

NOPEA MAGAZINE

Nopea.media's Customer Magazine

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From Web Article to Printed Publication

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Printed Publications Created with nopea.media

What you're holding right now, is Nopea.media's customer magazine created with our nopea.media plugin. This magazine has been printed from the contents of our online magazine (<https://magazine.nopea.media>).

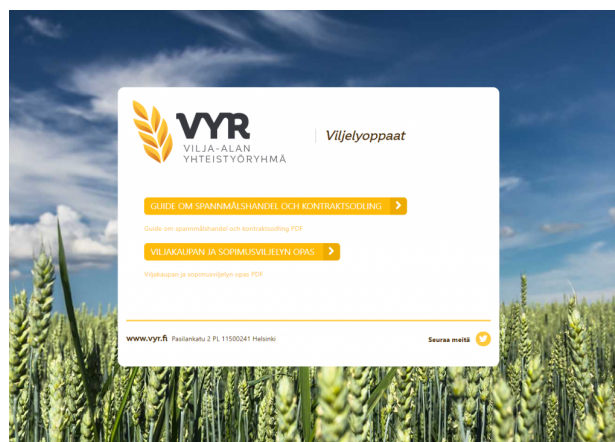
In this issue we will focus on nopea.media's features and on how it can help you create printed publications. With the WordPress compatible nopea.media plugin, it's possible to seamlessly combine publishing the same content for web and for print at once. The plugin offers an intuitive tool for drafting PDF and printed publications for different purposes. Fast and easy.

Have a look at the pages of this magazine: you can see different nopea.media features we've used, such as the option to add a background color to a page (page 3), a separate PDF file (page 16) and info boxes (Page 15), Different article main image size and styles (Pages 4, 6, 11). You can also include two articles on one page or a full-page image amongst other features. Read the article from page 12 onwards to get an understanding what can be achieved.

Page 11: Customer Magazine for Cora Refinish Oy



Page 10: New Guide Books for The Finnish Cereal Committee (VYR)



The Time for Online PDF Readers is Over

More and more magazines are going digital. Does this mean printed magazines are becoming history? What are the challenges of online PDF readers? And why is it so important to choose the right publishing software?

As a result of digitalization, it's no surprise that most magazines are going online and printed publications are becoming fewer. However, there are still readerships who prefer printed magazines, and you don't want to lose those readers either.

There are already thousands of magazines published with online PDF readers on the web. These are digital publications that have the exact same appearance and content as the paper version. The technique is used a lot for example in newspapers, periodicals and catalogs.

The usage of online PDF readers has grown, but even with years gone by, they haven't become more reader-friendly. The reading experience should be as pleasant as with a printed magazine, but it's not. An increasing number of readers are consuming media on mobile, which brings its own challenges for online PDF readers. Using online PDF readers is especially challenging in mobile devices and often impossible without a zooming tool.

In addition to that, a magazine published with an online PDF reader is an entity that can't be sectioned. This is why it's not possible to share only one article from a magazine in social media but instead you need to share the entire magazine. This means that many readers stay unreached as some of the articles won't reach their target audiences as well as they should.

Another downside of online PDF readers is that you can't count readers per article. This way you lose all the important data on which type of content interests the readers and which doesn't.

How Should you Digitalize your Printed Magazine?

In the midst of the media transformation, it's all the more important to publish for web with tools designed for that purpose and for print with software designed for that. Choosing the right channels for publishing your content is the basis for keeping the reading experience positive. [Nopea.media WordPress plugin](#) offers you a single tool for publishing in both medias.

With the nopea.media plugin articles are published online as web pages, which, compared to online PDF readers, makes the reading experience a lot more user-friendly. Online magazines published with nopea.media are uncluttered and you don't need a zoom to read the text. The articles scale automatically for different screens and thus reading is as easy on mobile as it is on desktop. Online articles use mainly one column, so you don't need to jump up and down the page to continue reading. Basically, stories published with nopea.media are standard web content.

Unlike in an online PDF reader, articles can be shared too and it is possible to keep track of their reading rate. Each article is their own web page, which means you can easily share it in e.g. social media groups with appropriate target audiences. With sharing made easy, also readers can share interesting articles to their friends, which increases your readership even more.

With the nopea.media plugin online articles turn into a printed magazine effortlessly. Once you're aware of the reading rates of your articles, choose the ones that raise the most interest and create a press-ready publication easily. In addition to adding value to your readers, a printed magazine can act as a gateway to your digital content. All you need to do to turn the online articles into a press-ready magazine, is add a cover page, a table of contents and some selections regarding layout. Working with the nopea.media plugin is as straightforward as that.

This article has been published online (<http://magazine.nopea.media>) as well as in Nopea.media's printed customer magazine (Nopea Magazine).

I hope you enjoy reading,

Jesse Kivialho

CEO, Verkkovaraani



Write Your First Engaging Content

Ever wondered how writers consistently publish engaging contents? You might even have wondered how they come up with the ideas?

Well, whether you're writing for children, students or expert readers, an engaging article must endeavour to make reading an amazing experience.

Creative and engaging content can be likened to the Maori dance, Haka. Haka

is a traditional Maori posture dance by the indigenous people of New Zealand.

It is performed by a group, with energetic movements and stamping of the feet accompanied by rhythmically shouted Maori chants. For centuries, the

Maoris have used the Haka dance to welcome prominent guests or to acknowledge great achievements, events or funerals.

The Haka is considered a dance that celebrates life, and this is precisely what

writing represents. **Writing an engaging content must have the elements of life: time, family, society, life experiences, surprise, environment and so on.**

Writing reflects life, and an engaging content must not only have a tight structure with original thinking, or have balanced arguments, it must also be interesting, spark the curiosity of the reader, make them want to continue reading and keep them absorbed.

The problem is that many assume there is no formula for writing. This assumption makes it difficult to publish consistently exciting and engaging content. On the contrary, like every other skill, writing generally has many methods, or if you like, it has many formulas.

The good news is that there are plenty of methods you can use to make your writing more engaging and exciting. So, let's look at what they are.

1. Tell a story

The Maoris tell stories through the Haka dance. The stories are symbolic, and it helps to deliver the message.

Storytelling is by far the most powerful way to engage your audience. People often don't remember facts; they remember stories, the way you make them feel with your words.

We tell stories every day to our family, friends, and colleagues. Storytelling appeals to emotion and allows the writer to relate to the audience.

Set yourself apart, and make your journal, blog or site updates more memorable using the storytelling approach.

You don't have to make up stories. Simply telling your experience or the experiences of people around can help you to connect with your audience.

2. Use Visual Content

We take photos to remember moments long after it has passed: graduation or wedding ceremony, the birth of a baby, a reunion, and so on. **Using images is one way to engage your audience and ensure that the message will be remembered for a long time.**

Writing about your experience or your company's new innovative product is great. Including pictures or illustrations of it is even better.

Inserting images to texts relieves your readers from an endless row of words, it acts like a breath of fresh air and helps to prevent the feeling of being overwhelmed by the length of the content.

3. Make your articles easy to read

The number of Tweets each minute since 2013 has increased to 58 per cent. That is more than 455,000 Tweets per minute in 2017 on Twitter.

Instagram users upload over 45 million posts every minute.

On Facebook, there are over 3 million posts per minute recorded in 2016. With more than 500,000 comments posted, and over 130,000 photos uploaded each minute.

Contents are created every second, an incredible amount of information uploaded to the web each minute competing for limited attention.

Long paragraphs that require more focus and extra effort stand no chance in this competition. **Also, chances are, if your contents are hard to read, then it will be difficult to engage your audience.** People need materials that are written in plain language and are easy to digest. Here are some pointers:

➤ **Avoid technical jargon and terms.**

- **Keep your sentences short**
- **Use checklists where necessary**
- **Pose questions to make the reader stop and think.**

Apart from the fact that the competition for attention is high online, many readers have a short attention span. **So, it is advisable to always write in more concise and enjoyable to read ways.**

4. Offer solutions

Time is of great essence and value. With so many distractions around and so many tasks to accomplish before the day runs out, the last thing your readers want is to waste their time reading a content that teaches absolutely nothing.

The Haka dance is often performed as a reminder to the Maoris of their heritage. A reminder of a small tribe that has survived for centuries by people helping each other through high and low times.

Writing an engaging content requires an element of help. Providing solutions to your audience is essential in creating a community of loyal readers.

Last, but not least, offering solutions without a Call to Action may as well be incomplete. If you manage to get your readers to take action, then you have successfully engaged them, and by doing that, you have also provided them value, which has become a rare thing these days.

A quick checklist

- **Tell a story. Connect with your audience with storytelling.**
- **Use Visual Content. Include pictures or videos to appeal to all senses**
- **Make your articles easy to read. Keep your sentences short, don't bore your readers with jargons**
- **Offer solutions. Show your readers you care and have faced similar difficulties.**

[Noepa.Media](https://en.noepa.media) offers you a one-stop web solution that helps deliver engaging content to your audience.



Publishing a Customer Magazine – How has the Process Changed?

The process of publishing a customer magazine can be time-consuming and costly without always generating the profit you're looking for. There must be a way to modernize it and make it more cost-efficient.

The process of publishing a magazine has gone through several changes over the years with the whole media industry trying to find its shape in the era of digitalization. More changes are yet to come. How has the publishing process changed so far and what will the future look like?

Traditional Publishing Process of a Printed Customer Magazine

Initially, as the customer magazines have all been printed publications, the publishing process has consisted of four main stages: content production and editing, layout design, press, and distribution. In all the four stages, the executing organization has often been different. Producing the content and edi-

ting the articles has in most cases been done by the publishing company itself, but layout designing as well as the actual printing and distribution have mostly been bought from another service provider.

The publication process has typically been scheduled with the desired distribution time in mind. This has been the case especially with a customer magazine, which by nature is due to be published periodically.

- First, you have determined the date by which you wish the magazine to be delivered to the customer.
- From that day backwards you have set a date with the distribution operators as to when they need to have the magazines, to get them to the customers in time.
- From that date set by the distribution operator, you would have counted a time frame for the pressing and post-processing of the magazine to determine when the material needs to be ready from layout designing.

The timetable for content production, editing and layout design

ning can vary a lot depending on the content itself and on how much it needs time in order to be presentable. Are there for example many images requiring editing or different types of elements needing adjustment in layout design?

In order for this type of publishing process of a customer magazine to be cost-efficient, the circulation needs to be large. Although publishing a single issue in numerous copies would decrease its cost to reasonable, the total cost of publishing will still be significant if the magazine is published say monthly.

Looking for New Ways of Publishing a Magazine

The trend has been for many organizations to look for new ways of publishing their customer magazine in order to be a part of the modern-day media, gain more coverage and achieve cost-efficiency.

A typical interphase method many organizations today are using is the following: instead of publishing their customer magazine only in print, they publish it also online (sometimes behind login walls). For many, though, this type of online magazine is published only in a PDF format. The PDF magazine is a lookalike of the publication that has been sent to print.

With this type of publishing process, you still need to go through all the above mentioned stages of publishing for print. In addition to that, you need a platform for publishing the PDF magazine online. Often times this platform can be found from the organizations own website, which in itself doesn't add costs, but it does require a few new stages and some resources and skills to actually publish the magazine online.

The savings as a whole with this type of publishing process won't be substantial either, unless publishing the magazine in PDF means you reduce the circulation or publishing frequency of the printed magazine.

And while the identical PDF version of a customer magazine can be handy and a step towards multichannel publishing, it's still not the ideal option. A PDF magazine can't be navigated, shared or read as smoothly as an online magazine in the form of a website.

Towards a Multichannel Customer Magazine

The next step towards a genuinely multichannel customer magazine is serving articles in both medias – online and print – in a way best suitable for each. Reading an identical PDF

magazine online isn't as reader-friendly as it should be. Reading articles or posts on a website, on the other hand, with a font size you can read without zooming and a fully responsive layout design, makes the reading experience a lot better. Adding features enabled by a website like navigation menus and search functionalities, means the reader can find what they're looking for more easily, and the publisher can link between articles or share an individual article in social media, for example.

With the [nopea.media plugin](#), you can write posts to your WordPress site as you would, and utilize those articles in creating a printed customer magazine. The online world often requires more frequent publishing, which you can achieve by blogging or writing articles to your online magazine on a regular basis. Publish as you go, without having to wait for a certain number of pages to be together before publishing, as you would in a printed magazine.

Creating a printed customer magazine for your selected audience, means you choose any articles from your website you deem suitable (or add new content if desired), and compile a printed customer magazine out of those. By doing your layout designing with the nopea.media plugin, you don't need to buy the services of a layout design artist, and can save time and money on that. There's no need to draft content twice either, as you can use the same articles you've published online.

Thinking of Both Online and Print Audiences

In a genuinely multichannel publishing of a customer magazine, instead of thinking "print first", it's better to take both online and print audiences into consideration and publish in both medias in a way that makes the reader experience optimal in each. Create interesting quality content with the publication frequency expected of each media and take use of features enabled by both channels, such as search functionalities and navigation on the web and presentable layout and targeted delivery in print.

By reviewing your current publishing process and making adjustments to best reach and please your readers in all medias, you can save effort, gain new readers and make the whole process more cost-efficient.

It's safe to say, that the publishing process of a customer magazine has moved from a one-dimensional project towards an agile model, where you can easily try out different ways of publishing. If one way of looking at it doesn't work, try a new one to find the best solution for your organization to deliver content that keeps your audiences intrigued and engaged.

Why nopea.media?

Make Printed Publications from your Website Easily

With the [nopea.media plugin](#), you can **compose a printed publication easily from your WordPress blog posts** or other website content. Create a presentable brochure for fairs, expertise enhancing guidebook or an extensive magazine for members, clients or other stakeholders. Fast and easy!



Reach Traditional Readers Cost-Efficiently

Although web publishing has become more and more popular, there are still readers that are easier to reach with a printed publication. **Create a targeted press ready publication cost-efficiently** with the help of nopea.media plugin and reach the readers you won't gain on the web.



Produce Press Ready Content Effortlessly

Now, **creating content for print is as easy as creating content for the web**. Nopea.media makes it effortless to create a press ready publication where you can use e.g. full page images, multiple columns, info boxes and many other layout features. You can use same content for several different publications, or add content not published on the web as well.



No Need for Desktop Publishing Software

With nopea.media, you can **do all layout designing easily with WordPress**, using the intuitive Gutenberg content editor. Nopea.media does to InDesign what WordPress has done to website coding – anyone can create an impressive publication without the contribution of a professional desktop publishing designer.



Features

Customize your Printed Content

Want to create added value for your clients? Providing them with a presentable magazine or brochure with the exact content they are looking for does just that. With nopea.media, tailoring your publications for different needs is easy and straightforward. No need to write and edit content twice or use of a separate desktop publishing software.

Layout and Design

To turn your content into a press ready publication, just use PDF Blocks that come with the nopea.media plugin. Divide content into columns, add headings, images, text styling, tables, charts, info boxes or column & page breaks. Determine margins as well as main image and header sizes and placements to

achieve the desired look. There's even a tool for creating and editing the table of contents.

From Articles to Publication

Creating a publication with the nopea.media plugin means you compile articles of your choice from your WordPress site, drag-and-drop them to your desired order, determine layout functionalities and voilà – it's ready for publishing. If you have advertisers, you can also include their ads as PDF-pages made with desktop publishing software if needed.

For Web and Print at Once

Once you've installed nopea.media plugin on your WordPress site, use it at any time in the text editor. Produce content for

web as you would and publish it on your site. Use the same articles for print and save a lot of time and effort. Creating printed publications has never been so simple and cost-efficient.

Preview as you go to make sure your publication turns out just the way you want it. Any content you create with the nopea.media plugin generates a PDF automatically. Send your PDF publications to press, share them online or by email or print them yourself.

Preview and Share Publications

Pricing

WEB: Publications for Web

- › Create PDF publication from WordPress posts and pages
- › Size: A5
- › Share PDF by email
- › Share PDF online
- › Print PDF with home printer
- › Coming soon: Ask for price and more information

COMING SOON

BROCHURE: Press Ready Brochure

- › Create press ready brochures from Wordpress posts and pages
- › Size: A5
- › User support
- › Share PDF by email
- › Share PDF online
- › Print PDF with home printer
- › 1 press ready brochure / year
- › Coming soon: Ask for price and more information

COMING SOON

REPORT: Press Ready Reports and Guidebooks

- › Compile press ready reports from WordPress posts and pages
- › Size: A5 and A4
- › Premium user support
- › Share PDF by email
- › Share PDF online
- › Print PDF with home printer
- › Combine posts and pages into publications
- › 2 press ready reports / year
- › 100€/month or 999€/year (+VAT)

MAGAZINE: Regularly Published Magazines

- › Regularly publish press ready magazines from your website
- › Size A5 and A4
- › Premium user support
- › Share PDF by email
- › Share PDF online
- › Print PDF with home printer
- › Combine posts and pages into publications
- › 4 press ready magazine / year
- › 200 € / month or 1999 € / year (VAT 0 %) (ask for more)

ASK FOR ONLINE MAGAZINE MAINTENANCE AS WELL, STARTING FROM 50 €/MONTH (VAT 0 %)

myynti@verkkovaraani.fi / +358 50 461 2346

nopea.media

New Guide Books for The Finnish Cereal Committee (VYR)

With our WordPress compatible [nopea.media plugin](#) we renewed the Cultivation Guide Books for our client The Finnish Cereal Committee (VYR). The guide books are published both online and in print, in Finnish and in Swedish.

The purpose of the guide is to provide information on the cereal market and on contracts generally used in the trade. The guides are targeted especially for the producers of cereal and oilseed plants. With a representable and easy-to-read guide VYR can gain coverage and strengthen its status as an expert in the trade as well as get substantial savings not having to produce the guide separately for web and print.

Preview your Printed Guide as you Go

Any changes made for print can be previewed in real-time as you're drafting your content. You can, for example, see how the text would look in multiple columns: would three columns look better than one or two? You can make any changes you wish for the print without it affecting the online appearance of the same articles. To turn articles into a publication, add a cover page, table of contents, margins and footers to begin with.

The PDF version includes all features required for making the publication press ready.

- Bleeds
- Press Quality Images

The nopea.media plugin works in WordPress 5.0 Gutenberg content editor utilizing its block features. The plugin comes with PDF blocks where you can add text, images, headings and other content as you normally would with the text editor. A PDF is generated automatically from the content you've produced. With nopea.media you only need to draft content once to publish it online and make it press ready. The PDF file includes bleeds, CMYK colours and other settings required for sending the publication for print.



- CMYK Colors

Fully Responsive Online Guide – User-Friendly also on Mobile Devices

The online guide is easy to navigate and offers a pleasant reading experience with search functionalities and logical structure. The reader can search for any details they're looking for in the articles or move between articles with the arrows at the beginning and end of each page.

Dynamic graphs make the guide visually appealing and interesting. Hovering your mouse over the graphs gives readers further details on values of each indicator. Being responsive, the guide is also easy to read and navigate in mobile.

With the nopea.media plugin creating and publishing content



is easy. To publish both online and in print, means you produce the content only once and then determine your desired functionalities for print. This way your content will be user-friendly and look good in both medias.

[Take a look at VYR's online guide or download the PDF version to see how it looks.](#)

If this raised your interest in the nopea.media plugin, [contact us](#) for any further details and we'll be happy to tell you more!



Customer Magazine – Cora Refinish Oy

With our WordPress compatible nopea.media plugin, we created a customer magazine for our client Cora Refinish Oy. The magazine is published both online and in print using the same content, which makes the process fast and easy.

Cora's goal was to simplify the process of publishing their customer magazine to make it as effortless as possible. With the help of nopea.media plugin, reaching that goal is easy. Our solution also means Cora saves substantial amounts of time and money owing to the following:

- › they only need one creative process
- › they can do all layout designing themselves without the need for a separate desktop publishing software (such as InDesign) or the help of a professional layout artist.

What's most important however, is that with the nopea.media plugin Cora can reach their clients, as earlier, at shared spaces such as reception areas with the printed magazine, but also grow their audience online. On top of that, all online visits to the magazine can be measured and analyzed.

With the nopea.media publishing system also older articles can be found easily online. In other words, it's easy to link similar articles or related tips to your new article.

Ways you can benefit from Nopea.media's services:

- › **Cost Savings:** creating content at once for web and print means you don't have to go through two different design processes
- › **Simplified publishing process:** no need for a separate desktop publishing software or the help of a professional layout artist
- › **Better coverage:** gain readers both online and in print. Articles published online are easy to share individually in e.g. social media instead of sharing an entire pdf magazine
- › **Targeted content:** choose which content you publish online and which content you send for press
- › **Better measuring:** follow statistics for each article to find out what interests the readers most

[Take a look at Cora's online customer magazine](#)

If you're interested in Nopea.media's services, [contact us](#) for any details and we'll be happy to tell you more!

How To Convert Blog Posts Into Print-Ready PDF Files

Once you've installed nopea.media's [Print PDF Generator and Publisher plugin](#) on your WordPress site, you can use it at any time in your text editor. The plugin comes with a **PDF options control panel** as well as specially designed **PDF blocks** that help you place your content into columns, add space, use info boxes or make column or page breaks. What's worth noticing, is that making adjustments to your print article won't affect the layout of the online article. You can preview both versions as you go by clicking "View PDF" (for print) and "Preview" (for web).

PDF Blocks

The [Print PDF Generator and Publisher plugin](#) comes with 15 PDF Blocks that all have specific features helping you achieve the desired look for your print-ready PDF publication. You can get by with using just a few but can easily make variations to the layout by using several. Next, we'll go through the functionalities of each block.

PDF Columns: Content field you can divide into 1 to 3 columns

PDF Columns Image: Content field you can divide into 2 to 3 columns and add an image to the right upper corner

- With three columns, the image will be two columns wide. With two columns, the image will be one column wide
- Image size adjustable

PDF Image & Content: Block allowing you to place image and text side-by-side or one below another

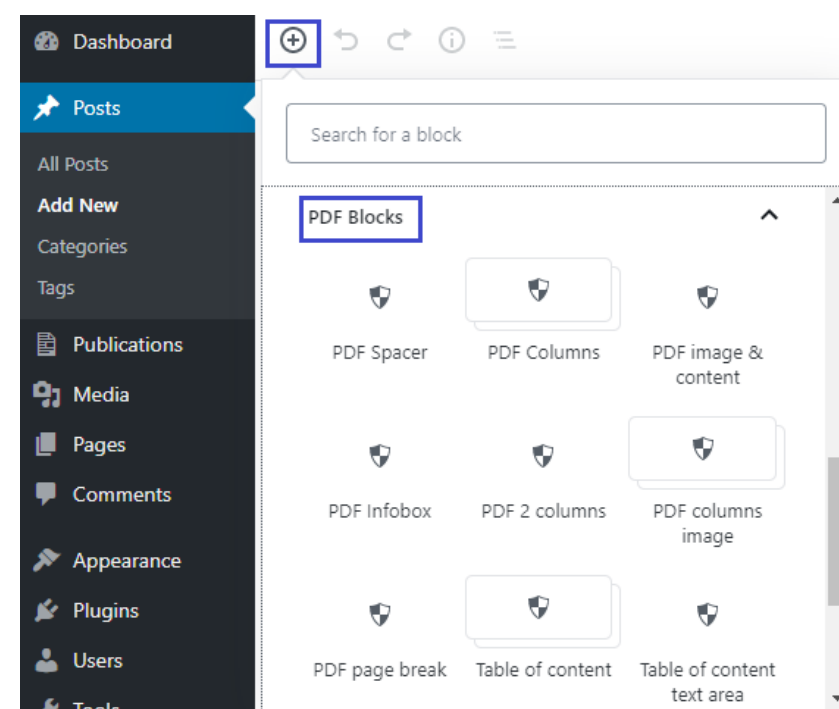
- Place image: right, left or on top
- Image size adjustable

PDF Info box: Content field with adjustable background color and border

- Style and size adjustable

PDF Spacer: Adds empty space in between blocks with adjustable height

PDF 2 Columns: Two separate content



fields that go side-by-side and both have one column

- Column width adjustable

PDF Column Break: pushes column content to next column

- Available in multiple column blocks ("PDF Columns" and "PDF Columns Image")

PDF Page break: Pushes content to next page

Table of content, Listing container and Listing item + Table of content text area: Create your table of contents

Find All Blocks From The "PDF Blocks" Category

Start writing your blog post or page in the WordPress Gutenberg text editor as you normally would, by adding the heading to where it says "Add title". To make the content optimized for print / PDF, use the **PDF blocks**. Look for blocks by clicking the plus marks at the top-left corner or on the content area.

with these blocks

- Add first the table of content block, inside that a listing container and inside that individual rows i.e. listing items
- Use Table of content text area is you want to include other content (text or images) to the page

Fixed block: Allows you to make a fixed header or footer to a page (with background color)

PDF Title: Titles with adjustable font size and background color. Use especially for cover pages

Web Block: Use to show content only online (i.e. hide it from PDF)

Handling the Content in Blocks

In the WordPress Gutenberg text editor, each content, such as headings, text chapters and images are inside their own blocks. You can drag-and-drop blocks or relocate them by clicking the arrows on the side of each block. This makes layout designing intuitive and straightforward.

PDF Columns with headings and paragraphs inside

For Web and Print at Once

Once you've installed nopea.media plugin on your WordPress site, use it at any time in the text editor. Produce content for web as you would and publish it on your site. Use the same articles for print and save a lot of time and effort. Creating printed publications has never been so simple and cost-efficient.

Preview and Share Publications

Preview as you go to make sure your publication turns out just the way you want it. Any content you create with the nopea.media plugin generates a PDF automatically. Send your PDF publications to press, share them online or by email or print them yourself.

PDF Spacer

PDF 2 Columns

WEB: Publications for Web

- Create PDF publication from WordPress posts and pages
- Size: A5
- Share PDF by email
- Share PDF online
- Print PDF with home printer
- Coming soon: Ask for price and more information

BROCHURE: Press Ready Brochure

- Create press ready brochures from Wordpress posts and pages
- Size: A5
- User support
- Share PDF by email
- Share PDF online

Looking at Block Navigation you can see all the blocks you've added, their structure and order. You can also go to your desired block by clicking it in the navigation.

It's possible to place blocks inside one another. In the screenshot below, for example, there are headings, lists and paragraphs inside the columns of the PDF 2 Columns block.

Block Navigation

PDF 2 columns

Nopea column

- Heading
- List
- Paragraph

Nopea column

- Heading
- List
- Paragraph

Publications for Web

PDF publication from WordPress posts and pages

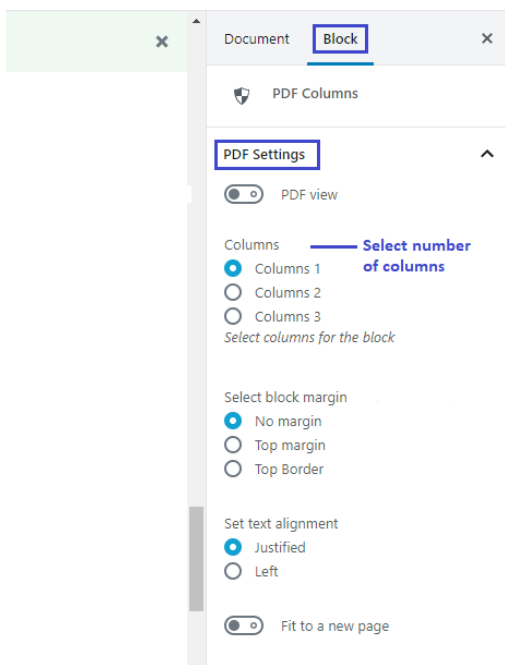
- Share PDF by email
- Share PDF online
- Print PDF with home printer
- Coming soon: Ask for price and more information

COMING SOON

BROCHURE: Press Ready Brochure

- Create press ready brochures from Wordpress posts and pages
- Size: A5
- User support
- Share PDF by email
- Share PDF online
- Print PDF with home printer
- 1 press ready brochure / year
- Coming soon: Ask for price and more information

COMING SOON



By selecting a certain block, you can adjust its settings. The Block settings will appear on the right hand settings panel.

The example image presents settings for the block "PDF Columns". You can adjust e.g. the number of columns, their margin and text alignment or fit content to a new page.

In PDF Image & Content blocks, you can adjust image position and content width to determine the image to text ratio on page width. In what you're reading right now, we've used the block PDF Image & Content, with image positioned left and the text content being of value 4 (width).

Note! The PDF block adjustments will only be visible in the print-ready PDF, not online.

Adjusting the PDF File Settings

Along with the PDF Blocks, a **Nopea.media menu** will appear on your WordPress text editor once you've activated the plugin.

From this menu on the top-right corner, you are able to generate the print-ready PDF as well as adjust its settings to your liking. It's here that you can also choose to add the article to a publication. These settings won't affect the article's online appearance.

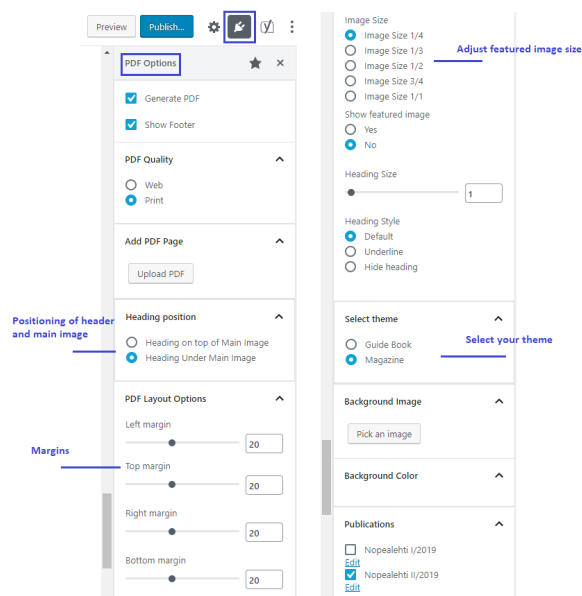
You won't need to adjust all settings – to convert your blog post into PDF, the main thing is that you select:

- "Generate PDF" (in order to generate the PDF)
- The PDF quality of your choice (print quality available in subscriptions [Pro 2](#) and [Pro 4](#))
- Heading position (on top of or under main image)
- Layout theme ("Guide Book", "Magazine" or "Accessible")

In addition to that, you can choose to adjust e.g. the PDF's margins, size of featured image or add a background image to the page. You can also [upload a separate PDF](#) such as a cover page or an ad to add to the publication.

Settings In Detail

At the top of the PDF Options is the **"Generate PDF"** tick-box where you can choose to automatically generate a print-ready PDF from your content. A PDF is generated every time you click "Save draft" or "Update".



"Show Footer" means a footer you've defined in the publication's settings, will appear on this article. The footer can contain text and a page number. It will only show when you're creating a publication, not when previewing one article.

By selecting the **PDF Quality**, you determine whether the PDF will be shared only online (Web) or if it will be sent to print (Print). Selecting "Print" means the article will be print-ready: images in PDF will be full-size and the document will include bleeds and crop marks. Selecting "Web" means the images will be smaller and the file won't include bleeds. Due to its smaller file size, "Web" quality is better suited for sharing the PDF

online or by email, or when printing it yourself. **Note!** Only web quality is included in [Free](#) and [Basic](#) versions of the plugin. If you wish to send your publications to professional printing, we recommend subscriptions [Pro 2](#) or [Pro 4](#).

From **"Add PDF Page"** you can add a separate PDF page as part of your publication (e.g. cover page or a full-page ad). See our article on [how to add a PDF file to the publication](#).

From **"Heading Position"**, you can choose whether to place the main heading on top of main image or under main image. By selecting "on top of main image", the main image will be on the background of the heading and the heading will also have a background color. If you don't have a featured image or choose not to show it in print, the heading will get a background color with the selection "on top of main image".

Adjust page margins if need be from the **"PDF Layout Options"**.

From **"Image Size"** you can choose the size of featured image in relation to the page size. Options are for the image to fill a quarter, a third, half, two thirds or three quarters of the page. From **"Show Featured Image"**, choose whether or not to show

the featured image at all.

From **Heading Size** and **Heading Style**, adjust the size and style of your main heading. You can choose to hide the heading entirely or to underline it. For these selections, choose heading position "under main image".

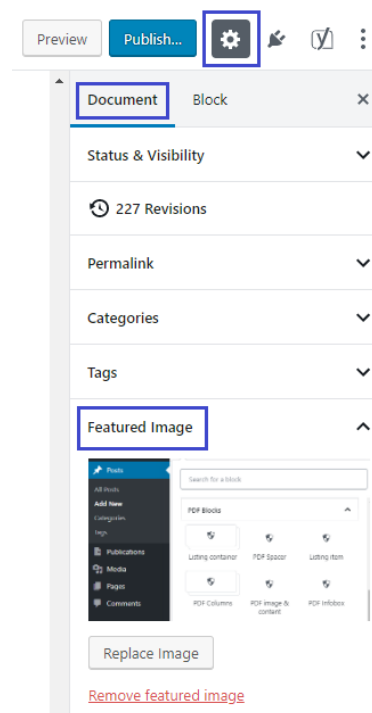
Selecting the theme is important for your articles to look cohesive in the publication. The themes are preset entities that determine e.g. the colors, fonts and font sizes of headings and paragraphs. It's advisable to use the same theme throughout the publication. With the Free version of the plugin, you can use the theme "Magazine". Other subscriptions have all three themes available. For a fully tailored service, we can create a fully customized theme.

From **"Background Image"**, add a background image to the page if you like.

From "Publications", select which publication you want to add the article to. If you haven't [created a publication yet](#), you can do so on the left-hand **Publications menu**. The plugin's Free version doesn't support publications. With all other subscriptions you can create up to four annual publications.

Adding a Featured Image

Add your featured image to the article in the WordPress document settings panel. This will be your article's main image online and by default in the PDF too. If you wish not to show the image on the printed article, adjust settings in the PDF Options panel by selecting "Show featured image --> No". For the PDF you can also determine where to show the image: under heading or on top of heading.



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