

# New digital media “start-up” with a 160 year old brand at its heart

Submitted by: 1854 Media

Tuesday, 5 February 2013

---

Introducing Apptitude Media. Re-imagining print to pixels.

Launching today as a new digital media company, Apptitude Media has an award-winning portfolio, and promises to help-reinvent the magazine, combining old-world publishing expertise with a proven talent for publishing to tablets and smartphones.

Founder and CEO, Marc Hartog says: “We are at the very beginning of a publishing revolution. Magazines have been around for nearly 300 years, and they will be around for the next three centuries in one way or another, but what form they will take is being shaped right now.”

Marc successfully led a management buyout of the British Journal of Photography, which has been in print since 1854, from Incisive Media and has subsequently completed a first-round of investment to form Apptitude Media. Incisive Media are taking a minority stake in the new enterprise.

Apptitude Media comprises the team behind the British Journal of Photography (BJP), the award-winning niche magazine that transformed its fortunes with the introduction of a custom-made app for the iPad. Since launching the app in September 2010, BJP has more than doubled its paying subscriber base, and the app has now been downloaded over 200,000 times. The team also recently launched a UK iPad edition of Popular Science, one of the most widely read publications in the world. Other partnerships include cutting-edge fashion and lifestyle magazine 125, brought to the iPad for the first time.

Based in Soho, London, the fifteen strong team encompasses all areas of expertise in app publishing. According to Gregg Hano, CEO of Mag+ and former SVP of Bonnier corporation: “In my opinion the team are doing some of the best work in the digital publishing space, among the top 1% of digital publishers in the world.”

Apptitude Media offers a bespoke service consulting with publishers, blending creativity, visualisation and innovative technology to help them re-imagine their print titles as truly interactive digital magazines. From design through to app production, the Apptitude team will guide clients through the complex process of gaining compliance and approval for their apps, and advise them on how to market and sell their products via online retailers such as Apple’s Newsstand.

Apptitude Media is actively pursuing partnerships with any business looking to capitalise on the fast-growing readership opportunities offered by tablets and smartphones, and their global user base.

Marc concludes: “I am looking forward to working with a world class team, fresh ideas and new launches, working hard, having fun, and just being part of the most exciting time in publishing in a generation.”

To view the Apptitude Media portfolio, meet the team and find out more visit:  
[www.apptitudemedia.co.uk](http://www.apptitudemedia.co.uk) (<http://www.apptitudemedia.co.uk>)

Ends

Notes to Editors

About Apptitude Media

Based in the heart of London, Apptitude Media is a new digital media company, established by a team that has worked together for many years, with a portfolio that includes some of the most successful and revolutionary digital magazines in the industry. Apptitude publish award-winning magazines on tablet devices, smartphones and in print, and help other creators of print products to make the transition to bespoke, re-imagined digital products. Apptitude offers a full digital contract publishing service. For more information visit [www.apptitudemedia.co.uk](http://www.apptitudemedia.co.uk) (<http://www.apptitudemedia.co.uk>)

About British Journal of Photography

Established in 1854, British Journal of Photography is the world's longest-running and most influential photography magazine, defining the future of photographic journalism. It is available as a premium quality monthly magazine, across the UK and select cities in Europe, North America, the Far East and Australasia.

BJP was one of the first photography magazines to launch online, starting BJP-Online.com (<http://www.bjp-online.com>) in 1997, now reaching more than 100,000 unique visitors per month, and is also available as an award-winning iPad app, as well as on the iPhone. BJP was awarded the title of "Photography Magazine of the Year" at the 2012 Lucie Awards. For the official Editor's announcement [click here](#) (<http://www.bjp-online.com/british-journal-of-photography/news/2241452/a-letter-from-the-editor>).

About Popular Science UK

Popular Science UK brings the in-depth features, science news and stunning multimedia of Popular Science to iPad users in the UK. All the gadget and product reviews are exclusively written for the UK market, and the Headlines section includes commentary on science and technology news as reported in the UK media. Visit [www.popsciuk.com](http://www.popsciuk.com) (<http://www.popsciuk.com>) for more information.

About 125 Magazine

Created in 2003 as a showcase for new ideas in photography, fashion, art and visual culture, 125 is the only magazine in the world to act as a completely unbiased gallery space. Independently published twice a year, each issue is a 300 page tribute to creative freedom and the ultimate luxury magazine, giving a voice to emerging and established artists around the world. 125 is available in art galleries, fashion stores and from the best magazine retailers in 23 countries around the world and now also as an iPad app. Just like its print partner the 125 app is filled with unique work commissioned by the team so that every page offers something new and exclusive to its readers. Visit [www.125magazine.com](http://www.125magazine.com) (<http://www.125magazine.com>) for more information.

## About Incisive Media

Incisive Media is a leading global business information and events company. The company's principal markets include financial services, legal and accounting services, marketing services, technology and risk management. Incisive Media's market-leading brands include, Investment Week, Legal Week, Post, Risk, FX Week, AVCJ, Professional Pensions, SES, clickz.com, Accountancy Age and V3.co.uk. It has offices in London, New York, Hong Kong, and Beijing. Visit [www.incisivemedia.com](http://www.incisivemedia.com) (<http://www.incisivemedia.com>) for more information.

## About Mag+

Mag+ ([www.magplus.com](http://www.magplus.com) (<http://www.magplus.com>)) is the most flexible and efficient platform for publishing creative content on touchscreen tablets and smartphones. Mag+ premiered on the first iPads in April 2010 with the award-winning Popular Science+ application and now supports more than 600 apps from publishers and creatives around the globe including Mad Magazine, Hemispheres (United Airlines), Toyota, WebMD, Outside, MarieClaire and IDG. With its streamlined production system, powerful backend and feature-rich design framework, Mag+ is ideal for anyone — from magazine publishers to catalog marketers and design agencies — wanting to bring beautiful, immersive content to the millions who are using this new generation of digital devices. Mag+ is Apptitude's preferred tablet publishing platform.

For media enquiries, please contact:

Marc Hartog, Founder and CEO of Apptitude Media at [marc@apptitudemedia.co.uk](mailto:marc@apptitudemedia.co.uk) or +44 (0)20 7193 2654