



Digital POZ Beats Jennifer Aniston Flicks

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How many movies can you watch on a flight to Sydney, Australia? How many movies can you watch on a flight to Vienna, Austria?

Three years ago, I went to an internal meeting to discuss our involvement in the International AIDS Conference in Sydney. We were debating how to get the magazine from our printer in Kansas all the way to Australia. My first thought was what about all the people who would then have to carry it home? Every pound counts when you travel. ✖

I suggested we look into a DVD version of the magazine. I'd gotten the idea from buying a portable DVD player to watch movies on the long trip to Australia. This could be something where we could recreate the look and feel of the print issue but store it on something smaller and travel-friendly.

Well, that turned out to be too expensive, but, three years later, just in time for the long flight to IAS in Vienna, we've launched something even better.

Introducing Digital POZ

You asked, we delivered. *POZ* is now available as a [digital magazine](#). (And coming soon, its sister magazine *Real Health* and the latest *POZ Focus* on being newly diagnosed with HIV.) Using the digital publishing platform called Issuu, you see the magazine exactly as it appears in hard copy. It has interactive features like hotlinks to our Facebook wall with more Pozarazzi photos and online-only video interviews. You can even print it for the trip and get the best color pictures your printer has to offer.

As we pack our laptops and smartphones for this year's conference in Vienna (or your summer vacation), I'm happy to report we now have a paperless version of the magazine to go along with you. Now you won't be stuck counting how many times you can watch the latest Jennifer Aniston flick. You can just catch up on your *POZ* reading.

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