

This report is the second in a series of reports made available at no additional cost to our members only. Successfully moving print newsletters and magazines, as well as other kinds of continuity products and information, to Web-delivered, subscription-based products can be a vexing problem for specialized information publishers. Yet, if subscription Websites are designed with user-friendly, topic-based navigation and have a good content management system, they can become an excellent source of new revenue and profit for their publishers. This is a conversion architecture report as it pertains to subscription Websites and the ways that publishers are successfully converting site visitors to paid subscribers or members.