

Why would we go totally digital?

National DOG commenced in March 1969 and *Ring* **LEADER** in January 1998.

That makes ND 41 years old and RL is 12. In July 2001 we amalgamated the two publications. Neither has ever missed an issue, and apart from the combined name, neither has ever had a name change.

Why would a successful magazine that has been published continuously in print since 1969 change to a digital publication instead?

Because, taking the lead as usual, we have always believed in staying at the forefront of technology. ePublishing is unquestionably the way the industry is headed, including “giants” like The Australian, The Australian Financial Review, New York Times, Washington Post, Chicago Tribune and The Mail (UK).

It is also environmentally friendly to publish via an eEdition. With all the concern about global warming, and despite the excellent efforts being made to recycle paper, we think it is time to seriously pay attention to the problem of the huge demand paper makes on trees, digital publishing does not.

Many of you will already have received our recent invitation to view the January/February issue on-line. **Our Electronic Edition is not** a web site, it is an exact digital reproduction of **Australasia's oldest continually published canine newspaper.**

It combines the speed of the Internet with the organisation of a newspaper, and you can now read our world renowned and respected publication FOR NO CHARGE.

All you need to do is go to <http://server14a.pressmart.net/nationaldog/#>

or via <http://www.nationaldog.com.au>

Registration is FREE and NO SOFTWARE IS REQUIRED

IT'S EASY TO NAVIGATE AND SIMPLE TO USE

Turn pages and read stories just as you would the printed newspaper, or download the entire issue to read, save or print offline (especially great for the Breed Features to give to new owners!) or forward items of interest to friends or clients.

IT'S EASY TO READ AND MANAGE AND IS SO FLEXIBLE

Easy to manage zoom feature for navigating the pages. Click of a button conversion of articles to easy to read text. **All advertisers emails and website addresses are hot linked so readers can immediately reach or be reached by other readers.** There is even an audio button if you would like articles read to you.

IT'S EASY TO STAY CURRENT

with the dog world world wide. Previous issues are archived.

TAKING THE LEAD AS USUAL

Since we started our eEdition running parallel to our print version, our intention has been to move entirely to this wonderful new technology by July of this year. We did intend to announce this in the print version of our March issue, but have decided to move immediately, and there will no longer be print editions published other than for the Annual, which of course will also be fully readable in the eEdition.

The costs of maintaining the quality and posting the large numbers of our print version have become too high and we will not compromise our quality nor reduce the number of complimentary copies we have been sending to judges. We have in fact INCREASED that number now to **ALL Australasian judges including Open Show level plus International judges** for whom we can obtain email addresses, and we will continue to add as they are made available so please help by sending any you may have. One of the advantages of our eEdition is that **ALL these judges WILL RECEIVE THEIR COPY ON THE DAY OF PUBLICATION.** Going totally digital will also make it possible for us to offer advertisers **unbeatable rates and packages and open up the world market to their quality dogs and special products.**

We currently have registered users in these countries, with the third highest number of readers being in the USA. Albania, Australia, Austria, Azerbaijan, Canada, Denmark, England, Estonia, Finland, Germany, Hong Kong, Iceland, India, Lebanon, Malaysia, Netherlands, Netherlands Antilles, New Zealand, Norway, Philippines, Romania, Singapore, South Africa, Sweden, Turkey, United Arab Emirates, United Kingdom, United States.