

Website revamp for FIPP

The International Federation of the Periodical Press (FIPP) announced the launch of its revamped website earlier this week. Designed by Primaxial, it is supposed to offer a more dynamic, effective and usable resource to FIPP members and the international magazine publishing community it serves.

“We are delighted to launch the new-look site [www.fipp.com]. We hope that the simplified navigation and design will help users access our plethora of information easily and will make their visit to fipp.com a helpful one,” said FIPP GM Christine Scott.

“The new site offers users greater interactivity, encouraging users to comment on news stories and even submit their own. We hope that the new site will continue to be the authoritative source of news, research and information about the international magazine publishing industry.”

Features of new site include:

- Simplified navigation allowing for greater usability and a modern, contemporary design
- Fully searchable member database, allowing users to search and access details on all 826 FIPP members
- Dynamic homepage, including a scrolling panel showcasing latest magazine launches from around the world, news and an updated calendar of key events for magazine publishing executives
- Research database and latest news about trends and developments within the global magazine market
- Users can now contribute content by submitting news, press releases, events for the diary and research directly to FIPP
- Dedicated professional development area for Magazine Management Certificate and Digital Publishing Certificate participants to download resources and upload assignments.

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