

Magazines go digital with free Tulane Mags app

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cjs@tulane.edu

After a 78-year history of delivering alumni news in a printed form, the Tulane University magazine has entered the world of the digital tablet. The free download of Tulane Mags recently hit the Apple App Store, ready for reading on iPads and iPhones.



With the free Tulane Mags app downloaded to an iPad or iPhone, *Tulane* magazine and *Tulane Medicine* magazine are ready-made for your mobile device. (Photo from GradMags)

"Now our readers can access an entire collection of Tulane magazines on one device," says Mary Ann Travis, editor of *Tulane* magazine. "Furthermore, the iPad version expands each issue with interactive content and allows us to move beyond the printed word."

For example, the spring 2012 issue of *Tulane* magazine now on the iPad app includes an audio clip of history professor Lawrence Powell reading from his acclaimed book, *The Accidental City: Improvising New Orleans*, along with videos of Tulane commencement and the new football stadium project. There's also a link to a "60 Minutes" interview with Steve Jobs biographer Walter Isaacson, a Tulane Board

member, who is the subject of a magazine feature story.

“If you look at well done magazine apps for tablets,” says Rachel Hoormann, director of web communications at Tulane, “they are going the extra step to add more content for readers ? opportunities to see video or hear someone reading from their work. It adds a level of information and entertainment to the magazine that's just not possible in print.”

The app also displays icons that link readers to *New Wave*, the university's daily online news site; to the athletics news site; and to the Tulane Twitter, Facebook and YouTube sites.

The university communications staff began work on the iPad app about six months ago, working with GradMags, a company specializing in porting printed magazine content to digital tablets. The [Tulane Mags](#) app, which debuted in mid-June, includes the winter and spring issues of *Tulane* magazine, as well as two recent issues of *Tulane Medicine* magazine. All issues going forward will be available for download.

The university's printed magazine will continue to be delivered each quarter to more than 100,000 readers.