

GOAL

This study compared the potential environmental impacts of the print edition of the Swedish interior design magazine *Sköna Hem* with that of its tablet edition in 2010—from a life cycle perspective.

Parameters	Print edition	Tablet edition		Units
		Emerging	Mature	
Number of readers per copy	4.4	1	1	readers/copy
Reading time	41	9	41	minutes/reader and copy
Number of copies sold	1 307 000	2 212	653 500	copies (downloads)/year
Overall use time of tablet	-	14	14	hours/week (life time: 3 yrs)
Size of the copy	184 pages	163 (MB)	163 (MB)	pages/copy, or MB/copy

2 tablet editions were studied:

The **emerging** (current), which has few copies per issue and the reading time is comparatively low. The **mature** (presumed future), in which the number of copies and reading time is increased to more correspond to the print edition.

METHOD

ReCiPe08 Midpoint (H) version 1.06
Cumulative energy/exergy demand, as implemented in SimaPro

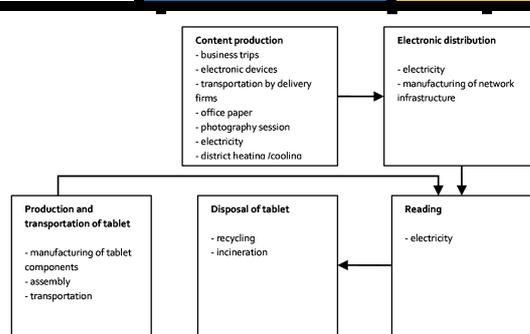
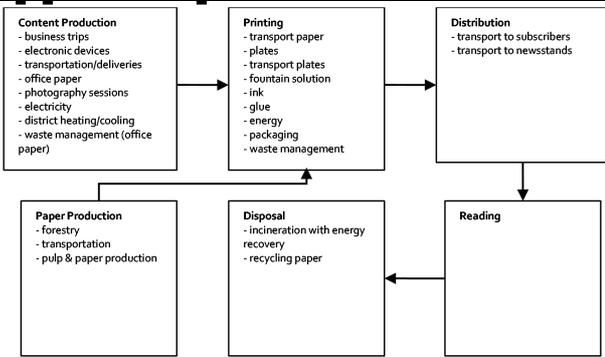
Allocation of content production: Based on the number of copies (specific activities only for tablet edition allocated to that edition)

Allocation of tablet manufacturing & disposal: Based on tablet use time

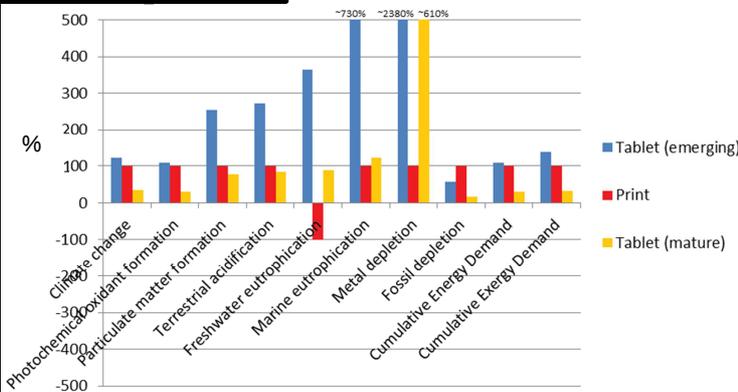
Allocation of electronic distribution: Based on size of data (MB)

PRINT EDITION

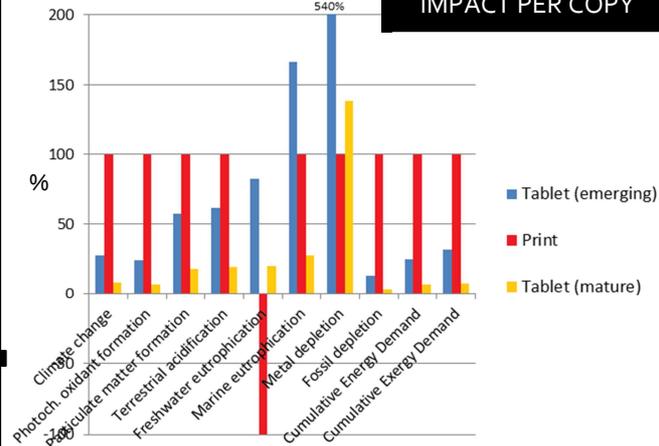
TABLET EDITION



IMPACT PER READER



IMPACT PER COPY



TABLET EMERGING

182 gCO₂e

content prod. 160 gCO₂e
electronic distr. 20 ~
read on tablet 2 ~

PRINT

150 gCO₂e

content prod. 4 gCO₂e
paper 154 ~
printing 47 ~
distribution 33 ~
waste treatment -88 ~

TABLET MATURE

52 gCO₂e

content prod. 20 gCO₂e
electronic distr. 22 ~
read on tablet 10 ~

CONCLUSION

It proved difficult to compare the print and tablet editions of the magazine due to difficulties in defining its function.

When assessing the impact per reader, the tablet edition in its emerging stage gave rise to higher potential environmental impacts per reader than the print edition. However, with an assumed mature tablet version, the impacts were generally lower per reader.

When assessing the impact per copy, the print edition had a higher impact in almost all impact categories studied than either the emerging or mature tablet versions modeled.

CONTACT



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