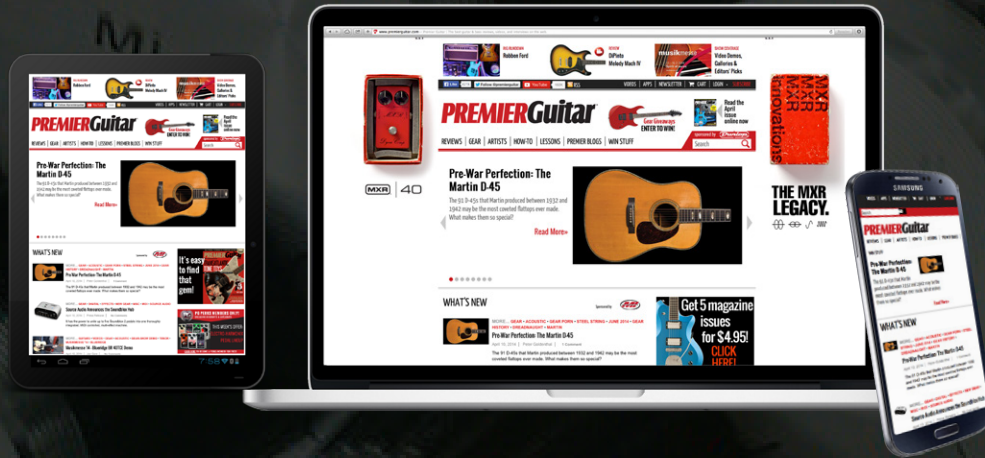


## Responsive Design Delivers **541%** Mobile Traffic Increase



↑ **6X**  
mobile traffic

↑ **1 million**  
weekly page views increase

### **PREMIER**Guitar

Premier Guitar rocked its enthusiast audience to post immediate growth with a 541% surge in mobile and 93% lift in tablet traffic.

How? **ePublishing's responsive design.**

Premier Guitar's steady performance in print convinced parent company Gearhead to double-down on the growth potential in this competitive B-to-C market segment. They decided readers were ready for a superior, multi-platform experience.

Responsive design ensures that more people reach the site to easily explore its rich content on any platform. PremierGuitar.com editors use ePublishing's Enterprise Publishing System to drive an immersive experience. They create engagement by encouraging readers to return, stay and contribute to the mix with dynamic, contextually related articles, interviews, reviews, video, audio and tens of thousands of reader comments.

### Key Features

- Responsive design
- 360-degree digital engagement
- Media Manager, SEO, built into Enterprise Publishing System
- Integrations, comments, social sharing, reviews, contests
- Audio samples added to guitar lessons and gear reviews

ePublishing empowers media companies to drive maximum profit from web, mobile and eCommerce. Responsive design combined with state-of-the-art tools and integrated behavioral data create diverse income streams and deep reader engagement with Contextual Content, Community and Commerce.