

The Loop Announces Executive Team

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The Loop today announced that Paul Zampitella and Peter Cohen have joined The Loop. Zampitella takes the reigns as Director of Advertising, while Cohen steps in as Executive Editor. The Loop also announced marketing agency, Spin Studio, takes over marketing and business operations. A 14-year advertising veteran, Zampitella has extensive experience in both business to business and consumer advertising at media companies such as IDG, United Business Media and Ziff Davis.

Bedford, Nova Scotia, Canada - The Loop today announced that Paul Zampitella and Peter Cohen have joined The Loop. Zampitella takes the reigns as Director of Advertising, while Cohen steps in as Executive Editor. Prior to joining The Loop, Zampitella served as Publisher of Macworld magazine where he led advertising sales and operations. A 14-year advertising veteran, Zampitella has extensive experience in both business-to-business and consumer advertising at media companies such as IDG, United Business Media and Ziff Davis.

Before joining The Loop, Cohen served as a Senior Editor at Macworld magazine. With his 23 years of hi-tech industry experience, he brings a wealth of understanding and expertise regarding all aspects of the Apple and technology ecosystems, with particular focus on entertainment and business products.

The Loop also announced renowned hi-tech marketing agency, Spin Studio, LLC will oversee marketing and business operations for The Loop. Ed Prasek, founder and CEO of Spin Studio, brings to The Loop more than 20 years of experience in the technology and Apple industries, having served 10 years with Apple in its Worldwide Developer Relations organization. Prior to joining Apple, Prasek was Publisher and Editor in Chief of MacHome Journal magazine.

"I'm absolutely thrilled to have Paul, Peter, and Spin Studio on our team," said The Loop publisher and CEO, Jim Dalrymple. "They all bring expansive knowledge, expertise, industry connections, and know-how relating to Apple, publishing, and the web, and infuse The Loop with a core talent base that's definitely top notch. These folks are the best of the best."

Founded by Apple and technology industry veteran and personality, Jim Dalrymple, The Loop provides comprehensive and insightful news, editorial, and commentary on iPhone, iPod, Macintosh, associated third-party software and accessories, Apple itself, and industry trends in which it is involved. The Loop also provides intuitive, easy-to-understand coverage on topics including music recording on the Mac, and how to get the best from a variety of software and hardware products.

The Loop publishes content regularly throughout the day. Moreover, The Loop is accepting advertising from those interested in building product and brand awareness among a highly qualified and active readership. For more information, visit the Loop website, or contact Paul Zampitella directly.

The Loop:
<http://www.loopinsight.com>

Spin Studio:
<http://www.spin-studio.com>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

The Loop has a variety of meanings. For some reading the site it could be a reference to the street upon which Apple is located. To others it could be the fact they are being kept "in the loop" through its stories and coverage. For all its meanings, the Loop isn't like other Mac and technology Web sites. Founded by Apple and technology industry veteran and personality, Jim Dalrymple, The Loop provides comprehensive and insightful news, editorial, and commentary on iPhone, iPod, Macintosh, associated third-party software and accessories, Apple itself, and industry trends in which it is involved. For more information, visit the Loop website.

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