

Good to Great

Eastern Technology Council



after

About converting your print magazine into a digital format

Starting this month, the signature publication of the Eastern Technology Council is an e-publication. The Council asked Hollister — which has been producing “Technology Times” in print since 1999 — to repurpose the design and content for online delivery.

In the “Message from the CEO” that tops the March all-digital debut issue, Dianne Strunk explains the change:

- “With this transition from print to electronic publishing, the Council takes another step forward in greening our operations.”
- “This exciting initiative ... results in a better product and wider distribution at a lower cost.”
- “It allows us to make the content easier to use and share. We can embed links that instantly connect readers with advertisers and with the company websites and email addresses referenced in the articles. Readers also can forward articles of interest to colleagues and clients.”
- “If there is demand from advertisers or contributors, we now have the capability to add podcasts and blogs.”
- “Most exciting of all, the reduced expense of emailing the publication ... allows us to exponentially increase the circulation ... to reach more than 15,000 business leaders and decision makers throughout the region.”



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