



# KEY BENEFITS OF A TEMPLATED WORKFLOW



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# INTRODUCTION

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Templating is not a new concept and came about as a way to format consistent page layouts in newspapers and magazines. It promises time-savings and improved efficiency, as well as the opportunity to unleash creativity.



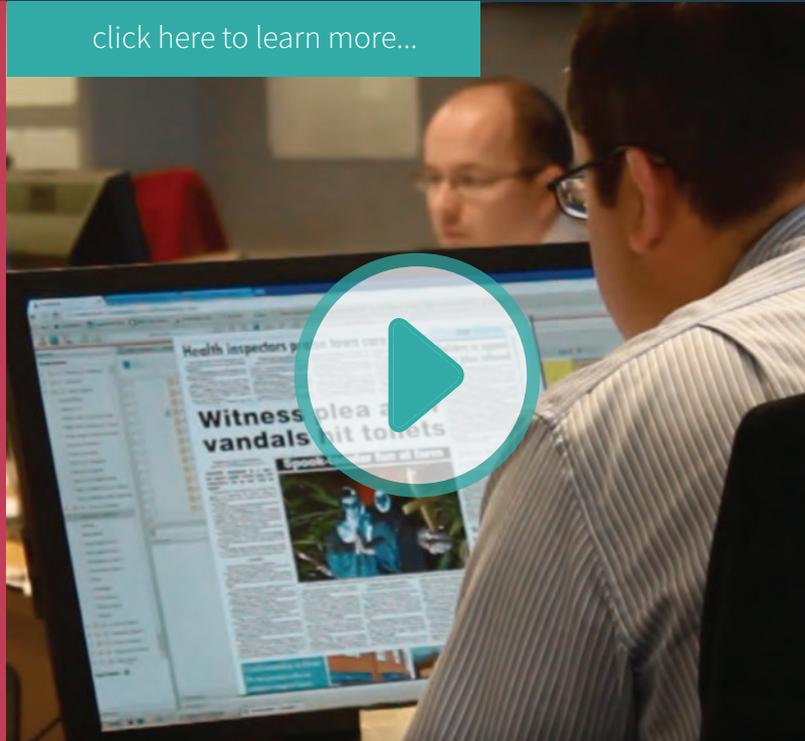
Let us guide you through the key benefits we feel a templated workflow can deliver to magazine and newspaper publishers.



# INCREASE YOUR CREATIVITY

By developing templates for standard pages that remain the same on a daily, weekly, month or bi-monthly basis, you can spend more time being creative on the features and news pages.

[click here to learn more...](#)



Rather than running out of time to spend on spreads by getting bogged down with routine page formatting, the majority of time can be given to those key pages.



# BUY BACK TIME



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Having templates means that less time is spent on manual drawing up of pages, creating a tailored set of layouts you can revisit time and time again.



Text can be automatically flowed within the template based on pre-formatted style guides including font, headings, sub headings, credits and much more. Gaining this additional time means it can be spent on both content gathering and creativity.

# INCREASED EFFICIENCY

By introducing an element of automation into the production process, efficiency will improve purely as many tasks are no longer being done manually, such as page formatting. Staff can therefore spend time on other areas they might not previously have had time for.



# RESPONSIVENESS

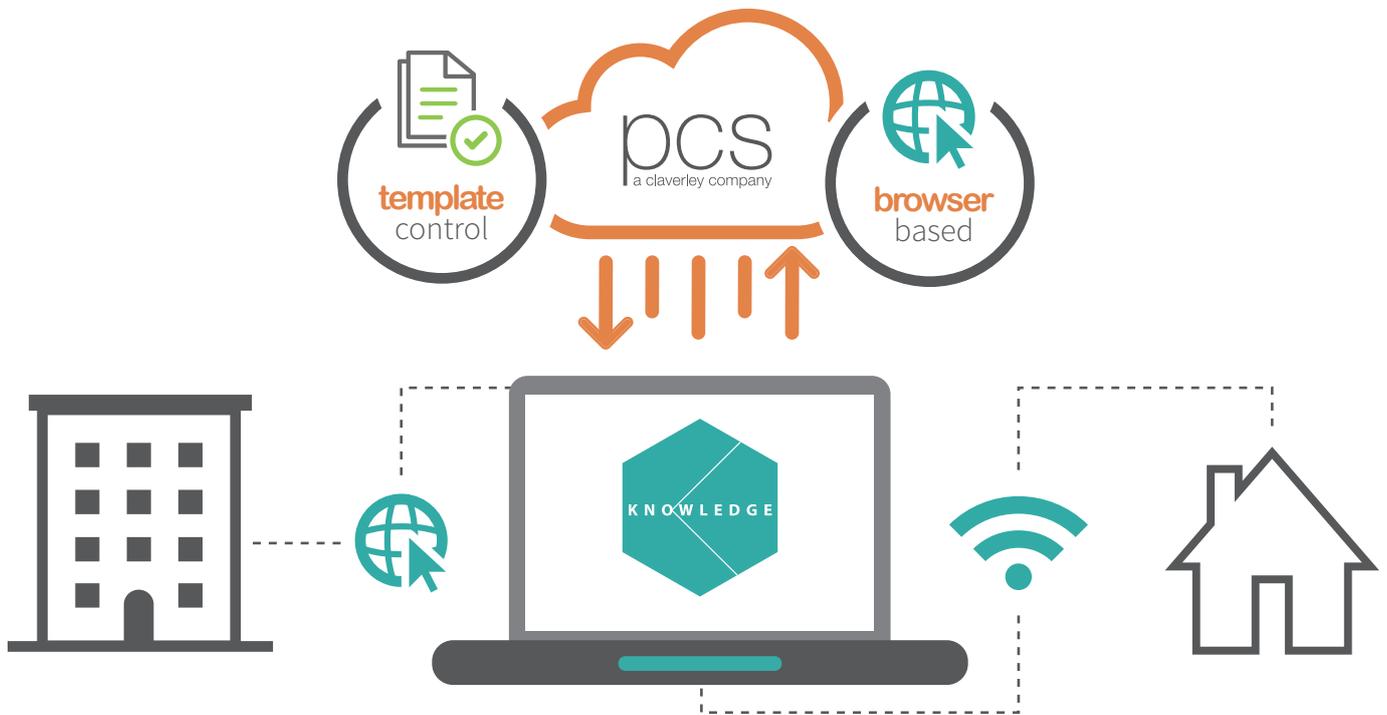


You can set up pages for a spread and wait until the last minute to flow in the most up to date content and imagery. This allows editorial teams to be very responsive to last minute news without if affecting the rest of the publication.



# ENABLE REMOTE WORKING

Having the ability to flow content into templated pages via a web browser means that editorial teams are not restricted by their location. Content can come from a number of directions without any compromise on the stylistic nature of that publication whilst letting you stay in control.





# Want to know more?

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Alternatively, contact us directly for a **FREE** consultation with our in-house experts

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