



skyword®  
Moving stories. *Forward.*

## SKYWORD FOR MEDIA

**Skyword helps you build and manage your publication's contributor network to increase daily publishing while maintaining editorial integrity. We provide you with a platform that makes the entire project efficient and scalable. Skyword moves media companies — and their content — forward.**

### Inspire Deeper Connections with Skyword for Media

In today's information age, media companies have droves of data about the personal interests of their readers, but struggle to marshal the resources to create stories that capture their attention. With the Skyword Platform and contributor community, you can recruit and manage external subject-matter experts and influencers to connect with readers through stories that inspire, entertain, and inform.

Whether you decide to tap into Skyword's community of contributors or build your own, the Skyword Platform will allow you to manage your entire production process while maintaining editorial integrity.

### Streamlined Operations

Skyword offers configurable tools to help with contributor recruitment and management, search-optimized assignment development, editorial calendar creation and management, content creation management, workflow and publishing management, social amplification, and consumption measurement.

From conception, to creation, to continual amplification, Skyword provides all you need to tap into the passions and interests of your readers, and create a sustainable business differentiator for your brand.

### Branded Experience

The Skyword Platform can be customized so that when contributors log in, they see your brand front and center. You can also use branded email templates to notify contributors of assignments, publishing dates, and other milestones in the content creation process.

# A Proven Approach

Here's how we do it.

## Discover

We take the time to learn about your brand and the people you want to reach. Using industry best practices and the lessons learned from setting up the platforms for TIME and Fortune, we will configure Skyword to meet your objectives and needs.

## Inspire

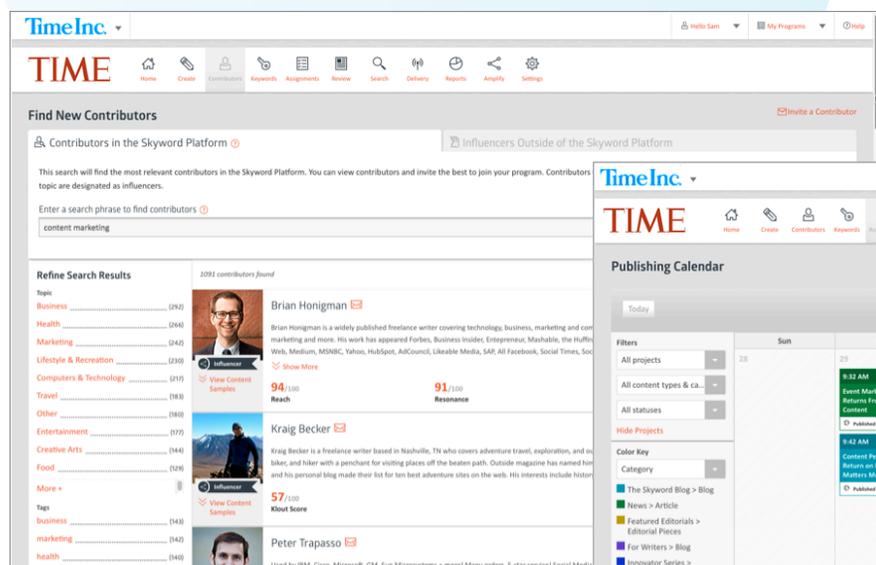
Recruiting, onboarding, and managing a team of external contributors and their output can be daunting, but extremely rewarding for your business and readers. Skyword provides the tools to easily create effective contributor networks and an operation you can believe in.

## Connect

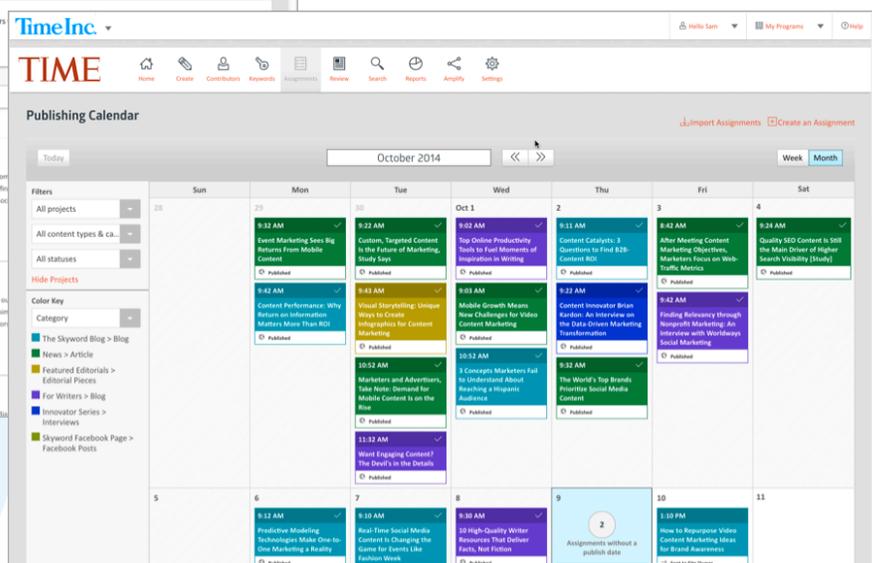
Hiring creatives can be tricky. You need brilliance, but on a deadline. With the Skyword Platform, you can bring on your own network of writers or use the Skyword contributor community to connect with highly respected and influential writers, videographers, photographers, and graphic artists — all catalogued by social influence, language, topic expertise and more.

## Elevate

Stories are seeds — germs of thought with the potential to burst through the daily rubble and disrupt ordinary ways of thinking. To succeed, they need nurturing: scalable authorship processes, analytical tools, and actionable insights. Skyword has the tools and resources to do so, and to give you a sustainable plan for brand elevation.



Skyword's contributor community.



TIME's monthly publishing calendar.