



Tomato Media, a Conde Nast company, employed an online community for epicureans based on a popular magazine. The site includes community features such as user comments and a searchable XML content repository.

Challenge

GardenPLATE's strategy is to build print circulation and extend its brand online by engaging a community of restaurant and cooking enthusiasts.

Entertaining and informative, the magazine takes an irreverent look at the cuttingboard edge of food and drink in New Jersey. Online content complements the print magazine, and encourages visitors to subscribe.

Tomato Media needed a simple, affordable content management system that nontechnical staff could use with minimum training. Making all content searchable was another important goal.

Response

Tomato Media worked with ePublishing to develop the site, incorporating ePublishing's user-friendly content and site management tools. A built-in directory tool allows editorial staff to manage extensive directories and listings as frequently as needed. At the heart of the site is a searchable XML content repository. GardenPLATE.com editors use ePublishing's taxonomy tools to organize content items with associated keywords in a logical directory structure.

Tomato Media used ePublishing's search engine optimization services to make the new site visible to search engines. GardenPLATE.com's opt-in e-newsletter also contributes to site traffic and circulation growth. All functionality is managed through ePublishing's integrated tools dashboard.

Result

Subscribers can search, read and comment on an events calendar, articles, restaurant and product reviews and recipes, presented with relevant content and advertising. Every article includes a reader comment box to encourage reader engagement and audience-generated content. Readers are invited to submit calendar events and recipes, and can advertise their event or venue to add a reader-driven flavor to site content.

Major Features

- Content Management
- Advanced Search
- XML Content Repository
- Interactive Events Calendar
- E-newsletters
- Lists & Directories
- Ad Serving
- Reader Polls & Surveys
- Circulation Integration