

Texere Publishing Media Contact:

Katy Pearson

+44 (0) 1565 745 200

katy.pearson@texerepublishing.com

Texere Publishing Launches New Websites to Support its Digital-First Strategy

Knutsford, UK - February 1, 2019 — Texere Publishing Limited, today announced the launch of redesigned websites for all of its current brands: The Analytical Scientist, The Ophthalmologist, The Medicine Maker, The Pathologist and The Translational Scientist.

The cutting-edge websites – designed by Stuttgart-based B:13 – represent just one aspect of Texere’s drive for dominance across all media channels, and signify its evolving digital-first strategy, which will see the best, fresh content being made immediately available to readers ahead of collation into its flagship print publications.

“Having conquered print media with our reader-centric philosophy – forcing open new niches in established scientific, technical and medical markets – we are now turning our attention to the needs of community members who want the same immersive content, faster, and on more interactive digital platforms,” says Andy Davies, CEO at Texere. “But rather than shifting our focus away from the reason behind our success to date – print, which continues to be a strength – we are investing in technology and people in a digital-first strategy that builds upon our past success; the new websites are an important first step.”

The move to digital-first comes at an exciting time for the business, which has recently opened offices in New York, US, and relocated to larger premises in Knutsford, Cheshire, UK.

The overhaul of navigation elements within the clean design of the new websites not only offers quick and easy access to essential information and must-read features,

but also recognizes time pressures by presenting content customized to reader preferences first and foremost.

“If ‘content is king’ – then what title should we bestow upon fantastic content, delivered quickly and simply in whatever format best suits the reader?” asks Rich Whitworth, Texere’s Content Director. “By going digital-first, our talented team of writers and editors can edge closer to the issues that matter, celebrate successes all the sooner, and engage with our communities more readily. And, as an added bonus, all the extra energy generated directly feeds into our print publications, which continue to ‘wow’ readers. In a way, I’d say our new approach is actually ‘audience-first.’”

Behind the scenes, Texere’s brand websites are packed with features – some currently “hidden” – that future proof both the business and its individual brands for continued growth. Moreover, recognizing the huge value of its clients in Texere’s business ecosystem, the new websites use intelligent topic linking to connect readers with the most appropriate marketing messages.

“It’s a thrilling time to be leading Texere. We continue to strengthen our market presence in the scientific, technical and medical markets around the globe – and going digital-first is paramount to our long-term strategy of offering the best content in the most innovative and dynamic way,” says Davies. “By opening our North American offices and investing in new websites that support our digital-first strategy, we hope to better serve both our readers and our clients, while fueling continued growth both in the North American and European markets.”

About Texere Publishing Limited

Founded in 2012 by heavyweight publishing entrepreneurs and a talented team, and with offices in the UK and US, Texere Publishing continues with its bold mission: to redefine the concepts of content and community within scientific, technical and medical markets.

Texere Publishing has emerged as a market leader in its targeted sectors, building on an ever-growing portfolio: *The Analytical Scientist*, *The Ophthalmologist*, *The Medicine Maker*, *The Pathologist* and *The Translational Scientist*.

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