

## **Zinio for Libraries – Bring the world’s largest digital magazine service to your library**

Zinio creates better ways for people to discover published content, get more of it and do more with it.

Here are some creative marketing ideas for you to use and modify for local promotion:

1. Put Zinio for Libraries logo banner on your webpage
2. Showcase your Zinio for Libraries collection on video display panels
3. Create a custom Zinio for Libraries webpage with helpful hints and links to your collection.
4. Use your print collection to cross-market Zinio for Libraries with handy print-label template (located in Administrative Site/Marketing Tab).
5. Place a shelf-talker in your print area
6. Place a full page promotional sheet behind the print current issues in your print area
7. Send press release to local media
8. Feature Zinio genre magazines with your physical in-library featured areas (i.e. hobbies, news, movies)
9. Solicit reviews of the service from patrons and post them on your webpage and featured quotes in print collection area (i.e. 'patron picks')
10. Pre-populate top magazines into patron circulating and/or in-library iPads, public computers and other devices

## **[Zinio for Libraries Marketing Pieces- Print Ready](#) [Zinio for Libraries Marketing Pieces - Customizable](#)**

Need some additional help showcasing Zinio for Libraries? – Check out these handy links

[Zinio for Libraries Webinars](#)

[Zinio for Libraries Publication Master List](#)

[Zinio for Libraries Video - The Basics \(5 minutes\)](#)

[Zinio for Libraries Video - Patron Experience \(18 minutes\)](#)

[Zinio for Libraries Administrative Site Video – How To Showcase Your Collection and Patrons](#)

### **Quick Facts**

- Zinio creates better ways for people to discover published content, get more of it and do more with it
- Library subscribes to a customized library collection site and subscribes to as many magazine brands they want
- New magazine issues magazines are simultaneously released with (or before) the print edition hits your tech-services office
- Patron creates a personal library collection account to access the multi-access collection and check out any new issue of the magazines
- Patrons creates a personal viewing account to manage and view their checked out magazine issues via online streaming on their computers – or downloaded/offline via apps
- Patron checks out as many new issues as they want – and keep them in their viewing account as long as they want - no late fees, patron damage, or theft

Thank you again your interest and we look forward to serving you with Zinio for Libraries brought to you by RBdigital from Recorded Books. And, thank you for all your ongoing business and partnership with all your physical and digital collections.