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Scientific American Introduces Tablet Edition for iPad

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Scientific American, the longest continuously published magazine in the U.S., today unveils its monthly tablet edition available for iPad, www.ScientificAmerican.com/mobile. The *Scientific American* Tablet Edition is $5.99 per issue, or $34.99 for an annual subscription. It is available from the **Apple App Store**. Each issue combines the award-winning features and articles from the print edition with enriched content including videos, audio interviews, interactive graphics and slide shows. The Tablet Edition also provides daily updates from the world of science and technology, written by the *Scientific American* editorial staff and blogging network.

Scientific American Digital and print subscribers have access to the Tablet Edition included with their subscription.*

The *Scientific American* Tablet Edition allows readers to bookmark pages and swipe between articles and sections for easy navigation. The issues are downloaded to the iPad for easy reading off-line, anytime. The Tablet Edition is designed in-house by the same team that produces the print magazine.

"With *Scientific American*, our readers have always enjoyed armchair journeys into the exciting world of discovery in science and technology," says Mariette DiChristina, editor in chief of *Scientific American*. "Now, on the iPad, those virtual journeys become a more dynamic experience, with additional audio interviews, explanatory video and stunning images."

The *Scientific American* Tablet Edition is the latest in a number of digital offerings from *Scientific American*. Also this month, *Scientific American* launched into e-book space with The Science of Sports: Winning in the Olympics. It is the first in an ongoing collection based on relevant and popular science topics, priced at $3.99. And the magazine launched a mobile-optimized version of ScientificAmerican.com in November 2011 to improve the mobile browsing experience for users. The mobile-optimized version of the site supports iPhones and Android, BlackBerry, and all other smartphones. *Scientific American* and Farrar, Straus and Giroux launched the award-winning **Journey to the Exoplanets**, an international, number-one book app for the iPad, in September 2011. *Scientific American* has had an iPad tablet special edition, Origins and Endings, available since December 2010.

* (Applies to print subscriptions purchased at publisher's suggested retail price. All *Scientific American* Digital subscribers receive access to the Tablet Edition)

-ENDS-

Links:

www.ScientificAmerican/mobile
www.the-exoplanets.com
***Scientific American*'s Origins and Endings on iTunes**

About Scientific American

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the longest continuously published magazine in the U.S. and is the leading authoritative publication for science in the general media. Together with ScientificAmerican.com and 14 local language editions around the world, it reaches over five million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. *Scientific American* won a 2011 National Magazine Award for General Excellence. For more information, please visit **www.ScientificAmerican.com**.

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