



Edition MAN app

Edition was the first John Lewis publication to launch an app and it's always been made in-house by Online Marketing's Phil Brumpton and Murray Brown.

The success of the original app got Scott thinking about ways to utilise existing content. "My idea was to put together the men's content from Edition under a men's title – aptly named Edition MAN," he says.

"The apps are downloadable from anywhere in the world, meaning these publications are now international. You can search, share, save articles and they are accessible to screen readers," says Phil.

Not only that: the nature of apps as digital products means they also provide information about customer behaviour, he adds. "We can see the number of downloads, sales linked

'WITH A DIGITAL MAGAZINE YOU'RE NOT RESTRICTED BY PRINTING COSTS, YOU'RE ONLY LIMITED BY FILE SIZE'

Phil Brumpton, Senior Digital Designer, JL

As a Senior Digital Designer it was Phil's job to adapt existing Edition templates to create the Edition MAN publication and the app, which launched in September 2014.

The apps are fully responsive which means the content adapts to the screen size – from iPhone up to the latest iPad Pro.

to digital pages and the time readers spend on pages."

Readers can also benefit from additional exclusive app content. "With a digital magazine you're not restricted by printing costs, you're only limited by file size," says Phil. Edition MAN, Summer 2016, will be available to download in late May.

There's an app for that

Visit the iTunes app store and Google Play to download and subscribe to the Partnership's digital magazines. In John Lewis, these include Edition, Edition Man, COOK and Technology, while in Waitrose you can access digital issues of Waitrose Food and the Waitrose Good Food Guide 2016.



Waitrose Food

"It's extremely important for us to see the food – and eat the food – that's going into the magazine," William Sitwell tells me, as we stand in Waitrose Food magazine's state-of-the-art kitchen (right), where every recipe in the magazine is tested, at least three times.

William is the long-standing Editor of the magazine (below) – he's been doing the job for almost 16 years – meaning he knows exactly what his readers want. That's one of the reasons why the recipes are triple-tested. "We've got to make sure the food looks good but it's also thinking about the practicalities of cooking the dishes and whether the recipes are compatible with the ingredients that are in-store in Waitrose," he says.

All about the food

Waitrose Food has had several guises during its existence. Originally Food Illustrated, the magazine was bought by Waitrose in 1999, launching as Waitrose Food Illustrated in May that year. It was later renamed Waitrose Kitchen, before launching as its latest incarnation, Waitrose Food, in September 2015. The reason for the name change? "The focus has now shifted to ingredients and it's now all about the food," says William. "There's a challenge in retail right now about price and it's a race Waitrose is never going to be a part of. Waitrose is a brand that's all about quality and the best ingredients, as well as other factors such as animal welfare."



Cover it in flour

Today, Waitrose Food has a circulation of 694,667 (ABC July–December 2015) and a readership of 2,167,000 (NRS July 2014 – June 2015). Published monthly, the magazine has a cover price of £1.20 per issue, although it's free to myWaitrose members and partnership card™ holders. It's produced by a team of 12 at John Brown Media, overseen by Editor-in-chief Ollie Rice, for Waitrose.

"Waitrose Food is an ambassador of the brand and a key touchpoint for brand identity. It's the voice of Waitrose," says William. "Compared to a TV ad, which lasts minutes, Waitrose Food is the equivalent of a 20-minute conversation. It's a personal experience: you can share it, cover it in flour, take it to bed. People are proud to have the magazine on their coffee tables and it's a friendly way to communicate with customers."

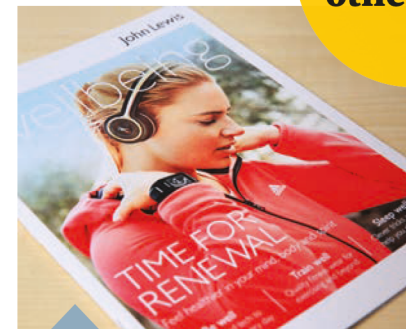
The May 2016 issue will be arriving in shops and on the app on Thursday 28 April. 🍪



'COMPARED TO A TV AD, WHICH LASTS MINUTES, WAITROSE FOOD IS A 20-MINUTE CONVERSATION'

William Sitwell, Editor, Waitrose Food

Notable others...



WELLBEING

Published annually, Wellbeing brings together health, wellbeing and sports products for men and women in one publication. Under sections such as 'Be Well', 'Train Well' and 'Sleep Well', the magazine offers tips and advice from industry experts.



HOME BOOK

John Lewis's biannual Home book is an inspirational home catalogue produced in an editorial style. Packed with full-bleed images, products are presented in inspiring roomsets and locations under the division's key seasonal Home trends.



WAITROSE WEEKEND

Created by a team at Waitrose's Bracknell head office, Waitrose Weekend is a free publication that comes out every Thursday. In a newspaper style, the publication includes news, recipes, weekend activities, sport and Waitrose offers.



HARVEST

Harvest is a free publication published quarterly and is packed with seasonal recipes to inspire customers to make the most of the ingredients available in-store at Waitrose throughout the year – and maybe try something completely new.



William Sitwell