



Give your customers the power of Digital Audio

Whether your subscribers are business people, computer techies, sports nuts, parents, music aficionados, or teenagers, they want the ability to access their favorite publications anytime, anyplace, anywhere. Allow your customers to listen to your publication on a digital audio compact disc, your web site, or mobile device such as a PDA or MP3 player.

In today's world, people live hectic and busy lives both at home and at work. Everyone has a pile of unread magazines because reading for personal or professional interest takes a back seat due to lack of time. As everyone gets busier and busier and commuting times become longer and longer, people feel the need to make the most out of every minute of their day.

With SonicMag™, your customers now have the ability to listen to your content in places your print magazine normally could not be read. Subscribers can listen in the car, at work, or while jogging, biking, or even cutting the grass. The trend in audio publication can be seen by the skyrocketing growth of the audio book industry in the past five years. It is time for you, the magazine publisher, to take advantage of this fast growing industry and give your customers what they want from your publication - not only great content, but also convenient distribution of that content.



SonicMag enables your customers to:

- ▷ Listen to full-length articles published in your magazine
- ▷ Listen to actual interviews of celebrities, athletes, and CEO's
- ▷ Listen to new music, music theory instructions, or new virtual instrument
- ▷ Experience your publication for the first time because they are visually impaired

SonicMag enables you, the publisher to:

- ▷ Take advantage of the fastest growing trend in publishing – Digital Audio
- ▷ Differentiate your publication from your competitors
- ▷ Protect and grow your existing subscription base
- ▷ Establish a new advertising revenue stream

Divergis Media Group works with you the publisher to convert key aspects of your monthly periodical into Magazine Digital Audio Format (MDAF). This is not text to speech conversion. SonicMag™ is a studio quality, digital audio version of your magazine. Divergis Media Group's nationally recognized voice talent will breathe life into your magazine as it is recorded to MDAF. Our marketing team will work with your advertisers to interweave audio commercials along with your content. The finished product is a seamless audio version of your magazine with commercials that can be formatted into abridged, unabridged or enhanced versions of your print publication. Let us help you revitalize and grow your readership while adding money to your bottom line!



Anytime, Anyplace, Anywhere

Divergis Media Group
4819 Rhone Drive, Suite 101
Maumee, OH 43537
419-304-1288
www.divergis.com