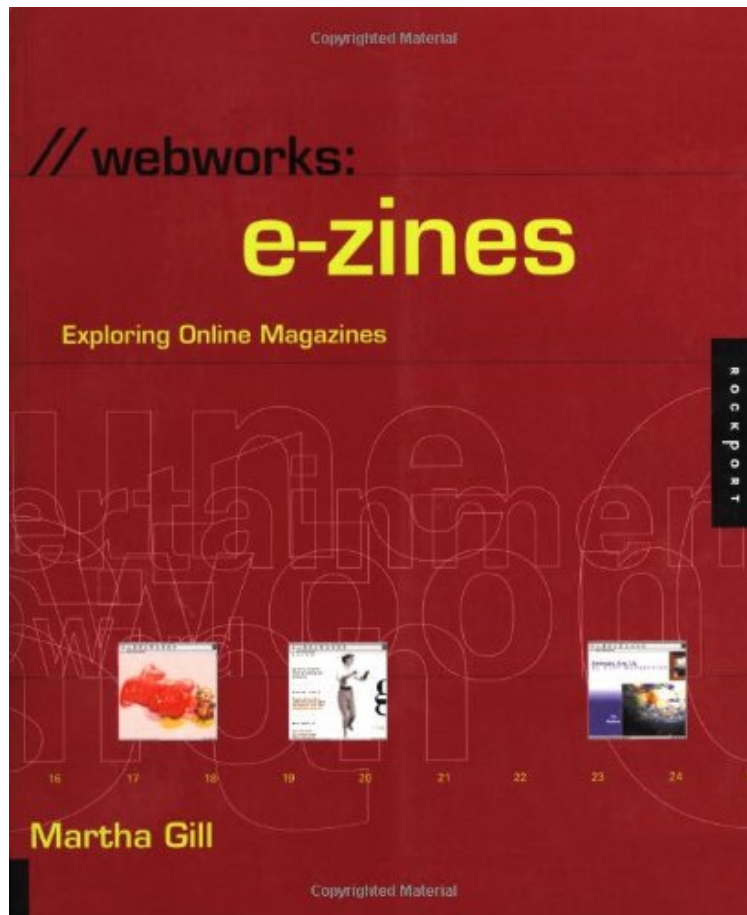


Webworks: e-zines: Exploring Online Magazines

Martha Gill

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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 readers 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.

From the Publisher 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. About the Author 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.