

Charisma Readers Shock Secular Media World with Staggering Statistics

Leading digital provider heralds charismatic magazine as leader in secular and christian publishing industries

Long known as one of the leading Christian publications in the world, *CHARISMA* magazine is now being recognized as a pioneer in the secular media industry with the emergence of the new *CHARISMA* Digital.

Chris Riggs, president and CEO of iMirus, the leading digital edition and service provider company for the publishing industry, says his company is "very impressed with the growth and response of *CHARISMA*'s digital edition."

"The average time spent with *CHARISMA* ranks in our top five magazines from over 150 of our publishers," Riggs says. "However, the statistic that is most impressive to me is that *CHARISMA*'s content has been consumed by readers in 99 different countries around the globe. This really shows the power and reach of *CHARISMA*'s digital content."

While many digital magazines serve merely as digital replicas of their print editions, *CHARISMA* Digital is a completely new and unique product compared to its print counterpart. Since the August 2010 issue, which marked the magazine's 35th anniversary, *CHARISMA* Digital has been in a landscape format that does not require readers to zoom in and out to view page content like conventional digital magazines. It also features articles not found in print, embedded audio and videos, enhanced advertisements, free music and sample chapter downloads, plus much more.

Though *CHARISMA* has offered a digital magazine since May 2008,

both statistics and feedback prove readers like the new enhanced content.

“Over the first three quarters of this year, [*CHARISMA*’s] digital readership has grown 120 percent, over 1.3 million pages have been read, and over 200,000 audio/video files have been listen to or viewed,” Riggs says.

CHARISMA Digital can be accessed from anywhere in the world (free for a limited time) at . Once the *CHARISMA* Digital is opened, digital issues dating back to January 2009 can be viewed, read and downloaded.

Steve Strang, founder and CEO of Strang Communications, says that the company has plans to move *CHARISMA* Digital into a paid subscription model and double its circulation in the next year.

CHARISMA magazine began in 1975 and has grown to be Strang Communication’s flagship publication and the main magazine of the Christian charismatic movement. Additional publications by Strang Communications include *Ministry Today* and *Christian Retailing*.