

# Aysling Digital Media Solutions develops print and tablet app strategy with The Ann magazine

July 27, 2012

Ann Arbor, Mich. ([RPRN](#))

07/27/12 —



--[The Ann](#) magazine and [Aysling Digital Media Solutions](#) today announced a unique publishing partnership where The Ann staff – with its vast knowledge of print publishing – and the Aysling staff – with its expertise in digital media

– are collaborating to publish both a print and iPad/Tablet monthly local news magazine.

First published in October 2010, the idea for The Ann magazine came into focus in 2009 when Kyle Poplin – formerly executive editor of Bluffton Today newspaper – studied journalism startups around the country as part of the Knight-Wallace Fellowship, a program for mid-career journalists and their spouses at the University of Michigan. Other partners in the magazine are Myra Poplin, Kyle’s wife, and Jim McBee, an award-winning copy editor, page designer and online editor who has worked in journalism for more than 20 years.

Aysling Digital Media Solutions, a digital publishing solutions company with an international clientele of magazine, newspaper and corporate publishers,

engages in this partnership as a collaborative work environment in order to gain greater experience and knowledge in day-to-day magazine production.

“We’ve known since we started that we wanted to expand from print to digital, and have been seeking the perfect partner. We’ve found that partner in Aysling,” said Kyle Poplin, publisher of The Ann. “Aysling has a proven track record in the digital realm. Their experience and support will help us bring our exceptional local content to more readers and better serve our advertisers. We look forward to doing some truly innovative and interesting things.”

“As Aysling’s client list of regional, national and international publishers continues to grow, we wanted to create a true production environment that will enable us to authenticate and test software products as the digital publishing industry continues to expand,” states Patrick Becker, president of Aysling Digital Media Solutions. “This partnership will allow The Ann to be our laboratory, our training ground and our best source to illustrate, reference and show-case the scope of work our teams deliver.”



### **About The Ann magazine**

The Ann is a local news magazine, financed primarily through advertising sales, featuring quality journalism, opinion and outstanding photography.

### **About Aysling Digital Media Solutions**

Aysling Digital Media Solutions is uniquely positioned as both a WoodWing Gold Authorized Solution Partner and Adobe Partner. Aysling provides both digital publishing software solutions and digital media production services for publishers, corporations and agencies that require a robust, feature-rich cross platform digital media distribution channel for exceptional content delivery to Print, Web, iPad, tablets and the mobile markets.

## Press contacts

### The Ann magazine

Kyle Poplin, Publisher

T: 734-369-4239

E: [kylepoplin@theannmagazine.com](mailto:kylepoplin@theannmagazine.com)

### Aysling Digital Media Solutions

Don Rau, Director of Marketing

P: +1-888-702-0082

E: [marketing@aysling.com](mailto:marketing@aysling.com)

**Media Contact Name:** Don Rau

**Media E-mail:** [marketing@aysling.com](mailto:marketing@aysling.com)

**Media Phone:** 888-702-0082

**Media Web Address:** [www.aysling.com](http://www.aysling.com)

**Company Contact Name:** Don Rau

**Company E-mail:** [marketing@aysling.com](mailto:marketing@aysling.com)

**Company Phone:** 888-702-0082

**Company Web Address:** [www.aysling.com](http://www.aysling.com)

### About the author:

<http://aysling.com/>

Digital Media Solutions

---

Filed Under: [BREAKING NEWS](#), [BUSINESS NEWS](#), [PRESS RELEASE](#),  
[Publishing](#)

RUSH PR NEWS newswire and press release services at [rushprnews.com](http://rushprnews.com/) /  
Anne Howard [annehowardpublicist.com](http://annehowardpublicist.com)

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.