

## Premiere – a hectic process

WeAllEdit saves time for Blockbuster and Chili Group

### About Premiere

Premiere is a magazine featuring news about the latest DVDs and games on the market. The magazine is published by Blockbuster in collaboration with the publisher Chili Group and has a circulation of 120,000 and a readership of over 150,000. The magazine, which is published every two months, features ads and editorial articles.

### The challenge

Premiere provides information on the latest films and games in an industry where final details only become available at the last minute. Shortly before each deadline, the company knows which games and films will be featured in the magazine and this makes the publishing process incredibly intense.

The work of publishing Premiere is handled by an editor, a graphic designer and a project manager, who typically carry out three to five proofing rounds on each magazine.

Previously the proofing process was carried out using traditional printed sheets that were sent back and forth between the various parties. However, six months ago the Chili Group decided to work with WeAllEdit, a tool that has considerably eased the job of proofing. Below, each of the three describes their experience of working with WeAllEdit.

### The graphic designer

"WeAllEdit has made my job so much easier. Before, we printed and sent proofing sheets back and forth and I had to implement the others' corrections. Now they carry out their own proofing and are responsible for making sure this is done correctly. All I have to do is open a "change report" (overview of implemented changes) and a "graphic report" (overview of comments about the graphics) and adjust text boxes and various other things that need modifying.

I would say that my workload has been halved thanks to WeAllEdit. We have roughly the same number of proofing rounds as before because premiere dates and age limits are changed at the last minute. But the process itself is far more efficient now.

I have only praise for WeAllEdit. I find it an incredibly user-friendly work tool and getting started was really easy. The biggest challenge is that I only get to work with the system every two months, but the people behind WeAllEdit are really helpful and have given me fantastic service whenever I have called with questions.

WeAllEdit is quite simply marvellous!"

Kristine Nørhave, graphic designer at Chili Group

### The editor

"The process of publishing Premiere is very intense for the simple reason that everything has to be done so quickly. This is why it is so important we work efficiently.

There are a lot of unknowns when I send my first draft to the graphic designer because typically we lack both copy and pictures. I am only involved in the first round of proofing, which Susan and I more or less carry out simultaneously. As soon as I have approved a section, I send a message to Susan, who then takes over. This is feasible because everything is done online.

For me, the greatest advantage of using WeAllEdit is that I know my changes will be implemented exactly the way I want. Regardless of how extensive or how strange my corrections, I know I can forget all about misinterpretations – because I carried out the changes immediately, myself. This gives a greater degree of security.

The fact that WeAllEdit is so intuitive is a clear advantage of the system. Getting started was very easy, and despite a two-month wait between each publication, I have no trouble remembering what to do. I sense the system can do a lot more than I use it for but that never clouds the issue."

Casper Christensen, freelance editor at Premiere



### The project manager

"I will certainly recommend WeAllEdit to others. It eases the work of proofing and does away with the need to write yellow notes in PDF files. This is especially important with such a big magazine as ours. The system saves you having to explain your corrections in a note and then having to send e-mails back and forth. It also saves time and the risk of endless misunderstandings, an important consideration when you need to keep production time to a minimum.

I became the Premiere project manager six months ago and at the time was given a brief introduction to WeAllEdit. Getting started was easy because the system is extremely intuitive and logically structured. I am very impressed!

I always read corrections directly online. It can be a little tiring to read so much text on the screen but it allows me to make my corrections directly in the proofing process. And you can always print a PDF file if you prefer."

Susan Steengaard, project manager at Blockbuster