

GREAT NEWS!!

MASTERS MAGAZINE IN DIGITAL FORMAT!

Dear Readers, Subscribers and Advertisers

Change never comes easily, and each day the influence of technology changes the way we do things. Today, society is driven by technology and the adaptation of this technology within the publishing business has become more relevant in the last few years. Therefore, **MASTERS Magazine** has been working diligently to develop a digital platform that will better serve our readers worldwide. I pads, tablets [and other forms of digital communication] as methods of technology advancement in magazines are opening the door to a new vision of how we read, market, sell and preserve our products. At one time, digital printing was viewed as complementary to the screen-print method. However, the greater emphasis on sustainable manufacturing methods in the last two years required that the publishing industry completely change this model and switch to the digital format, which inevitably represents the future.

Publishing companies that resisted indefinitely have been surpassed by more agile organizations. The adaptation of technology within the publishing business has been faster than many other industries. In the past, this fueled the desire for printed collateral, but today it is no longer a valid justification. The vast majority of our readers are now reliant on high-end computers running sophisticated software to purchase, subscribe to, and read any publication.

At **MASTERS MAGAZINE**, we are constantly looking for ways to build a better and more practical platform for our publication and advertisers. We have been preparing this change for more than a year in order to expand our circulation and reach more readers and martial artists around the world and finally ... **HERE IT IS!**

With the new and more inter-active package that we have created for you, our readers from all over the world are able to get **MASTERS Magazine** immediately, Advertisers' pages are hyperlinked for a faster and more direct access from the consumers and buyers, and subscribers still get a great **2 Disk DVD Special set** with all the great information they've always gotten.

We are constantly looking for ways to build a better magazine and we believe that this modern technology furthers our ongoing mission to take advantage of the best methods available to publish and distribute **MASTERS MAGAZINE DIGITAL** as freely and widely as possible around the world while preserving the true essence of Martial Arts.

Yours in Martial Arts,
MASTERS MAGAZINE



HOW TO GET MASTERS MAGAZINE DIGITAL VERSION

You can purchase a single issue or one year Subscription of a physical DVD case with DVD Magazine & Digital PDF (2 Disk) included by visiting: www.mastersmag.com

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