

X-Ray Magazine Launches As Online Webzine

Published on 11/19/07

In response to reader requests, X-Ray Magazine has launched as a web-based e-zine, giving users easy access to the complete content of each issue; both past and present. X-Ray Magazine provides case studies of all types of software implementation and improved workflow techniques, extensible-product reviews, feature-detail articles written by product-manufacturers' staff, detailed step-by-step instructionals, and code-laden AppleScripting lessons.

ThePowerXChange announces all new web e-zine format for X-Ray Magazine For easy searching and researching of articles, stories, and case studies

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"We're pleased to see X-Ray Magazine transition to an online format, that will further extend its reach to Quark customers with informative how-to's and in-depth stories about our products," said Terry Welty, senior vice president, corporate marketing, Quark.

Beginning with X-Ray Magazine volume 5, number 2, new articles will be added each week as both online and PDF postings. The new online format will complement the PDF library of all previously published articles. Conversion to webzine of the PDF archives is underway and during the process, links to related topics that may be of interest to readers, both within the site and to other resources, are embedded. Linking articles to other sites will expose readers to a wider variety of resources than was possible with the printed or PDF articles; not to mention the benefit to both the reader and advertiser in using relevance for ad placement.

Cyndie Shaffstall, editor and publisher of X-Ray Magazine, explains, "When we resurrected X-Ray Magazine in 2004, we did so in print, in deference to the requests of our readers. Today, just three short years later, our readers have migrated to electronic formats, and we felt it was time for X-Ray Magazine to do the same. I find the entire concept of a webzine particularly exciting because of the immediacy of information and the astounding ability of search engines to be able to deliver our content to match exactly a reader's requirement. You simply can't do that with a mailbox - no matter how well you know your readership."

X-Ray Magazine was originally launched in 1996 as a magazine for Quark software users. Today, X-Ray Magazine touches on a wide variety of topics that are of interest to the designer, press, prepress, publishing, and web-publishing professional. The periodical is published in English and Korean (through partner, InCube Technologies, <http://www.incube.co.kr>), and select stories have been translated to Dutch and French. New online stories will be translated to French, German, and Spanish, with other languages being added in 1Q2008.

X-Ray Magazine:
<http://www.xragmag.com>

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ThePowerXChange:
<http://www.thepowerxchange.com>

X-Ray Magazine is a publication of ThePowerXChange, LLC. ThePowerXChange been based near Denver, Colorado, since 1995 and distributes thousands of extensions-based products used with applications such as QuarkXPress, Photoshop, Illustrator, Acrobat, After Effects, FreeHand, Painter, Premiere, and QuarkXPress Server, as well as many stand-alone applications for the designer, publisher, printer, and web-page creator.

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Link To Article: <https://prmac.com/release-id-1070.htm>
