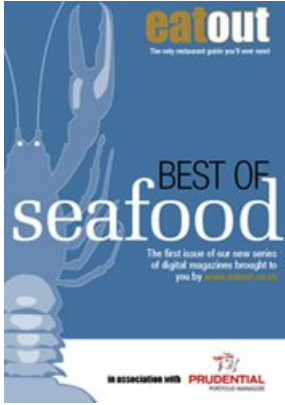


Eat Out launches new digital magazine series

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[Eat Out Best Of Seafood](#) is the first serving in a new series of digital magazines produced by [Eat Out](#) in association with [Prudential Portfolio Managers](#).



The series, branded *Eat Out Best Of*, will showcase South Africa's best restaurants in different food categories - from burgers and pizzas to cafés, as voted for by online users. These new mini-restaurant guides will be available for free on [Eat Out](#). Each restaurant listing will include a live link to both critic and user reviews on Eat Out, while advertising pages will link directly to the advertiser's website.

Research shows that digital magazine readers have proven to be highly engaged, with comparable results to typical print readers. Says [New Media](#)'s publishing director, Andrew Nunneley: "Eat Out is committed to reaching our readers in the environment they feel most comfortable in - whether in print, online or on a mobile platform. They have clearly expressed their passion for eating out and sharing their experiences with us, which is where the *Eat Out Best Of* series of digimags was born."

There are additional benefits to advertisers, reports the [Texterity](#) Releases 2008 BPA Worldwide Certified Digital Magazine Reader Survey Results. The study comprises the largest body of research that focuses on digital magazine readers, representing 51 publishers and 33 897 recipients. Digital readers remain responsive to advertisers, with over 90% taking some form of action when exposed to a product or service. They have been proven to visit advertiser websites directly by clicking on an ad page that links to the advertiser's website, or through other interactive opportunities. These readers prefer to receive information online, with 76% preferring to contact a company via its website.

Next in the series is [Eat Out Best Of Steakhouse](#). To register to receive the series for free and vote, or to enquire about advertising opportunities visit [Eat Out](#).

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