



FOR IMMEDIATE RELEASE:

Broadview Marketing To Debut Digital Residential Design Magazine

Firm aims to achieve green advertising options through diversified niche publications online

BOSTON, MA – SEPTEMBER 1, 2009 - Broadview Marketing is launching the first of many digital magazines planned for online interactive publishing. The new magazine, *Perspective*, will debut in September and publish every quarter, starting in January. The premiere issue will feature New England residences and the professionals that design and build them. Trends in building materials, home products and design applications will be the focus of this unique magazine, which will be available to online subscribers for free. A printed publication will also be distributed in select design centers and showrooms.

Perspective combines the printed word with mixed media that makes the information come alive, with live links and informative videos that engage readers. “Many companies around the world rely on digital publishing to create a richer reader experience while lowering publishing costs and boosting sales. We’re excited about bringing this technology to the consumers and professionals of the vast design community that exists here in New England,” states David Linsenberg, President of Broadview Marketing.

Perspective, will be entering a competitive market heavily populated with successful printed publications. However, the edge that *Perspective* offers its readers is the ability to pull archived publications online and cut and save digital expert articles or advertisements as they coordinate their ideas for small to large home projects.

The advantage to advertisers is a tangible ROI analytics report that shows detailed activity and leads generated from their advertisements in addition to enhanced SEO and social media capabilities.

Finally, advertisers that claim their company is “Green” can truly say their advertising is Green in *Perspective* magazine. The digital format also allows advertisers to save some green since the cost to advertise is a quarter of the cost of other popular printed publications.

Catering mainly to the affluent market, this magazine will showcase recently completed high-end residential projects from popular, as well as up-and-coming, architects and builders. Articles will expound on expert advice on trends, technology, and design techniques that New Englanders can apply to their own current projects from interior design to hardscapes to renovating or new construction. The digital publication will offer interactive design events throughout the year for consumers that want to experience for themselves innovative ideas and sample the newest products in the marketplace.

For more information about how to subscribe or advertise, contact us at 781-821-2455 and by e-mail info@broadviewmarketing.com