

Online Fashion Magazines
Bethany Potten, TMD '14
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Summary by Christie Gianetti

Fashion magazines have been a staple in the American home for many years. As the digital age continues, however, many magazines are choosing to include technology and offer digital copies of their magazines. In Bethany Potten's presentation, *Online Fashion Magazines*, we learned that the introduction of digital magazines will not destroy the print world, but enhance it. Digital magazines give readers another way to get the information they want. Digital magazines can stay current with 24-hour news and breaking coverage, and they can offer videos and commentary that print cannot. Print magazines still have the convenience of being available when you want them and some people just prefer to hold a magazine or physically flip through the pages. Digital magazines are just another platform to reach a wider audience. They are used in conjunction with the print versions. Print tends to offer lengthy and in depth layouts, while digital gives short breaking news and links to full articles and stories. Because digital is such easy access, companies need to implement ways to make money. Most digital magazines will offer subscriptions and paid advertising. Titles such as *Vogue* and *GQ* are offering links to the clothing and accessories companies featured in their stories, giving the readers the ability to buy the products right there and not just read about them. Companies need to evolve as technological innovations increase around the world, and digital magazines are doing just that.