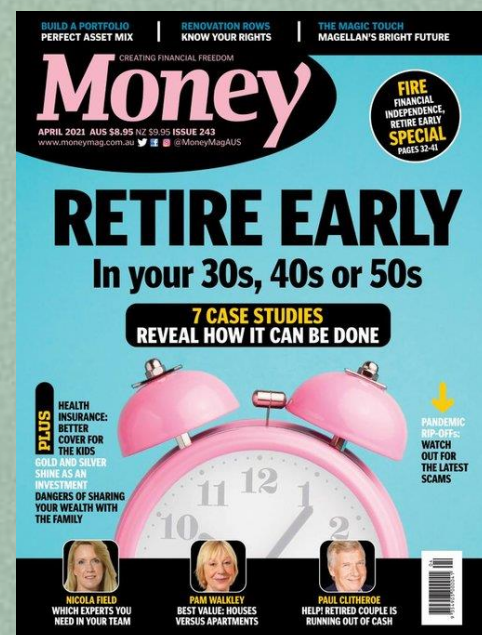
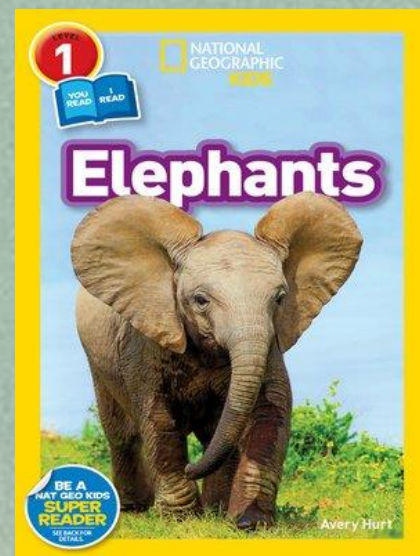
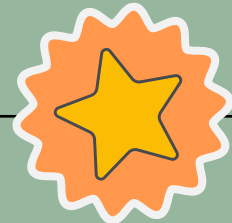


Engage Your Readers with One-Tap Digital Magazines



WEBINAR LEVEL

Beginner	Intermediate	Advanced
Slower pace	Faster pace	Faster pace
No familiarity	Some familiarity	Expert familiarity
Focus on what service is	Focus on how to best use service	Focus on how to best use service



– BONUS –

MAGAZINE MARKETING KIT TO 30 LUCKY PARTICIPANTS!



HOUSEKEEPING



Recording & PDF



Zoom features



Certificate

SPEAKERS



Lauren Bajda

Product Trainer

OverDrive



Abbey Patton

Team Lead

OverDrive



Katie Blachman

Product Liaison

OverDrive



Joy Testa Cinquino

Assistant Deputy Director

Buffalo & Erie
Public Library



Susan Kantor-Horning

Librarian III

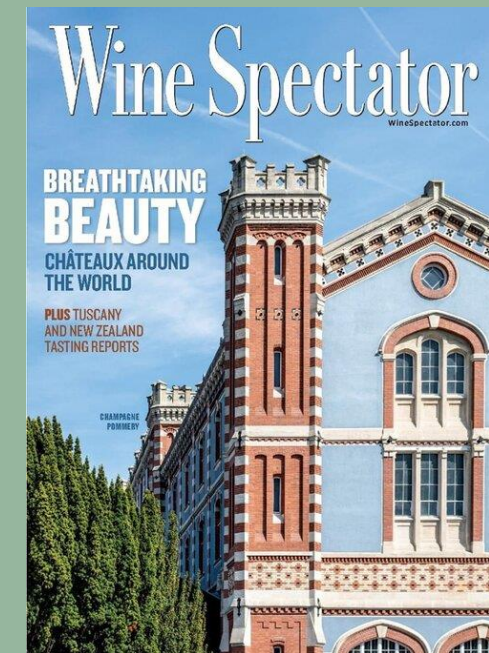
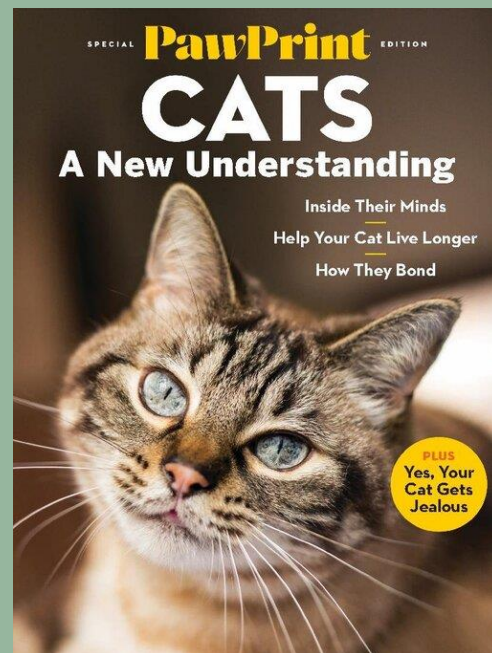
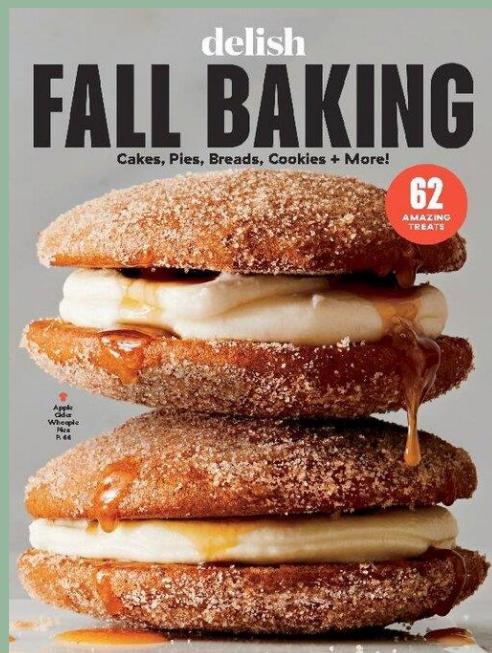
Contra Costa
County Library



Rachel Mayfield

Marketing Manager

OverDrive



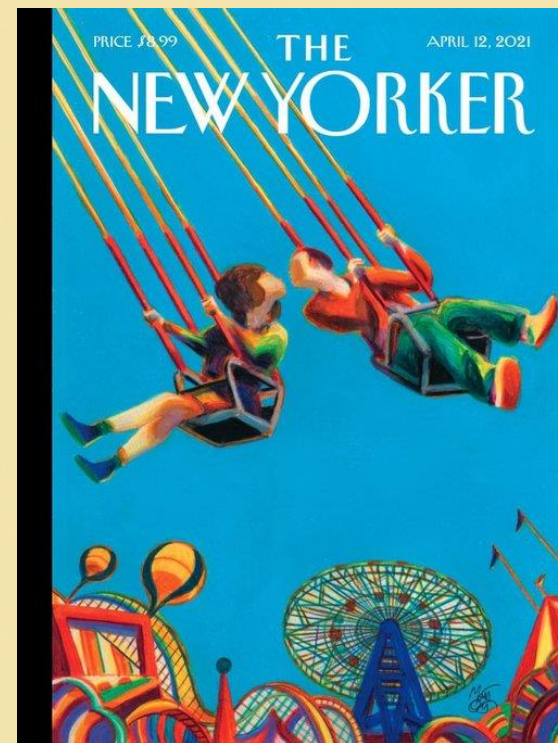
AGENDA

- New/popular magazines — — — — — 1
- Experience in Libby — — — — — 2
- Success stories — — — — — 3
- Marketing resources — — — — — 4
- Next steps — — — — — 5
- Thank you — — — — — 6

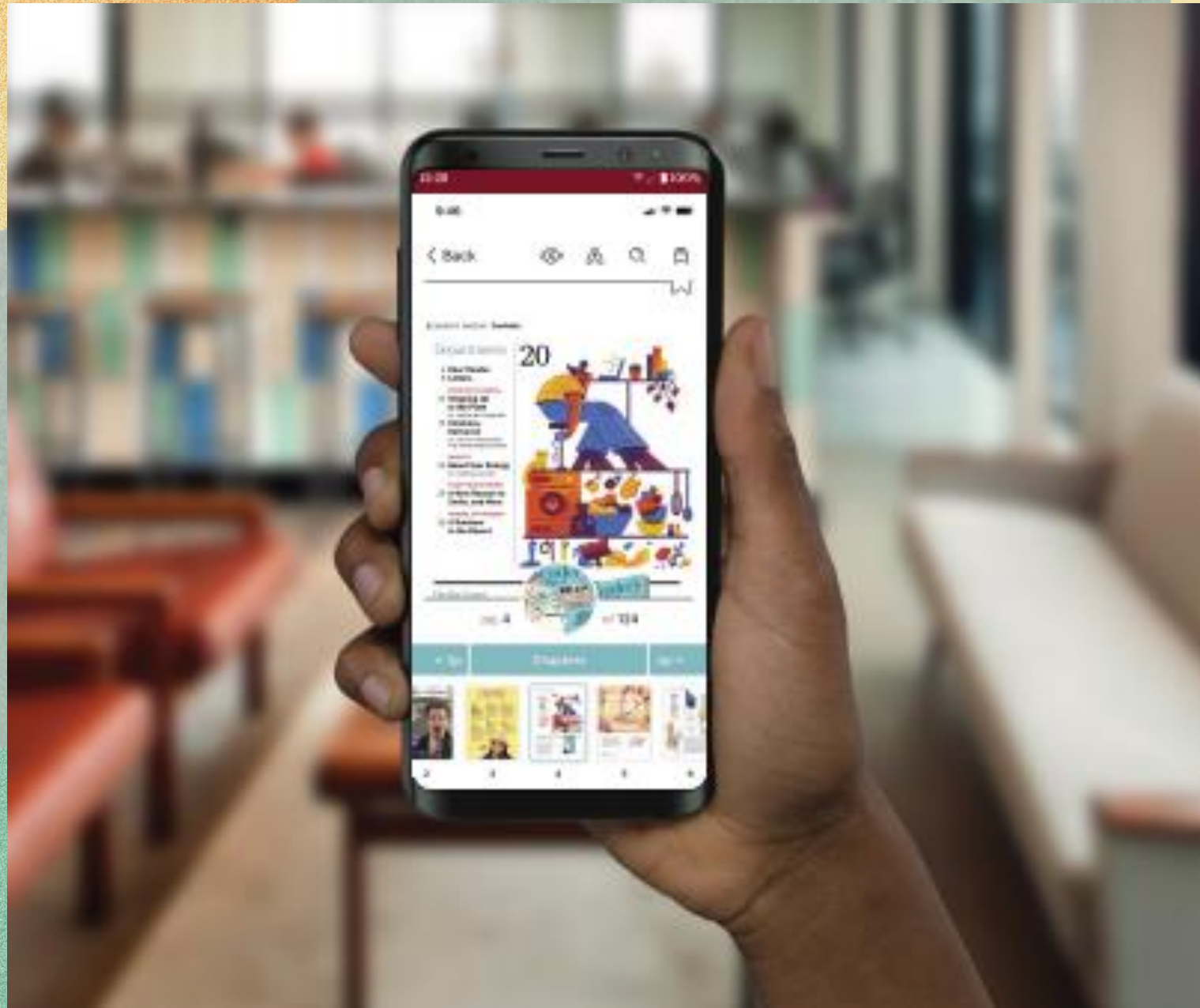
CHECK IN POLL



1. Do you offer **digital** magazines at your library?



2. Do you offer **print** magazines at your library?

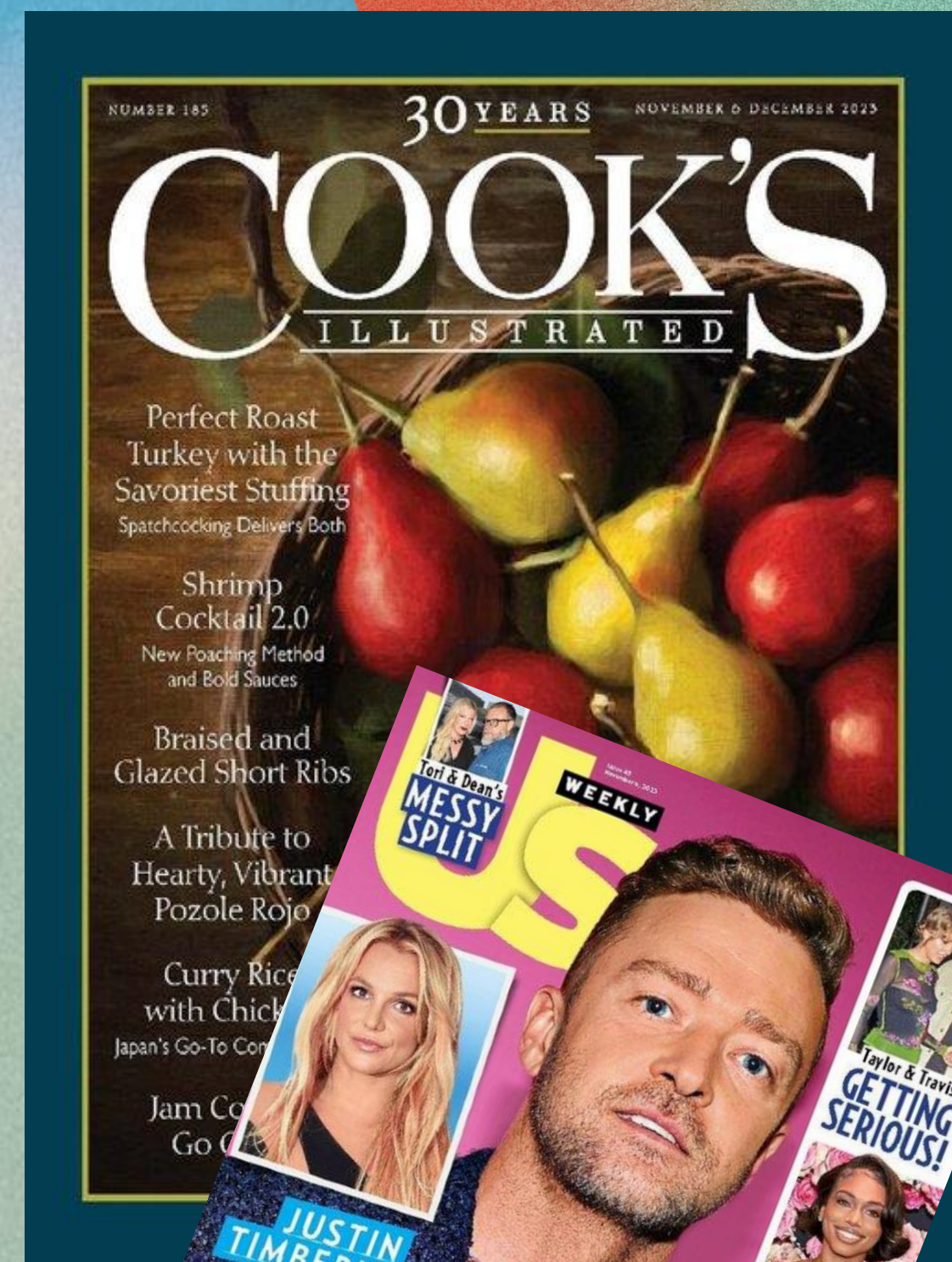
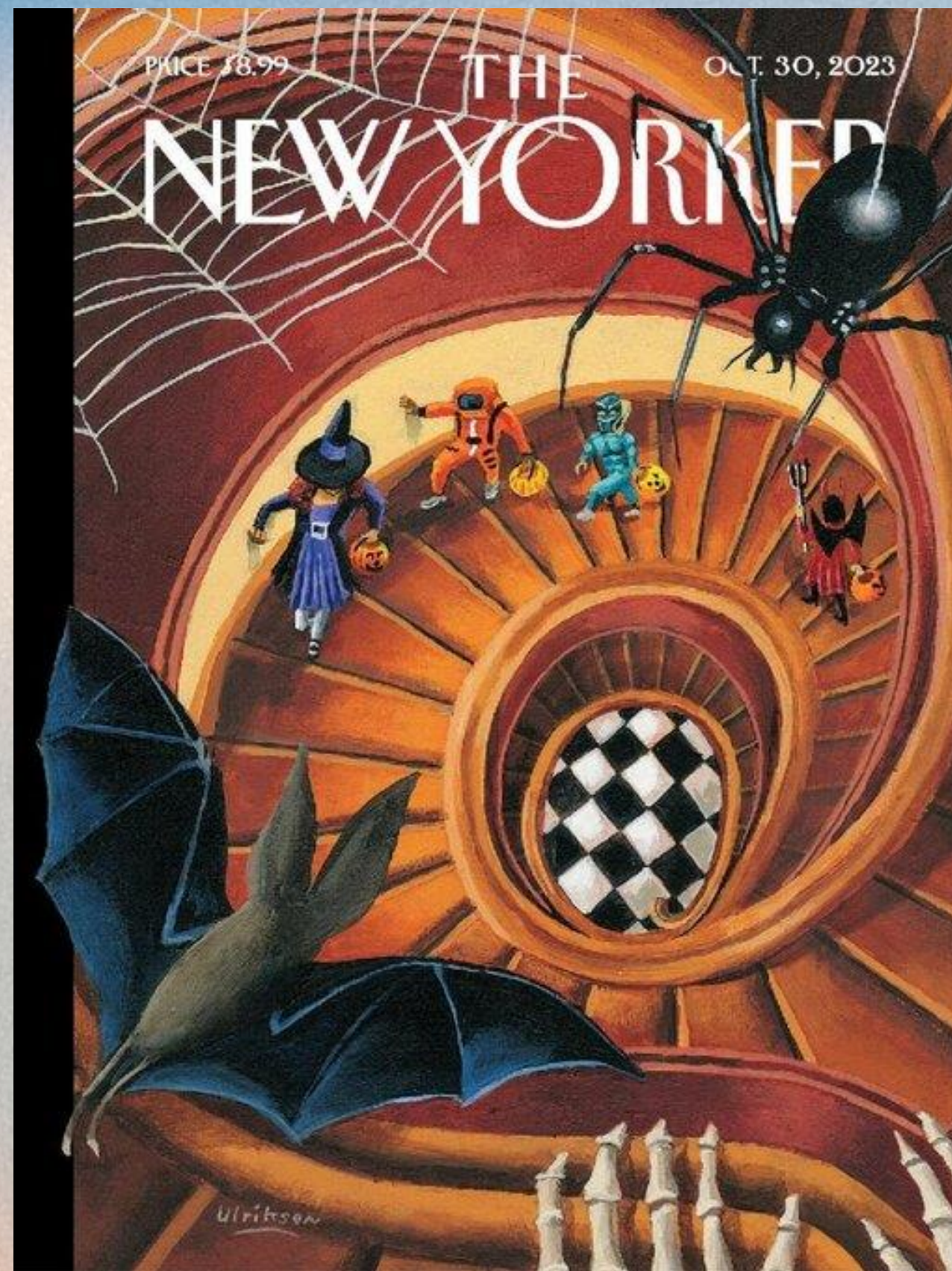


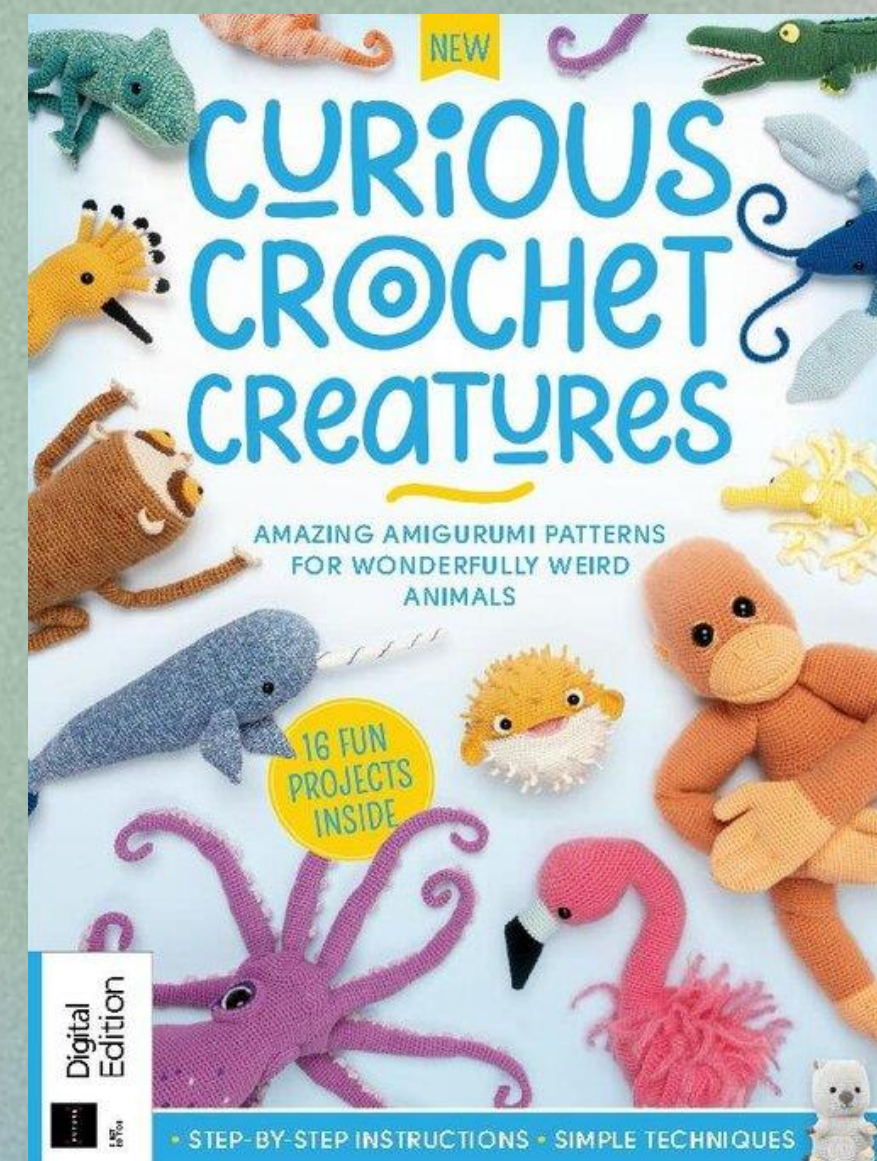
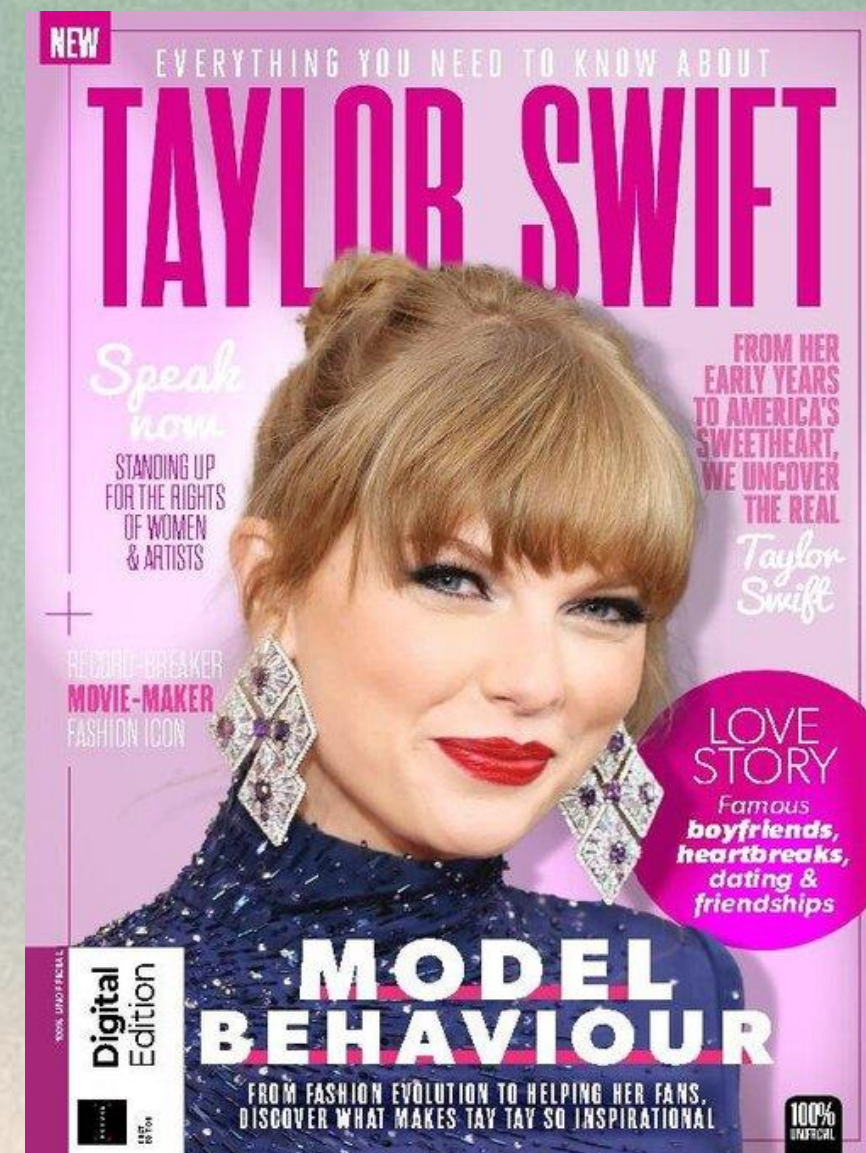
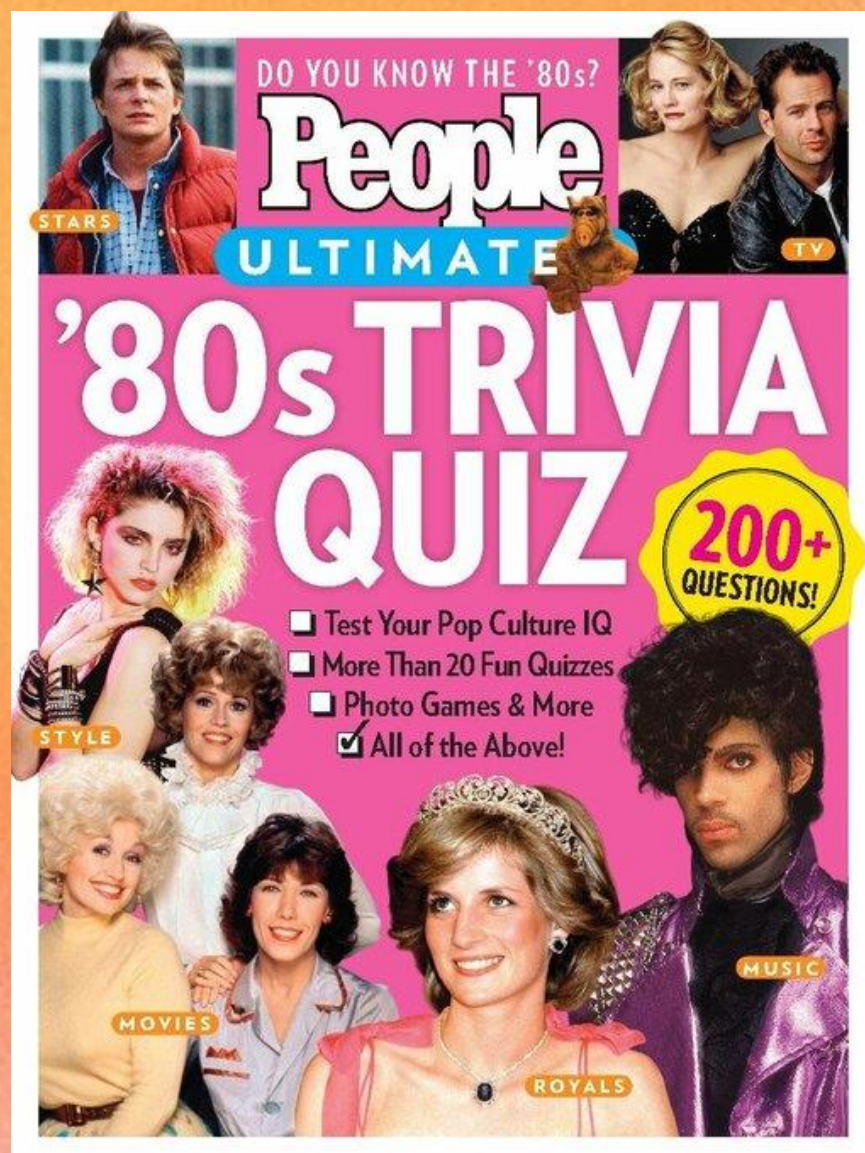
WHY MAGAZINES?

- Expands content variety
- Consolidates platform management
- Provides juvenile and YA content
- Increases library circulation
- Simplifies patron experience
- Provides excellent reading experience

NEW / POPULAR MAGAZINES

Most Popular?

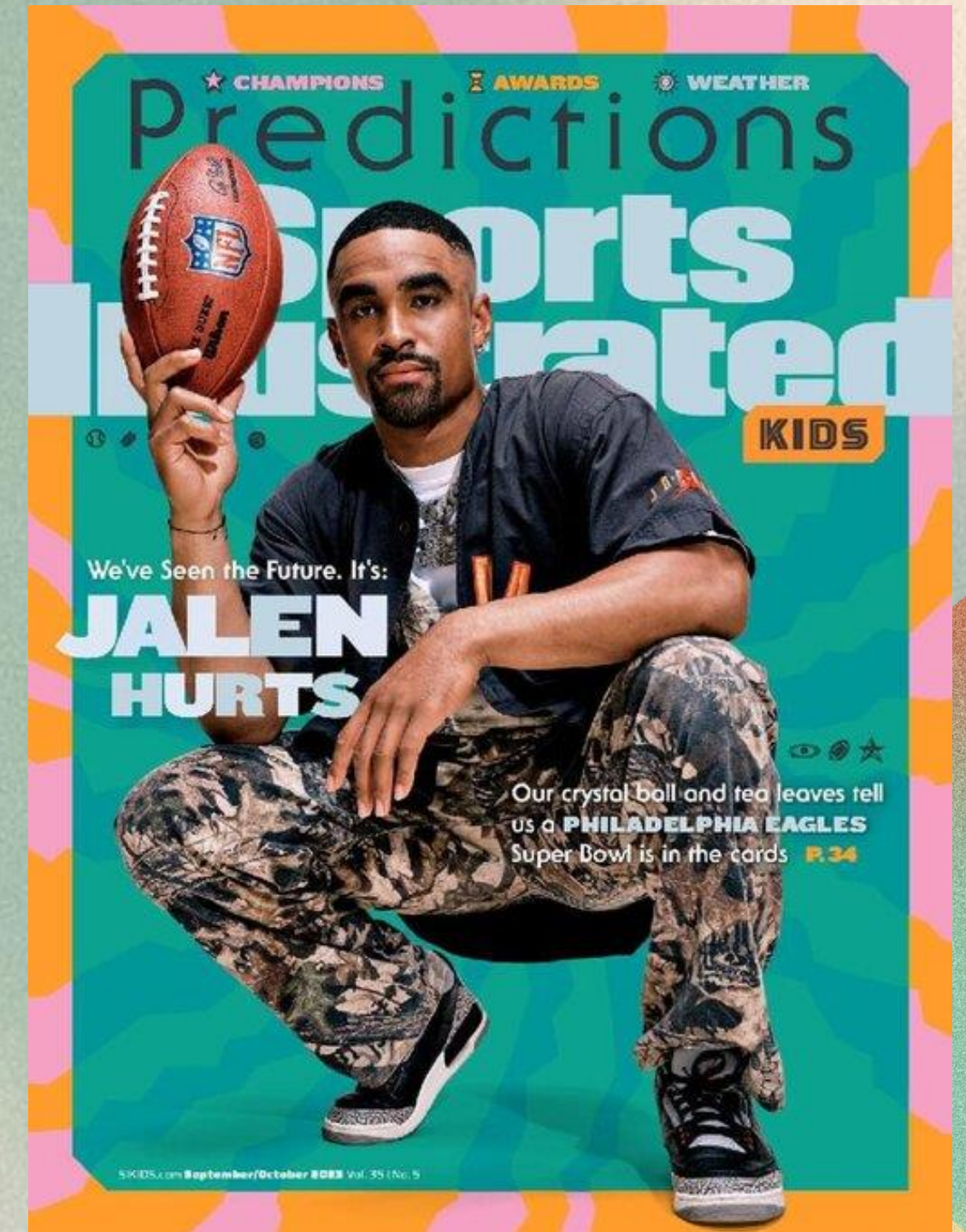
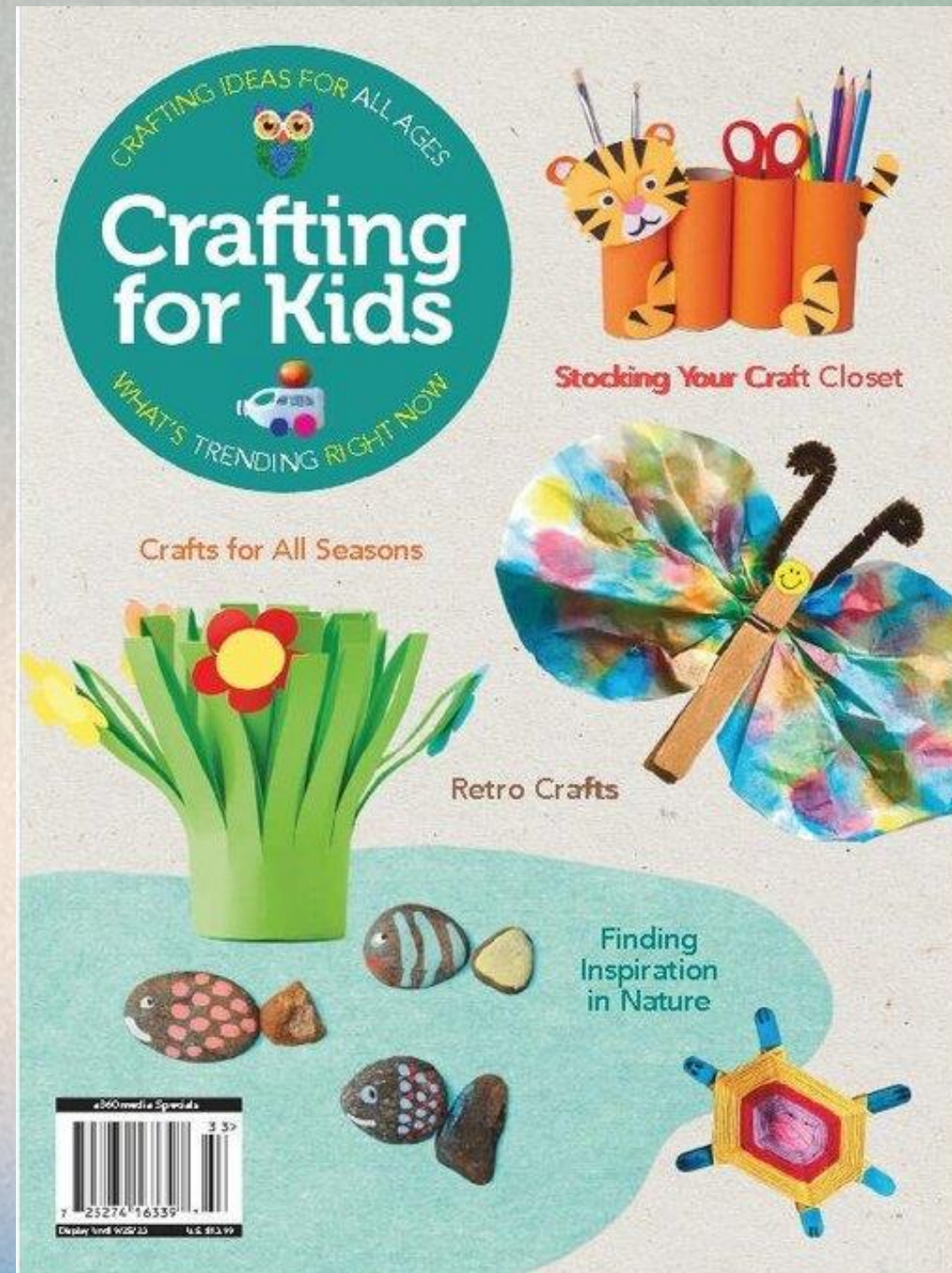
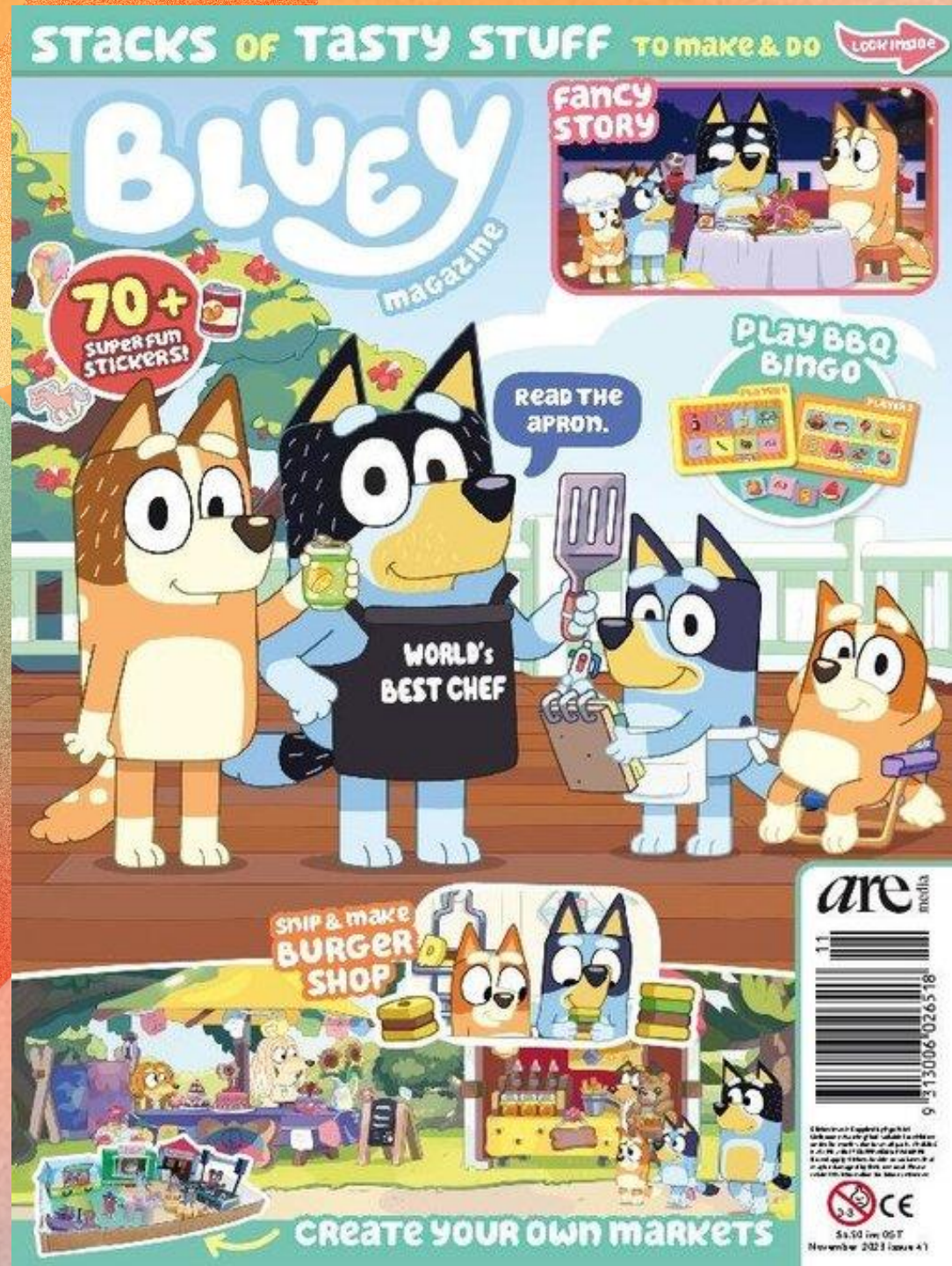




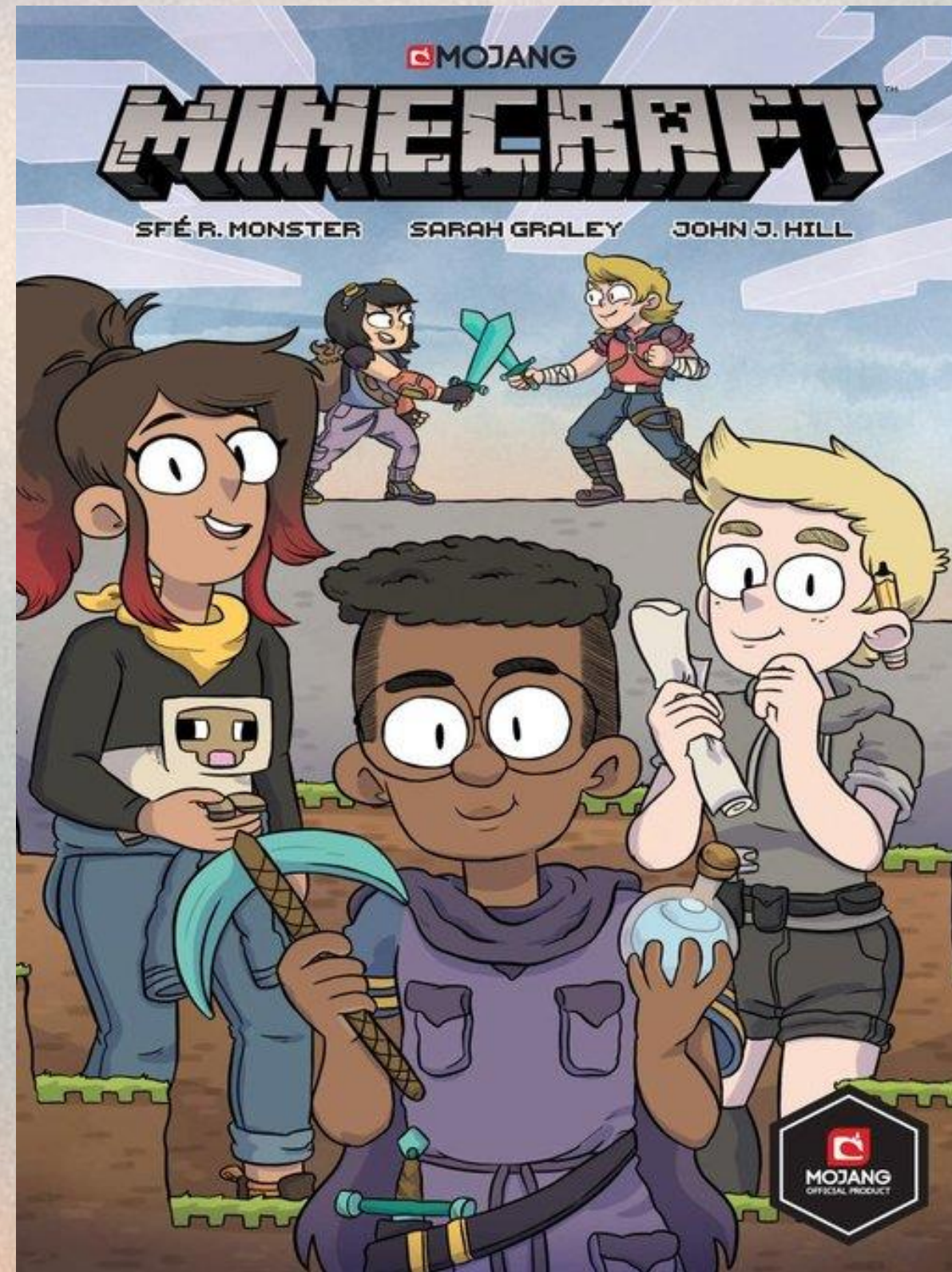
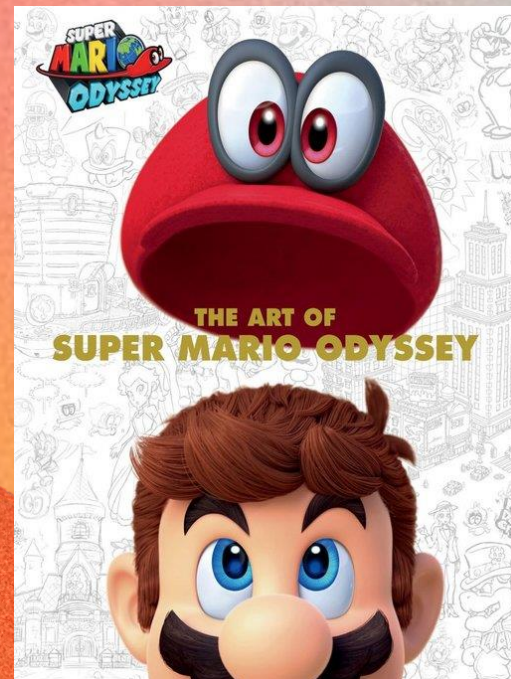
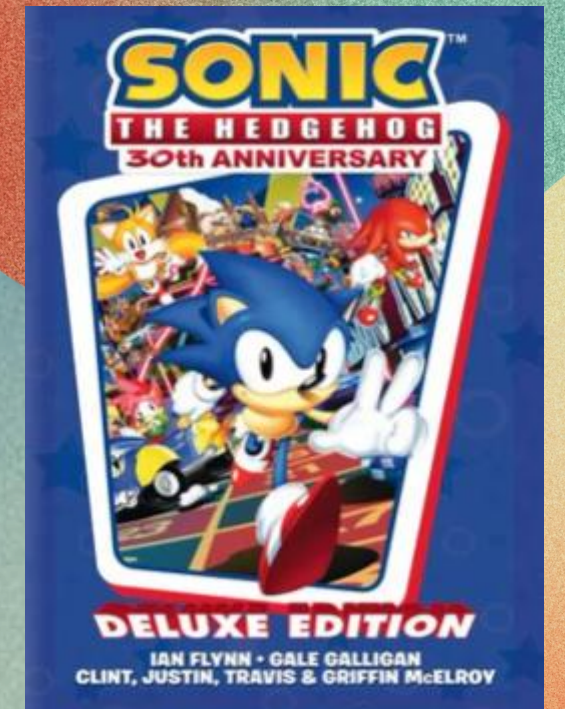
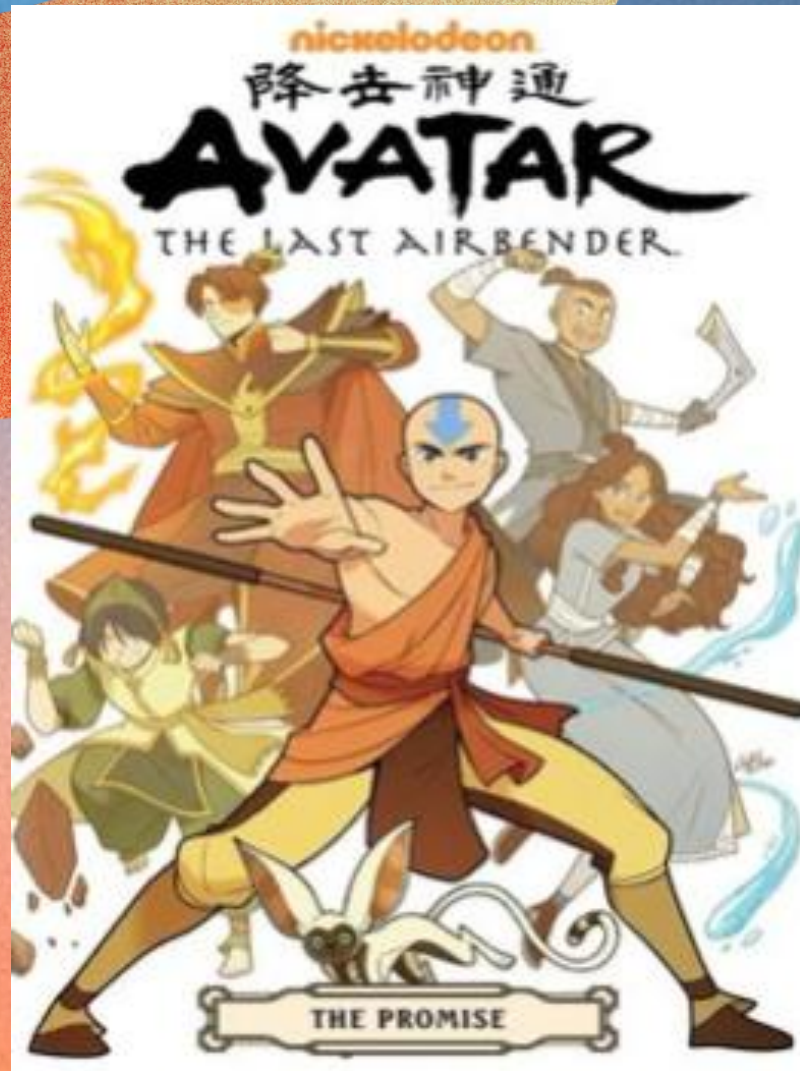


Bonus!
STOCKS & PATTERN
KEY INCLUDED





Looking for more?



MAGAZINE EXPERIENCE IN LIBBY

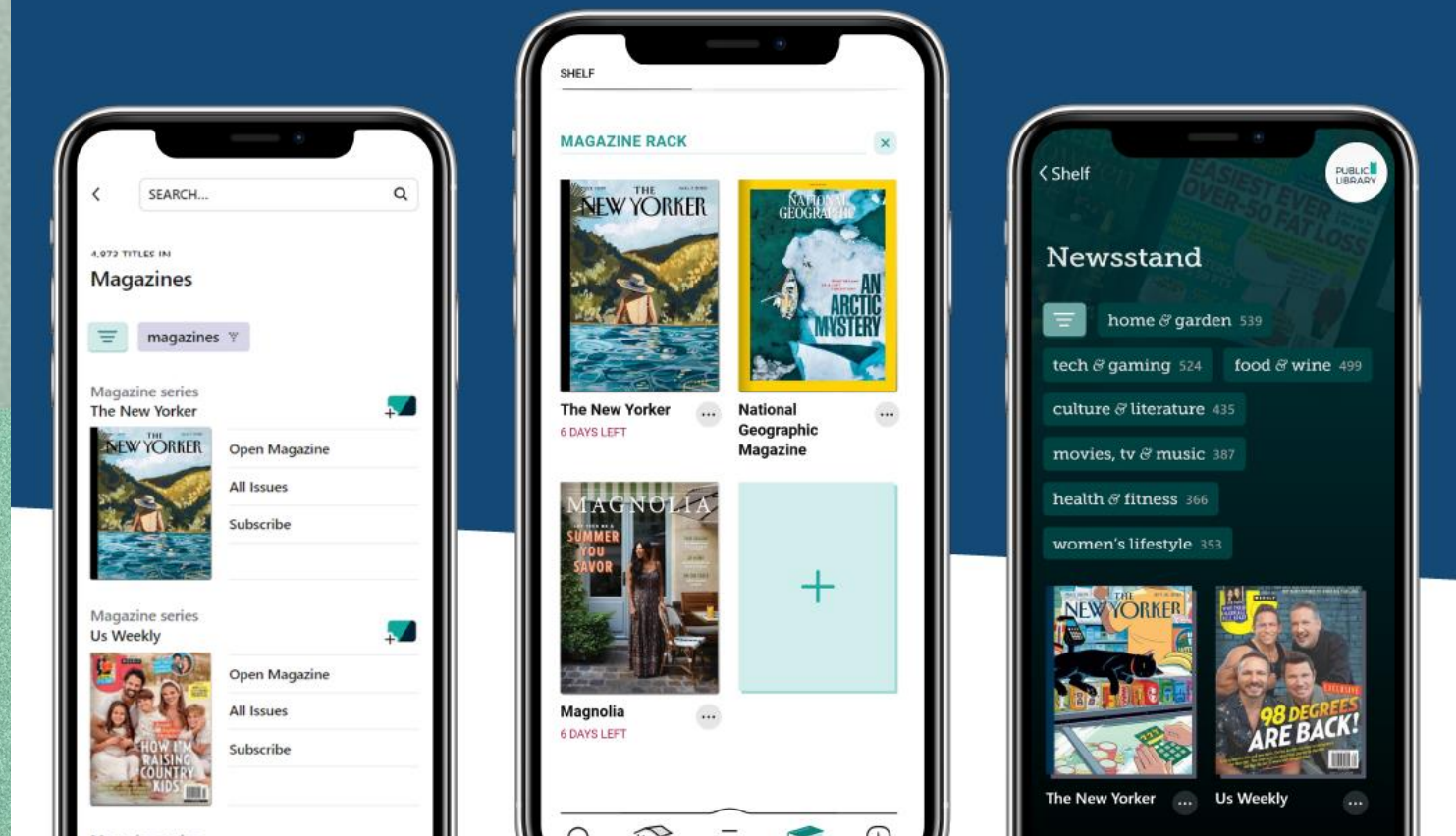


UPDATE

In late September, Libby introduced updates to help increase magazine usage and reader engagement with your library.

Why?

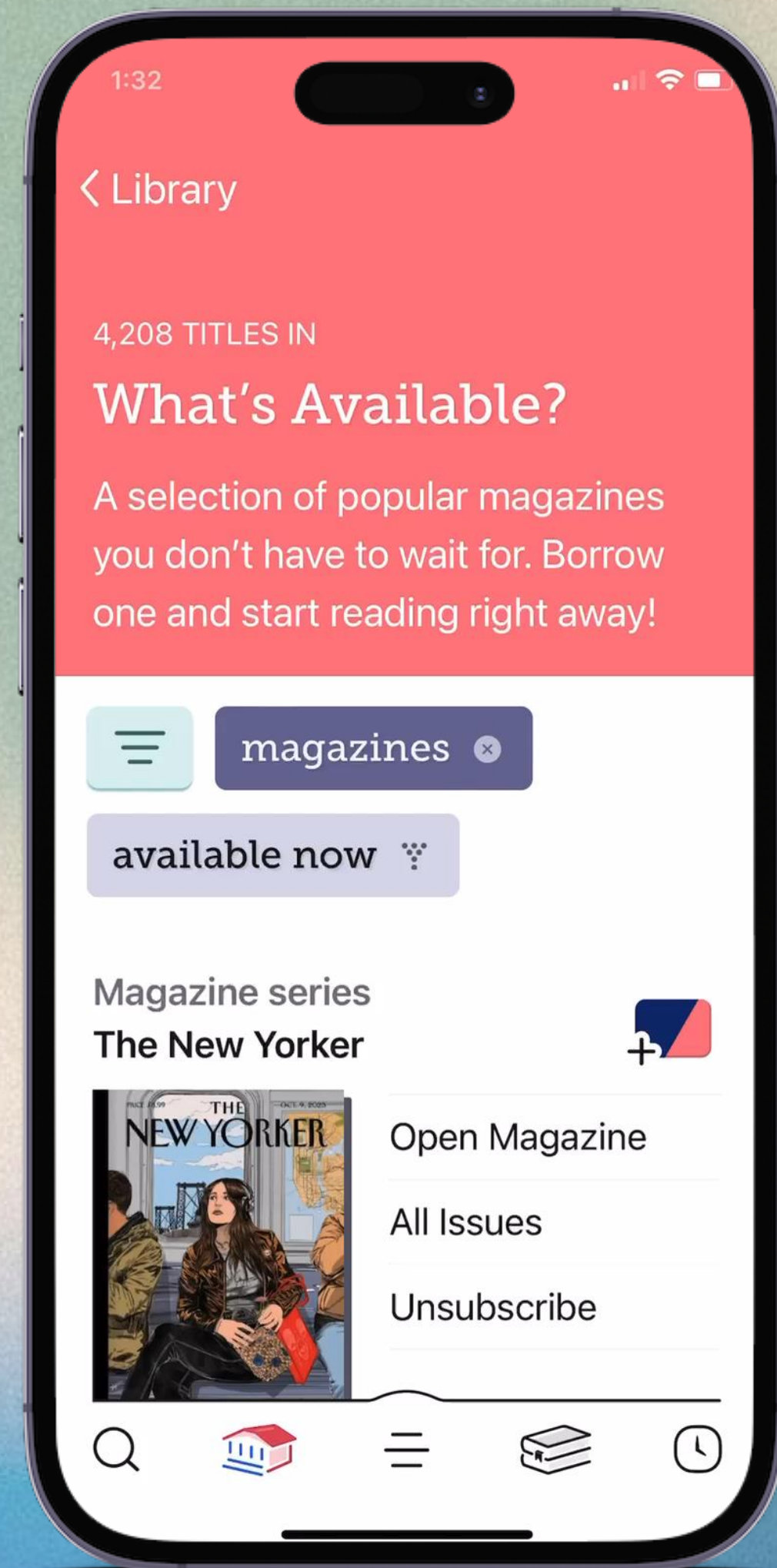
- Important investment
- Delight your readers



ONE-TAP ACCESS

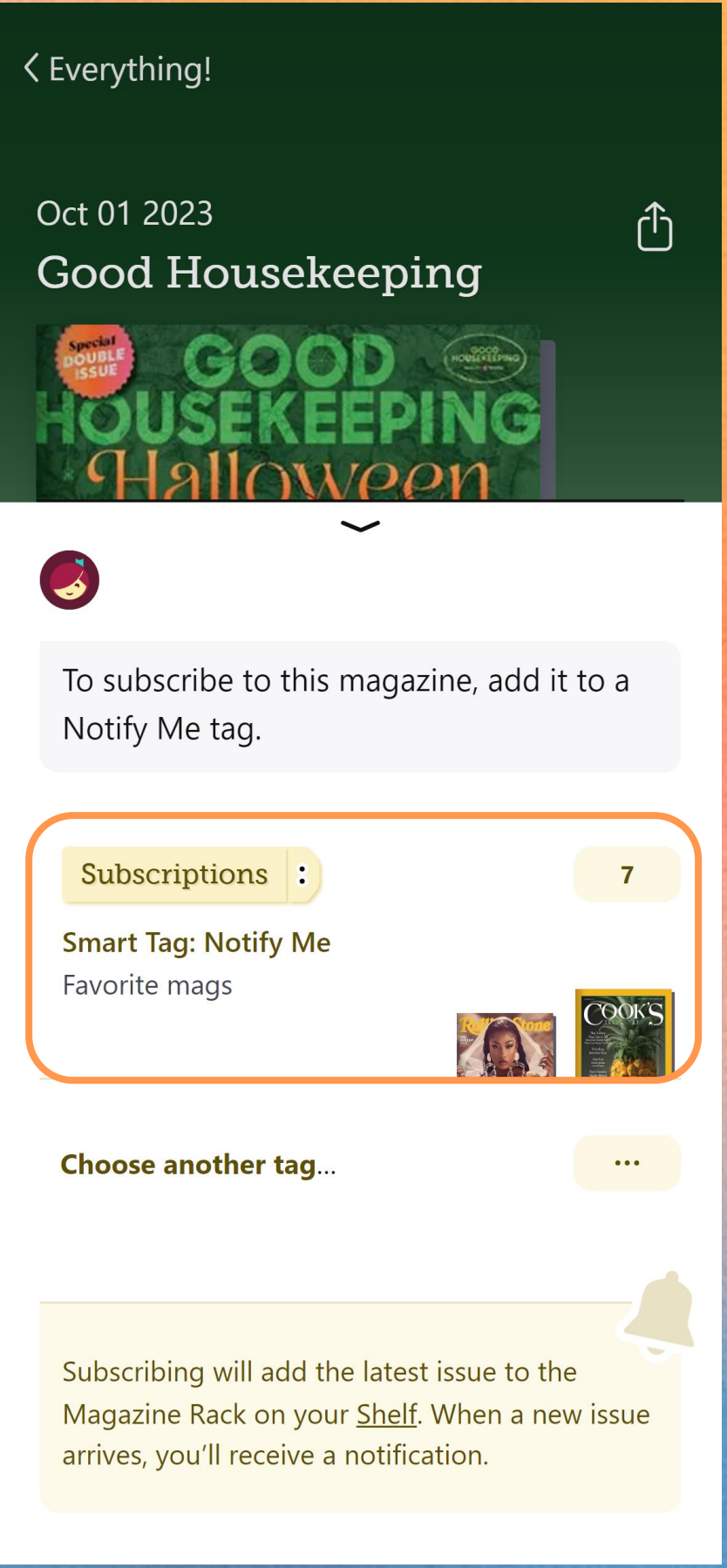
Anywhere you see a
magazine in Libby, you
can open with one tap.

No extra steps!



SUBSCRIBE WITH EASE

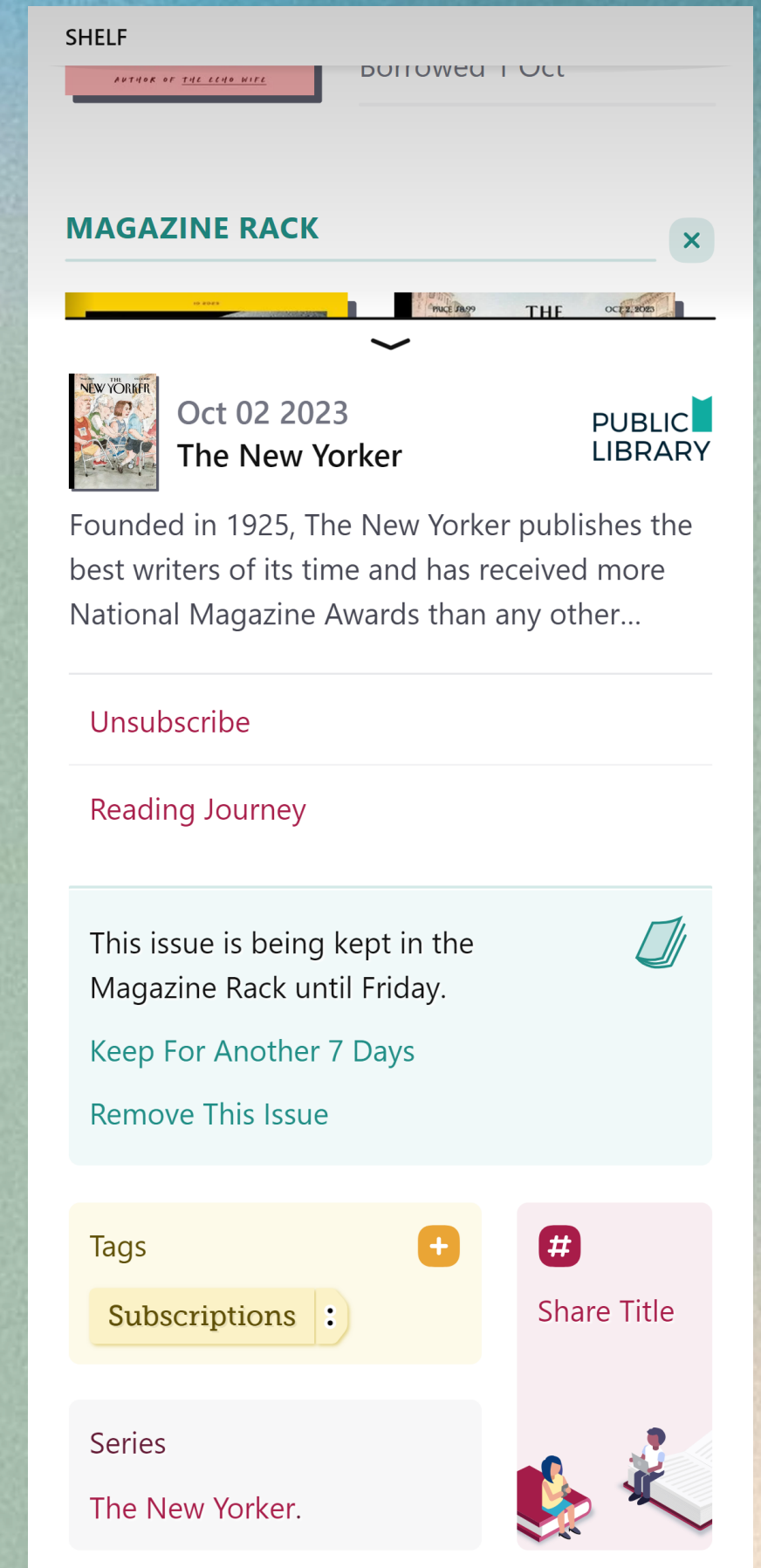
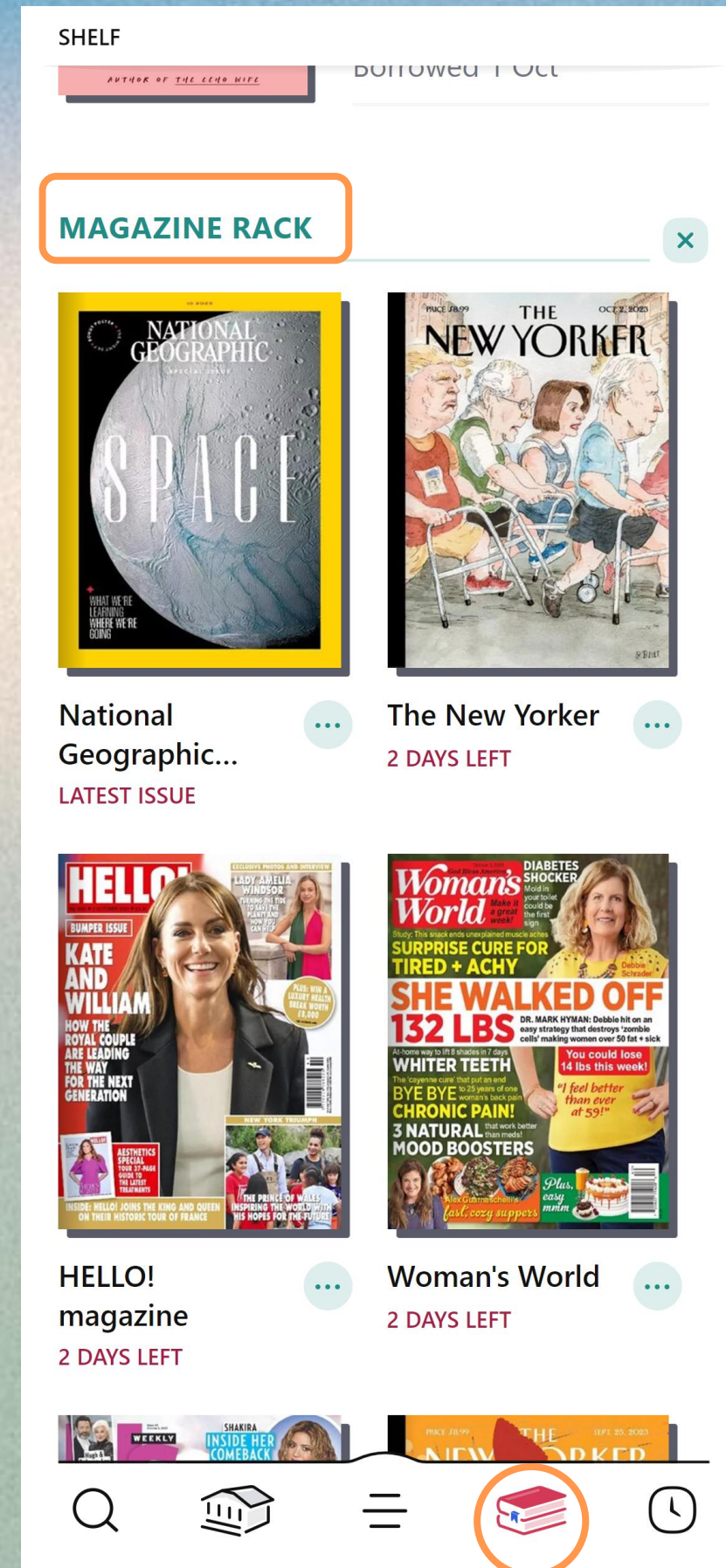
An easy Subscribe button
helps you add a Notify Me tag.



MAGAZINE RACK

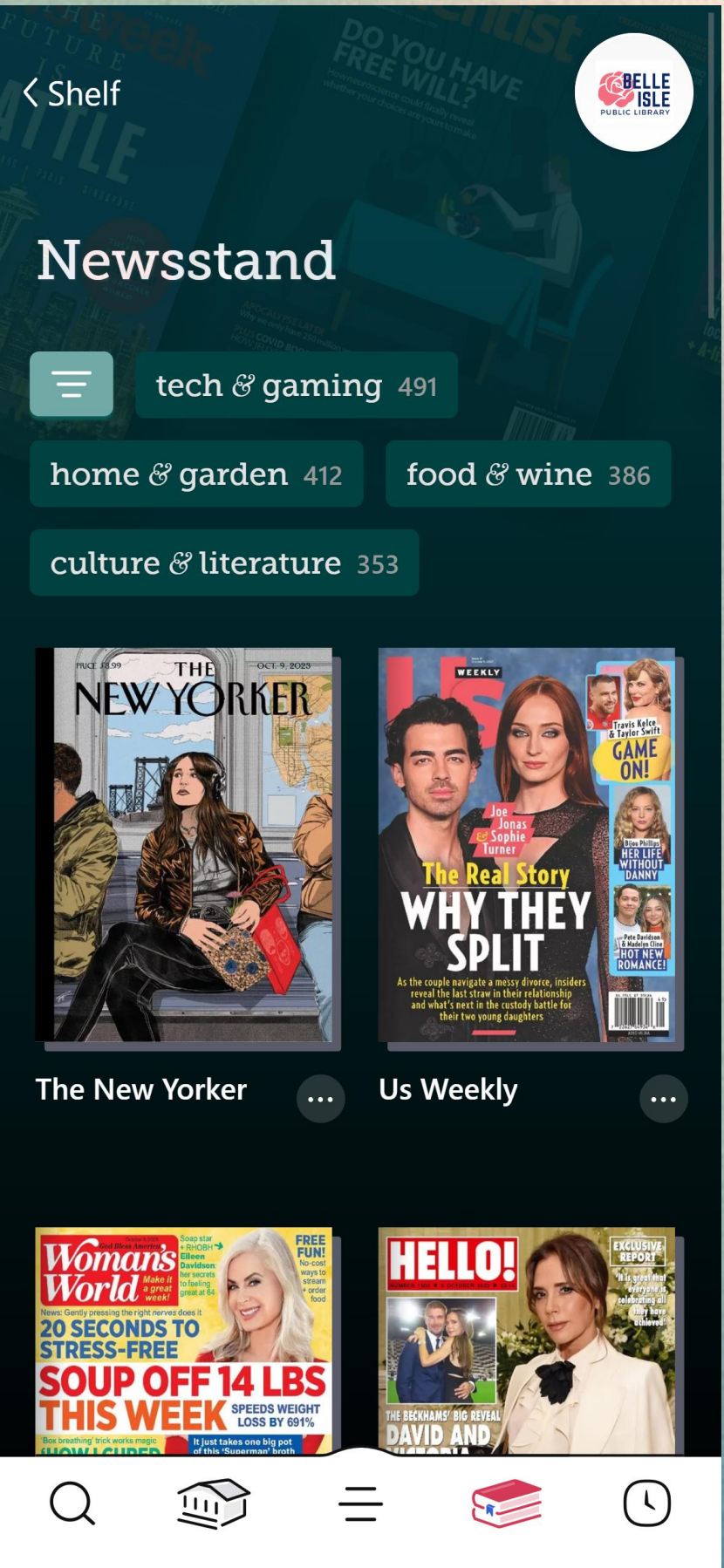
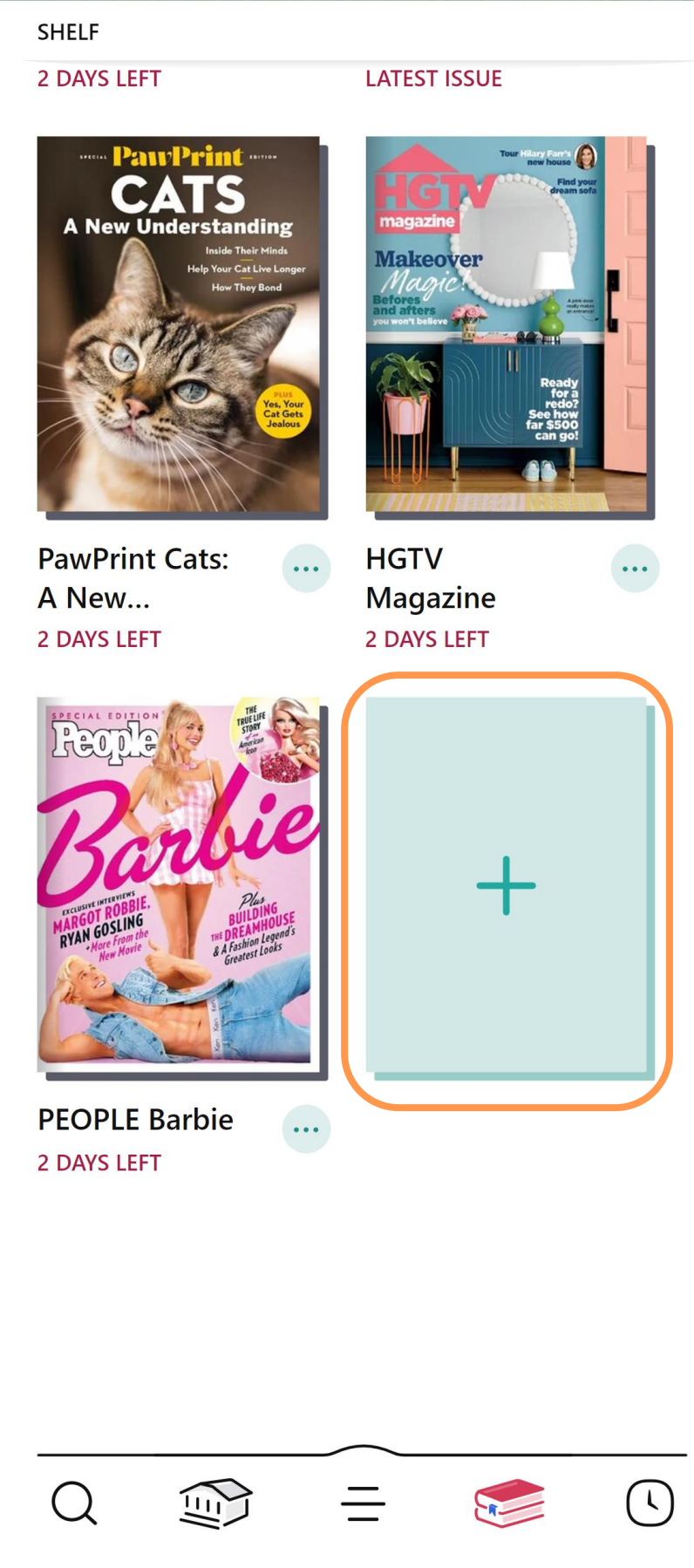
A new section of your Shelf.

Easy way to access the latest issue of your subscriptions.

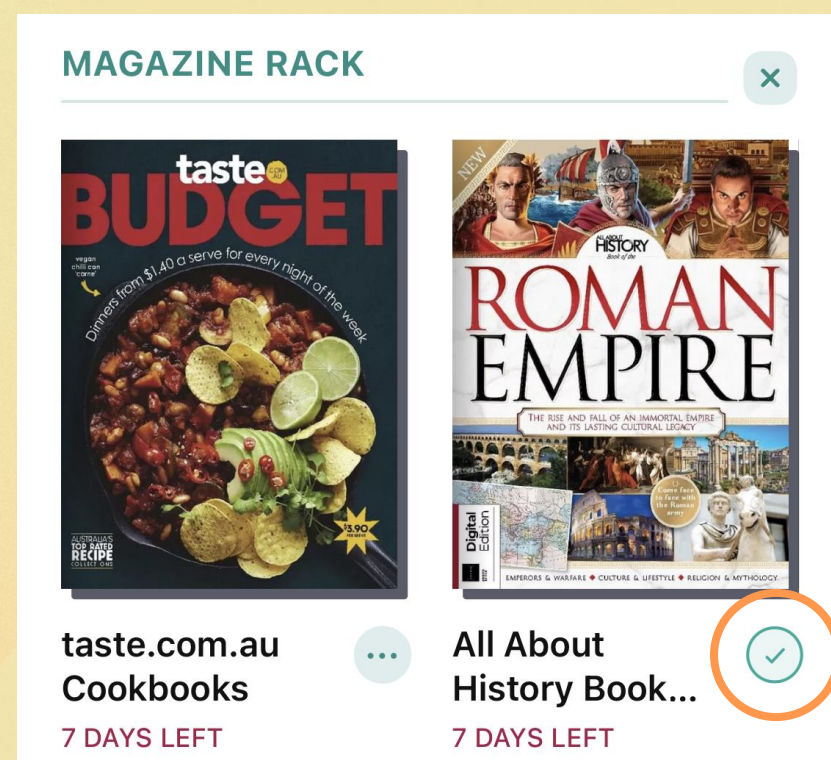


NEWSSTAND

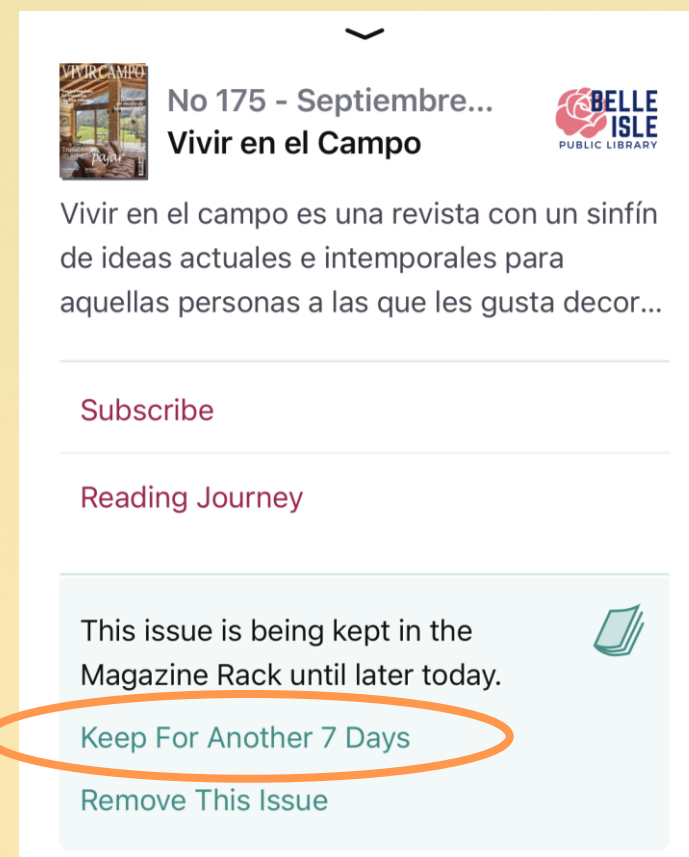
A new view of recently opened issues and other popular magazine titles from your library.



ADDITIONAL NOTES



Download manually



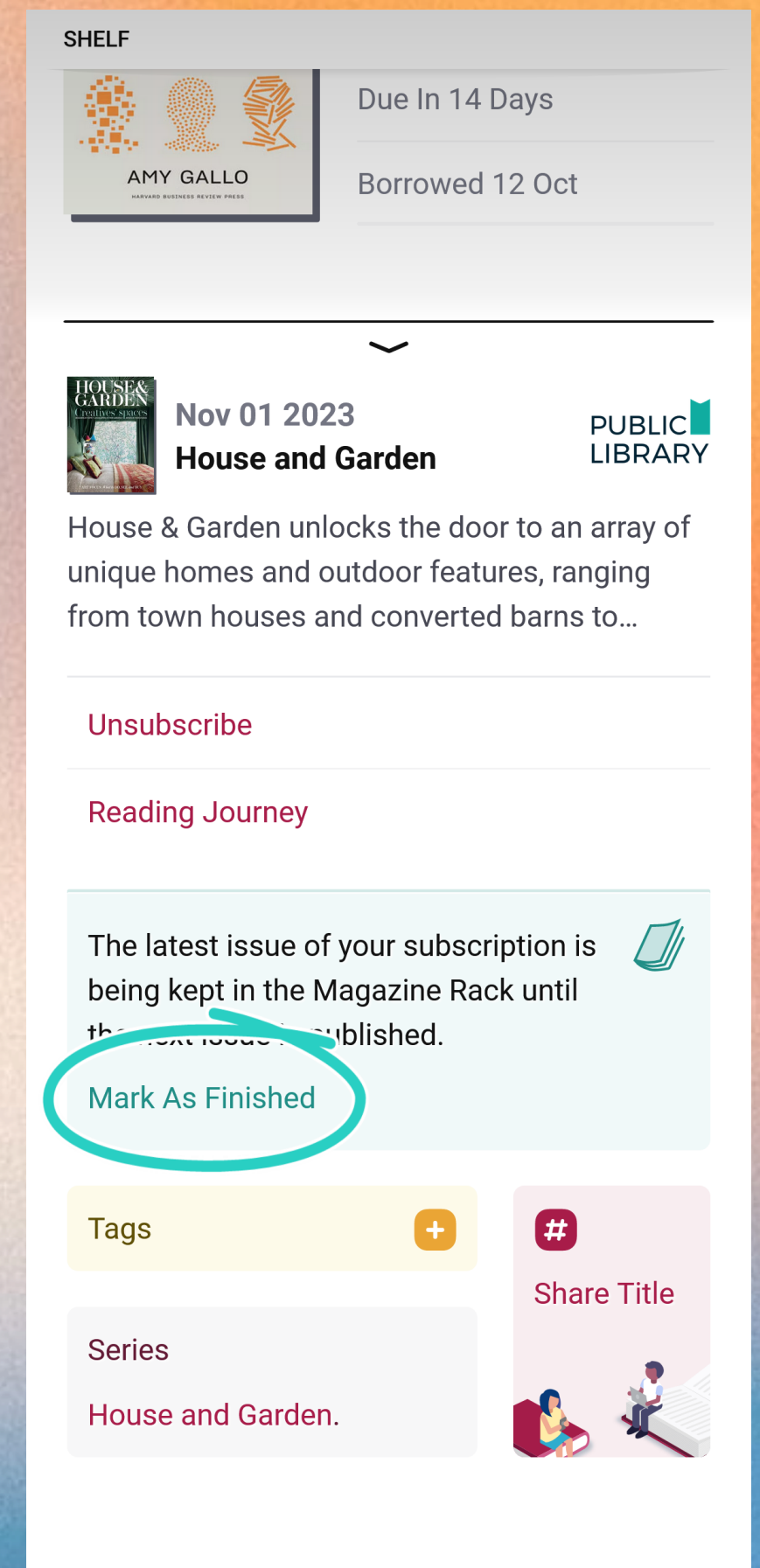
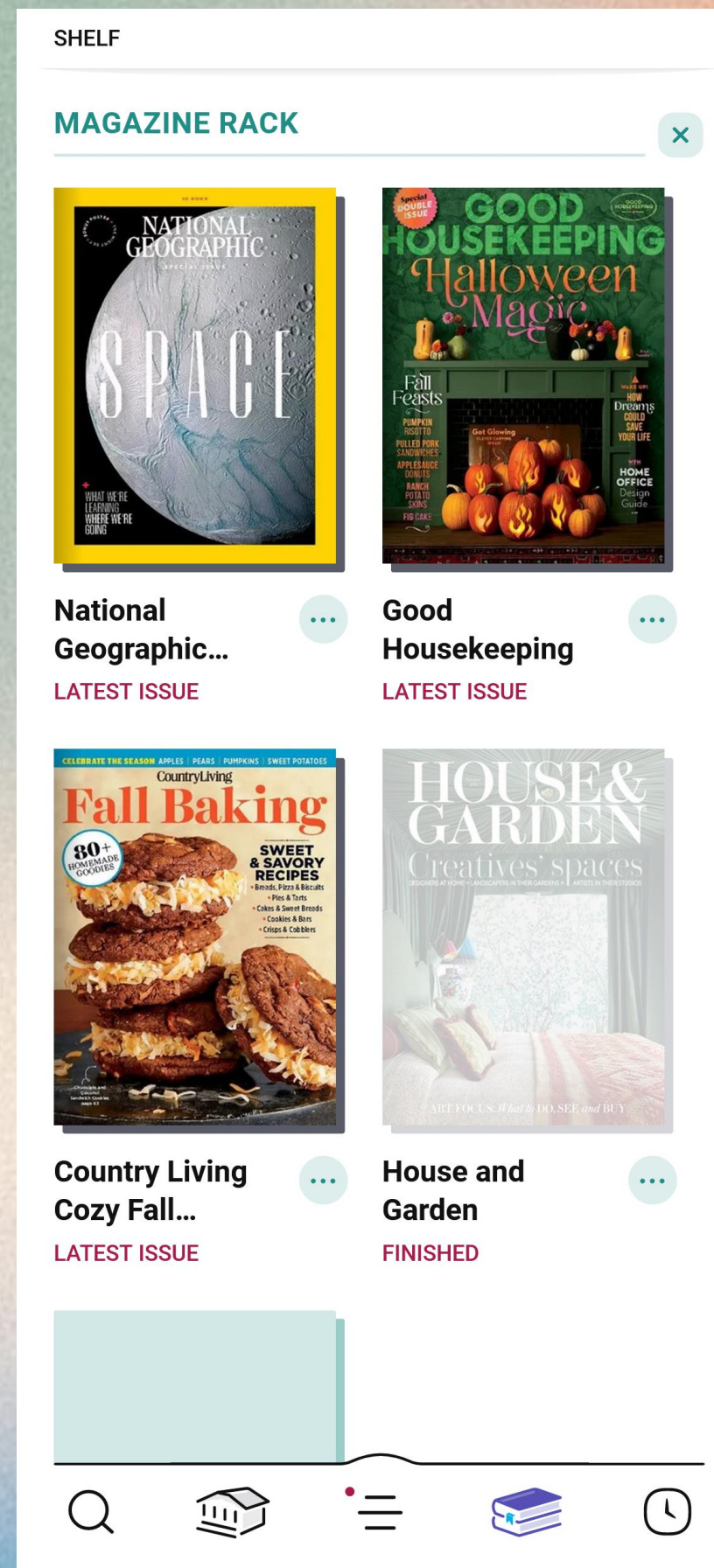
Extend in 7-day intervals



Registered checkout

RESPONDING TO FEEDBACK

Libby will make it easier for users to identify which issues on their Magazine Rack they've "finished".



SUCCESS STORIES

Buffalo & Erie County Public Library

Joy Testa Cinquino
*Assistant Deputy Director,
Development & Communications*

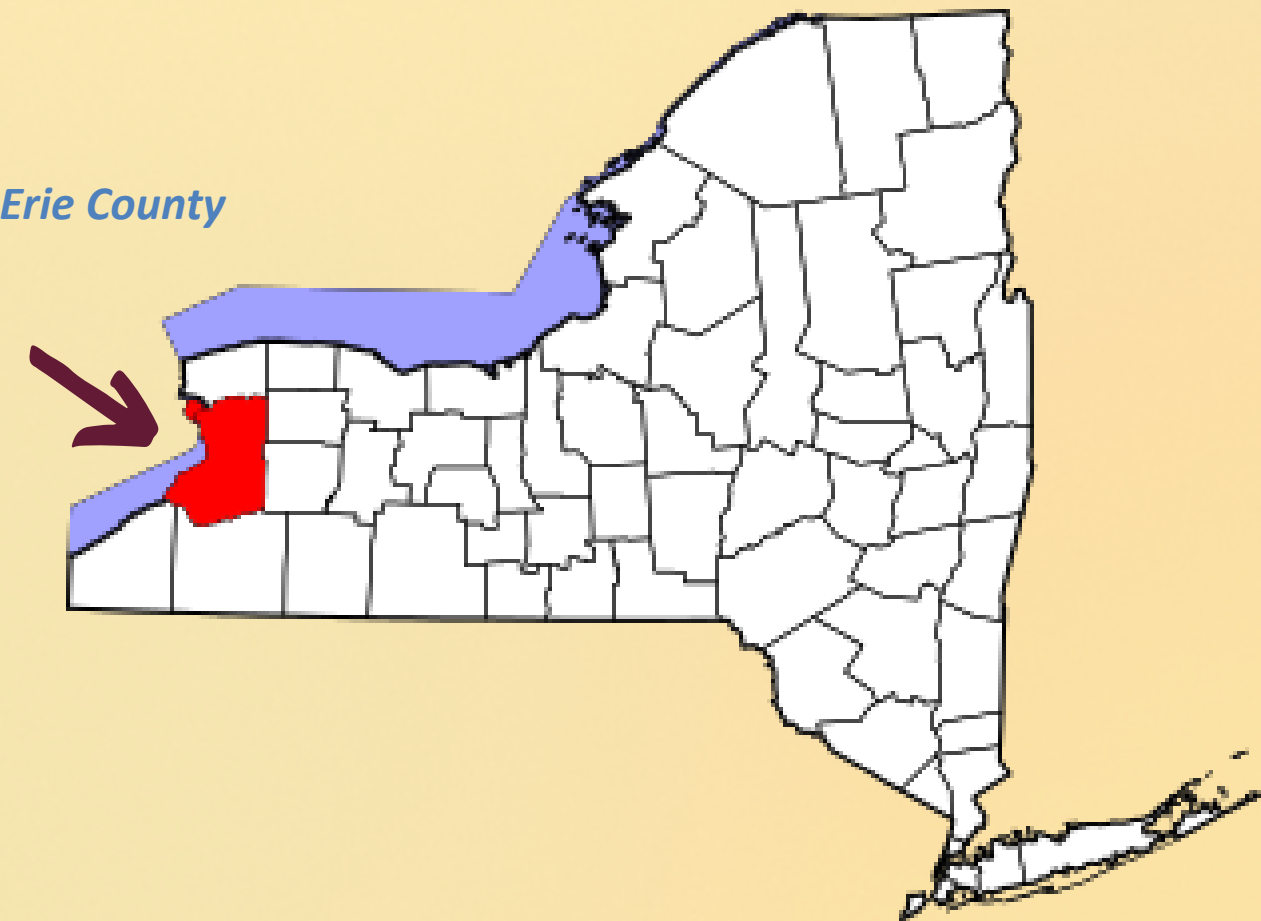
HELLO!



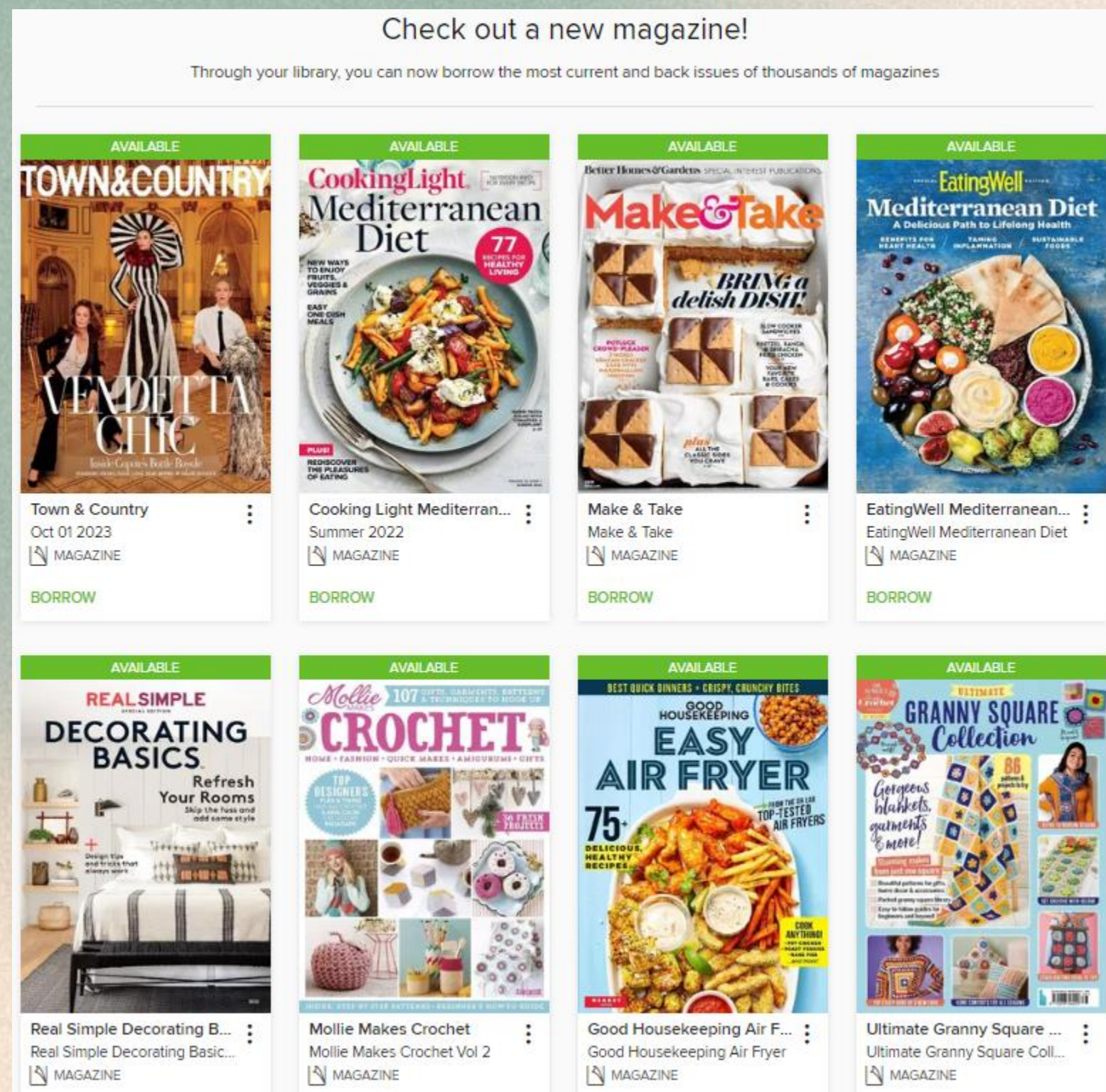
Buffalo, New York and suburbs
in Erie County.

- 37 libraries and two mobile units
- 918,702 Service population
- 206,000+ library cardholders
- Began offering eBooks in 2009, began offering eMagazines in June 2022, - 16 months ago

Buffalo & Erie County



MARKETING E-MAGAZINES



eMagazine checkouts

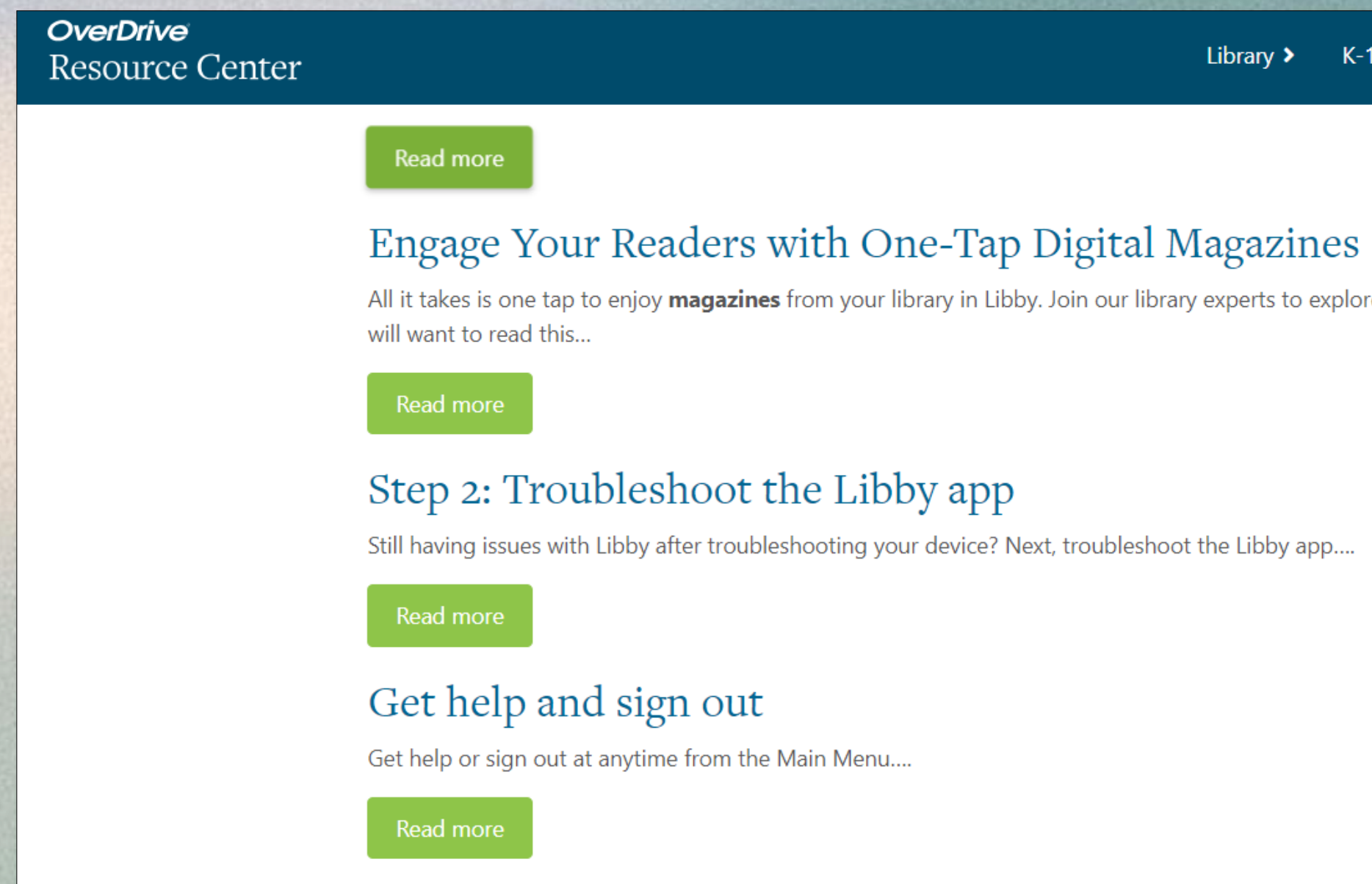
- First 6 months: 44,599
- First year: 79,963
- 2023 YTD: 68,794

Total OverDrive checkouts includes eBooks and eAudioBooks

- 1/1 – 10/1/23: 1,333,047

MARKETING E-MAGAZINES TO STAFF

- Started to promote 2-3 months out
- Offered training – posted on Intranet
- Test market before going live
- “Coming soon eMagazines”



OverDrive
Resource Center

Library ▶ K-1

[Read more](#)

Engage Your Readers with One-Tap Digital Magazines

All it takes is one tap to enjoy **magazines** from your library in Libby. Join our library experts to explore what your readers will want to read this...

[Read more](#)

Step 2: Troubleshoot the Libby app

Still having issues with Libby after troubleshooting your device? Next, troubleshoot the Libby app....

[Read more](#)

Get help and sign out

Get help or sign out at anytime from the Main Menu....

[Read more](#)

BuzzFeed

Forbes

Reader's
digest

POPULAR
SCIENCE

LJ
LIBRARY
JOURNAL

lifehacker

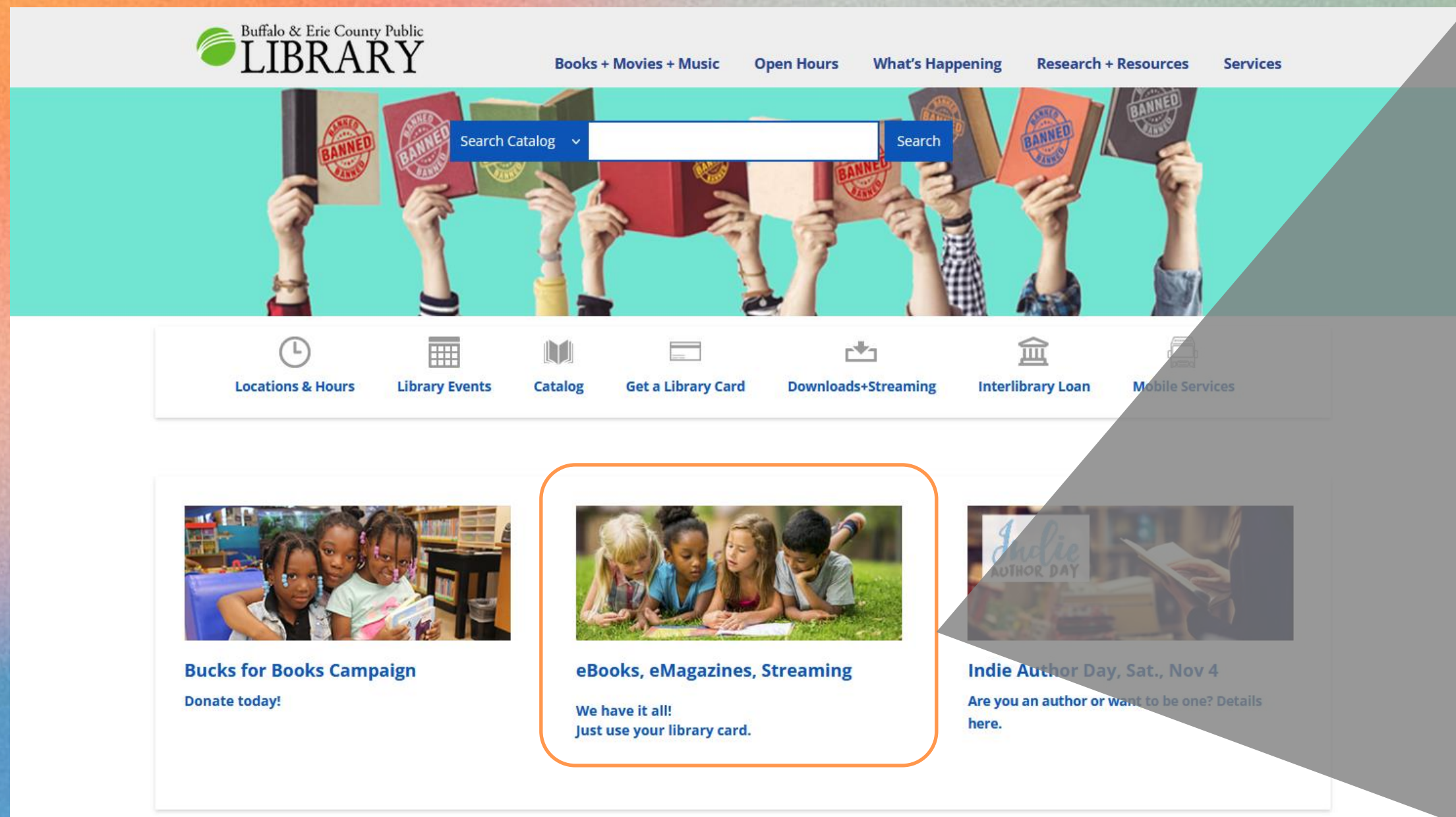
MARKETING E-MAGAZINES TO THE PUBLIC

PUBLIC CAMPAIGN – inside and outside of the library

- Soft launch – 10 days before we announced
- Email to all library cardholders –
“Coming soon eMagazines”
- Signage in libraries
- Social media
- PR campaign – interviews, electronic and print –
community magazines
- Library podcast *All Booked Up!*
- Update letters to new cardholders touting eMagazines

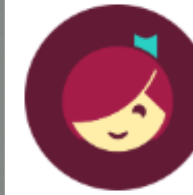


MARKETING E-MAGAZINES TO THE PUBLIC




Website homepage


HOW-TO



Libby by OverDrive

Libby is an easy-to-use app that offers a wide range of eBooks and eAudiobooks in all genres as well as magazines.

 Quick set-up printable instructions for Libby App.

 Detailed instructions for Libby App.

Works with...


- Android
- iPad/iPhone/iPod Touch
- Windows 10
- Some Chromebooks



OverDrive

OverDrive offers a wide range of eBooks and eAudiobooks in all genres as well as magazines.

OverDrive works with web browsers on computers and most other devices, but does not allow for downloading. The OverDrive app is no longer available. We recommend switching to the easy-to-use Libby app.

 Printable instructions for Overdrive.

Works with...

- Android
- iPad/iPhone/iPod Touch
- Kindle
- Nook
- Windows Phone/Windows 8 tablets
- Windows PC
- Mac

CONVENIENT, EASY TO DOWNLOAD, SAVES MONEY



Social media posts
promoting magazines.

WHAT OUR PATRONS ARE SAYING

"I just learned that the library is offering thousands of magazines through Libby. I use Libby all of the time. **You even have my favorite magazine – *Watercolor Artist*** – that I no longer subscribe to because of the cost."

"As an Asian immigrant living in Buffalo, it is great to know that others care about us with the **vast selection of eMagazine offerings**. Thank you!"



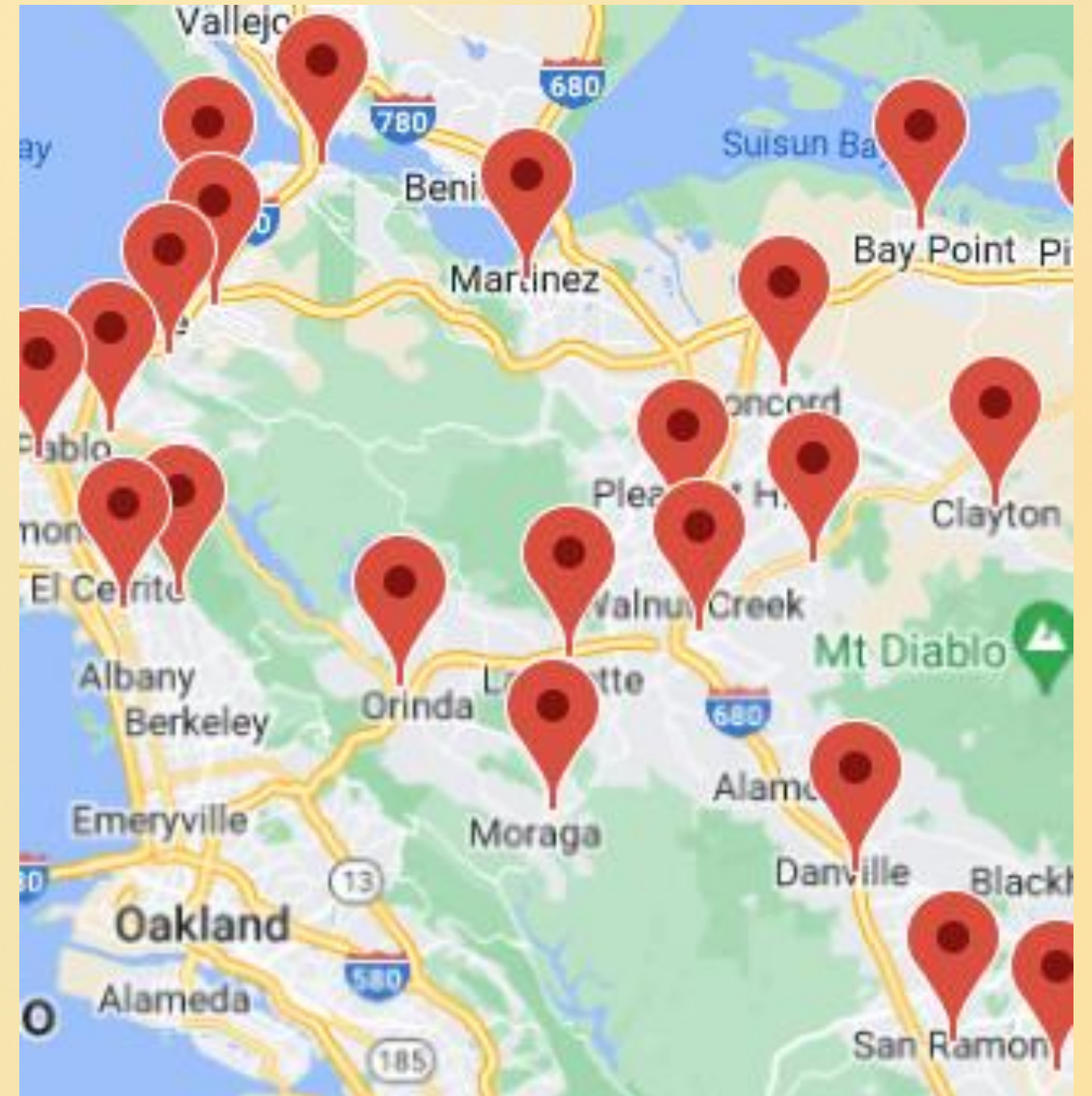
CONTRA COSTA COUNTY LIBRARY

Susan Kantor-Horning
Electronic Resources Specialist

ABOUT

Located in California, in the East Bay of the San Francisco Bay Area.

- 1.165M residents
- 26 community libraries
- 447,263 cardholders
- 158,341 active cardholders
- OverDrive Circulation in 2022 1.615M



MARKETING CAMPAIGNS:

Raising Awareness of Digital Resources

- Bus Tail Ads: 12 weeks, 20 bus tails, East, West, & Central County, 1,080,000 impressions*
- Digital Billboard Ads: 4 weeks, 24,836 plays, 1,005,516 impressions
- Cable & Streaming Ads: 12 weeks, English & Spanish, 30 second & 2- 15 second ads, 542,477 impressions.

*impressions = number of times the ad is estimated to be viewed.





Watch the [Contra Costa County Library “Opening Doors” commercial](#).

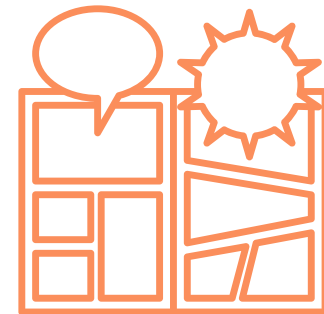
WHY ADD OVERDRIVE MAGAZINES?



Patron demand for
serials remain
strong.



Our digital
newspaper
borrowing rates
increased.



Popularity of
Libby and
Simultaneous Use
subscriptions.



Increase access to
materials in
languages other
than English.

LAUNCHING OVERDRIVE MAGAZINES

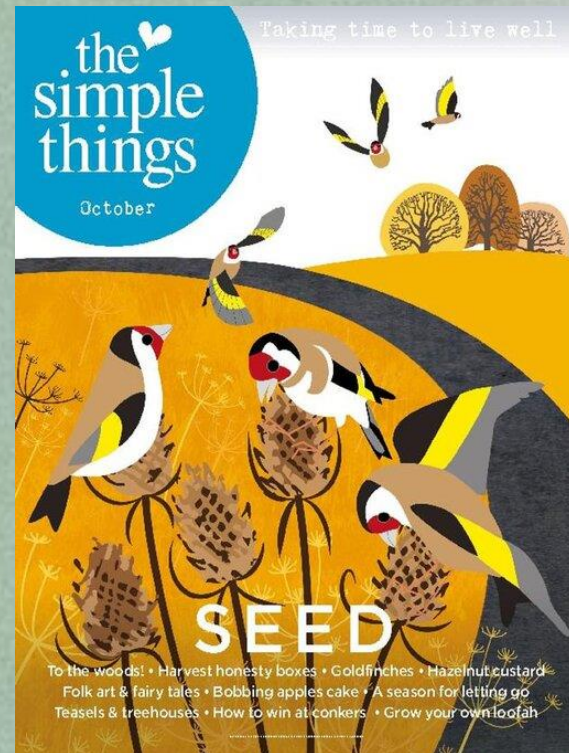
- Library Newsletter that goes out to 221,000+ subscribers.
- Facebook and Instagram.
- Blurb in the local newspaper.
- Graphics on our homepage and Magazines and Newspaper page.
- Digital Sign in our community libraries.
- Magazines launched on September 20th of this year. As of today, we have 20,000+ circs.

Magazines
now available in
Libby.



CHAT

What's one way you'd like to promote magazines to your community?



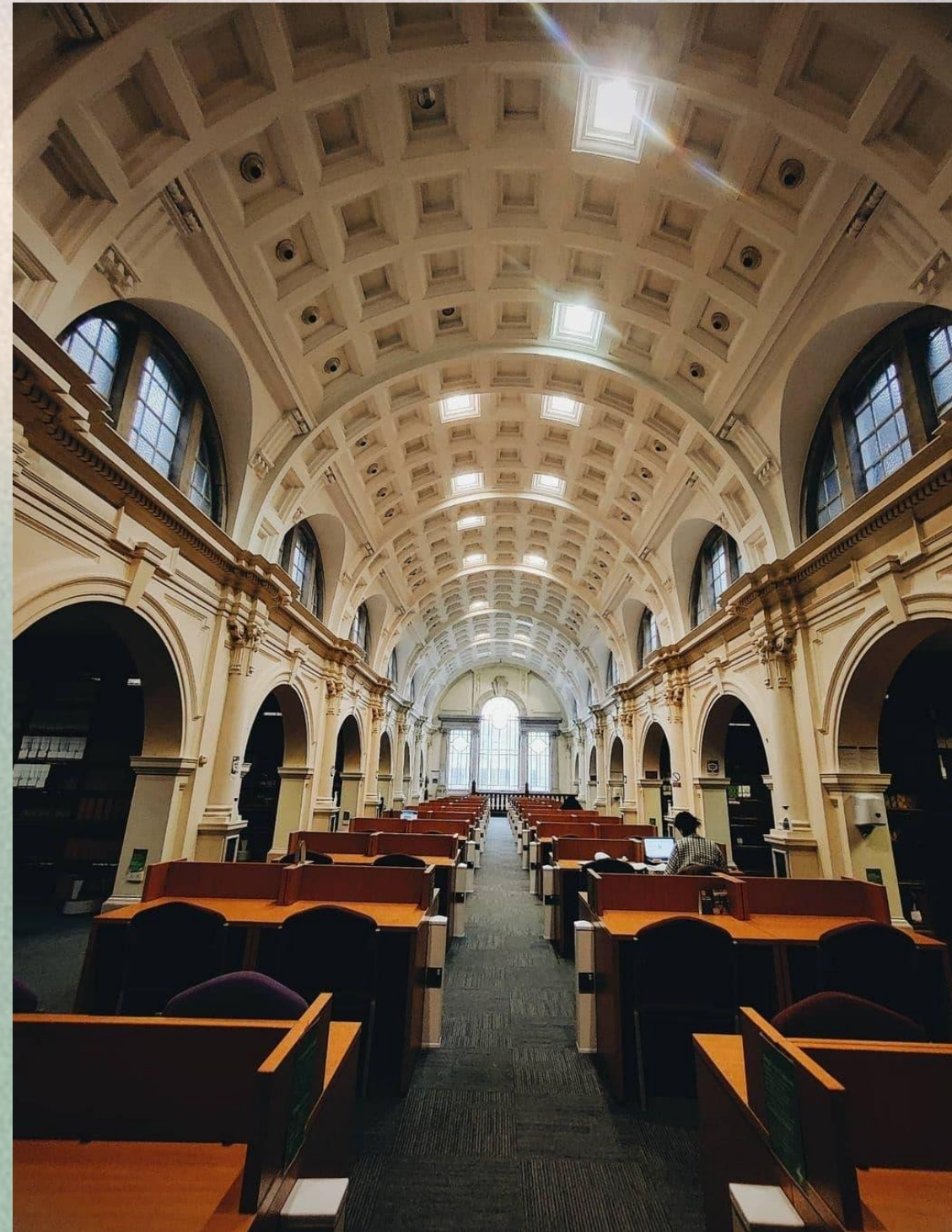
RESPONSES FROM CHAT

- I'm going to make a graphic for our website and film a short video to share on Social along with utilizing OverDrives marketing content.
- I'd like to do some how to video shorts.
- I like promoting on social media and promoting with flyers at local events.
- I'd like to make a video for our website.
- The graphics from the resource center for social media.
- We have stickers that we add to all the physical magazines which are also available in Libby.
- A curated list of the most popular magazines on the top of Libby. We also created a magazine reading room.
- I add magazines to my curated lists, e.g. knitting magazines in a list of crafting titles.
- For any of our print mags that are also in Libby, we made a sign to put on the latest print issue that they can also read on their device.
- We have magazines listed under the e-Library webpage and post periodically on social.
- Our display in library has actual magazines next to promo flyers about emagazines.
- We have created a curated list on our Magazines libby page called "I Saw It At The Checkout Counter." I have a saved search that I run every month to identify one-off publications, then add them to the curated list. Very popular.
- We promote wellness and fitness magazines at our employee health fair.

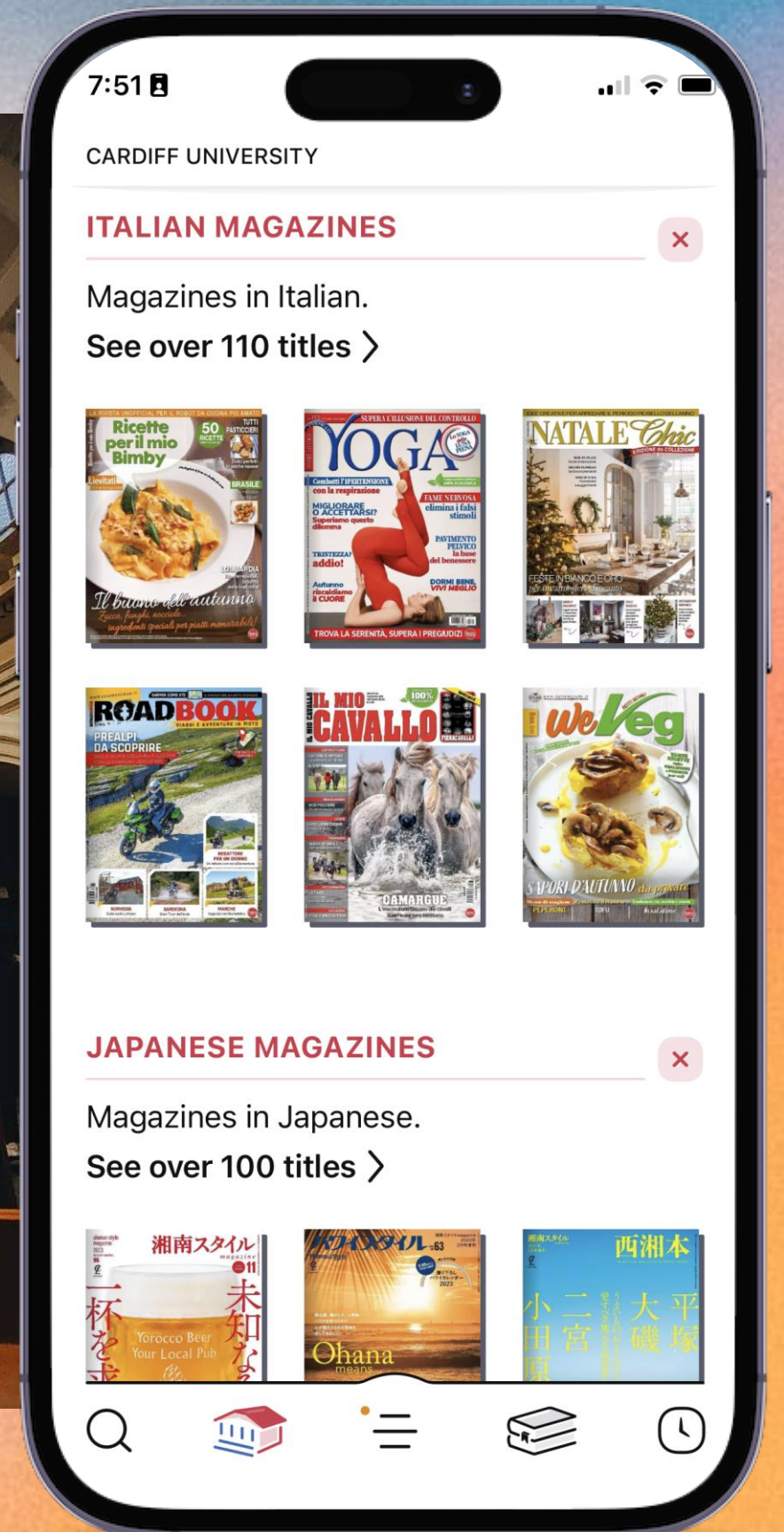
CARDIFF UNIVERSITY

Wales, UK

- Added to new staff emails.
- Promoted at induction sessions with students.
- Promoted on library homepage.
- Created lists of **foreign language** magazines.



Instagram @cardiffunilib



EDGE HILL UNIVERSITY

England, UK

“It’s a win win when it comes to the magazines as users see all their favourite and familiar titles that they can access for free!” – Sarah Wright



Edge Hill University

Study with us Research About

Library and Learning Services


Home → Departments → Support departments → Library and Learning Services → Reading for pleasure and fiction

Reading for pleasure and fiction

Reading for pleasure collection

A new addition to Catalyst for 2021 is our reading for pleasure collection. Located on the ground floor, the collection includes a variety of fiction stock along with wellbeing and self-help books.

The perfect space to take a break from your studies and immerse yourself in a book. Why not take advantage of this cosy space and grab a coffee, a novel and pull up a comfy chair.



Libby App

Our Libby app is now live.

We have developed a custom made Reading for Pleasure collection of eBooks, audiobooks and magazines with OverDrive to provide you with a new digital library via the Libby app. This is open to students and staff 24/7.

We recommend the [Libby app](#) as the best and easiest way for you to browse, borrow, and enjoy titles from our collection.

Get the Libby App

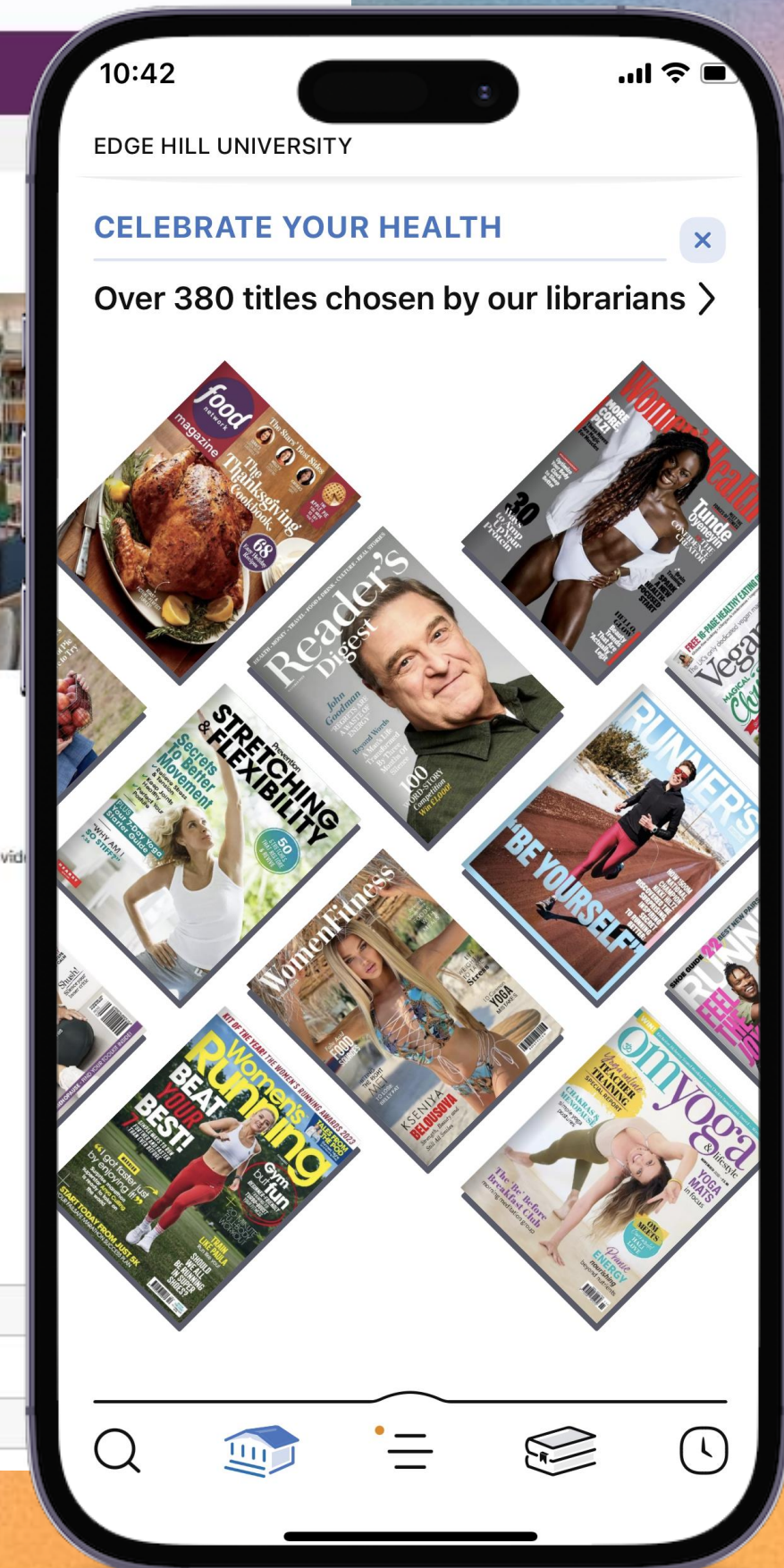
Get started with OverDrive →

If you can't find what your looking for or you would like to make a suggestion, please contact [isorderform](#).

Reading for pleasure suggestion form

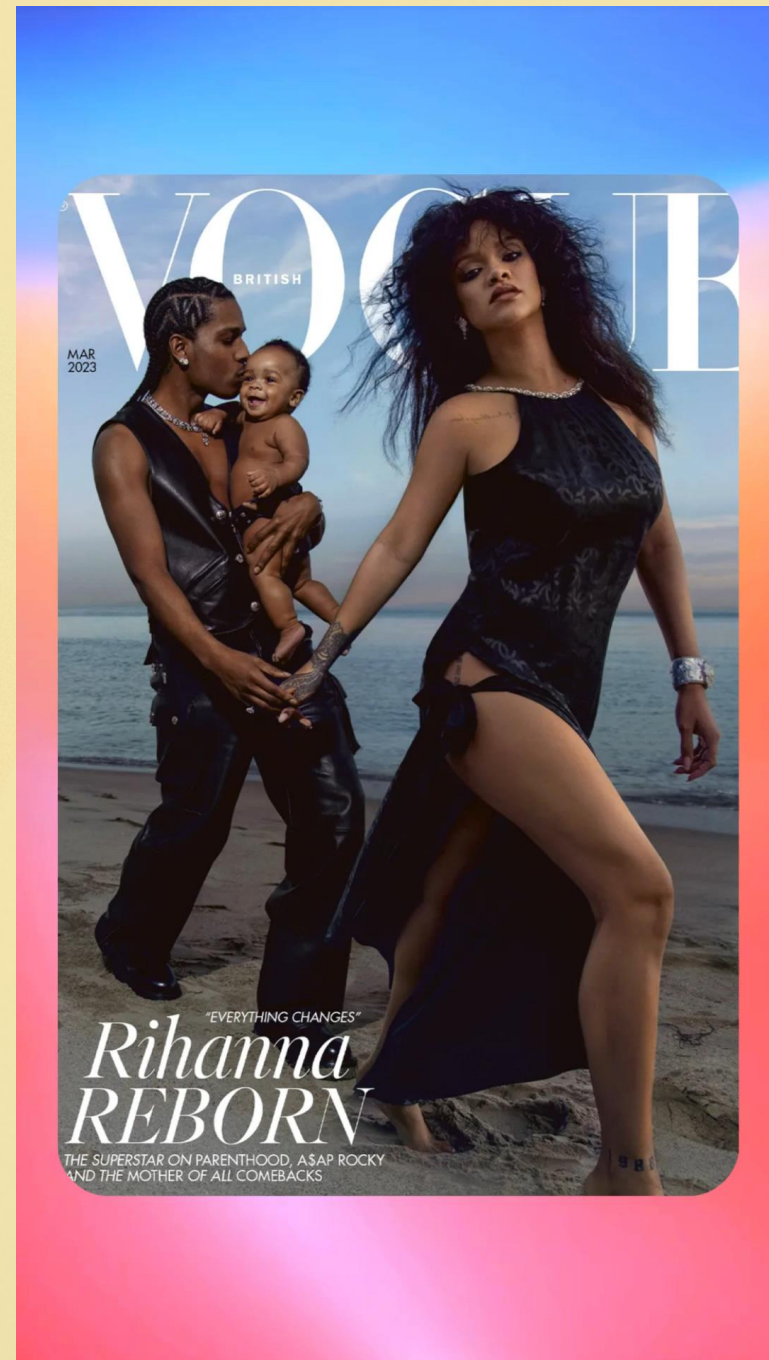
Title of request

Author



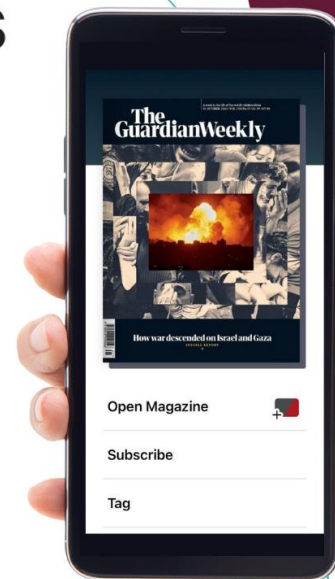
LANCASTER UNIVERSITY

England, UK



Borrow magazines
for free from
our library!

Libby.
The library reading app



JOLIET JUNIOR COLLEGE

Illinois, US



“Overdrive's magazine collection has been a **game-changer** for our library.

The extensive range of titles they provide enabled us to effortlessly shift from print subscriptions to **digital access** in the post-pandemic era, ensuring that our patrons remain well-informed and inspired.

The user-friendly Libby App, coupled with the convenience and cost-effectiveness of Overdrive's platform, has proven to be an invaluable resource for us, and **we couldn't be more pleased with the results.**”



MARKETING RESOURCES

VISIT THE OVERDRIVE RESOURCE CENTER

Your right-hand for everything marketing!



- Social media imagery
- Press release templates
- Trainings
- Print materials
- Digital assets
- MORE!

REFRESHED MAGAZINE MARKETING KIT

- Hang posters in physical magazine section
- Drop bookmarks inside of physical magazines
- Shout magazines from social platforms
- Customize images with library logo

OverDrive Magazines

Promote your OverDrive magazine collection to help your community stay informed and entertained without leaving the Libby app. It is the perfect way to enrich the content offered through your library.

To support your marketing efforts, we developed a marketing kit to help you spread the word in your physical location as well as through digital channels. Below is guidance on how the marketing materials can be used.

What's included in the kit:

8.5x11 Flyer – This print document is perfect to place at the front desk or near your physical magazine collection.

11x17 Poster – This print document is perfect to hang by the front desk or in an entry way.

Bookmark – Drop these in the physical issues to remind people they can checkout their favorite magazines from home.

1080x1080 Image – Use this image to spread the word about magazines on your social media platform, website and email newsletter.

1200x630 Image – Use this image to spread the word about magazines on your social media platform, website and email newsletter.

One-Tap Magazine Folder – In this folder you will find multiple images in different sizes that highlight new magazine product functionality and features. Use these images to let the community know about the Newsstand, Magazine Rack and subscription options. You will find a programing guide with additional suggested social media copy for those specific features.

Looking to spread the word on social media about magazines? Here's some suggested post copy:

Feel free to customize these posts to suit your library's branding and style!

Social Post #1
Dive into a world of knowledge and inspiration with our extensive magazine collection at [Library Name]! From fashion to science, there's something for everyone. Hop on Libby and discover the magic of magazines!

Social Post #2
Did you know we've got more than just books? Our library boasts an incredible array of magazines covering a wide range of interests! Grab a cozy spot and immerse yourself in the latest trends and stories! All available in Libby.

Libby.
The library reading app

Borrow magazines for free
from our digital library.



Bookmark

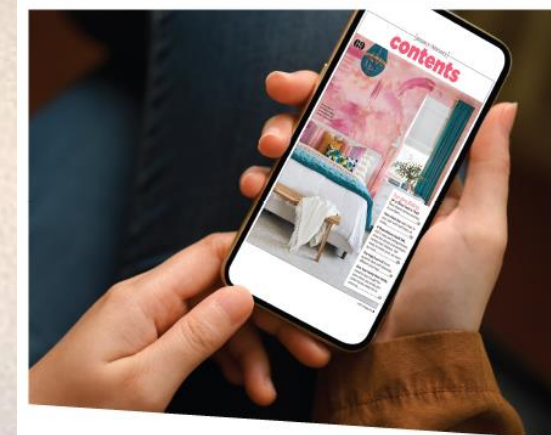


Looking for
your next
magazine read?

Check out the collection in Libby.
Right alongside your ebooks and audiobooks!

Libby.
The library reading app

1200x630 Social Post



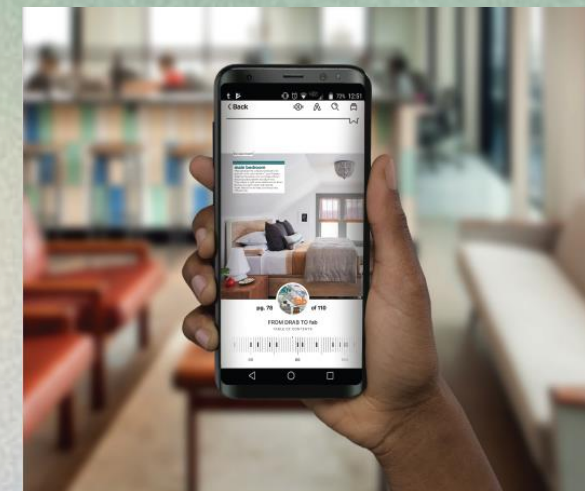
Your favorite magazines,
available on your device.

Libby.

The library reading app



8.5x11 Flyer



Borrow magazines
for free from
our library!

Libby.

The library reading app



11x17 Poster

Looking for your
next magazine read?

Check out the collection in Libby.
Right alongside your ebooks and audiobooks!



Libby.

The library reading app

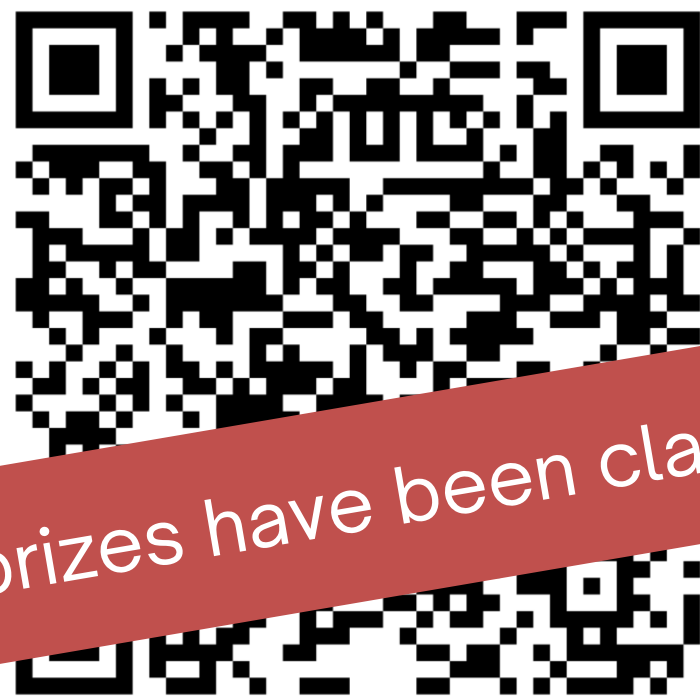


1080x1080 Social Post

Programming Guide

MAGAZINE GIVE-AWAY

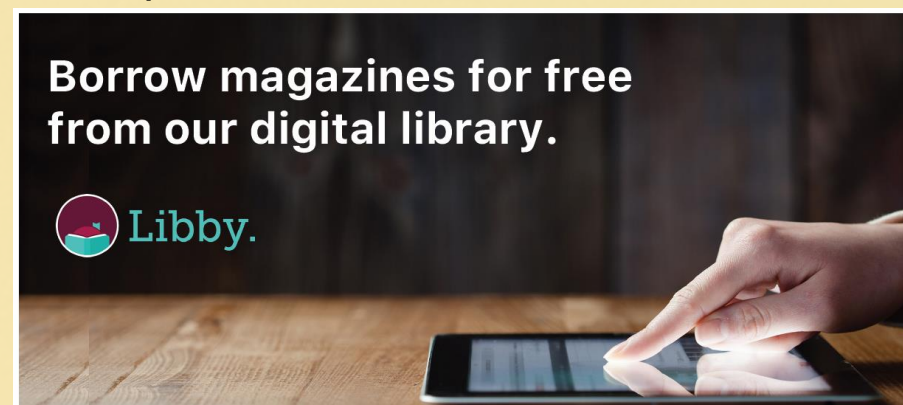
First 30 people to complete
the form win a free magazine
marketing kit!



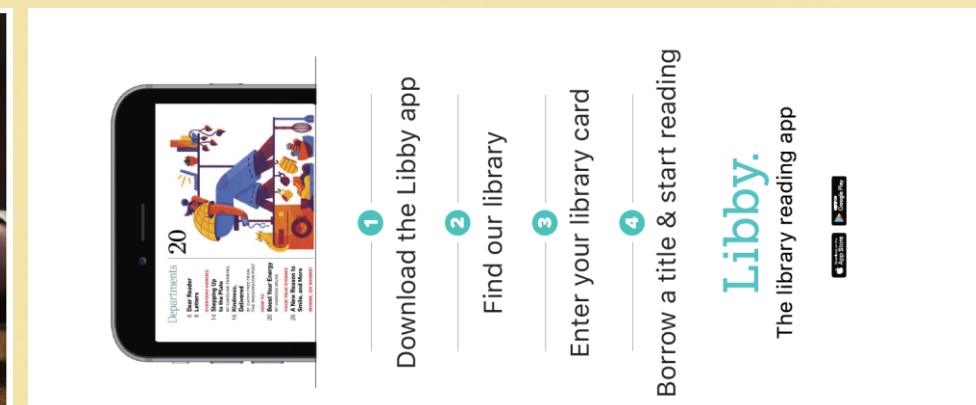
All prizes have been claimed.

What's Included:

200 printed bookmarks

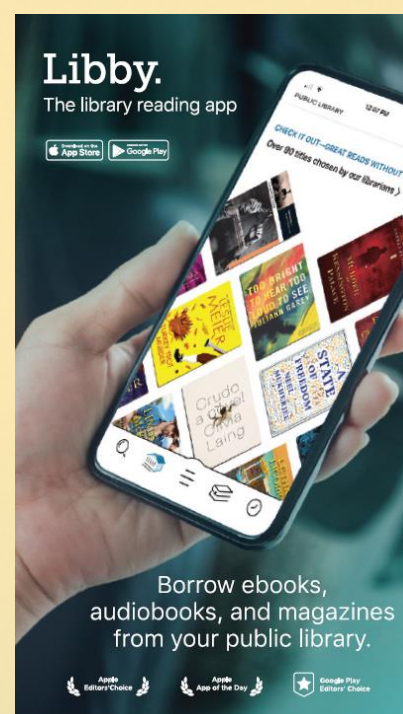


Front

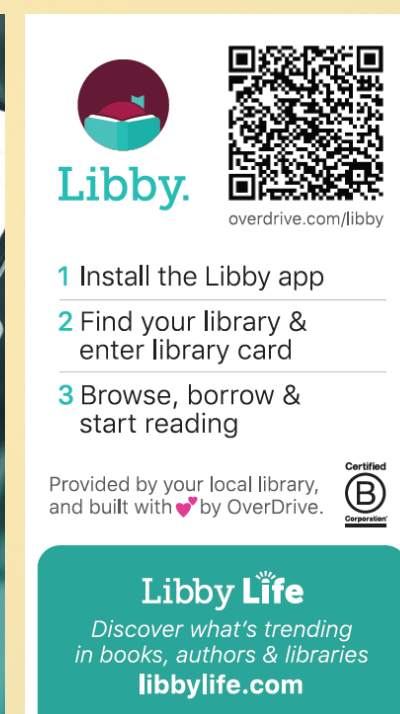


Back

200 business cards



Front



Back

100 stickers



FLASH SALE

Offer ends November 24, 2023



New Magazine Partners

Purchase the Magazines package
to get 10% off your first year.

Current Magazine Partners

Purchase All-Access Comics to get
20% off your first year.

****Only available for partners who do not currently have
the All-Access Comics package.*

Contact your Account Manager to take advantage.

NEXT STEPS

NEXT STEPS

1

CONTACT US



2

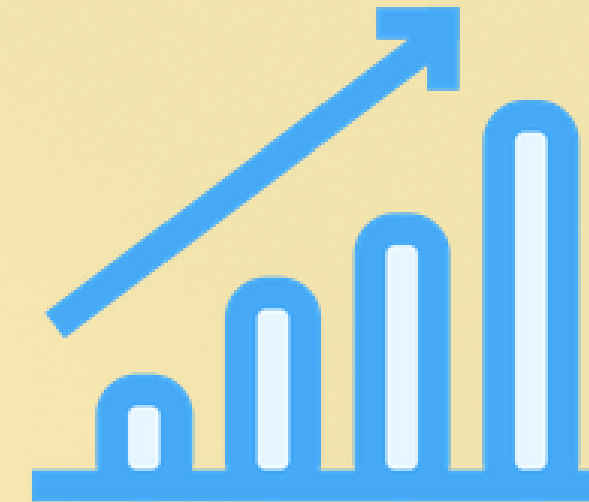
PROMOTE



Send success stories to
Rmayfield@overdrive.com.

3

ENJOY



UPCOMING WEBINARS



Nov. 16

How to Train Your Community on Libby

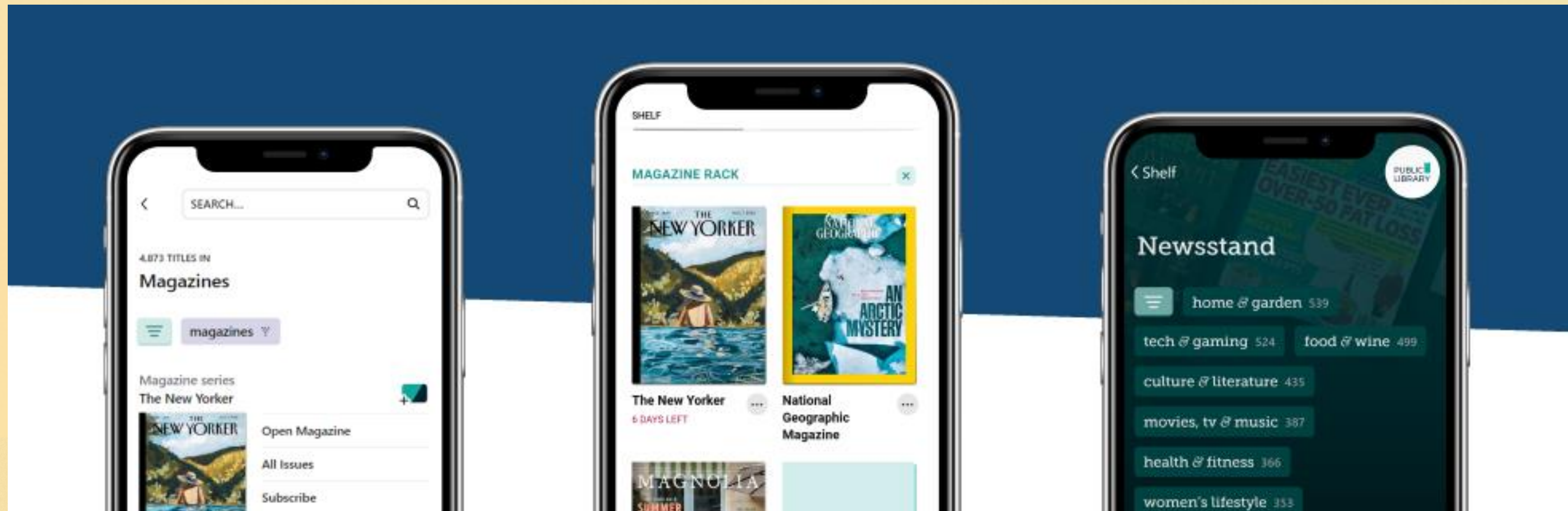
Dec. 13



Introduction to OverDrive Marketplace

THANK YOU!

ENGAGE YOUR READERS WITH ONE-TAP DIGITAL MAGAZINES



OverDrive®