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RamsayMedia has signed an agreement with Zinio, global leader in digital publishing technology, to publish *Car* and *Getaway* using Zinio's iPad App platform, which it will make available within weeks, at less than the price of the print edition, it announced yesterday, Thursday, 1 July 2010.



The move is the latest development in its drive to deliver content to consumers using multiple touch points and means the company is reportedly the first to market in providing e-magazines to South African consumers using iPad's innovative platform, said managing director Stuart Lowe.

The company has moved vigorously into expanding its offering into new media channels since it rebranded as a multimedia owner in November 2008.

Raul Suarez, Zinio's MD: international, said his company was delighted to welcome the company to its family.

"RamsayMedia is leading the way for South African content by leveraging our global reach and pay-once-read-anywhere Unity platform. New customers from around the world will soon be able to enjoy access the media house's top magazines on an expanding range of devices."

Zinio is one of the foremost marketers of digital magazines and books globally. With over 60 000 titles available in its e-store, it is reportedly responsible for 90% of digital subscriptions in the US and more than half of those worldwide. Its App for iPad (available free, together with iPhone, through the iTunes store) allows readers to move easily between text, interactive graphics, animated illustrations and videos - enlarging photos, launching web pages and sharing articles with friends - all with a simple touch of the screen.

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