



Reach all of your readers with all of your content

## Publisher-specific, personalized content feeds

A Scitrus Publisher Channel is a new way for publishers and societies to improve the targeted distribution of their own research, news, and more – getting it in front of the researchers and practitioners who need it most.

**Your Scitrus Publisher Channel aggregates** normally disparate sources into a single feed dedicated to your content:

- Journals
- Conference proceedings
- News and announcements
- Blogs
- Tweets
- Videos

**Your readers tailor** the feed to stay up-to-date on the information and topics that matter most to them.

**Your branding reinforces** users' publisher-specific journey; an eye-catching layout encourages their return.

- AI-driven classification of your selected content, by topic and by type
- Easily configurable feeds that readers can personalize according to their specific interests
- Links back to your website to increase traffic and deliver COUNTER credit
- Machine Learning that improves content relevance the more users interact with it
- Delivery through Atypon's Scitrus application, designed to combat information overload

Dedicated to the personalized promotion of a publisher's own content.

Fast and simple setup

A valuable new service to offer members and customers