

The future of magazines?

There's a new "magazine" that doesn't seem to be a magazine because it is not printed, but is on a disc (CD). Is this perhaps the future of publications?

A new music magazine caught my eye recently. The only problem is that it's completely digital. In other words, it comes on a disc. So each issue, instead of receiving a glossy magazine, you receive a shiny CD packaged in a DVD box. So you get this CD, and put it into your PC and the "magazine" comes up and you navigate through it to get to the content.

Now I was quite blown away because I have always considered magazines as one thing and computers as another. Adding to that: I always considered a magazine something you would read on the toilet or in front of the television...

This is not to say I was put off... It does take time to get used to the idea - specifically in terms of the fact that you don't page, but I really found it quite engrossing, not to mention that there were the added bonuses of sound clips and video, and to be honest, it's a much longer read than I get out of most other mags I subscribe to.

I really thought this was an interesting concept, and so it got me thinking about the possibility that what I was looking at was maybe the future of publications? It certainly makes sense, well at least for this music CD-zine...

I'd be interested in knowing if any one else has come across a similar product, and what they think of this different medium and its consequences for the magazine industry...

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