

Smartphone Magazine

30 Second Intro

Smartphone Magazines are “everywhen” content containers. They are formatted for easy reading on smartphones, or tablets, laptops, and desktop machines. And because your publication is on their smartphone, your story goes where it goes for “everywhen” consumption. Even if there is no cellular signal or Wi-Fi ... subway commuters, on the road, camping, or in the farm country.

They are **super-versatile**. Think of *The New Yorker*. Easily mix serious content with funny cartoons. But unlike a 100-page print magazine, a Smartphone Magazine can be dripped a few pages at a time. **No cognitive overload**. You can easily A/B test a number of sales appeals. And by focussing your message to short 100-word ‘tweet stories’, you respect their time. You save money, **create effective communication**, and save them time—your tribe will love you! This I have experienced.