



FOR IMMEDIATE RELEASE:

The New “iDigital Edition” Digital Magazine Publishing Solution Offers Magazine Publishers a Complete Digital Edition Revenue Tool

Digital magazines offer magazine publishers new revenue and publication growth from every issue converted. The iDigital Edition magazine service offers premium quality and revenue results without extra publisher workload.

TEMECULA, California - November 30, 2005 - Digital magazine publishing is now within reach for small and mid-tier publishers. Using iDigital Edition (<http://www.iDigitalEdition.com>), publishers can completely replicate their print magazine publication in an online digital format. The innovative iDigital Edition service converts print-ready PDF files to the iDigital Edition online digital magazine format to provide marketing, circulation, readership, and advertising value to magazine publishers.

The digital magazine replication of the print publication format give readers the satisfaction of browsing, flipping pages, and reading online just as they would a printed magazine. Each digital magazine issue preserves the layout, colors, and quality of the issue and allows publishers to build a complete digital edition archive of their publication for long-term shelf life.

In addition to superior on-screen presentation quality, the new service is unique in that publishers are not required to license digital conversion software or perform setup, configuration, and issue processing in-house. Publishers submit print-ready magazine PDF files and a digital magazine enhancement guide to the iDigital Edition service for a complete turn-key conversion of every issue.

With the iDigital Edition format subscribers or visitors can view the online magazines without being required to install proprietary client digital reader software or download large files to their PC. The digital magazine Flash format insures that availability will continue to dominate other digital publishing software formats and provides the greatest future technology functionality capabilities. According to the September 2005 NPD Research study (http://www.macromedia.com/software/player_census/flashplayer/), 97.3% of web users have Flash pre-installed and can experience Macromedia Flash content without having to download and install a player.

Dynamic media enhancements to digital publication advertisements provide strong engagement and result reporting value to magazine advertisers. Advertisers can place dynamic flash, audio, and video multimedia content in digital editions with specific URL hyperlinks. The digital media hyperlinks can provide general performance tracking or may be configured for specific promotion landing pages by digital readership prospects based on an identifiable digital magazine issue.

Digital magazine editions are creating new revenue opportunities for publishers to extend their brand and penetrate their demographic niche online. The reduced cost of distribution and increased exposure to a full national or international audience means that publishers can reach untapped market segments. Publishers can better identify the source of new subscribers or open access readers and better understand how these users are interacting with their online publication and content.

Publishers are also using digital editions to respond to the expectations of their existing loyal readers by offering this format as a premium to subscribers. They are adding incremental growth by the consumer segments seeking online electronic content delivery over print delivery channels. The tremendous growth of the online medium for publication brands allows publishers to effectively grow their online community and interactions utilizing the digital magazine and overall online website strategy.

Digital magazines provide time utility to publishers needing to offer immediate access to a complete current issue. From utilizing immediate access as a marketing, promotional, advertising demo, or immediate subscription fulfillment tool, each digital issue eliminates the critical distribution problem created when delays are experienced in getting periodical content to readers.

About iDigital Edition

iDigital Edition (<http://www.iDigitalEdition.com>) is an application service provider (ASP) digital magazine service for publishers. The services was released in 2005 and is offered to magazine publishers in the US and internationally. iDigital Edition is a division of Infoswell located in Temecula California. Infoswell's provides complete publication website content management solutions including custom web design and development.

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