

Press Release - Publish Your First Digital Magazine: Taking You from Concept to Delivery

FOR IMMEDIATE RELEASE - APRIL 2013 - MEDIA CONTACT: KAREN THOMPSON



Award-winning author Lorraine Phillips' latest release, "Publish Your First Digital Magazine," is a must-read for all creatives who are passionate about sharing a message with their audience and looking for innovative ideas, strategies, tools and techniques they can use to create and distribute a digital publication.

With the digital magazine landscape being so new, the book covers much needed information on topics such as: magazine business fundamentals, how to create an editorial philosophy, how to build an editorial calendar, places where content and images can be found, the different ways a digital magazine can be monetized and the tools that will be necessary to produce a publication. Additional topics include: how to effectively use social

media to connect with an audience, considerations for setting up a website or blog and search engine optimization techniques that can help to improve a magazine's visibility on the Web.

As former editorial director of "SisterPower Magazine" for over ten years, Lorraine previously released "Publish Your First Magazine: A Practical Guide for Wannabe Publishers." The title was quickly hailed within the magazine industry as a *must-read* for all new publishers; became an Amazon Top 100 seller in its category; was rated five out of five (excellent) by Writer's Digest; and was selected as a "Highlighted Title" by Independent Publisher, where the book was recognized for exhibiting superior levels of creativity, originality, as well as high standards of design and production quality. The title is also being used as a teaching aid at a number of universities and colleges throughout the U.S.

Lorraine currently functions as founder of 360 Books where she advises publishers, entrepreneurs and business leaders on the best practices for online marketing and promotion through the smart, strategic use of today's technologies. She specializes in social media marketing, web content strategy development, branding and design.

Publish Your First Digital Magazine (ISBN: 9780988953505) is priced at \$24.95. The book is available from major wholesalers and book retailers, as well as online outlets nationwide, in Canada, Australia and throughout Europe. For more information, please visit: www.firstdigitalmagazine.com.