

iPad edition of Engineering News launched

South Africa-based media group Creamer Media has launched an iPad edition of Engineering News magazine.

"Our philosophy is to make our content available to readers on their preferred platform, be it as a magazine, on the Internet, or on mobile devices," said Engineering News' editor, Terence Creamer.

"Reading and news consumption habits are changing with the introduction of new technologies. We are focused on keeping pace with what our readers want and the January 2013 launch of the iPad edition of Engineering News is an extension of that philosophy."

All the content found within the weekly print edition of Engineering News is reformatted for use on the iPad version and is available each Friday for download from within the iPad's Newsstand Application.

Click-throughs to advertiser websites

Engineering News also offers advertising opportunities on the iPad version, including click-throughs to advertiser websites. "As our news content extends to new platforms, our advertisers will also be able to communicate their product and service offerings in new ways," stated Creamer.

He explained that the latest development follows on the heels of the successful launch of Creamer Media's iPad-based publication Mining Weekly International in late 2011.

Since September 2011 more than 10 500 Mining Weekly International iPad Apps have been downloaded, representing an average of 221 downloads per issue. The countries with the most users at present are the US, South Africa, Australia, Canada, and the UK.

"We are pleased with the success of Mining Weekly International on the iPad to date and anticipate that we will replicate this achievement with Engineering News," said Creamer.

At present more than 10 600 print copies of Engineering News are circulated each week, while Mining Weekly boasts a weekly circulation of more than 10 500 copies.