

Modern Paper Book Publishing Case Analysis (IV): Issue No. 350 of “Global People” Post-print Edition

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Abstract

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Full Text

Editor’s Notes: Integrating Digital Resources with Educational Publications

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First, QR code placement is paramount. In this book, we have positioned QR codes on each unit’s test paper, increasing their visibility and employing a multi-point strategy to stimulate scanning behavior. The guide text accompanying these codes is equally critical—it functions as both a preview and an instruction manual for the digital resources. An engaging preview piques readers’ curiosity about the supplementary materials, while concise instructions clearly inform them what they will receive after scanning. Currently, our guide text only

mentions answer keys and solution steps, overlooking other valuable resources such as teacher Q&A sessions. Moving forward, I am committed to optimizing this aspect to provide more comprehensive and accurate descriptions.

Modern Paper Book Publishing Case Study (IV): Global People Magazine Issue 350

By Li Liu

1. Basic Information

Global People magazine, supervised and sponsored by People's Daily, is China's most authoritative and influential comprehensive current affairs journal, with a national circulation of 400,000 copies. Available at newsstands nationwide and through postal subscriptions, the magazine has maintained a strong presence since its inception in March 2006. Leveraging a global network of correspondents and a robust domestic editorial team, *Global People* focuses on prominent figures in politics, economics, and culture, offering a global perspective while balancing timeliness, authority, and readability. The magazine has produced award-winning feature series, including coverage of President Xi Jinping, Mao Zedong's military geography, Wang Qishan's early career, the Xi Zhongxun family tradition, Donald Trump's political success, the misunderstood Lin Huiyin, Yang Jiang's legacy, and Dong Qing's poetic return, earning widespread acclaim from readers.

2. Publication Attributes and Reader Services

Our readership comprises well-educated individuals, primarily party and government officials, university students, and white-collar professionals. Readers seek both intellectual enrichment and leisurely engagement, making this a publication tailored to discerning audiences. As a news and political economy magazine focusing on high-profile figures with a global perspective, *Global People* embodies both social and observational personality traits. The first layer of reader satisfaction derives from social validation—the recognition and approval from peers, colleagues, and superiors associated with reading an authoritative brand. The second layer comes from broadened horizons and access to previously unknown content.

Given these attributes, we recommend digital content services oriented toward online supplements and reader communities. The implemented approach aligns well with this vision: (1) **Strategic QR code placement for reader guidance.** Issue 350 features multiple QR codes on the cover, copyright page, and content pages, shortening the access path and saving time for users. Effective modern paper books combine cover placement (for high visibility) with content-page placement (for service-contextual guidance). Positioning codes

prominently on the cover captures immediate attention and increases scanning rates. (2) **Clear, compelling guide text.** The cover reads: “Want more? Scan to enter the Global People Audio-Video Archive.” The copyright page states: “Exclusive audio-visual content, instantly available.” Content-page guides include specific descriptions like “[Video] Wang Fulin on filming Dream of Red Mansions,” “[Video] Ouyang Fenqiang remembers Chen Xiaoxu,” “[Audio] Zhou Hongyi confronts Wang Sicong,” “[Audio] Son Wang Lang reveals father Wang Zengqi’s quirks,” and “[Audio] ‘Xiren’ Yuan Mei teaches survival in Grand View Garden.” These precise descriptions reduce cognitive load and cater to diverse reading scenarios. (3) **Diverse resources and services.** After scanning, readers receive a clear menu—Global People Audio-Video Archive [Issue 1]—offering five content pieces that satisfy varied preferences and enhance user engagement.

3. Pricing Strategy

The online supplement for Issue 350 is priced at 3.99 yuan, a level that purchase data indicates aligns with reader expectations. A reasonable pricing structure not only ensures affordability but also significantly boosts sales volume.

4. Recommendations for Improvement

While Issue 350 represents a strong exploration of modern paper book concepts, innovation is an ongoing process. Several enhancements could further optimize the experience: **QR code placement** should minimize distractions by reducing unrelated commercial QR codes that interfere with the primary digital supplement. **Resource development** could expand beyond online supplements to include interactive applications such as reader communities (recently launched) for peer exchange and Q&A products (forthcoming) to meet demands for in-depth reporting. Editors should also leverage the RAYS “Red Packet Book-Making” feature, which provides training tasks to master the system, earn rewards, and stay updated on new applications for creating more innovative resources and services.

Editor’s Notes: Reflections on the Global People Project

Our collaboration with the RAYS system has been consistently smooth, and our editorial team has gained invaluable experience while recognizing the irreversible trend toward modern paper books and digital publishing. Reflecting on Issue 350, several insights stand out:

First, accurate QR code placement is essential for effective reader guidance. This issue strategically positioned codes on the cover, copyright page, and content pages, combining the high-attention impact of cover placement with the service-context advantages of content-page placement to maximize guidance effectiveness.

Second, guide text must be precise and impactful. The cover’s “Want more? Scan to enter the Global People Audio-Video Archive,” the copyright page’s “Exclusive audio-visual content, instantly available,” and the five content-page descriptions each suit different reading contexts. The RAYS Operations Center has repeatedly emphasized this importance, and we concur that compelling guide text significantly influences scanning behavior. We are committed to refining our approach for greater precision and impact.

Finally, we are deeply grateful for the transformation and support the RAYS system has brought to our publication. We look forward to continued collaboration as we forge ahead with shared vision and purpose.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.