impulse, Deutschland

Facts and Figures

Based in Hamburg, impulse is published monthly and read by about 126,000 decision-makers. The magazine stands for objective quality journalism and has been awarded many prizes. It appeals to small and mid-size entrepreneurs.

First published in 1980, the magazine was owned for many years by the Hamburg publisher, Gruner + Jahr. In 2013, longtime Editor-in-Chief, Dr. Nikolaus Förster took over the company and founded Impulse Medien GmbH. The company has around 40 employees.

The philosophy of the Hamburg magazine, impulse, is unambiguous. impulse stands for uncompromising quality journalism based on sound research, objectivity, a dedicated editorial staff and content that is worth the price. Once the right editorial system is in place, nothing can stop this leading magazine for entrepreneurs from succeeding. That's why impulse uses ppi Media and Digital Collections' Content-X.

A new publisher and a new editorial solution

January 2013 brought about a big change for impulse. Dr. Nikolaus Förster, who served as Editor-in-Chief for years, took over the reins from Gruner + Jahr as part of a management buy-out. A month later, the management made an additional change and decided to bring in a new editorial solution that could be accessed from anywhere, was inexpensive, and offered a range of functions. But, more than anything, it needed to be implemented as quickly as possible. To meet these sophisticated requirements, impulse chose ppi Media and Digital Collections' solution, Content-X.

A time of new challenges

In January 2013 impulse faced a number of new challenges. The employees didn't just pack their bags and move into a new publishing house but at the same time introduced their new editorial system, Content-X – during current production. Every workflow, master page and library had to be adapted. "This situation is something special. Reorganizing in the middle of the ongoing editorial process means a great deal of work and a lot of pressure. All the more so because we have always customized our layout. There were some growing pains during the time just after the new editorial system was introduced simply because there was little time to set up and fine tune the system. It was great that we succeeded and that the first edition of impulse after the management buy-out hit the newsstands on time! And that is what counts," says editor in chief, Eva Weikert. In the meantime, production with Content-X is running smoothly.

Inspiration and additional benefits

Impulse Medien GmbH demonstrates time and again the direction that modern media companies are heading in. You can find impulse in print, as an app, as well as in blog and social media. The magazine for entrepreneurs presents flagship projects and analyzes ideas and strategies of successful entrepreneurs. It focuses on the areas of Management, Law, Taxes and Finance presented as stories, tips and graphics. "The entrepreneur who reads impulse saves time and money," explains the Publishing Director Ole Jendis. And thanks to Content-X, impulse saves time and money as well.

This editorial solution combines the digital asset management system, DC-X, with the layout tool, InDesign. Editors write copy and place photos and graphics in DC-X where the plug-in, Content-Link, makes them available for layout in InDesign. This is how the magazine gets its look. Which article is placed on which page is clearly displayed in the integrated CX planner.

Stories from around the world

Content-X is web-based. The impulse team works exclusively in the cloud and can import copy, images and entire stories into the system from all over the world. The only thing they need is access to the internet. "This makes it much easier to work with colleagues outside of Hamburg. For example, it is now no problem for us as a magazine based in Hamburg to have a story produced by a colleague sitting in Southern Germany," says Eva Weikert. Once the content has entered the system, it is never lost and can be used for other publications or for archive research. "The archive function is particularly valuable and unbelievably practical. Especially our photo editors really appreciate it," says Eva Weikert.

Content-X to create brochures

Being able to easily re-use content is also advantageous for impulse because in addition to their regular monthly magazine publication, they produce other titles as well. One of them is their annual publication, impulse kompakt, which is a collection of the year's most important stories. The team also uses the editorial solution to produce all their inserts, brochures and smaller newspapers.

Where do we go from here?

Impulse Medien GmbH has a lot of plans for the following years. "impulse sees itself as a network for movers and shakers, entrepreneurs who are developing new ideas and creating value. Our objective content is available across all forms of media, from the magazine via network meetings to seminars at our academy. Transferring the challenges of digitalization to all areas of the company is our challenge for the coming years – and never losing sight of our main objective: exciting our members and providing them with the right impulses," says Ole Jendis. And if that is the objective, what could be more obvious than making no compromises in the company's system landscape? When it comes to an editorial system, no one should settle for anything less than the optimal solution. impulse and Content-X, that works.