
SELLING ADVERTISERS ON TABLET COMPUTERS



In this post-modern, digitized world, magazine publishers are scurrying to find a place in the emerging business of transferring their printed works to a more tablet friendly format. With formats being a “genuine revolution” rather than a passing fad, Apple has become a very flexible ally to these publications, and there is money to be made with e-magazines. Still, however, some people prefer the print copies, and regardless of format, readers expect a reading experience unique to the medium, leaving publishers struggling to find imaginative ways to digitize their print magazines. Read the original article here: [The Media Equation: Now to Sell Advertisers on Tablets](#)

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