



## **Hawaiian Style Magazine Launches New Website and Online Digital Magazine**

See the elegance of Hawaii with just one click! The online magazine web design and enhanced digital edition promotes the lifestyle brand and delivers enhanced magazine advertising opportunities.

**Temecula, California - May 25, 2006** - The magazine's new publication website and digital edition provide Hawaiian Style an elegant online brand extension. Visitors of the website (<http://www.hawaiianstylemagazine.com>) can see selected features and online magazine exclusive content including the preview of a recent issue in dynamic online digital magazine edition format. Hawaiian Style selected Infoswell and iDigital Edition as the complimentary web solutions for the magazine's website and online digital edition. The magazine website and digital magazine allows the publication to reach new readership while delivering increased value to their magazine advertising partners. The magazine now has an immediate digital delivery and marketing tool to increase subscriptions with immediate access to the current magazine issue digitally.

The online brand extension allows the magazine's publisher Doug King to re-purpose and customize unique content across multiple mediums to reach and engage readers. "We have received numerous compliments on the new site and are already seeing the fruition of revenue potential that we had expected from having a site of this kind," stated King.

The magazine's new website content management system organizes the periodic article and feature content. The system is different from software based web management approaches and allows the publisher to manage the entire web platform from a web based control tool. The website re-design focuses on a simple and organized layout of content providing readers and potential magazine advertising partners to see the quality of the overall magazine brand. The print magazine advertising programs have been enhanced to allow advertisers to place ads across both print and electronic mediums.

The digital magazine publishing service enables the magazine's publisher new opportunities for magazine distribution, digital fulfillment, and international subscriptions. The magazine advertising media kit now contains options for print display advertising with options for digitally enhanced direct hyperlinks from the digital magazine versions. The digital magazine solution preserves the publisher's magazine issues electronically and allows the publisher to create electronic archive versions of each issues design and layout.

The web publishing and digital magazine services allow the magazine to easily manage online content offerings without in-house publishing software or additional staffing. Each online magazine advertising partner can enhance their display advertising with dynamic flash, audio, and video to engage readers to deliver direct qualified traffic to the advertiser's website or landing page promotion hyperlink.

## About Hawaiian Style Magazine

Hawaiian Style Magazine (<http://www.hawaiianstylemagazine.com>) is a quarterly publication celebrating the finest in Hawaiian architecture, interior decoration, arts, fashion and lifestyle. The subscription based magazine is also sold on newsstands in Hawaii, the United States and internationally. With the addition of web and digital brands, Hawaiian Style Magazine provides options for enhanced digital delivery to consumers internationally. Digital edition advertising allows the magazine's advertisers to engage the online audience with dynamic and interactive media plus direct hyperlink visit traffic from digital channel readers.

## About Infoswell

Infoswell (<http://www.infoswell.com>) is the leading service provider of revenue producing online media solutions for startup and mid-size publishing companies. The company's online publishing media tools allow magazine publishers to manage, market, and leverage their brands online with web content management and in digital media publication formats. In addition to the publishing software technology, Infoswell provides publisher specific consulting support for marketing, circulation growth, and maximizing online revenues.

## About iDigital Edition

iDigital Edition (<http://www.iDigitalEdition.com>) is the digital magazine publishing division of parent company Infoswell. The technology provider is a full service electronic publishing solution for magazine publishers. The digital magazine production service produces enhanced online versions of magazine publications to be viewed on-screen with a standard Internet browser. The digital edition solution allows publishers to deliver their publication electronically with additional dynamic media such as audio, video, and in an enhanced online format utilizing the same print PDF issue files sent to commercial magazine printers. The iDigital Edition marketing and revenue strategies allow magazine publishers to achieve new profits online. No reader software or additional staffing or production work is required by publishers utilizing the digital edition service.

###

Media Release Contact:  
Infoswell  
David Blankenship  
(951) 256-4350 x 101