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Introduction

Mag+ is a platform that allows you to create tablet-optimized publications. The platform consists of five tools:

- Mag+ InDesign Plug-in: where you design your publication
- Mag+ Production: where you assemble your issue
- Mag+ Reviewer: the iPad application where you see how your design looks
- Mag+ Feature Builder: a web-based tool that lets you create HTML content without writing code
- Mag+ Publish: a web portal where you manage your issues, configure and create your branded app.

In order to create a Mag+ app you also need to have your own Apple Developer Account in order to launch the app in Apple's AppStore.

This guide will take you through all the steps, both in Mag+ Publish and in iTunes Connect, needed in order to build and launch your app.

For guidelines on how to get an app to the Android Market, please read the Android Market & Publish Guide included in the Mag+ bundle or go to magplus.com/help for more information.

Here are the basic steps you'll need to get live in the App Store. You can perform these out of order, but this is the order we recommend.

1. Sign up for an Apple Developer Account at developer.apple.com.
2. Contact your Mag+ representative or support@magplus.com to gain access to your Publish portal (each new app requires a new Publish portal).
3. Build your first issue.
4. Gather your app assets—the images you want to customize and the necessary certificates in your iOS developer portal (see page XX for a list of necessary and optional assets)
5. Create your first issue in Publish and upload your MIB. If it is a paid issue, create a corresponding in-app purchase token in iTunes Connect.
6. Build your app in Publish and test it.
7. Submit your app via iTunes Connect. (Note: if you have an in-app purchase, be sure to submit it with your binary so both are approved at the same time).

NOTE: If your app will have an in-app store to sell paid issues, you need to have a paid issue set up when you submit the app or Apple will reject it.

Getting Started

In order to create and launch an Apple app you will be working in developer.apple.com, itunesconnect.apple.com and publish.magplus.com. The process to setup an Apple Developer Account can take some time so we recommend that you start the process as soon as possible. Submit your app as soon as you have your first version of your issue in a state that is close to the final version. The Apple review board only accepts apps that comply with the description in the actual submission, so you should have actual content in your first issue before you submit your app.

Apple Developer Account

Create account

First of all you have to create an Apple Developer Account. Go to developer.apple.com/programs and enroll for a paid iOS Developer Program. In about 24 hours, you will gain access the iOS Provisioning Portal.

Download Xcode

Go to developer.apple.com or [iTunes Store](http://iTunesStore) and download the latest version of Xcode. It is about 4GB in size so it will take time downloading.

Mag+ Publish account

Contact sales@magplus.com in order to activate your Mag+ Publish Account.

iOS Provisioning Portal

To start creating your app you will first have to go to the iOS Provisioning Portal and log in using your Apple Developer Account. In the iOS Provisioning Portal you will:

- Create a Distribution Certificate
- Add test devices
- Create an App ID
- Create a Push Notification Certificate (optional)
- Create an AdHoc Distribution Provisioning Profile
- Create an AppStore Distribution Provisioning Profile

Distribution Certificate

First you need to create a Distribution Certificate. Go to [Apple Developer Distribution Certificate Support](#). Read and perform the points:

- Obtaining your iOS Distribution Certificate,
- Generating a Certificate Signing Request
- Submitting a Certificate Signing Request for Approval

Note: these steps have to be done on the same apple computer (iMac, MacBook etc.) that you will use for important interaction with App Store. (Apple will identify that computer, and you will be able to transfer access, but recommendation is keeping it to one computer).

Test Devices

When you build your app in Mag+ Publish you will get two binaries: one you submit to Apple for review and one for you to test on your iPad. The latter has the suffix `_AdHoc`. In order to install this test binary on your iPad you will have to register your iPad's UDID in the iOS Provisioning Portal.

Go to the iOS Provisioning Portal and click on Devices. Click Add Devices and enter the devices Name and UDIDs. The easiest way to find your iPad's UDID is to use apps such as [UDID+](#) and mail it to yourself, it contains several characters and if one is wrong it will not work.

Another option is to connect the iPad your computer and get the UDID from iTunes:

1. Connect your iPad to your computer.
2. Select your iPad by clicking on it in "Devices"
3. Click on the label "serial number"
4. UDID is now showing, press `cmd + c` to copy to clipboard
5. `cmd + v` to paste in iOS provisioning portal

App ID

An App ID is a unique identifier that iOS uses to allow your application to connect to the Apple Push Notification service, share key chain data between applications, and to communicate with external hardware accessories you wish to pair your iOS application with. In order to install your application on an iOS based device, you will need to create an App ID.

Create an App ID

Go to your iOS Provisioning Portal and do the following steps:

- Click the App IDs menu.
- Click the 'New App ID' button.
- Description: Enter the name of your app.
- Bundle Seed ID (App ID Prefix): If you are creating a suite of applications that will share the same Keychain Access, use the same bundle Seed ID for each of your application's App IDs. Otherwise, choose Generate New.
- Bundle Identifier (App ID Suffix): Enter a unique identifier for your app ID. Preferably use the Brand ID you created in Mag+ Production Tool, e.g. com.brand.publication. *Note: Never use a wildcard ID! (i.e. *.brand.publication or com.brand.*).*
- Click Submit.

Push Notification Certificate

The Push Notification Certificate gives you permission to send notifications to the users that have downloaded your app.

In order to create a Newsstand app you have to generate a Push Notification Certificate,

It is important that you create your Push Notification Certificate before creating the *Provisioning Profiles* which is described later in this document.

Create a Push Notification Certificate for your App ID

To create your *Push Notification Certificate*, open the *Keychain Access* application on your Mac. Make sure no key is selected in the application. In the menu *Keychain Access*, select *Certificate assistant > Request a Certificate from a Certificate Authority*. Enter an email address, it doesn't have to be the same the Apple account email and select the option '*Request is: Saved to Disk*'.

When you have your certificate, go to the [iOS Provisioning Portal](#) and select *App IDs* in the left side menu. Scroll down and click configure for the App ID for which you wish to create a Push Notification Certificate. Check *Enable for Apple Push Notification service* and then click configure next to the *Production Push SSL Certificate*. In the following window press continue and choose the certificate you just created and saved to disk. Click *Generate*.

When the Push Notification Certificate is created in the iOS Provisioning Portal. Download it and double-click it to add it to your Keychain Access application.

Click the *Keys* tab in the application and find the key containing your certificate. Right-click the certificate and Export it as a .p12. **Do not create a password**, leave the field empty.

Distribution Provisioning Profiles and the .p12 file

The .p12 file saves your certificate and private key information. Creating the .p12 certificate requires you to use the Apple Developer site to create and download a certificate and then use the Keychain Access utility to export the certificate and private key of that certificate as a .p12 certificate. Follow these steps to set up your provisioning profiles and creating your .p12 certificate.

1. Go to the [iOS Provisioning Portal](#), log in using your credentials, once in click Provisioning in the left menu and then select the Distribution tab.
2. You are now going to create two profiles, one for reviewing your app and publications (Ad Hoc) and one for App Store (App Store). Click *New Profile*.
3. First the distribution profile for AppStore.
 - **Distribution Method** - Check App Store
 - **Profile name** - Enter the name of your app, add AppStore in the end.
E.g. *AppName AppStore*
 - **App ID** - Select the App ID from the dropdown list of the app you are creating the provisioning profile for. Click *Submit*
4. Now we are going to create the distribution provisioning profile for AdHoc. Verify that you have all the test devices listed under Devices. If you don't, add devices by following the steps under "Test Devices" on page 5.
 - **Distribution Method** - Check *Ad Hoc*
 - **Profile name** - Enter the name of your app, add *AdHoc* in the end.
E.g. *AppName AdHoc*
 - **App ID** - Select the App ID from the dropdown list of the app you are creating the provisioning profile for. Click *Submit*
 - **Devices** - Select up to 100 devices for distributing the final application; the final test application will run only on these selected devices.
 - Click *Submit*.

Now click *Certificates* in the left side menu and select the *Distribution* tab. Now you should see your two new profiles under Provisioning Profiles.

Before you continue you have to have the *WWDR intermediate certificate* installed, you can download it using the link under your certificate.

When you have installed the *WWDR intermediate certificate*, download your *Distribution Certificate* and follow these steps:

1. Open your Keychain Access application (found under Applications / Utilities).

2. Select the *Keys* category.
3. Control-Click on the private key associated with your iOS Development Certificate and click *Export Items* in the menu. The private key is identified by the iOS Developer: <First Name> <Last Name> public certificate that it is paired with.
4. Save your key in the Personal Information Exchange (.p12) file format.
5. You will be asked to create a password but leave it blank and click **OK**.

Now you have created your .p12 file to upload to Publish.

iTunes Connect

Now you will start defining your app in iTunes Connect for the set up in AppStore.

Go to [iTunes Connect](#), log in using your Apple Developer credentials.

Add New App

Click *Manage Your Applications* and then click *Add New App*.

App Information

- **App name:** Enter the name of your App as it will appear in the App Store (this is not the name that appears under the icon—that is set in Publish).
- **SKU Number:** Unique identifier for your app. This is only for your tracking purposes on revenue payments from Apple.
- **Bundle ID:** Select the ID that was created when you made your App ID described earlier in this document.

Click *Continue*.

App availability and Price

Enter the specifics for your app regarding availability date and price tier. Click *Continue*

App Metadata, rating, EULA and Uploads

- **Version #:** Set the version number that matches current version created in Mag+ Publish.
- **Description:** This is the description text for your app that will appear in the iTunes store. Note that you can change this anytime after the app is approved.
- **Categories:** This is the iTunes store category your app will be placed in. This can only be changed with an app update.
- **Keywords:** These are the words that will trigger your app to come up when people search the iTunes store. The limit is around 120 characters and you don't need spaces between commas. Note that your app's name is automatically searchable, so don't waste characters on that. These too can only be changed on an app update.
- **Contact email:** This should be the email of someone in your organization who can answer questions from Apple should they come up.
- **Support URL:** Typically a page on your company's site that users can go to learn more or get answers to questions. Contact support@magplus.com for information regarding usual customer questions.
- **Privacy policy:** A URL for your company's privacy policy. Needed if you provide subscriptions. Apple links to this URL on the customers receipts.
- **Icon:** Load the 512x512 pixel PNG version of your icon. Apple will automatically round the corners. This can only be changed with an app update.

- **iPad Screenshots:** Typically screenshots of pages from your issue. These can be changed anytime.
- **iPhone Screenshots:** Don't upload any Screenshots for iPhone!

Now your app is created.

Note: Do not submit/upload your App to Apple yet. We will have to connect the app to Publish first, that process will be explained later in this document.

In-app Purchases for Issues

If you do not plan on selling any issues in your app, skip this step.

It is not possible to create in-app purchases for Go! apps.

In order to create in-app purchases you must request a contract for iOS paid apps under the contract tax and banking section in iTunes Connect.

Because Apple must approve all in-app purchases—not the content, just that the “token” associated with it is set up correctly—we recommend to create in-app purchases for all issues that you plan to release during the year and submit them all for approval, just leaving the “Cleared for sale” box checked “no” until those issues are ready to be published.

- Go to [iTunes Connect](#) and click Manage Your Applications.
- Click on the app you wish to make an in-app purchase for.

Now you will see the app's information such as Bundle ID, Apple ID, version etc.

- Click Manage In-App Purchases and on the following page and click Create New. If you do not have the Manage In-App Purchases button, you need to go back to the iTunes Connect home page and go to 'Contracts, Tax and Banking' and request the contracts for iOS Paid Application and iOS Free Application.
- **Select Type** - Since you are creating an in-app purchase for an issue, choose *Non-Consumable*.

Reference Name and Languages

- **Details**
 - **Reference Name:** This name is only for your own reference, it will be viewed in iTunes Connect and in sales and trend reports.
 - **Product ID:** Preferably follow the setup that you have used before when creating your Brand ID. For example: com.brand.publication.issue01. This is the Apple product identifier you will be asked to enter when you are adding a new issue in Publish.
 - **Add Language:** Click *Add Language*.
 - **Language:** If your language is not listed, select English and enter Name and Description in desired language.

- **Display Name:** This is the name that will be viewed on your customers iTunes receipt. The name of the issue viewed in the app is the title you choose for your issue in Publish later.
- **Display Description:** This is the description that will be viewed on your customers iTunes receipt. The description of the issue viewed in the app is the description you enter for your issue in Publish later.

Subscription Durations and Pricing

- **Pricing**
- **Cleared for Sale:** Select Yes if the issue is correctly uploaded to Publish and you wish to publish the issue as soon as possible. Select No if you plan to publish this issue later.
- **Price Tier:** View the *Pricing Matrix*, then choose price tier for the issue.
- **Screenshot for Review**
- Before you submit your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 320x460 pixels and at least 72 DPI.
- **Click Save**

In-app Purchase for Subscriptions

If you do not plan to offer subscriptions in your app, skip this step.

It is not possible to create in-app purchases for Go! apps.

In order to create in-app purchases you must request a contract for iOS paid apps under the contract tax and banking section in iTunes Connect.

Creating a subscription in-app purchase is easy. The Auto-Renewable Subscription in-app purchase creates a "Subscription" icon in the issues list in which the subscription options are listed in.

- On the iTunes connect start page click *Manage Your Applications*.
- Click the app you wish to make an in-app purchase for.
- Now you will see your apps' information such as Bundle ID, Apple ID, version etc. On the right side Click the *Manage In-App Purchases* button and on the following page, click *Create New*.
- Because you wish to create an in-app purchase for a subscription, choose *Auto-Renewable Subscription*.
- **Reference Name** - The reference name will be displayed in iTunes Connect and in sales and trends reports. It will not be displayed on the App Store

Click *Add Language*

- **Select Language** - If it is not listed, select English and enter the details in the desired lan-

guage.

- **Display Name** - This is where you enter the name of your “subscription link” in your app. E.g. *Subscriptions, Subscribe*. **Note:** Do not include duration or price, that will be done later.
- **Display Description** - This is the description that will be viewed on your customers iTunes receipt. Do not include any information regarding price or length of subscription, that will be done later in Publish.
- **Publication Name** - Enter the name of your publication. Click **Save**

Here is where you add your different subscription duration offers to your readers. You can add as many durations as you wish. In Publish you will enter title and description for each subscription duration using the Product ID created here to connect the two systems.

Click **Add Duration**

- **Duration** - A subscription duration is the length of time between auto-renewals. Note that each duration can only be used once per family.
- **Product ID** - Enter a Product ID for your subscription duration. E.g. *com.brand.publication.subscription1month*. This is the Apple product identifier you will be asked to enter when you are setting up your subscription in Publish.
- **Offer a marketing opt-in incentive?** - Select Yes to give customers a free subscription extension if they initially choose not to share their personal information. Possible Incentive durations appear when Yes is checked.
- **Cleared for Sale** - Select Yes if the subscription is correctly setup in Publish and you wish to enable the subscription duration as soon as possible. Select No if you plan to enable this duration later.
- **Price Tier** - View the Pricing Matrix, then choose price tier for the subscription duration.
- **Screenshot for Review** - Before you submit your auto-renewable In-App Purchase subscription for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 320x460 pixels and at least 72 DPI. This could for example be a cover of your magazine.
- Click *Done*

Newsstand

It is not possible to make a *Go!* app a Newsstand app.

In order to have a Newsstand app you will first have to request a contract for iOS paid apps under the contract tax and banking section in iTunes Connect.

It is also important that you have created a push notification certificate described earlier in this document.

When you have done this. Go to iTunesConnect and click *Manage your apps*, then click on the app you wish to make a Newsstand app, then click the *Newsstand* button in the App section.

Activate Newsstand. You don't have to add an issue in the Newsstand section, instead you can add an *Atom Feed url*, this url you will be able to find in Publish under *Admin*, this is described later in this document. You don't have to put in this information now, it is editable later. Upload a default Newsstand image, this image is the image that will be shown in Newsstand, you can upload a new image anytime which makes it possible to always have the latest issue as the icon in the Newsstand. Click *Save*.

Next you will have to create an in-app subscription for your app. If you did this earlier you don't have to create a new one, but in order to have a Newsstand app you will have to offer at least one subscription. It is possible to create a free subscription. Just follow the steps given earlier in the document under the section *In-app purchase for Subscription* and instead of *Auto-renewable subscription*, choose *Free subscription*. After this has been done, continue reading and the last settings will be made later in this document.

Publish

Publish.magplus.com is where you create your app and publish your issues. The way it works with the *Grow-* and *Lead-* app is that you create the app, which acts like your store where the customer can only read and buy the issues you publish. The issues aren't stored in your app, they are stored on a separate server that the user downloads from upon request. In the *Go!*- apps the reader downloads the app itself and when the app is started it starts to download the issue from the server automatically. The only readable content the app contains the first time it is downloaded by the user is the embedded (help) issue.

Log in

Go to publish.magplus.com and log in using your credentials and select the brand you want to work with by clicking on that corresponding iPad icon.

You will be taken to that app's specific publish page that contains the tabs: *Issues*, *Subscriptions*, *Apps*, *Notifications*, *Devices* and *Admin*.

Admin

Under Admin you will be able to edit settings, add brand administrators and see some statistics.

Users and statistics

Here general statistics for your publication are shown, it is also possible to download the data in a CSV file. You will find more detailed statistics about your downloads and sales in your iTunes Connect account. Analytics data of usage and reader location is gathered through one of our 3rd party analytics we have integrated (Flurry, Localytics or Omniture). If you are interested in complete user profiles and information, please contact support@magplus.com regarding Subscription Integration.

Administrators of this Publication

Here you can add people who can administer this publication. Shown is a list of current administrators. Administrators can do the same as you. If you need to remove administrators please contact support@magplus.com.

Settings

Select *General Settings* listed under Settings.

- **Basic info**
 - **Title** - Name of your publication.
 - **Application URL Schema** - Application URL Schema for your application.
 - **Publisher** - Name of publisher, publication owner.
- **Atom Feed URL** - This section is for iPad only, if you enabled your app for Newsstand, enter this atom feed address in iTunes Connect in your Newsstand settings.
- **Inclusive issue enabled** - This section is for iPad only. Setting this option to yes means that

the user gets the latest non-free published issue downloaded for free the first time he or she starts up the application. Settings this to no, does not include an issue upon download of the app.

- **Analytics**
 - **Analytics type:** Choose between the listed analytics applications listed in the drop down menu, if you do not want analytics select none.
 - **Analytics key:** Enter your analytics' application key.
- **Subscriptions (iPad only)**
 - **Apple Shared Secret:** In order to use subscriptions, enter your Apple Shared Secret here. This requires that you have setup an in-app purchase for subscription in iTunes Connect. Go to the [iTunes Connect](#) portal and select *Manage your applications*. Choose the relevant app and click *Manage In-App purchases*. At the bottom of that page you will see *View or Generate a shared secret*. Click that link and generate your Apple Shared Secret.
- **Android Market Public Key** - This is only for Android applications. Paste in the Base64-encoded RSA public key used to verify the transactions with Android Market
- **Notifications**
 - **Apple push notification certificate:** Upload the Apple push notification certificate that you created in *Create a Push Notification Certificate for your App ID*. This will make it possible for you to send notifications to users who have installed your app and agreed to receive push notifications.

Remember to update the other Provisioning Profiles in developer after you have created the Push Notification certificate. Go to the *iOS Provisioning Portal*. Click *Provisioning*, then *Distribution*. *Modify* both the Adhoc and AppStore profiles and save. Download the new profiles and the new Distribution Certificate and upload to Publish.

- **Feedback**
 - **Appirater feedback:** If the user has launched the app at least 10 times in 15 days, he/she will be asked to rate the app, and then be taken to your app's review page in the App Store. If a new version of your app is released, Appirater will again wait until the new version has been used 10 times for 15 days and then prompt the user again for another review. Check this option if you want to use this feature.
- **Internationalization**
 - **Application language:** The language in the user interface of the application. Texts in the user interface can be customized, read "Application texts". For some languages there are no default text in that language.

External Storage

It is possible to use the URL- input when adding Mib-files, there is a link under the browse button to “Enter a URL instead”. The Mib-file url has to be public and accessible.

If you wish to host your MIBs on an AWS server instead of through Mag+, you have to add these settings in Publish. If you want to host the issues yourself and not through an Amazon storage account, ignore these settings. You can enter a URL for the storage of the issue when you upload it in the Issues tab.

Click the *Admin* tab, then click *External Storage*.

Before you start filling in the information needed, download from publish the *crossdomain.xml* to place in the root of your bucket.

- **Aws storage url** - The url to access the content, may be a CloudFront url or the url to the bucket on S3
- **Aws access key** - The access key to use when connecting to the bucket
- **Aws secret access key** - The secret key to use when connecting to the bucket
- **Aws bucket name** - The name of the bucket to upload to

The external storage has to be setup before you upload your first MIB, otherwise there will be problems tying together the issues with the uploaded MIBs.

Subscription API

Contact support@magplus.com to enable this for your brand.

Click *Admin > Subscription API*

This is the section where you setup your Subscription API. We offer the possibility to use a lint test to test your entitlements on before implementing it in your app. Read more here: <https://magplus-subscriptions-api.herokuapp.com/>.

- **Enable Subscription API** - Choose between de-activating Subscription API or activating it on test devices or all devices.
- **API Key**
 - **Generated API key** - Enter the generated API key that will get sent as parameter with all requests to the the service endpoints.
- **API Endpoints**
 - **Entitlements url** - Enter the full url to the entitlements endpoint. When our back-end asks for entitlements, it will ask this endpoint for the expected response.
 - **Publish issue url** - Enter the full url to the publish issue endpoint
 - **Download complete url** - Enter the full url to the download issue complete endpoint

- My Account View
 - My account view url - Enter the url to the use account login page.
 - My account view height/width - Enter the height/width of your My Account view window.
 - Open my account view on start - Enable if “my account” view should be opened upon start of the app
- Promotions
 - Promotion code - The default promotion code for new users
 - Promotion message - The default promotion message to display

Publish layout

Click the *Admin* tab and then Publish layout to edit the appearance of the Publish site.

- Logo image file - Replace the logo displayed in the top left corner in the header. Image should be png and 200x50 pixels.
- Header bg color - Change the background color in the header. The hexadecimal RGB value that will be used in the CSS can be found here.
- Header font color - Change the text color in the header. The hexadecimal RGB value that will be used in the CSS can be found here.

Push Notifications

Send Push Notifications to Readers

To be able to send notifications to your users you will have to have generated a Push Notification Certificate and uploaded it to Publish under *Admin > General Settings*.

1. Click the *Notifications* tab in Publish and then click New notification.
2. Enter the message in the message field, do not exceed 150 characters.
3. Before you send the notification to all people that have installed we recommend you to send a sample to a specific device first. To do so, enter the iPad's UDID in the UDID field and click Send. Now the notification will only go to that device.

When you are satisfied with your message. Leave the UDID field empty and click send to send the notification to all people that have installed your app.

Apps

One of the great features of Mag+ Publish is that you actually build your own apps, so you are in control of the process. You will go through this process when you initially launch your app, as well as anytime there is an update to the app (i.e., 2.5 to 2.6). Each time you build an app, you will get a .ipa file that is your test app (also known as the “Ad Hoc”), as well as two .zip files, one which you can submit to Apple and another that is used by Mag+ for debugging. You can go through this process as many times as you want—say, if you see something in the test app you don’t like and want to change—but remember each Publish site is specific to one app. If you want to create a second app, contact your Mag+ sales rep to get a new Publish site for that app. Do not try to upload new assets and create a second, different app from one Publish site. Also remember, the app is just the shell through which you deliver issues. You do not need to create or rebuild the app every time you want to publish a new issue. There are certain things about your app that can only be changed on an app rebuild and update: app name, icon, loading screen, devices that can run the test app, iTunes category and iTunes keywords.

These options/preferences are built into your application. If you make changes here you need to make a new application build for the changes to take effect.

Build options

- **Disable Store** - Check this box for apps which doesn’t use the store. The store is a must for Newsstand apps, even for those that only plan to publish free issues, it is in the store where the user will be able to subscribe to your app. If the store is not enabled and it is a Newsstand app, Apple Review Board will reject the app. If you want a store you will have to have a published issue or a subscription connected to an in-app purchase so the store won’t be empty when it is sent for review to Apple. If the store is empty it will give the message “Server unavailbale” and Apple Review Board will reject your app.
- **Tint color** - An RGB color for styling of certain elements (e.g. color of bookmarks and scroll-bar) in the app, ex: 255,255,0. Recommended to be similar to the banner background color in the menu.
- **Enable Newsstand** - Check if you want the App to be displayed in the Apple Newsstand. NOTE: Requires a Newsstand icon and a push notification certificate if enabled. This will enable the newsstand icon for your issue. To enable the app for Newsstand you will have to configure the app in iTunes Connect, described earlier in the Itunes Connect chapter of this document.
If you plan to only publish free issues in your app but want to be on Newsstand you must enable the Store, it is in the store where the user will be able to subscribe to your app. If the store is not enabled and it is a Newsstand app, Apple Review Board will reject the app.
- **Custom Buttons** - Check this button if you want to use full customization—both icons and the font—of the navigation menu. (You can customize the icons and the button language without checking this button.)
- **Disable Push Notification Dialog** - Check this if you want to Disable the standard iPad dialog

message “Do you want to allow this App to send push notifications”. This means you will not be able to send push notifications to your users.

- **Logo Justification** - Choose the position of the logo of your app in the logo menu. (Not available for Go!- apps).
- **Logo Menu** - Check this to show the banner with the logo in the store/library. (Not available for Go!- apps).
- **Disable Live Menu** - Check this to remove the “Live” menu item. The live menu item takes the user to a live window which is a web view to a URL of your choice (i.e. your home page). This space can also be used for advertising (as in sponsored messages) or any other creative way you can think of.
- **Single Issue Application** - Check this option if your app will only ever have a single issue, such as for example a book. When users open the app for the first time, that issue will automatically download. If you want to notify your readers about an updated issue you can send out a notification from publish yourself to all your readers telling them that the issue has been updated and how to obtain it if you already have the current version of the issue. This requires that you have enabled push notifications and uploaded the push notification certificate.

Upload Help Issue Mib file

- Click *Browse*.
- Select the file you wish to be embedded in the app. This is the issue that will appear when users first open the app, before they download any other issues. This is often a Help file explaining how the app works, and will be referred to as the Help issue throughout these instructions. It is also the file that users will be taken to when they tap the Help icon in the menu (this icon can be changed). If you are building a single-issue publication, such as a book, you must still upload an embedded file that is different from your primary issue (say, the MIB of the actual book)—you will upload this separately and it will be downloaded automatically when the app first loads. It is important that the filenames of the MIB files are the ones that the Production Tool generated and that you do not change them.
- **Note!** Help issue mibs for 3.0 applications can only contain one vertical and can not include links or media. When the issue is tapped on it will close, it is not interactive in any way (it is scrollable though).
- Click *Upload*.

App Store Settings

- **App bundle name** - Here you can name the Application as seen on the iPad launch screen (below the icon)
- **Application Bundle ID** - The id of the application created on iTunes Connect. Can be found in the iTunes Connect site under App information.
- **Application Apple ID** - A number generated by apple. Can be found in the iTunes Connect site under App information. If you are creating an Enterprise app this is not needed.

Image files

This is a set of images that can be uploaded to modify the looks of the Mag+ Apps features.

- **Application icon** - This is the icon that appears on the iPad home screen.
- **Default Newsstand icon** - The icon showed in Apple Newsstand. This image will show if there is not a default Newsstand image uploaded in iTunes Connect under the Newsstand section. You can always upload a new Newsstand image in iTunes Connect in order for your publication's image to be up to date in the Newsstand.
- **Splash landscape image** - This is the image that comes up when starting in landscape mode.
- **Splash portrait image** - This is the image that comes up when starting in portrait mode.
- **Tile image** - This pattern will be shown in the background behind the verticals. It also shown when an issue is downloaded to an single issue application.

Navigation icons

Here you can upload images for the menu bar that appears when the user taps the screen. For each menu item the choice is given to upload two images, one for active mode (on) and one for inactive mode (off). In this section you upload your icons, the text is editable under *APPS > Application texts*. If you wish to design your own buttons or use your own font you must activate Customizable buttons under *APPS > Build options*. Then a *Customizable buttons* section will show under *APPS*.

Please bear in mind that depending on your build options some of these icons will not be shown in your application.

- **Bookmarks overlay image file** - If the user have not made any bookmarks, this image will appear instead of the bookmarks when the user taps the Bookmarks icon.
- **Table of contents icon**
- **Bookmarks icon**
- **Store icon**
- **Library icon**
- **Live icon**
- **Help icon**
- **Playlist icon**
- **Sharing icon**
- **Grid icon** - Icon for application
- **My Account icon**
- **Restore all button**

- Subscribe button
- Now reading button
- Main menu background image
- Secondary background image

Certificate and provisioning files

Before any of the following steps can be finished in Publish, you have to set up a new App ID and create an app in the iOS Provisioning Portal and iTunes Connect, this was described in this document under *iOS Provisioning Portal*.

- **Distribution Certificate** - The .p12 file saves your certificate and private key information. Creating the .p12 certificate requires you to use the Apple Developer site to create and download a certificate and then use the Keychain Access utility to export the certificate and private key of that certificate as a .p12 certificate. If you have already created your p12 as explained in “Create your Provisioning Distribute Certificates and p12 key.”, download it from the iOS Provisioning Profile and upload it here.
- **App Store Distribution Provisioning Profile** - Used for building the app for the App Store. If you already created your App Store Distribution Provisioning Profile as explained in “Create your Provisioning Distribute Certificates and p12 key.”, download it from the iOS Provisioning Profile and upload it here.
- **Ad Hoc Distribution Provisioning Profile** - This determines which iPads can install and test your app. The provision file for ad hoc includes a list of iPad IDs called UDIDs which should be added to the profile on iOS Provisioning Portal. If you already created your Ad Hoc Distribution Provisioning Profile as explained in “Create your Provisioning Distribute Certificates and p12 key.”, download it from the iOS Provisioning Profile and upload it here.

Here you can translate texts or even change the text associated with certain messages to the customer within the application. All languages has not yet been translated from English. Please assist us in a nice translation. If you want an additional language, please contact support (support@mag-plus.com). It is possible to download the csv file and edit it. Make sure not to change the source code (the first row). It is not obligatory to edit the application text.

Generate an app

When all options under *Apps* are completed, the option **Generate new build** will appear. When the option is clicked your app will start being created. When done a Build and a set of Build Assets will appear at the bottom of the page. Click on the Build you just created to download a test app and the app that is going to be submitted to the Appstore. For more information on how to install the test app on your iPad and how to submit your app to App Store, read “*Install your test app on your iPad.*” and “*Submit your app to App Store.*”

Application Settings

Click the *Live Settings* tab

These options can be changed anytime after the application has been built and is live.

- **AdMob** - Enter your AdMob Key to enable AdMob reporting. For more information on AdMob, go to admob.com.
- **Omniture tracking server** - Enter the DNS Address for private Omniture tracking server. For more information on Omniture, go to omniture.com.
- **Forgotten Password URL** (only for Android) - The URL to the forgot password page
- **Live Window show external browser button** - Check to enable an icon to open external browser from the live window.
- **Live URL** - If you have live window enabled, this is where you enter your desired URL.
- **Live window height/width** - If you have live window enabled, enter preferred height/width of the live window (px).
- **Sharing enabled** (iPad only) - Check to enable twitter and e-mail sharing in your app, if the reader decides to share in the app a screenshot will be taken and the *Sharing URL* will be included in the message.
- **Sharing URL** (iPad only) - Enter the URL you wish to be included in the twitter/e-mail message when a reader shares a screenshot from your app. If this field is empty the URL will go to the app's AppStore URL. It is also possible to enter a specific sharing URL for a specific vertical in the InDesign plugin. If none is entered in the plugin it will default to the URL entered here or the app's AppStore URL.
- **Android Store URL** (Android only) - The Url to the Web Store.
- **TapJoy key** - Enter your TapJoy key to enable TapJoy reporting. For more information about TapJoy, go to tapjoy.com.
- **TapJoy secret** - Enter your TapJoy secret to enable TapJoy reporting
- **TapJoy Pay-Per-Action ID** - Enter your TapJoy Pay-Per-Action ID to enable TapJoy Pay-Per-Action reporting on first issue download.

Banners

In the Store menu, there is the possibility to add a banner (984x300 pixels landscape. 728x300 pixels in portrait). It will be located under the menu and above the content to purchase. You can have up to 5 different banners that will roll in the Store window. Click the Live settings tab, then click Banners. A banner is composed of an image 948x300 pixels and a link. Note that in portrait mode 256 pixels will be cropped from the right of the image. If you do not wish to have a clickable banner, just leave the Link field empty.

Upload banners to view in the store menu and where you want them to link to. The banners will then roll at the top in the store if there are multiple banners. It is not obligatory to use the banner

function in the store.

- If you want to link to MyAccount view using the banner, the url is: <Application URL Schema>://MyAccount
- For linking to an issue, specify the link as <Application URL Schema>://issue/<GUID> where <GUID> is replaced with the GUID of the issue
- You can find the Application URL Schema under Admin > General Settings.

Add test devices

Click on the Devices tab. Here you can add a device allowed to test unpublished issues. These devices will see all issues you've uploaded in their Issues list without purchasing them or even if they're not yet published. This is useful for staff and production staff who need to review issues before they go live. Enter the UDID for the iPad and enter owner's name and/or e-mail.

Upload an issue

Any time you'd like to make a new issue available to users of your app—whether free or paid—you will create it in the Issues tab on your Publish site and upload your issue mib file. Issues are specific to single apps, so if you want to make an issue available to multiple apps, you'll repeat this process in each Publish site for each app. In order for your issue to show in your app for all readers you will have to publish it, if it is not published it can only be seen on devices registered under the Devices tab in publish.

Add New Issue

Click the Issues tab in Publish and then click *Add New Issue*.

- **Basic Info**
 - **Title** - This is the name for the issue that will be displayed in the in-app Store and Issues list.
 - **Description** - A short introductory text of the issue that will be displayed in the in-app store along with the cover image.
 - **Publication status**- Click the Save and Publish button only when all the necessary information and fields have been filled out. Note that if you are going to sell your issue on the iPad you also need to create an in-app purchase for it in iTunes Connect. You should mark the issue as Cleared for sale in iTunes connect before you publish it here.
- **Image files**
 - **Store and Newsstand image (Required)** - The Store and Newsstand Image that will be displayed on the App Store while no other issues are current. The image must be a .png file, at least 72 DPI, a minimum of 768 pixels on the long edge and must have a aspect ratio between 1:2 and 2:1. Also the artwork must be flat with no rounded corners.

- **Cover image file** (Optional) - The cover image is displayed on the details page in the store. (png, required dimensions: 300x175)
- **Thumb image file** (Optional) - The thumb image is displayed in the list view in the store. (png, required dimensions: 80x80)
- **iTunes Connect**
 - **Apple product identifier** - This is the Product ID from iTunes Connect for the in-app Purchase that corresponds to this issue. You can find it by going to your app in iTunes Connect and clicking Manage In-App Purchases. For free issues, you can ignore this field.
- **Android Market** (Only for Android)
 - **Android Market In-app Product ID** (Only for Android)
- **Payment**
 - **Free issue** - If this box is checked, the issue is added automatically to the users Issue list and is not listed in the store. Free issues don't need an Apple Product ID.

Press *Create*

Now you will be presented with information about your issue and also the option to upload your MIB for that issue. The MIB file contains images, texts, and layout. It is exported from the production tool and can be uploaded here. If you don't have the MIB file ready now you can upload it later.

- If you wish to upload your MIB from a server, click enter a URL instead and enter the full URL pointing to the MIB file if you have it stored on a server outside the Mag+ delivery network.

Click the *Save* and *Publish* button at the bottom of the form to publish the issue now.

Update an issue

If you have uploaded a MIB but notice that something is wrong or just find something you want to change, you can always upload a new MIB. Now this is where the guid steps in, the guid is our identification system for MIBs and is set by you when you create the MIB in Mag+ Production tool. The guid is a combination of the brand id and the issue id and in the very end is a number of how many times a MIB has been created for the issue.

For example: *brandID.issueID.3.mib*

This MIB has the guid: *brandID.issueID* and it is the third MIB created for that issue. If this MIB has been uploaded to your issue in Publish the new that is being uploaded MUST have the guid: *brandID.issueID*, it also have to have a higher number than 3 in the end. If the number is the same or lower our system will assume that it is the same MIB being uploaded again and reject the upload. If the guid is different, it will assume you have made a mistake and are trying to update the wrong issue and therefore reject the upload. This also means that another issue can not have a MIB with the same guid as a MIB in another issue. So, if you are uploading a MIB to a new issue, make sure you have changed the issue id since the last issue so the guid is different.

Subscriptions

Add new subscription

This step is a must for all Newsstand apps. Click on the *Subscription* tab in the top menu and then click *Add New Subscription*, you are now presented with the *Add New Subscription* view.

- **Title** - This is the name/label for the issue that will be displayed in the application and in the store.
- **Description** - A short introductory text that is displayed in the store along with the cover image.
- **Apple Product ID** - This is the Product ID from Apple that corresponds with the specific duration you have created in the in-app purchase in iTunes Connect.* Remember to mark the issue as cleared for sale in iTunes connect before you publish it here.
- **Images**
 - *Thumb image file* - The thumb image is displayed in the list view in the store.
 - *Cover image file* - The cover image is displayed on the details page in the store.

Editing or deleting a subscription

Click on the *Subscription* tab, click *edit* or *delete*

Install your test app on your iPad.

So, now you are ready to test your app. Before sending it in to App Store it is highly recommended to check that your app looks good and everything is running smoothly. To do this is very easy. First, make sure you have added your device's UDID to the AdHoc distribution Provisioning Profile in the iOS Provisioning Portal. If not, read chapter "Add test devices that can install your app on their iPad" to do so. Once you have updated the AdHoc distribution Provisioning Profile, download it. You don't have to upload the profile to publish.magplus.com again, all the profile actually does is giving the iPad it is installed on the right to install the specific app it is connected to. So your Ad-Hoc distribution Provisioning Profile gives you the right to install the AdHoc version of your app.

1. When you have downloaded the AdHoc Distribution Provisioning Profile to your computer, find it on your harddrive and drag it in to your iTunes library.
2. Now you have got the AdHoc distribution Provisioning Profile in your iTunes Library allowing to install the AdHoc version of your app. The next step is to install the app.
3. Click the Apps tab in Publish
4. In order to be able to build an app, all options listed under Assets and Configuration must be Completed, just click on an option to edit it.
5. If all Assets and Configuration options are Completed, click Generate a new build.

Once you have clicked it a notice at the top will appear notifying that a build has been scheduled.

6. Once the build is done it will appear at the bottom of the page under Builds.
7. Click the *build.tgz* file to download it to your computer.
8. The file downloaded will be a *.tar* file, double click to unpack it, then open the unpacked folder.
9. In the folder you will see three files. Select the one named "..._AdHoc_2.6.ipa" and drag it to your iTunes library just like you did with the AdHoc distribution Provisioning Profile.
10. Connect your iPad and synchronize. Now the app is installed on your iPad.

If you create a new version of your app, just redo the steps above to update the app on your iPad.

If you go to Devices in Publish you can add devices that are allowed to see Unpublished issues. Read chapter "Add test devices".

Submit your app to App Store

Before submitting your app to AppStore for review you **must** publish an issue for the Apple Review Board to view in the app. It doesn't have to be a full issue, just enough verticals so that they can make sure that the content is similar to what is described in the meta data for the app in iTunes Connect.

Note! If the Store is enabled in the app you must publish at least one issue that is connected to an in-app purchase (the in-app purchase can be for a Non-Consumable Issue, an Auto-Renewable Subscription or a Free Subscription). Otherwise it will give an error message in the store and Apple Review Board will reject the app. So make sure there is a published issue or a subscription in the Store of your app before submitting it to Apple.

Note! A store is a must for Newsstand apps, even for Newsstand apps that only publish free issues, if the Newsstand app doesn't have a store, the users won't be able to sign up for a subscription and Apple Review Team will reject the app.

1. After finishing all the steps in chapter "Create an App ID and your App.". Your app's status should be Prepare for Upload. When you click on the App's details page, you can click the Ready to Upload Binary button in the iTunes Connect app summary page. This will change the status to Waiting for Upload.
2. If you haven't already downloaded Xcode, do so now from your iOS Developer home page. It is about 4GB in size.
3. Click the *Apps* tab in Publish
4. In order to be able to build an app, all options listed under Assets and Configuration must be Completed, just click on an option to edit it.
5. If all Assets and Configuration options are Completed, click *Generate a new build*.

Once you have clicked it a notice at the top will appear notifying that a build has been scheduled.

6. Once the build is complete you will receive an email and the build will appear at the bottom of the page under *Builds*.
7. Click the build to download it to your computer.
8. The file downloaded will be a *.tar* file, double click to unpack it.
9. There is a program in Xcode called Application Loader that you will use to submit the actual app file (the *[title]_AppStore_2.5.zip* file in the zipped folder you downloaded from the Publish site).
10. Search your Mac for Application Loader and open it. Sign in with your iTunes Connect log in. It will show you a drop down list that should display your app. Choose it and follow the on screen instructions to submit. Now just wait for Apple to approve!

Enterprise

Enterprise apps are special kinds of iOS apps that are not distributed through the iTunes store but by you. These are not meant for you to sell through your site bypassing Apple's system, but to create apps that only go to an internal audience (ie, your sales staff). Creating an enterprise app is easy using the Mag+ platform. Enroll for an iOS Developer Enterprise Program at developer.apple.com and then it is just to create your app as you would with a regular app following the steps above, just don't submit the app to Apple. The AdHoc ipa created in step "Install your test app on your iPad" is your Enterprise app, the person you send it to can install it, no need to go through the App Store.

How to distribute an Enterprise app

There are many different ways to distribute enterprise apps within companies. Some companies have a server that only their employees can access and store the app there for people to download. There are many other options for how to distribute your enterprise app. Read this documentation from Apple for more information on Enterprise apps and distribution: [In-house App Accelerator Guide](#). It is also possible to do remote hosting for sensitive documentation using our remote server option. Read more about our hosting options in the step called "*External Storage*".

If you would like some more information on how to create an Enterprise app, please contact sales@magplus.com