

PLANNING SYSTEM IMPLEMENTATION & TRAINING

New Systems for Leading Regional Newspaper and Magazine Group

Working in partnership with Media Systems Ltd Headline embarked on a challenging project of implementing and training a new advertising, planning and production system into Archant Regional and Archant Life.

The newspaper division Archant Regional produces four daily regional titles and more than eighty five weekly titles. Archant Life, one of the three magazine divisions, produces thirty monthly, quarterly and yearly magazines.

The first to pilot the new system was Devon Life Magazines based in Totnes and Dorset. The second pilot was for the London Division.

As well as implementing new systems, Archant Regional also used the opportunity to centralise the planning and production for all their London Titles at their new premises in Ilford.

System Specification

Headline were responsible for the installation, configuration and training of the new Planning system for both the newspaper division and the magazine division.

Industry Experience

Media Systems Ltd and Archant chose Headline to work with them on this challenging project due to our extensive magazine and newspaper experience and our knowledge of MediaPlanner, the chosen planning system. Working closely alongside MSL and Archant we provided resource for system configuration, courseware design, training and hand-holding.

Life Magazines

Devon Life magazines, produce seven monthly and quarterly magazines from their premises in Totnes and Dorset.

Both centres had no existing electronic booking system with final pages being produced out of standard QuarkXPress. The imminent arrival of a new system was both exciting and terrifying, with many users new to using a computer.

Headline reviewed the existing workflow within the magazine and recommended new workflow procedures. We worked closely with the Production Director and Publishing Director to prepare users for training and the arrival of the new system, configured MediaPlanner to suit the magazines being produced, provided user documentation for MediaPlanner, conducted Administrator and user training on MediaPlanner and the MediaPlanner XTension and provided hand-holding support during go-live.

Archant London

Archant London were replacing a number of existing systems and at the same time centralising the planning and production for all their London newspaper titles.

Working closely with the Planning Manager and Production Supervisor Headline assisted in the configuration and implementation of MediaPlanner. We also conducted administrator and user-level training for the new planning team, many of whom had no previous planning experience and provided support during the go-live.

Go Live

Life Magazines in Totnes and Dorset went live in May 2005 with the London titles hot on their heels in July 2005. Success!



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