
GN PUBLISHING'S MULTI-PLATFORM STRATEGY

5 STEPS TO TRANSFORM YOUR BUSINESS

GNPublishing

TRANSFORMATION IN PROGRESS



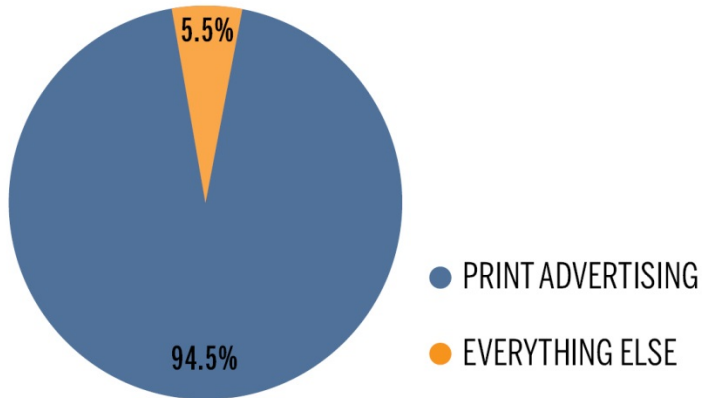
‘THE CATERPILLAR’

JANUARY 2013



THE PROBLEM

2013



MARKET TRENDS

MENA WILL REPLICATE GLOBAL TRENDS FOR CONSUMER MAGAZINES

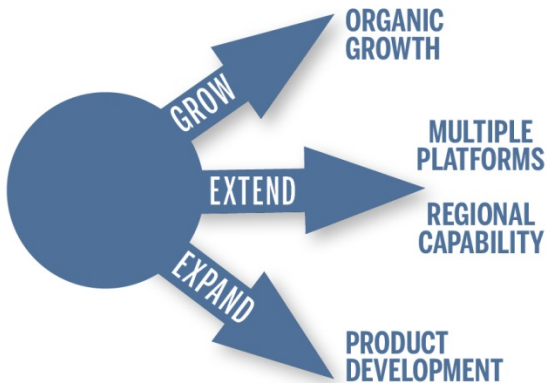
- PRINT CIRCULATION REVENUE WILL REMAIN NEGLIGIBLE
- PRINT ADVERTISING REVENUE WILL CONCENTRATE AROUND LUXURY
- DIGITAL ADVERTISING & TRANSACTIONS WILL GROW RAPIDLY, ESPECIALLY IN THE ARABIAN MARKET





**DONT
PANIC
AND
CARRY
A TOWEL**

STRATEGIC FRAMEWORK

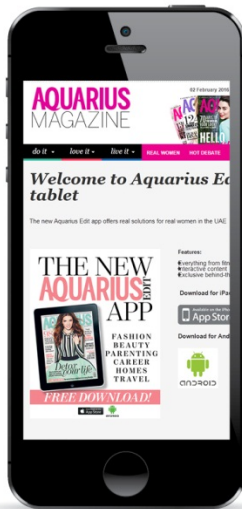


GOAL:

- BY 2021 DIVERSIFY REVENUE TO THE EXTENT THAT 50%+ IS DERIVED FROM AREAS OTHER THAN PRINT ADVERTISING

FOUR FACTORS INFLUENCING OUR TRANSFORMATION

1



2

EVENTS



3

THE FUTURE OF PRINT IS LUXURY

4

عربي

FIVE STEPS TO TRANSFORM



FIX PRINT

JANUARY 2016



- MODERN EDITORIAL APPROACH FOR CURRENT PORTFOLIO

- MAXIMISE EXISTING OPPORTUNITIES

FIX PRINT

- GIVES YOU A CUSHION FROM WHICH TO TRANSFORM
- MOVE PORTFOLIO INTO LUXURY SPACE WHERE POSSIBLE



CONSOLIDATE BUSINESS

GN Magazines → GN Publishing

STAFF



● CULTURE

● TRAINING

EVENTS



- 2014 - 1 EVENT
- 2015 - 30 EVENTS

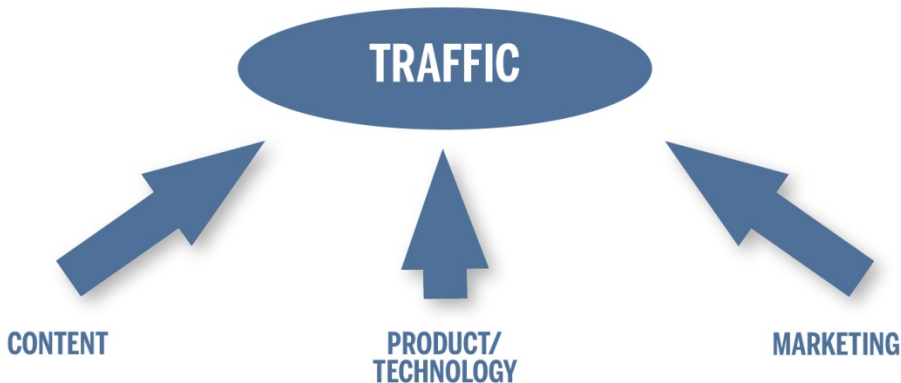


- DIRECT ENGAGEMENT
WITH THE CONSUMERS
& BRANDS



- DATA CAPTURE & NEW
REVENUE STREAMS

DIGITAL STRATEGY



GN TECH



A SUMMARY

1 FIX PRINT

2 CONSOLIDATE BUSINESS

3 STAFF

4 EVENTS

5 DIGITAL STRATEGY

THANK YOU