



To increase premium content sales and print circulation, ChicagoBusiness.com launched 20 special interest vertical portals, or “vortals”, to help customers quickly find news and related information for a personalized user experience.

Challenge

ChicagoBusiness.com offers comprehensive business information drawn from numerous sources, including reporting staff, a list division, the weekly Crain’s Chicago Business and syndicated company data. However, customers could not quickly access the vast resources available.

Response

ePublishing consulted with ChicagoBusiness.com to introduce an enterprise publishing solution to create “vortals” – site content organized to meet the needs of vertical market segments.

ePublishing provided ChicagoBusiness.com’s editorial department with easy-to-use tools for posting and organizing content. ChicagoBusiness.com allows users to track industry and company news, and search Archives, Lists and Directories by Industry and Company. Related content items, along with relevant business resources, are automatically posted alongside active content.

Result

ChicagoBusiness.com is positioned as a “must have” business resource for decision makers. Subscribers can easily locate just the news they need about companies and people they are tracking in diverse industries such as financial services, health care, and real estate.

And return on investment? ChicagoBusiness.com developed revenue streams from paid content, archives and directories to balance subscription, ad and sponsorship sales.

Major Features

- Trial Subscription Offers for Online Access
- Taxonomy-Driven Related Content
- Circulation Integration
- Content Management
- Online Print Issue
- Breaking News & Features
- Interactive Events Calendar
- Lists & Directories
- Web Site Analytics
- Custom E-mail Alerts
- E-mail Newsletters
- Persistent Toolbar for Linked Content

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