

WORLD FIRST FOR *NEW IDEA*

FIRST MAGAZINE GLOBALLY TO UPDATE PRINT EDITION IN REAL-TIME WITH ROYAL HEIR CONTENT

***NEW IDEA* RELEASES SPECIAL EARLY ROYAL PRINCE SOUVENIR EDITION**

Wednesday July 24 2013: Today *New Idea* celebrated a world-first as the first magazine globally to update its print edition in real-time with the latest new royal heir pictures, news and video – and a live @NIroyalbaby Twitter feed – streamed directly from the cover enabled by Netpage print-to-digital technology.

Netpage is a ground-breaking free app that revolutionises the way readers experience magazines, by seamlessly unlocking print content into a digital experience on a smartphone. Pacific Magazines is the first publisher in Australia to utilise Netpage – and the second global market after the US to launch the exciting new technology.

Kim Wilson, editor-in-chief, *New Idea*, comments: “*New Idea* updated this week’s issue (on sale Monday July 22) with new royal heir news, video and images, allowing readers to go beyond the printed page with live, interactive royal news content.”

Netpage technology also allows readers to instantly share *New Idea*’s royal baby content through Facebook, Twitter, email, SMS or Pinterest and save or organise their favourite editorial clippings.

On Friday, *New Idea* will unveil its Royal Baby Collector’s Edition, a souvenir magazine commemorating the arrival of the young heir. The issue is a must-have for fans of the royal family, featuring more than 30 pages of dedicated editorial – including beautiful photos of the new parents with their baby, the couple’s own words on their first days of parenthood, and exclusive interviews with royal insiders.

New Idea editor-in-chief, Kim Wilson, said while the royals are a perennially popular cover choice, the interest in the baby is extraordinary.

“The world is overjoyed at the arrival of the Duke and Duchess of Cambridge’s much-anticipated baby – and our readers are embracing the celebrations. We are delighted to share this wonderful event with our readers.”

New Idea’s special Royal Baby Collector’s Edition will be on sale this Friday July 26 on the East Coast (excluding Far North Queensland) and the rest of Australia on Monday July 29.

For further information, please contact:

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Netpage is available from the iTunes app store and Google Play.

<https://itunes.apple.com/us/app/netpage/id562168829?mt=8>

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