SaaS Tablet Publishing Companies Compared

Company	Adobe DPS	Oomph	Mag+	MAZ	PressPad	Stonewash	TapEdition	Your candidate
Plan name (if any)	Professional Edition	Newsstand app	Monthly	Standard	Newsstand	Custom calculator	Monthly Publication	
Newsstand app, push notifications, subscriptions	✔	✔	✔	✔	✔	✔	✔	
Use your PDF	✔	✔	✔	✔	✔	✔	✔	
Doesn't require Apple Developer Account	✖	✖	✖	✖	✔	✖	✖	
Multimedia and enhancements	video, galleries, 3d, audio and more	video, galleries, 3d, audio and more	video, galleries, 3d, audio and more	video, galleries, 3d, audio and more	YouTube video, links	video, galleries, 3d, audio and more	video, galleries, 3d, audio and more	
Set-up fees, additional fees (in USD)	$699 (InDesign), $3,000 for downloads above 3k limit, $99 Apple Dev Account	$99 Apple Dev Account	$99 Apple Dev Account	$1,000 ($0.20/ issue commision) $99 Apple Dev Account	–	$2,267 (set-up) $99 Apple Dev Account	$99 Apple Dev Account	
Price (1 month, USD)	$495	$749	$399	$299	$129	$403	$250	
1st year of operation	$9,738	$9,075	$4,887	$4,687	$1,548	$7,202	$3,099	
Your earnings minus costs (with Apple's deduciton removed)	-$6,273	-$5,610	-$1,422	-$1,222	$1,917	-$3,737	$366	

Assumption: each month we want to publish one simple PDF issue; it is downloaded ~400 times each; we are interested only in Apple's Newsstand (with push notifications, subscriptions, etc.); one issue is priced $0.99; and most important–we want to do it all ourselfs. We have left an extra column at the end for your candidate.

We tried to do this comparison as transparent as possible. But you should visit each website and compare them yourself, since we are one of the companies listed here.
~ PressPad Team