Publishing Made Easy

Grasp content more easily and use it to its full potential.
Making newspaper means to provide content for all channels.

Back in the day, newspapers automatically had a far reach, since there was no real alternative. Today, though, there are many alternatives, especially digital ones which are used more and more, even from once faithful readers of the printed edition.

But who is supposed to provide for all channels and furthermore exploit all possibilities of digital content? Most of the time, old tools are not sufficient for that kind of work. But is buying new tools worth it? Don’t they just make everything more complicated?
Different contributors add content.

So, while there is an ever increasing number of channels for distributing content, generating it is also becoming multifaceted. It’s not only the professional journalist anymore, but rather a growing number of contributors such as a reader who might post wonderful snapshots or a guest author sharing his or her expertise on a particular subject. Or it could be a freelancer who uploads an article directly from the scene of event. The editorial team can curate all of these sources on a single platform resulting in storytelling that is deeper and richer.
Grasp content more easily and use it to its full potential with Gogol Publishing.

The good news: Publishing has become much easier thanks to new digital possibilities. It’s about time that publishing a newspaper becomes as easy as writing an online blog.

With Gogol Publishing, the potential that digital content offers was woven into the DNA of the content management system from the very beginning. This makes publishing simple and fast and unleashes maximum impact and range. Every format on every channel.

How simple is your newspaper’s editorial system?
This is how simple publishing a newspaper can be with Gogol Publishing.

Fast Implementation
Just get started: The Gogol Publishing is ready to use immediately thanks to preconfigured Best-Practice-Solutions

Get going in as little as 30 days.

Low Cost
Pay only for what is needed at the moment: Depending on the size of the project and desired features you only pay for what you need, when you need it.

Minimize your risk.

Transparency and Learning
For the first time ever, cloud solutions give insight into how the system is used. This makes user driven intelligent reporting and quick optimization of the system possible.

Measure. Don’t guess.

Formats for all channels
Publish on all channels using well-established formats: produce newspapers, websites, e-papers, mobile apps, HTML5-offers, with Gogol Publishing from one editorial system.

No additional resources needed.

Work from anywhere
In the home office or directly at the scene: every employee, every editor has access to all data and levels of production no matter where they are.

No matter when, no matter where.

Easy, easy, easy
Operated as easy as your favorite website: Gogol Publishing offers highest usability and maximal user comfort.

Enjoy your work.

Be it one, or one thousand coworkers
Involve everybody: Gogol Publishing offers unrestricted access without a limitation of work stations. This makes completely new models such as citizen journalism and mobile ad sales possible.

No restrictive license models.

Better and better
No need to run software updates or deployment processes. Always stay up-to-date: You automatically profit from the daily improvements of the system.

Stay ready for the future.
The consistent development of attractive content on all digital channels led to steady growth of monthly visits*. Those have increased twelve-fold since the start of collaboration with Gogol Publishing in 2010. During this time print readership grew as well. With a 52% national reach, RMA is Austria’s print market leader and the biggest provider of local news.

Steady increase of visits and an enthusiastic online community

***Source: MA 2013/14 (enquiry period 7/13-6/14), net reach RMA total in readers per issuu 14 plus, fluctuation margin ± 0,8%. RMA total: bz-Wiener Bezirkszeitung; Bezirksblätter BGL, NÖ, SBG, TIR; Woche KTN, STMK; cooperation partner: Bezirkserndenz OÖ; Regionalzeitungen VBG; publication frequency RMA Medien: weekly, gratis.

129 Newspapers on a Successful Journey into the Digital Era.

Print Edition
The majority of readers still enjoys reading a printed version of their newspaper. With Gogol Publishing, creating a newspaper becomes easy.

Web Portal
On the online portal provided by Gogol Publishing, all local news topics are covered - by both the editorial department and 275,000 citizen journalists.

Mobile Devices
Roughly 50% of readers access their news on a mobile device. Gogol Publishing helps publishers position themselves for the challenges of the future.

E-Paper
Whether iPad, smartphone or online: with Gogol Publishing and just one click, the digital edition is published on all devices.

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The Benchmark for Freesheets: Easy, Proven, Inexpensive Publishing.

Low acquisition costs including initial implementation and ongoing administration:

With Gogol Publishing, no hard or software investments are necessary, and there are no IT maintenance costs. The system scales as needed eliminating technology and infrastructure overhead. The platform also guarantees the highest security and performance at a reasonable price, since customers only pay for what they actually use. Training is minimal and even when implemented over many years, there are no additional update costs.
Success through seven years of development: More and more publishers choose Gogol Publishing

Developing a successful platform for digital channels normally requires years. With Gogol Publishing’s solution you profit from day one through the experience gained in over 30 customer projects. In seven years of continual development with over 30,000 inputs implemented, 75 new releases, 3,000 bug Fixes and 40,000 cups of coffee, we have achieved an award-winning platform that some of Europe’s biggest publishers trust.

Facts and figures of over 30 of Gogol Publishing’s customers:
- 75 million page impressions
- 4 million printed editions
- 170 newspapers
- 300,000 citizen journalists
- 1,5 million contributors
- 8 million pictures

References of Gogol Publishing
Would you like to know more?
Technical product specifications, case studies, screencasts, pricing information and much more can be found at www.gogol-publishing.de