

## *The Media* magazine goes digital

From its July 2012 issue, *The Media* magazine is now available digitally (in addition to hard copy format) with readers and advertisers able to interact with 're-imagined' content and images.



[click to enlarge](#)

"The free and easy to access digital version allows a comprehensive user experience. What we are limited to in print, becomes possible in a digital format. Readers and advertisers will find new ways to gauge the media industry through value-added digital content, imagery, video and audio. Ads can be linked to YouTube and others allow one to navigate different offerings, such as websites, rate cards and competition entries. Our digital magazine thus seamlessly connects the reader to the product," said Ronell Buitenbos, MD of Wag the Dog Publishers.

"We get many requests for additional printed magazines and requests for scans of particular articles that readers would like to share with their colleagues. Having downloadable magazines with additional, informative features will make our content easily accessible."

When the print edition (which is not available in retail outlets) is delivered each month, the digital version can be simultaneously downloaded onto any suitable device. To facilitate a speedy download, there is currently only space for four interactive advertisements, which will grow to 20 in time.

View the July issue of [The Media](#) online.

For more, visit: <https://www.bizcommunity.com>