simplicity, seamless data and better reader alignment.

Revenue Per Reader

Leverage reader behavior to drive more revenue. New lead generation, sponsorship and sales opportunities with automated topic pages, buyers guides, directories, classifieds, galleries, events, eCommerce and more.

| Content | Community | eCommerce | User Management | Workflow | SEO | 24/7 Support | Mobile |

CONTINUUM

Add Editorial Efficiency	**Engage Your Audience**	**Make More Money**	**Manage Audience Data**
A powerful dashboard and Digital-First Workflow: Create content once and deploy to multiple channels: web, mobile, tablet, InDesign, blogs, eNewsletters, events, multimedia, directories.	Engage your readers; drive visits, time-on-site & ad revenue with automated context, social media, user-generated content, topic pages, ratings, related content, comments, forums.	Increase your revenue; present offers in context with related content, events, listings, products & subscriptions, using one secure, PCI-compliant shopping cart.	Sell more ads, build circulation, target marketing and launch new products with a complete view of audience; purchase history, content preferences and individual user behavior.

CONTINUUM

Continuum easily supports your challenges with a fully integrated, SaaS system, backed by custom design, development, industry best practices and personalized 24 x 7 support.

Responsive Design
Mobile & tablet friendly

Editorial Workflow System
Create once, deliver to web, InDesign, mobile, tablet, eMail, PDF, plus version history

Audience Management
Site behavior, demographic data, access privileges, purchase history, downloads, registration info, content preferences, circulation & email integrations

Deep Data
Track and monetize individual reader behavior

eNewsletter
Automated data & content management integrated with your eMail Service Provider

Articles, News, Blogs
Create, manage, tag, distribute

Taxonomy System
Semantically tag and relate content for search results, site placement, delivery channel

eCommerce
Catalog, offers, tax rates, secure shopping cart

Social Media Integrations
Twitter, Facebook, Bookmarking, eMail Sharing

Community Features
Comments, polls, ratings, reviews, most popular

Search, Advanced Search
Delivers articles, blogs, events, products, pages, lists, classifieds

Events Manager

Buyers' Guides

Directories & Lists

Classifieds

Premium & Gated Content

Metered Paywall

Site License Manager

Multimedia Video & Image Galleries, Podcasts

SEO tools & best practices

Report Center & Web Analytics

Automated RSS & Twitter Feeds

Custom Microsite Publishing

Lead Generation

Continuum brings together online and print, editorial management, audience data, marketing and sales for a holistic approach. Our solutions enable dynamic delivery of content through any channel at any time.

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