

# PRICING AND STRUCTURE COMPARISON among Adobe DPS competitors - Jun 2015

SCENARIO	Mag+	Aquafadas	Twixl Publisher
<b>Case 1</b>	<b>Mag+ Single (one App one Issue)</b> \$99 /month \$1.070 /year	<b>One Single issue on iOS, Android + Web Reader</b> 600,-€ / 720,-\$	<b>Twixl Publisher Single</b> Unlimited number of applications on iOS as Android + Web Reader 750,-€ / 850,-\$
<b>Case 2</b>	<b>One App, multi-issue</b> \$499 /month \$5.390 /year	<b>One Multi-issue with 4 issues</b>	
		<b>iOS</b> 1.500 € / 2.000 \$	<b>1 Kiosk/Bookshelf app license(s) for 1 platform</b> <b>4 AVE Publishing license(s) for 1 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android</b> 2.250 € / 3.000 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>8 AVE Publishing license(s) for 2 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android + Web reader</b> 2.625 € / 3.500 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>8 AVE Publishing license(s) for 2 platform</b> <b>4 Web Reader license(s)</b>
<b>Case 3A</b>	<b>One multi-issue + Entitlement</b> One App, multi-issue, enterprise features Pro: \$699 /month \$7.550 /year	---	<b>Twixl Publisher One Multi + Entitlement:</b> \$3.350/year €3.000 /year
<b>Case 3B</b>	---	<b>One Multi-issue with 6 issues</b>	
		<b>iOS</b> 2.000 € / 2.750 \$	<b>1 Kiosk/Bookshelf app license(s) for 1 platform</b> <b>6 AVE Publishing license(s) for 1 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android</b> 3.000 € / 4.125 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>12 AVE Publishing license(s) for 2 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android + Web reader</b> 3.500 € / 4.812,5 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>12 AVE Publishing license(s) for 2 platform</b> <b>6 Web Reader license(s)</b>
<b>Case 4A</b>	<b>Unlimited Multi-issues</b> Previously: \$2.999 /month \$32.390 /year Now price per case depending on number of apps but their previous pricing gives an indication	---	<b>Twixl Publisher Unlimited Multi:</b> \$4.950/year €4.550 /year
<b>Case 4B</b>	---	<b>Case 4 One Multi-issue with 13 issues</b>	
		<b>iOS</b> 2.500 € / 3.500 \$	<b>1 Kiosk/Bookshelf app license(s) for 1 platform</b> <b>13 AVE Publishing license(s) for 1 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android</b> 3.750 € / 5.250 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>26 AVE Publishing license(s) for 2 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android + Web reader</b> 4.375 € / 6.125 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>26 AVE Publishing license(s) for 2 platform</b> <b>13 Web Reader license(s)</b>
<b>Case 5</b>	---	<b>One Multi-issue with 54 issues</b>	
		<b>iOS</b> 6.500 € / 9.000 \$	<b>1 Kiosk/Bookshelf app license(s) for 1 platform</b> <b>54 AVE Publishing license(s) for 1 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android</b> 9.750 € / 13.500 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>108 AVE Publishing license(s) for 2 platform</b> <b>0 Web Reader license(s)</b>
		<b>iOS + Android + Web reader</b> 10.562,5 € / 15.750 \$	<b>2 Kiosk/Bookshelf app license(s) for 2 platform</b> <b>108 AVE Publishing license(s) for 2 platform</b> <b>54 Web Reader license(s)</b>
<b>Workflow</b>	Works on Layers (Layers A or B depending on interactive features)	Works on "sublayout" external InDesign files placed inside InDesign documents.	Works on ID documents like Adobe DPS
<b>Storage &amp; Analytics</b>	Enterprise apps are only possible with the Pro edition. DIY storage idem. Mag+ works directly with support contracts. Mag+ is offering different subservices with third party tools for analytics, marketing and messaging purposes.	With Aquafadas you need to organise your own storage. You need to contract a hosting partner. (EXTRA COST) Analytics 400 € / 500,-\$ Push notifications 600 € / 1.000,-\$ Support 100,- > 1.600 € / 130,- > 2.100,-\$	With Twixl you get 2 options. Standard Twixl storage or DIY storage and within your subscription you get free downloads. The Twixl Distribution Platform works with the Akamai CDN. Analytics Is included. Push notifications Is included. Support Is included.
<b>Download credits</b>	With any multi-issue edition Mag+ offers 1 terabyte of downloads per month At 250 MB per issue this is 4.000 downloads/month Most of their clients don't need to buy extra downloads	---	The price difference with Mag+ allows clients to buy extra downloads and still remain far under the pricing of Mag+. Today 90% of clients don't need to buy extra downloads.