

## HISTORYNET

Virginia-based publisher of nine history-themed magazines and the HistoryNet.com website.

**Industry:** Publishing  
**Company size:** 50

[www.historynet.com](http://www.historynet.com)

### Problems they faced

- Working with LA-based creative team to redesign all nine magazines
- Reviewing visual files including layouts and cover designs not suited to email
- Redesign required input and oversight from many different people

### Why Hightail

- Easy to share and discuss every new design without conference calls
- Reviewers can leave precise comments on images and design files
- All feedback is collected in a single place, not scattered across multiple emails

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**“Hightail brings everyone and their opinions together. All comments are made in a single place, so no one has to manage all that feedback.”**

– Brian Walker, Art Director

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### Results

- Sped up the redesign project
- Helped entire design team keep up with each new idea
- Created a digital trail of all decisions and changes

### Features used

- High res image previews
- Commenting
- Visual versions
- Downloads

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