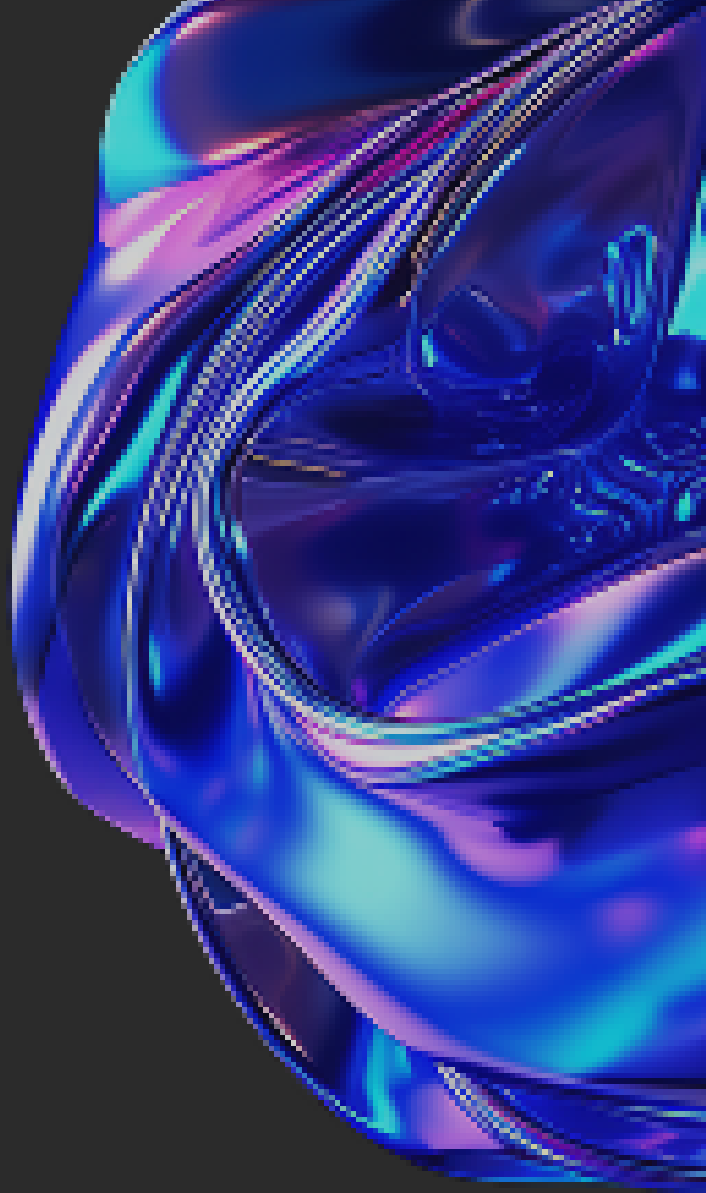




Case Study:

Magazine Brand Platform Migration — Unified Global Publishing on AWS

Prepared by



Executive Summary

A Global Magazine Conglomerate publishes over 120 international titles, with a broader portfolio that spans 175+ websites and more than 200 magazine editions.

In 2019-2020, they partnered with Flatiron Software to migrate their fragmented digital presence into a modern, unified AWS-based publishing infrastructure—marking one of Flatiron’s earliest large-scale media transformation projects.

The Challenge

The customer's business challenges were both technical and strategic:

Key Client Needs —

- **Disparate CMS systems** across many regional and legacy hosts, including custom platforms, causing operational silos.
- **Inconsistent editorial workflows**, performance, and user experiences across titles and geographies.
- **Limited scalability**, especially during high-traffic events, leading to potential outages.
- **High maintenance overhead** from multiple hosting environments and CMS stacks.
- The business needed a robust **single-platform publishing layer**, built on AWS, to enable scale, speed, and innovation.

Why AWS —

AWS offered the ideal foundation to build a **scalable, containerized, and automated publishing platform**, with the ability to handle global traffic surges—such as Cosmopolitan.com-level traffic—and support downstream services like modern content personalization or AI-driven features (e.g., AWS generative AI tools for media workflows) ([TechTarget](#), [hearst.com](#), [woodwing.com](#)).

The Solution

Flatiron developed a custom CI/CD-ready ETL-like migration tool over a 12-month project (2019–2020), enabling the migration of all 120+ titles to a modern AWS platform.

Technical Highlights

- **Extract:** Pulled assets and metadata from diverse legacy CMS platforms.
- **Transform:** Normalized, cleansed, and uplifted data formats to match the new schema.
- **Load:** Delivered content into the modern, centralized publishing platform.

AWS Architecture

- **Amazon EKS (Elastic Kubernetes Service):** Hosted migration containers for horizontal scalability.
- **Amazon EC2:** Served as worker nodes under EKS.
- **Amazon RDS for PostgreSQL:** Central repository for interim and final content data.
- **AWS Lambda:** Handled one-off transformations and metadata enrichments.
- **Amazon S3:** Used for staging assets and backups.
- **CI/CD pipelines:** Automated ingestion, testing, and production cutover steps with rollback capability.

This tool enabled repeatable, automated migration workflows and established a scalable, maintainable content pipeline.

Results & Benefits

- **Consolidation success:** All 120+ magazine titles migrated to the same AWS-powered platform, unifying operations and editorial workflows.
- **Massive traffic growth:** Digital platform scaled from 100 million monthly visitors to 500 million per month, handling Cosmopolitan.com-level load with ease.
- **3× AWS utilization:** Core AWS usage skyrocketed as all titles began operating centrally in the new platform.
- **Speed & agility:** Editorial teams deployed updates across all brands simultaneously.
- **Enhanced reliability & scale:** Containerized architecture on AWS enabled seamless handling of traffic bursts without outages.
- **Reduced maintenance overhead:** Retired multiple legacy environments and CMS systems, decreasing complexity and TCO.
- **Strategic foundation:** This migration enabled the publishing platform (internally dubbed "MediaOS") to adopt advanced AWS services (e.g., generative AI, personalization), with real scale and platform maturity.

Results & Benefits

AWS Services Used

- Amazon EKS (Elastic Kubernetes Service)
- Amazon EC2
- Amazon RDS for PostgreSQL
- Amazon S3
- AWS Lambda

Looking Ahead

With all titles unified on AWS, the digital media platform (“MediaOS”) now has the scale, flexibility, and resilience to adopt next-gen AWS media and entertainment services—like personalized recommendation engines, AI-assisted content workflows (e.g., Amazon Nova), and video or streaming extensions. Without this foundational migration, the platform wouldn’t have attained the usage levels or maturity necessary to unlock these innovations ([CRN](#)).

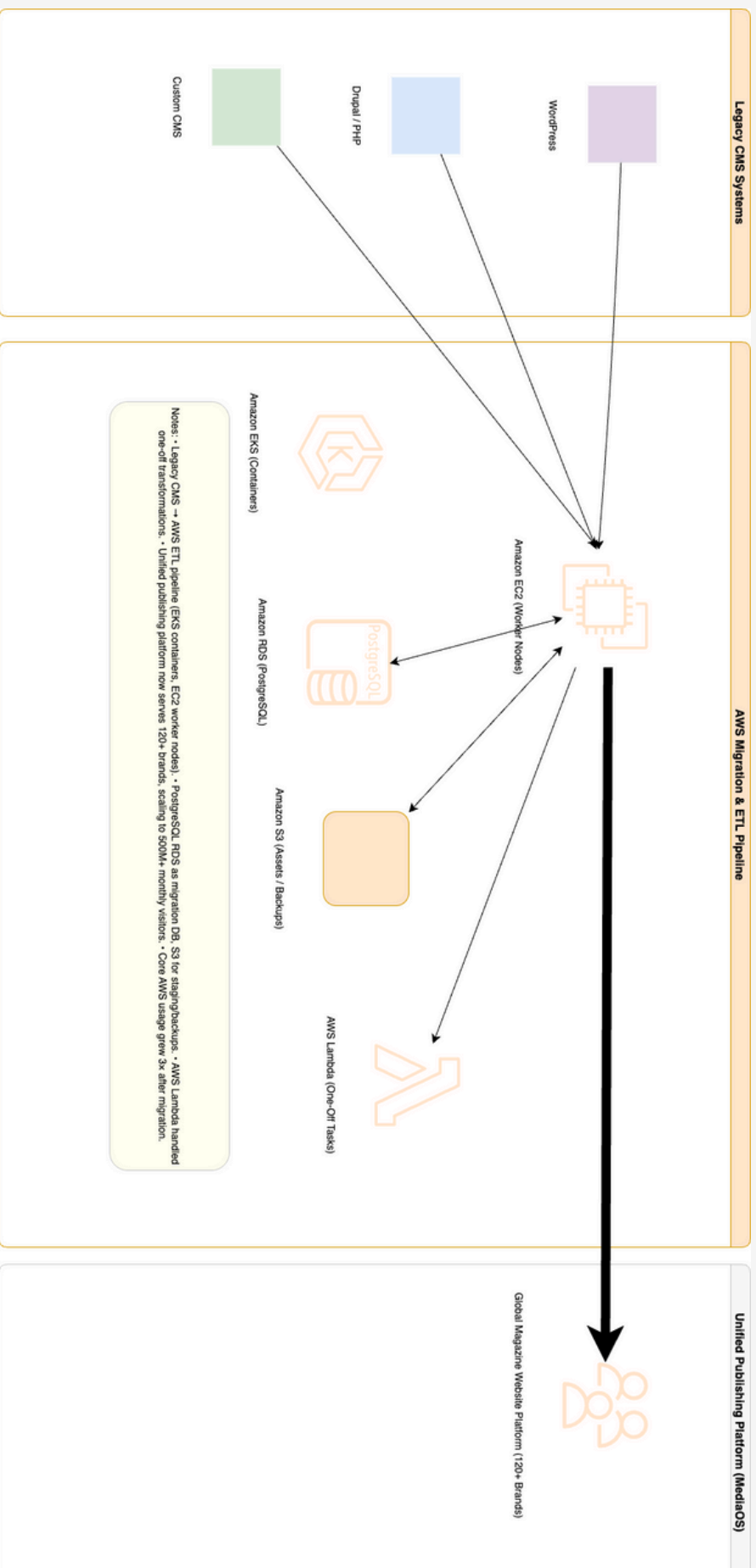
Sidebar

Customer

Global Magazine
Conglomerate

Industry	Media & Entertainment (120+ magazine titles, 175+ websites)
Use Case	ETL-style migration tool to consolidate legacy CMS onto AWS ("MediaOS")
Team Size & Duration	12-month project in 2019-2020; one of Flatiron's earliest major media engagements
AWS Services Used	EKS, EC2, RDS (PostgreSQL), S3, Lambda
Business Impact	120+ titles unified; Traffic grew to 500M/mo; AWS usage tripled; foundation for future services

Architecture Diagram



Why Flatiron?

Flatiron delivers complex AI transformation projects at enterprise scale—fast, independently, and with no disruption to your existing teams. Our model lets you capture the value of AI while protecting your core business and product roadmap. From project management to technical delivery, we bring deep expertise, proven process, and clear accountability.

Ready to see what AI can do for your platform—without the risk or overhead?
Let's talk.

✉ marketing@flatiron.software

🌐 flatiron.software

📍 Miami, US