

# JOURNALDESIGNER

ISSUE PLANNING SOFTWARE FOR MAGAZINES AND NEWSPAPERS

- Places ads and editorials **in a map/flatplan**
- **Defines issue volume** through template issues or signatures
- **Imports ads** from booking systems (SAP, VM etc.)
- **Imports layouts** from Editorial Systems (WoodWing Enterprise, vjooon K4, Quark QPP)
- **Positions ad-images** from gallery with Drag & Drop
- **Checks positioning** against customer's preferences
- **Makes modifications easy** through Drag & Drop and Parkbox (Clipboard)
- Allows **flexible definition** of image area, regional splits etc.

The screenshot displays the JournalDesigner software interface. At the top, a title bar reads "JournalDesigner 5.6.176 beta User: admin@MacBookPro.local Repository: Demosystem Publication-Now Magazine Print (Ent 9)".

The main interface is divided into several sections:

- Table of Ads:** A table with columns: Advertiser, Format, Product, Account Status, Preferred Position, PIB Category, and Color. It lists various ads from AIDA, Peugeot, Traereborg, Parador, eplus2, Toyota, Elmex, and Dresdener Bank.
- Spread View:** A central area showing a magazine spread with page numbers 20-27. It includes a cover page and several pages of text and images, with a "Split Pages" section at the bottom indicating "Total number of split pages: 1".
- PIB Categories:** A pie chart showing the distribution of PIB categories: Magazines (4.00 Pages), NonFood (7.00 Pages), Money (4.50 Pages), Cars (5.00 Pages), and Travel (3.17 Pages).
- Navigation and Tools:** A top toolbar with various icons for editing and viewing. A bottom status bar shows rendering progress: "Rendering finished", "Ads: 31.12% / Editorial: 42.34% / Undefined: 25.35% / Split Pages: 1.19%", and "Connected with Server@127.0.0.1:49100 VS.6 Build 176 beta 12:11:36 PM 115M of 221M".

# EDITORIALS

Cover

Issue No.

Pagination

Layout

Editorial/Ad volume

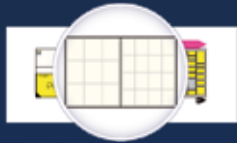


from 8 pages of layout:  
6 pages editorial and  
2 pages of ads

Editorial section "Essay"

Assigned image

Columns/Image area  
for ads 4 columns  
for articles 3 columns



# FLATPLAN



# ADS

Ad booking  
placed ads in layout

First third

Issue center  
for preferred placement

Ad volume/  
Editorial volume per row

Coloured display for Ad status  
reserved or booked

Classified volume

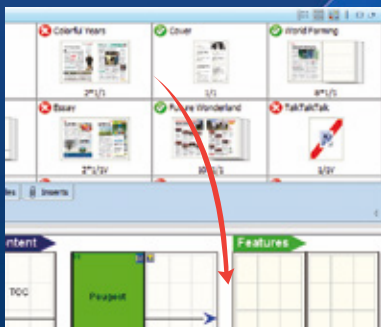
Coupon Ad

Classifieds and Filler

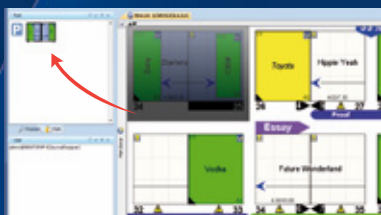
## Display of split pages



## Placing of images from gallery with Drag & Drop



## Parkbox, shifting of grouped pages



## Increasing the issue volume through additional signatures



## Numerous options for the pagination of pages

