

Page Planning Services

Page Planning Services: Pagination is a general media term covering all types of page building and output.

- ▶ **Ad Stacking, Dummying and Ad Layout:** Taking a transfer of the display ad listings from the billing system, determining the size of each section in the publication and where color positions are, and placing all the display ad boxes into the layout.
- ▶ **Classified Pagination:** Ingesting a file of all classified ads (displays and liners) which are ordered for the publication and run date, placing display ads first, running in all the liners, placing fillers/headers where necessary and outputting to the press room.
- ▶ **Copy Desk Pagination, Editorial Pagination, Copy Flow:** Getting the photos, copy and guidelines from the newsroom, making copy fit where designated, supporting rounds of corrections and completing pages.
- ▶ **Special Sections Pagination:** Receiving the layouts, materials and instructions; and taking creative license to ensure an attractive design.

Gordon Davidson Director Operations, Reach PLC

I am always a bit cautious, being in production for such a long time. But I still wished to move at a fast pace, without being reckless and putting our products at risk. There are a lot of unexpected things in pages. There are various requests, etc., that come up and high priorities. **It was a big step for Trinity Mirror to turn over our page planning to AffinityX.**

When it comes to ad creation, you can mess up with one ad. It's not good, but it's not the end of the world. **But a mistake in planning can mean titles might not get printed. That's a real escalation of responsibility that AffinityX took on.**

The level of service and speed of response are critical to the business. We need plans to be revised very quickly to meet our production demands.

Before the project began, and to ensure that we communicated changes to the local businesses, a series of presentations to staff occurred. We took the time to inform them of what was changing and what it meant to them.

Prior to the transition period, we had representatives from AffinityX work at both our planning sites. During the go-live period, we sent our "local experts" to the AffinityX production facilities in Pune to assist the team there.

Since then, there has been a drop-off in communications because AffinityX is now more knowledgeable and empowered to make decisions. They have a greater understanding of our requirements.

AffinityX now owns our planning and the onus is on their team to get it right. **As a business, we don't make it easy for planners. The system lets sales book more ads even if the publication is closed.** Then the [AffinityX page planning] team must sort the mess out.

We have 130 titles split across two planning sites and, within six months, we turned over 21,500 pages per week to AffinityX. The only publications they don't have of ours are the U.K. nationals.

Planning costs have been reduced by half. We have retained a couple of staff in each of the sites to act as planning business relationship controllers.

We don't see us as two separate businesses, but see **AffinityX as an extension of our team.** We communicate the same way. AffinityX is part of the Trinity-Mirror family. Ultimately, the relationship has improved our operation, as well as AffinityX's.

About Reach PLC

Trinity Mirror is the largest national and regional multimedia content publisher in the U.K., comprising national and regional news brands across the country. They publish more than 150 newspaper titles across the U.K. and Ireland, from national properties (Daily Mirror, Daily Record, Sunday Mirror, Sunday People and Sunday Mail) to local publications (Manchester Evening News, Bristol Post, Liverpool Echo and Nottingham Post). The company's network of more than 80 websites provides 24/7 coverage of the news, sport and showbiz stories that matter to more than 110 million unique browsers every month.