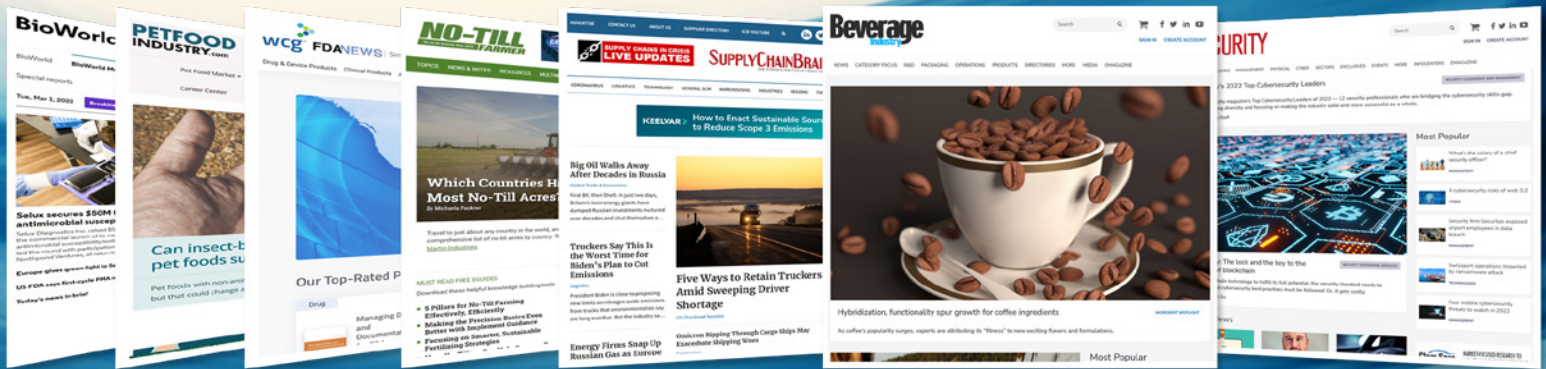


## Continuum Drives Maximum Profit for Publishers

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



### Add Editorial Efficiency

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 Audience

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.

### Make More Money

Increase your revenue; present offers in context with related content, events, listings, products & subscriptions, using one secure, PCI-compliant shopping cart.

### Manage Audience Data

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 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.

## ePublishing

For more information, please contact us:

[sales@ePublishing.com](mailto:sales@ePublishing.com)

(312) 768-6800

[www.ePublishing.com](http://www.ePublishing.com)