
PRUDENCE INTERNATIONAL MAGAZINE TAKES MAJOR STEPS AS ONLINE DIGITAL PUBLICATION: Benefits Readers and Advertisers

Prudence International Magazine, a leading worldwide African publication devoted to promoting business between the United States, Africa and Europe, is focusing its efforts to become a primarily online publication, according to Samson Agbebi, publisher.

The move makes it a pacesetter among magazines focused on Africa, as it is the first publication of its type to take this major digital step. "We are very excited about our new product," said Agbebi. "We have many subscribers around the world and have received many requests from them to provide an online edition in order to ease their accessibility to our magazine. We listened to them and we've refocused our efforts to meet the demands of our computer-oriented readers and advertisers." Agbebi added that the digital edition enables the magazine to continue to offer quality business-to-business linkage through its exclusive coverage of businesses with close ties and interests in Africa.

The online edition has several reader-friendly features, including options to easily bookmark pages, write notes on pages and print pages. It also provides a three-for-one advantage for advertisers, who will now receive more value for their money. Advertisements will appear in the online edition, the print edition and on the newly introduced Prudence Television at www.prudencetv.com. The three-for-one approach provides more extensive and visual impact to readers and because the online version is expanding its distribution and circulation, more persons will see the advertisements. In addition, Prudence International is now partnering with Magazines.com, a leading independent agent of magazines. This relationship will also expand the magazine's market.

The initial digital issue was launched in March. It is a commemorative edition with a cover story featuring Barack Obama, president of the United States. Prudence International Magazine, considered by its readers as "The Pulse of Africa," now in its fifth year of publication, is based in Washington, D.C. The publication is very popular with policy makers in the U.S. and Africa. "It has impacted positively on a huge amount of mid-size business enterprises on both continents. "We will continue to promote business opportunities, provide business information and business awareness to our readers," he said.

The online version retains its familiar departments. Among these include Focus on Africa; Business, Money and Investment; On the Marble (feature on people); Culture and Heritage; The Law and You; Prudence on the Scene; Education; Opinion and a major cover story.

The printed version of the magazine will continue to be an option for readers; however, with the ease of delivery and readability, Agbebi believes the online version represents the future of magazines and will become the more popular choice of readers.

To the new magazine experience go to: www.prudenceinternational.com.