



MemberWise



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In partnership with:

**cantarus**

# Webcast

Tuesday 18<sup>th</sup> November 2025

# The MemberWise Webcast

*Bringing Heritage Publications to  
Digital-first Audiences*

In partnership with:



# What we will discuss today...

- Understand design, technical, and strategic decisions behind these transformations.
- Review revenue, environmental, and member experience choices underpinning the digital strategy.
- Considerations for differences between Journal and Magazine experiences.
- Have your questions on digital publications leading provider who has worked closely organisations to deliver magazine content in multiple digital formats.

# Today's Presenters & Guests...

- Jo Stamp, Director of Content and Delivery, MemberWise Network
- Mark Eichler, Chief Product Officer, Cantarus
- Rob Helsby, Creative Director, Cantarus

# Setting the scene...

- Member reading habits have shifted — static PDFs no longer cut it.
- Publications are still powerful assets, but many risk losing visibility and impact.
- Today's audiences expect mobile-first, seamless, story-led experiences.
- The challenge: modernise without losing heritage or identity.
- The opportunity: turn flagship publications into high-value, high-engagement digital experiences.

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# Bringing Heritage Publications to Digital-first Audiences

18 November 2025



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Mark Eichler

Chief Product Officer



Rob Helsby

Creative Director



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# Bringing Heritage Publications to Digital-first Audiences

- 1) Agency Overview
- 2) What Makes Publications Different
- 3) Opportunities & Challenges
- 4) Digitisation Options
- 5) Live Examples

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# Agency Overview



**Leading Independent Digital Agency for Associations in the UK**

80+ Strong Team including 40, UK-based, **Full-Stack Developers**

Established in 2003, 19% year-over-year growth since 2015

Award-winning Experience Design Team

Unrivalled experience in the Membership sector

Manchester based with operations in London and the US

**Over 80 Membership Bodies Currently Served**

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### Digital Publications

We turn printed publications into engaging, digital-first experiences.

### Online Community

Helping members and audiences connect, collaborate and thrive.

### Experience Design & Branding

We create engaging online experiences and strong visual identities to drive your brand.

### Support & Hosting

We provide seamless support and secure hosting with a world-class client success team.

### Web & App Engineering

We use the right technologies to help your digital organisation thrive across web and apps.

### Content Marketing & Consultancy

We offer in-depth business insights, content audits, campaigns and migration services.

### CRM

We deliver Microsoft Dynamics CRM and self-service portals to support your users, customers, and members.

### Data & Insights

We enable data-driven, decision making for your evidence-based organisation.

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# Journals & Magazines

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## What makes periodicals different:

- Insightful – content of extremely high value
- Timely – a cornerstone of the content calendar
- Tangible – one of the few physical member benefits
- Prestigious – peer reviewed, members as authors
- Lucrative – ad, subscription, and article revenue
- Separate – often housed in a distinct entity
- Historic - well over a century old in many cases



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London

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# Opportunities

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Digitisation: do things differently and better:

Because journals and magazine content is often the most valued content associated with a membership body, articles are ideal for digital marketing and revenue channels.



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# Opportunities

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Digitisation: do things differently and better:

Financial:

- Increase revenue
- Drive down costs
- Create new knowledge products





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# Opportunities

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Digitisation: do things differently and better:

Insight:

- Track interactions and enhance member data
- Evaluate the relevance of the content presented
- Increase member satisfaction in using this data



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# Opportunities

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Digitisation: do things differently and better:

## Member Experience:

- Unify the content estate
- Increase member engagement
- Reach new audiences
- Demonstrate values, especially environmental



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# Challenges

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- Publications team and tech in “hard silos”
  - Publications team is often a separate entity, separate accounting, separate leadership
  - Print publication technology not congruous with digital publishing
- Unclear path to maintaining advertising revenue
- Lack of data on content value/use when print only
- Historic content not digitized or text-legible
- Tagging not complete and a “huge project”
- No process to dynamically confirm primary article value
  - Latest – the most recent issue
  - Current– not the most recent but still reflective of best practice
  - Historic – no longer reflective of best practice



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# Approach Options

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# Approach Options

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## Print *and* digital

Doing both to a high standard where neither is “primary” is an option, but many choices

- Digital with Print Opt-out
- Digital with Print/Deliver on Demand/Request/Payment
- Digital with Print Opt-in



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# Opportunities

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## **PDF email or embed (page turner)**

COST: low  
DISRUPTION: lowest  
NEW REVENUE: low to medium  
ENGAGEMENT: low  
UX & ACCESSIBILITY: limited

## **Online community delivery**

COST: low to medium  
DISRUPTION: low  
NEW REVENUE: low to mid  
ENGAGEMENT: high  
UX & ACCESSIBILITY: good

## **App - licensed product**

COST: low to medium  
DISRUPTION: mid  
NEW REVENUE: mid  
ENGAGEMENT: mid  
UX & ACCESSIBILITY: varies

## **App – platform / bespoke**

COST: mid  
DISRUPTION: varies / mid  
NEW REVENUE: mid  
ENGAGEMENT: mid to high  
UX & ACCESSIBILITY: very good

## **Website**

COST: mid to high  
DISRUPTION: mid to high  
NEW REVENUE: high  
ENGAGEMENT: mid to high  
UX & ACCESSIBILITY: very good to unlimited





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