

'Charisma' Embraces Digital Future With More New Offerings

✖ As *Charisma* marks its 35th anniversary this week, the magazine about "life in the Spirit" is looking toward the future by moving aggressively into the digital world.

Last spring, *Charisma* launched the free Charisma News Mobile app, one of the first Christian applications to offer original news articles that inform readers about what the Holy Spirit is doing around the world.

In addition to news, the app provides Bible studies and the latest book, music and movie reviews, as well as commentary from charismatic leaders such as Joyce Meyer and *Charisma* contributing editor J. Lee Grady. Additional topic-based apps also are in the works.

The Charisma News Mobile app, which is available on multiple platforms, is part of *Charisma's* multifaceted efforts to engage new technology to better serve its readers. In May, the magazine unveiled a new design for its print edition, and expanded and reorganized its website to serve as a hub for various Spirit-filled audiences. *Charisma* also has moved into the social networking front, allowing readers to receive articles by following *Charisma* on Facebook and Twitter.

The magazine reaches diverse audiences through 10 newsletters, including New Man and Spirit-Led Woman e-magazines, Standing With Israel, Prophetic Insight and Charisma News Online.

In addition, *Charisma's* digital editions are putting the magazine on the leading edge by offering exclusive videos, music, podcasts, photo galleries and more. Beginning with the August issue, *Charisma's* digital edition is being presented in

a larger format for easy reading. Special enhanced features are also in the works for iPad users.

With all the changes, one thing has remained the same—*Charisma*'s mission to inspire and empower believers to live life in the Spirit.

"For 35 years *Charisma* has been more than a magazine; we've been a connective point for various streams within the Spirit-filled community," said *Charisma* Editor Marcus Yoars. "Now we're at an unprecedented crossroads of being able to mesh that unique role with today's technology, and the result is that we're connecting with people anytime, anywhere."