

# SUBHUB REVAMPS WEBSITE FOR WORLDWIDE MAGAZINE MEDIA ASSOCIATION

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## New FIPP.COM Website Includes Sophisticated Membership Management and E-Commerce

31 August 2012 – Cardiff, UK – SubHub (<http://www.subhub.com>), the leading builder of membership websites for publishers, associations and organisations, has rebuilt the website for FIPP, the worldwide magazine media association. FIPP.com (<http://www.fipp.com>) is the online hub for more than 700 FIPP member companies, including more than 6,000 member magazine titles. The new website, which includes a sophisticated member contact management database, provides FIPP members with easier and faster navigation to more news and information on what's happening in the magazine media industry, more searchable access to its database of international publishing contacts as well as content from its monthly magazine and research reports. A new e-commerce facility makes it easier for members to purchase its specialist reports.

FIPP's old website was based on proprietary and legacy technology that was becoming cumbersome to maintain. Amy Duffin is Communications Manager at FIPP. She says, "Our website is our most important communications tool because it's the hub for our members. But we weren't investing in it. We'd had the same website platform for more than 10 years. We were just adding in new functionality onto a proprietary platform. This meant that it was slow to navigate and time consuming to update and manage. We wanted to make it fit for the future and an example of best practice in online publishing for our digitally savvy members."

SubHub used an open-source software foundation to create the next-generation FIPP website. It built a process to carefully manage the migration of FIPP's legacy database onto the new platform, preserving 10 years of valuable historical data. Features of the new site include:

- Sophisticated ecommerce system where users can purchase and access reports;
- Searchable database of contacts from the more than 700 FIPP member companies;
- Searchable data from market reports on the advertising and media landscape (Using M&M Global's Media Passport resource), the FIPP member magazine, Magazine World and an online newsletter;
- More functionality for members to manage their profiles;
- Integration of FIPP's social media channels, including Twitter, Facebook and LinkedIn.

"SubHub is an expert at building robust back-end databases that support complex member management systems, but it also understands the publishing industry," concludes Duffin. "This was a big investment, so we wanted to get it right. Working with SubHub, we have a more dynamic, effective and usable website that will save us money and ensure that we have the best platform for growth."

Miles Galliford, co-founder of SubHub said: "Many publishers and media firms are working with legacy websites and simply building new functionality on top of old code. As FIPP itself found, it is often cheaper and smarter, even in the short-term, to migrate to an open platform that fully leverages social digital functionality. A website is the shopfront to an organisation and as such it deserves investment to keep members engaged. There's a wealth of information at the back-end of most websites that is never leveraged. We want to make websites more dynamic, efficient and useable."

ENDS.

Notes to editors:

About SubHub (<http://www.subhub.com>)

Founded by Evan Rudowski and Miles Galliford in 2005, SubHub makes it easy for any organisation to build and maintain a membership or subscription website. Its clients include publishers, member organizations and other companies and individuals. Its clients gain access to a team of experts in web design as well as the more complex back-end subscription and membership management, content management and e-commerce functionality. SubHub also provides a starter solution that enables anyone to build their own membership website with customized design, full hosting and support.

About FIPP (<http://www.fipp.com>)

FIPP is the worldwide magazine media association. It has more than 700 member companies, which include 56 national magazine associations, 502 publishing companies with international interests, and 146 suppliers to the industry and associated organisations, in 60 countries, all of whom use FIPP to find new business partners and gather information on potential markets. FIPP represents more than 6,000 member magazine titles, which include almost all of the world's leading magazine brands.

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