



## Interweave Debuts First Interactive eMag™ Apps for iPad with In-app Purchasing through iTunes

Interweave's special-issue eMags, featuring all the digital extras, are now published simultaneously on the iPad and on the desktop for MAC and PC

Loveland, Colo., September 20, 2011: Interweave announced today the debut of two new special-issue iPad magazine apps: *Collage in Color* for mixed-media artists and crafters and *Colorways* for fiber enthusiasts. It is the first time these digital publications have been available on an iDevice, and they represent Interweave's first eMags™ on the iPad. In making the announcement, Interweave Senior Vice President John Bolton said that the company expects to launch all future editions of its eMags on the iPad.

"Over the last year we've had great success with our eMags for the desktop viewing experience and we've been selling them direct-to-consumer through [InterweaveStore.com](http://InterweaveStore.com). We're now pleased to announce the debut of this dynamic experience on the iPad and the ability to reach even more potential readers through iTunes," says Bolton.

Interweave's eMags for the iPad, PC and MAC include all the digital extras: how-to technique video demonstrations and interviews with artists and crafters, slideshows, patterns and projects that can be downloaded and printed, hyperlinks to special sites, and other playful interactive elements.

These new eMags are not available on newsstands and are built exclusively for the iPad and desktop viewing experience. The iPad editions are available for purchase on a single-issue basis through in-app purchases in the iTunes store. Customers must first download the *Colorways* and *Collage in Color* apps for free in the iTunes app store, then individual issues are available at \$9.99/issue. At launch, both the summer 2011 and fall 2011 issues of *Colorways* are available for purchase within the app, and the premiere issue of *Collage in Color* is available for purchase within the app. A free preview version of each issue is also available. Customers who do not have iPads can still purchase PC and MAC versions through [InterweaveStore.com](http://InterweaveStore.com) at \$9.99/issue.

Following the launch of *Colorways* and *Collage in Color*, Interweave will debut before the end of the year eight additional art and craft eMags for the iPad, PC and MAC computers.

"It's thrilling to see how much content we can provide to our customers with this product without boundaries," says Pokey Bolton, editorial director of Interweave's quilt and paper group. "The ability to view numerous pieces of art, zoom in to see close-up details, watch videos and slide shows, and bring all of this dynamic content to our readers is an editor's dream, and a perfect platform for how-to instruction for artists and crafters."

Interweave was one of the first publishers to develop interactive, multi-media magazines, which it trademarked as an eMag™, when it launched *Quilting Arts in Stitches* and *SpinKnit* in spring 2010. In the year that followed, Interweave launched more than a dozen different eMags across all its art and craft enthusiast categories. These eMags for the Mac and PC are built using Adobe InDesign, with a custom digital viewer that runs on the Adobe AIR platform. Using new tools and processes with Adobe Digital Publishing Suite (DPS), Interweave has now taken the desktop eMags and turned them into the iPad experience customers expect from Interweave.

Over the last year, Interweave has aggressively expanded its digital editions. In addition to the iPad and PC/MAC eMags, Interweave offers:

- Digital edition subscriptions and single-issues downloads of its circulation and special-issue magazines at InterweaveStore.com.
- Digital edition subscriptions and single-issues of its 15 unique circulation magazines through the Zinio platform.
- More than 3100 ePatterns and eProjects downloads at InterweaveStore.com.
- Digital downloads of more than 312 art and craft videos produced in-house.
- Three mobile iOS Apps for its top online communities: KnittingDaily.com, BeadingDaily.com, and QuiltingArts.com.
- Ten online communities with more than 1 million art and craft enthusiasts members, and more than 30 branded consumer websites, which reach more than 1.4 million unique users every month.

SOURCE: INTERWEAVE

## Websites

<http://www.interweave.com>  
<http://www.interweavestore.com>

*Colorways* on iTunes  
<http://itunes.apple.com/us/app/colorways/id458666303?ls=1&mt=8>

*Collage in Color* on iTunes  
<http://itunes.apple.com/us/app/cloth-paper-scissors-collage/id459521647?ls=1&mt=8>

*Colorways* – Fall 2011 for the PC at InterweaveStore.com  
<http://www.interweavestore.com/Spinning/Magazines/Colorways-Fall-2011-eMag-PC.html>

*Collage in Color* for the MAC at InterweaveStore.com  
<http://www.interweavestore.com/Mixed-Media/Magazines/Collage-in-Color-eMag-MAC.html>

## About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally. Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or [www.interweave.com](http://www.interweave.com).

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