

# On Topic

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In a Digital World, Print Is Here to Stay

Reach Untapped Audiences with Focused, Custom Content

Is Your Journal Due for a Redesign? 3 Questions to Start the Process

Do You Know Where Your Business Is Headed?

Paper Shortage? Changes and Challenges for Publishers

## On the Horizon

### In a Digital World, Print Is Here to Stay

Although digital is important for reaching a broad audience, readers — especially academic readers — **still prefer the experience of reading on paper in many situations.**



## New at Sheridan

### Reach Untapped Audiences with Focused, Custom Content

Journal publishers are finding new audiences for their content, which means **new untapped opportunities for advertising and sponsorship revenue.**



Reach your readers anytime, anywhere.



Sheridan Mobile Apps let you deliver content anytime, anywhere.

View the video

## Above and Beyond

The Sheridan companies pride themselves on great customer service. **Read how** we've recently gone above and beyond to ensure the success of a client.

## Is Your Journal Due for a Redesign? 3 Questions to Start the Process

Because your publications are no longer a single print entity, redesigns are more difficult than they used to be. It's also more important than ever to [make sure you are meeting readers' needs.](#)



### Need to Know

## Do You Know Where Your Business Is Headed?

A strategic business plan is critical for determining where your publication is and where you want it to go. This whitepaper will show you [why a plan is important and how to create and implement it.](#)



### Special Feature

## Paper Shortage? Changes and Challenges for Publishers

As mergers and acquisitions create challenges for publishers, communication with your printer is key to [avoiding last-minute surprises.](#)



### Quote of Note

"Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less."

— Marie Curie

### Webinar

Join us September 23 for an exclusive guide to the pros and cons of major social networks, and learn how you can apply intelligent marketing strategies to your social media. [Register for the webinar.](#)

### One Cool App

Do you need more organization in your life? [Weave](#) is a free app that can help you keep track of projects that are important to you, from business needs to hobbies.

### Where to Meet Us

Connect with Sheridan! View our planned attendance at [upcoming industry events.](#)

### Connect With Us

It's easier than ever to communicate with Sheridan. [Join us on our social media sites.](#)

### History Repeats

What simple method should you use to recall information [more easily and more accurately?](#)