

## BRING ON THE DIGI-MAGS!

Lots of people worldwide – especially when on vacation – love to pick up their favorite monthly magazine; better yet, they pay for a regular subscription...all in print form. But there is a fast-growing trend toward DIGITAL MAGAZINES. Just as digital or E-books started a few years ago and now are part of the mainstream, digital magazines are rapidly gaining popularity as well. Yes, many people still want the feel and pleasure of handling a printed magazine, but as we all become more mobile and time-constrained, this new format lets us read our favorites in an instant. Better yet, we are saving millions of trees in the process.

Digital mags are **NOT** the same as having a printed copy put on the internet as many publishers do. These mags are entirely digitized, cover to cover, including the advertisements. In some cases, such as *Vogue* fashion, the articles and ‘fluff’ have been edited to focus on the real content. (One of the best looking digi-mags today is ‘*Kateigaho*,’ a Japanese fine arts/culture magazine who now publish both digitally and in print. *Newsweek* recently went digital too.) There are hundreds more available to be read...all it takes is a subscription and a download.

With tablet sales on the rise – in different sizes, forms, and from the biggest tech names – unit sales are expected to reach about 500 million by the year 2015 while 2012 saw a 78% growth over the previous year. Furthermore, researchers have found that people spend more time on Apps than browsing the internet; digital magazines fall into this category as it requires using an App to read. *Amazon.com*, *Zinio.com*, and *Bookstand* on iPad are just a few companies dedicated to the digi-mag...almost every major print magazine now offers a digital version, many times at a lower subscription price.

What does this mean for future reading? Well, more content obviously will be available, but beyond that changes within the digi-mag industry will enable continuous stream of content (not just monthly) and interactivity via social networks will help expand this market. As opposed to print versions, digi-mags invite the reader to look beyond what is on their screen, to search for other information and businesses, hence the pluses for ad business to grow. Another aspect is that similar to self-publishing books, individuals can now create, publish and sell their own magazines without the huge costs involved with print versions (start thinking!) So like it or not, your favorite easy-chair printed magazine may no longer be available in the near future but its essence will be online. Just subscribe and log on! Beats lugging a bagful of unread magazines when you travel!