FM Global
Precedent Analysis5.graffle

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(add)ventures
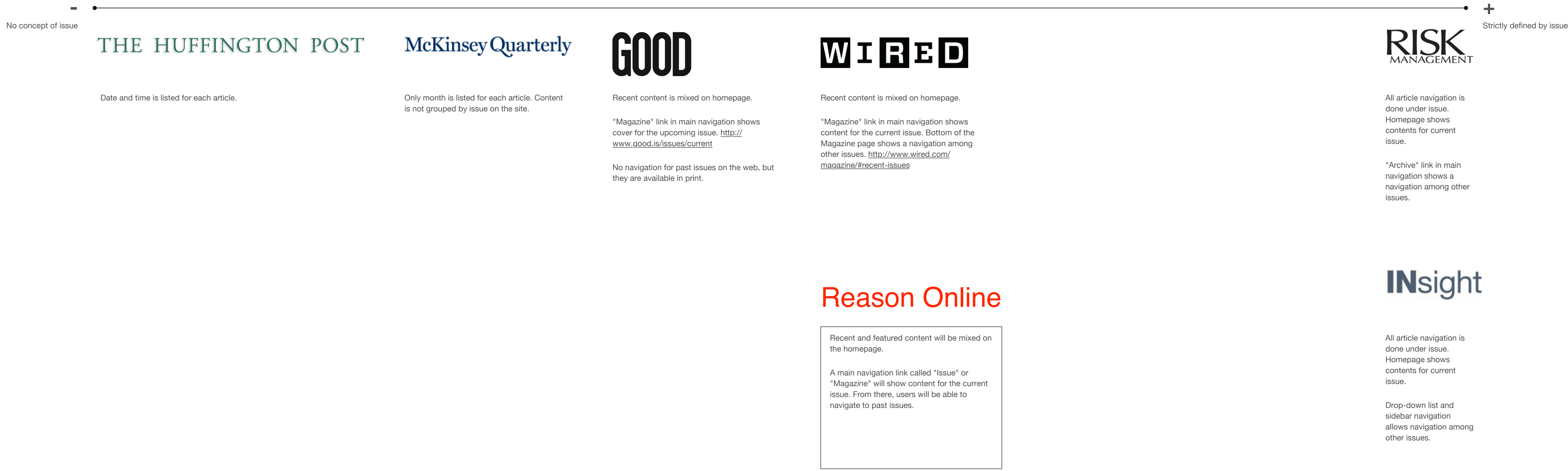digital brand convergence

Concept of Issue

Online magazines studied vary from having no concept of "issue" to having the entire navigation of the articles defined strictly by issue.

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No concept of issue   Strictly defined by issue

THE HUFFINGTON POST

McKinsey Quarterly

GOOD

WIRED

RISK MANAGEMENT

Date and time is listed for each article.

Only month is listed for each article. Content is not grouped by issue on the site.

Recent content is mixed on homepage.

"Magazine" link in main navigation shows cover for the upcoming issue. http://www.good.is/issues/current

No navigation for past issues on the web, but they are available in print.

Recent content is mixed on homepage.

"Magazine" link in main navigation shows content for the current issue. Bottom of the Magazine page shows a navigation among other issues. http://www.wired.com/magazine/#recent-issues

All article navigation is done under issue. Homepage shows contents for current issue.

"Archive" link in main navigation shows a navigation among other issues.

Reason Online

INsight

Recent and featured content will be mixed on the homepage.

A main navigation link called "Issue" or "Magazine" will show content for the current issue. From there, users will be able to navigate to past issues.

All article navigation is done under issue. Homepage shows contents for current issue.

Drop-down list and sidebar navigation allows navigation among other issues.

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digital brand convergence

Methods of Organizing Articles

Articles can be organized by one or many methods on a listing page or in navigation menus.

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Few methods   Many methods

INsight

- Issue
  - Articles

RISK MANAGEMENT

- Issue
  - Features
  - Departments

THE HUFFINGTON POST

- Categories
- Big News
- by Author
- Featured
- Most Popular

WIRED

- Sections (correspond to tags in blog posts)
- Categories
- Blogs
  - subnavigation (Individual blog list)
- Reviews
  - subnavigation (review categories)
- How-tos
- Magazine

GOOD

- Topic
  - subnavigation
- By Tag
- Popular
- Most Discussed
- Recent
- By author
- Random

McKinsey Quarterly

- Featured
- Editor's Choice
- (topic) The Future of Marketing
- (topic) Latin America's Economics
- Survey Results
- New in
  - Functions
  - Industries
- Regions
- Big Ideas
- Voices (outside contributions)
- Related Thinking / Related Topics (article page / search results page)
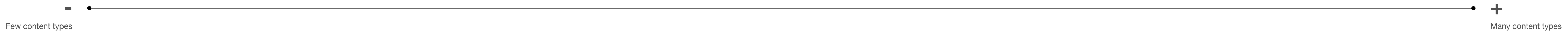- Recent Thinking (past 3 years)
- The Archive (older, by date)

Reason Online

- Featured
- by Popularity
- by Category
- by Industry
- by Business Function
- by Catastrophe
- by Tag
- by Issue

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Content Types

A content type is a type of content with a distinct structure.
Various content types can include Aritcles, Guest-contributed Articles, Letters to the Editor, Video, etc.

Few content types — + Many content types

RISK MANAGEMENT

- Article

INsight

- Article

McKinsey Quarterly

- Article
- "Interactive" (group of videos)
- Call to Action
- Audio

WIRED

- Article
- Review
- Magazine
- How-to
- Video

GOOD

- Article
- Link (GOOD finder)
- Infographic
- Slideshow
- Video
- Project
  - Call for submissions
  - Showcase of past projects

Reason Online

current scope

- Article
- Video
- Infographic
- Letter from the Editor

with additional items not in scope

- Article
- Video
- Infographic
- Letter from the Editor
- Reader-contributed Links
- Industry Events

THE HUFFINGTON POST

- Article
- Blog Post
- Video
- Audio
- Photo Gallery
- Poll

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Community Engagement Features

Methods for keeping in touch with readers, methods for readers to interact with the magazine, and options for sharing content virally.

−

Few community
engagement features

+

Many community
engagement features

INsight

- Subscribe to e-mail updates
- Submit a comment or article idea
- Download PDF of Article

RISK MANAGEMENT

- Save to "My Articles"
- Submit Articles
- Print Article
- e-mail Article

WIRED

- RSS Feeds (multiple)
- e-mail Author
- Share Article
- Facebook "Like"
- Comment

THE HUFFINGTON POST

- Send Corrections
- Send us a Link
- Contact us
- Send a Tip
- Send Photos / Videos
- Comment
- Integrated live Twitter search

GOOD

- Have a community manager listed on the site
- Projects: calls for submissions
- Challenges
    - Provide hashtags for challenges
- Articles geared toward action
- "GOOD Finder": reader-submitted links
- Comment
- Share Article
- Facebook "Recommend"
- Follow us
    - Facebook
    - Twitter
    - Tumblr
    - YouTube
    - Flickr
    - StumbleUpon
- RSS Feeds (multiple)
- Subscribe to e-mail Alerts

McKinsey Quarterly

- Subscribe to e-mail Alerts
- RSS Feeds (customizable)
- Follow us
    - Facebook
    - Twitter
- Get a Quarterly Widget
- Podcasts
    - Video
    - Audio
- Recommend Article
- E-mail Article
- Download PDF of Article
- Print Article
- Link to Article
- Share Article
- Comment

Reason Online

current scope

- Subscribe to e-newsletter
- Share Article
- Download PDF
    - of Article
    - of Issue
- RSS Feeds (multiple)
- Comment
- Subscribe to Magazine

with additional items not in scope

- Subscribe to e-newsletter
- Share Article
- Download PDF
    - of Article
    - of Issue
- RSS Feeds (multiple)
- Comment
- Subscribe to Magazine
- Reader-contributed Links
- Contribute Ideas and Stories