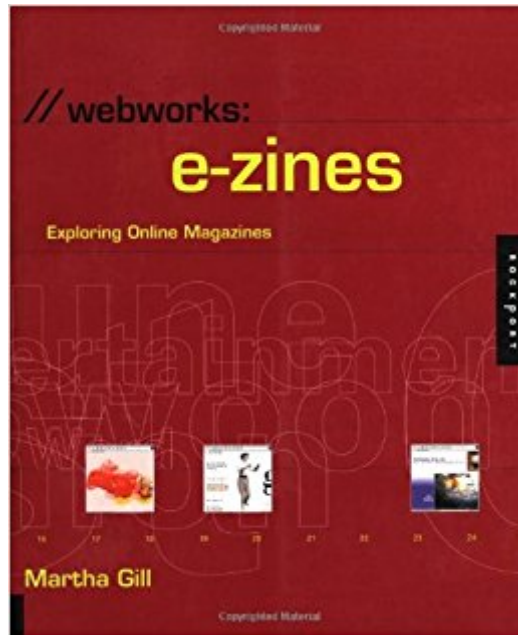


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Webworks: E-zines: Exploring Online Magazines



Synopsis

Meet the people who make it their business to create electronic magazines on the web. Here you'll find an international showcase of e-zine designs that work. Whether translated from print or created purely for online viewing, these e-zines offer standout solutions to the enormous challenge of designing information and holding the reader's attention online. From mass-media stalwarts, such as Time and Fortune, to renegade upstarts like Suck and Urban 75, *WebWorks: e-Zines* identifies what makes an e-zine success. Learn about e-zine structure and design, from start-up and promotion theory to the nuts-and-bolts layout of departments and columns. Discover innovative techniques for enticing readers participation and generating subscriptions. Find common sense tips on navigation, programs, and site architecture. Packed with advice and inspiration from top e-zine staff, this volume is the essential resource for designers, marketers, and internet enthusiasts around the world. Each case study introduces you to the designers who are inventing the future, giving you a direct pipeline into today's web world.

Book Information

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Customer Reviews

This volume of the Web Works series is a showcase of electronic magazine designs that work. Whether translated from print or created purely for online viewing, the e-zines presented offer standout solutions to the enormous challenges of designing information and holding the reader's attention online. Focus on: E-zine structure and design, from start-up and promotion to department

and column format. Enriched with innovative techniques for enticing reader participation, plus advice, inspiration, and a few common-sense points from top e-zine designers.

Martha Gill is a freelance graphic designer, spokesperson and entrepreneur. She is the author and designer of the Modern Lifestyle Guides a book series created for people with more style than time. Martha has received national recognition with features in the Chicago Tribune, New York Daily News, LA Times, InStyle and on E!s Style Network. She lives with her husband and two children in Atlanta, Georgia.

After you read the title, you expect exactly what the book delivers: excellent visual stimulation and the best magazine websites briefly analysed. Salon, Feed, Rolling Stone and all the best are there, both Internet-only mags and the printed ones with a cool version on the Web. Essential. It's impossible, even for the best and most experienced webdesign professional, do not like it. It's not the "complete guide" or something, but the 40/50 websites there are really THE ONES. A little over-priced, true, but you can consider yourself a lucky guy if you don't have the chance to put your hands on it: this book is one of those that once touched, it is immediately bought.

In all honesty I bought this book mainly because, much to my surprise, I found that my work is actually included...for Ms. Gill to stumble across my site, she really must've scoured the web. And you can see that from the rich variety of other examples included. Brava!! just wish she sent me a copy for free! ;)

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