



GoPublish

# Bringing magazine workflows into the 21st century.

World-class multi-team collaboration software.

## About Texas Parks & Wildlife Magazine

Texas Parks & Wildlife magazine is the official outdoor magazine of Texas.

The magazine has been helping Texans connect to the outdoors for more than 80 years and serves as a guide to state parks, fishing, hunting, and outdoor recreation opportunities throughout the Lone Star State.

Texas Parks & Wildlife magazine averages 60 pages per issue and is produced ten times a year in print, online, and in mobile app, available for iOS and Android.

## Workflow prior to GoPublish

Teaxs Parks & Wildlife previously worked with a local server. This presented several challenges. It required everyone to be in the office in order to work, there were continuous issues understanding who had files open at any given time, and there was a very real concern that computer failure would grind production to a halt.

Moving to GoPublish addressed all of these concerns. Team members can work from any location, and the entire team can see at a glance who is working on any given file. Additionally, GoPublish's cloud-based functionality means that files are safely stored in the cloud in the event of a disaster (natural or otherwise).



*“GoPublish provides world-class multi-team collaboration to magazine production — and brings magazine workflows into the 21st century. About time!”*

**Nathan Adams,**  
Publications Manager

## Challenges faced

Even before the COVID-19 pandemic, TP&W magazine saw the need for an online, cloud-based workflow connecting editorial and design teams. The ability to work from anywhere with an internet connection meant that remote teams could stay connected. A cloud-based workflow ensured that no work is lost when a team member's computer goes down.



## GoPublish installation

*"Implementation was a breeze! GoPublish had the whole magazine team up and running in less than half a day."*

## GoPublish support

Even with a huge time-zone difference between TP&W magazine and GoPublish, the entire team has been responsive to any questions or queries.

## Key benefits of GoPublish

- Cloud-based file system
- Dramatic improvement in collaboration
- Increased advertisement sales
- An ease in hybrid working
- Central location for the production team
- More efficient production workflow

## GoPublish features

- The flat planning tool has provided TP&W an overview of the magazine at a glance.
- Allowed the sales team to see what space is available for advertising.
- The ability to see who's working on a file via the InDesign control panel.
- Replaces a multiplicity of emails.
- The ability to move pages around flat plan with page numbers updated automatically.

## Need to know more? We're here to help



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