

WHEN IT COMES TO WEBACTIVE SIZE REALLY DOES MATTER

Submitted by: AxiCom

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July 20, 2004 – Webactive magazine today reveals a complete overhaul of its design and format, a move designed to appeal to a broader number of readers looking for highly accessible information about the Internet and how to use it. Webactive, the UK's best selling UK monthly Internet magazine for the past 3 years, has just got better – with a refreshed look and feel and a new convenient-to-use size. From the August 2004 issue, Webactive will be the first UK technology title to be published in a new pocket-sized format, ensuring that the magazine continues to stand out from the crowd.

The new 'laptop' edition Webactive is perfectly suited to the way its readers use their copy with 55 percent of surfers using the Internet in the office as well as at home. The all new pocket-sized Webactive will be a highly portable information resource that its readers can pack up and take to work, to the Internet café or keep next to their desktop at home.

Every area of the magazine has benefited from a design makeover to produce a new-look Webactive that is brighter, easier to read and simpler to navigate. This updated design is based on extensive reader feedback and mirrors the very successful design refresh at Webactive's sister title Computeractive.

Webactive provides its readers with jargon-free step-by-step information through workshops, hints and tips and reviews as well as up-to-date Internet news, advice and Q&As. The new look Webactive will be an even better read through improved and expanded editorial sections.

Webactive's highly regarded website reviews section will grow to include more sites than ever before and an improved Workshops section will feature step-by-step guides to technical issues, useful things to do online and the ins and outs of building your own website and getting online. A new series of guides to the best broadband deals and how to get hooked up to the net will be joined by a new Webactive Directory of hand-picked websites organised by topic and updated every month.

"Webactive readers are going to love the new look and size of the magazine," said Jonathan Parkyn, Editor of Webactive. "The fact that it is more portable means our readers can take an up-to-date pocket-guide to the Web wherever they use the Internet most. And every month there will be 132 pages packed full of reviews of the best sites online as well as easy-to-use guides to all things Internet. And all of this now comes in a completely redesigned and simple-to-navigate package."

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Notes to editors:

* Webactive is the highest selling monthly Internet title, with a circulation of more than 31,000 (ABC, Jan-Dec, 2003).

* Webactive is published by VNU Business Publications Ltd. More information is available at www.webactivemagazine.co.uk

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