

For Immediate Release
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GUITAR WORLD MAGAZINE Announces Larger Format, New Website and GW Mobile Version

For over 30 years **GUITAR WORLD MAGAZINE** has consistently been a publishing innovator in the music and MI space. Today **GUITAR WORLD** announces several new initiatives designed to give its readers more value with the most immersive and progressive user experience ever, and all without increasing the price of the publication. As many music industry publications shrink in both size and circulation, **GUITAR WORLD** introduces a new larger-sized magazine format with a collectible pullout poster in every issue, together with a high-definition video experience online that directly complements the magazine content. Premiering with the July 2011 issue – on sale today – the new print format will physically enhance the look and feel of the magazine, making it bigger, fresher, and meatier than ever. The new, full-screen, high definition video platform will deliver exclusive top-quality interviews, instruction, reviews and more, all for free on GuitarWorld.com. Concurrently, **GUITAR WORLD** announces the launch of the new GuitarWorld.com. The redesigned site will feature fresh, original content for guitar players of all types, levels, and genres, including a stable of blogs written by pro players and industry insiders. Exclusive articles, video and more will be posted continually for players interested in blues, country, jazz, acoustic, rock, metal, and more. The new video player will host new lessons, tips, reviews, and exclusive feature content. In addition, columns focusing on amplifiers, effects, recording, bass and more will significantly increase the gear coverage online. With the introduction of its Lick of the Day App in 2010, **GUITAR WORLD** has succeeded in creating an invaluable platform that delivers a fresh lesson each day to an audience of over 700,000 guitarists. Coming in early June,

GUITAR WORLD will also introduce a smart phone App, ‘Guitar World Mobile’. ‘Guitar World Mobile’ will feature the best content from the magazine—interviews, lessons, gear reviews and more—plus video and up-to-the-minute news in a robust App designed for iPhone and Android smartphones and devices. “Today musicians want to be able to experience and learn more about their craft in a wide variety of ways...online, in print, via mobile, at live events, and much more. **GUITAR WORLD** will be there. It is our mission to enhance the guitarist’s experience in whatever way they choose – with high quality, fresh, meaningful content, lessons, tab, and so much more,” said Brad Tolinski, editor of Guitar World. To find out more, go to www.GuitarWorld.com.

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