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MACWORLD.COM DEBUTS NEW DESIGN AND SITE ARCHITECTURE

Macworld's site redesign reveals a fresh new look and offers users easier access to the content they're looking for.

SAN FRANCISCO, CA—December 20, 2007—Macworld, the world's foremost Mac authority, announced the launch of its recently revamped Web site featuring an updated look and enhanced site architecture. The most significant redesign since 2004, Macworld took a different approach by offering Macworld Forum readers and then the public a sneak-preview of the Macworld.com beta site three weeks ago. The Web development, design, and editorial teams were then able to assess users' first impressions of the redesign as well as determining what worked and what needed improvement. This unique collaboration between Macworld and its loyal audience is the first time visitors were offered a preview prior to the official launch, encouraging feedback via a dedicated forum. In fact, changes were made to the homepage based on user feedback wanting more news headlines. The redesign was handled exclusively by an in-house creative team, led by Director of Web Design, Jason Brightman.

"For the very first time, we beta-tested our new site rather than just springing it on our audience without warning," said Macworld VP/Editorial Director Jason Snell. "The goal of this redesign was to improve upon the existing site and to give readers numerous options for navigating to the content that interests them the most. The result is a site that should really work better for our users."

Along with its new look, site visitors will discover improved navigation tools, leading to a better user experience. The top navigation bar on the homepage is broken out into four main product entry points based on what visitors search for most: [Mac](#), [iPod](#), [iPhone](#), and [More Products](#). Below that, Topic Centers allow users to find specific content on products categories and topics of interest including [Mac OS X Leopard](#), [Entertainment & HDTV](#), [Business Mac](#), [Macworld Expo](#), [Security](#), and more. There are also tabs for [News](#), [Help & Tips](#), [Shop & Compare](#), and [Community](#). Visitors can still see all news headlines in the Latest News box located below the feature area, and have the option of sorting stories by Top Stories, User Rated, and All Stories. In addition, Playlist, Macworld's iPod-focused Web site, has been incorporated into Macworld.com and now powers Macworld's new [iPod product section](#). With all related-content grouped together, marketers will find expanded advertising opportunities.

"The new Macworld.com will better serve its audience's informational needs while delivering top notch options to marketers," said Mike Kisseberth, president & CEO of Macworld and PC World. "One of the key decisions we made was to organize content into Topic Centers, focusing on issues of greatest interest to users, which also enables us to present marketers with more targeted opportunities."

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As part of the new community offerings, Macworld.com visitors now have an opportunity to rate and recommend stories using a thumbs-up or thumbs-down button. There are also new message board features, such as the ability to mark a thread as a question, answer as correct or helpful, and a new user ranking system based on assigned points. Users get points for contributing content, but can also earn more points by having their answers designated as “helpful” or “correct” by other members, encouraging user contribution and collaborative problem solving. Additionally, there are weekly video podcasts on a variety of timely topics.

Winner of the 2007 Jesse H. Neal Award for Best Online Article or series, and the FOLIO: 2007 Gold Eddie Award for Best Single Article, Macworld.com reaches nearly three million unique visitors monthly, and averages over 18.5 million monthly page views with visitors spending an average of 11 minutes and 15 seconds per visit (HBX: December 2006 – November 2007) .

About Mac Publishing –

Mac Publishing, LLC, a subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company, publishes the world's leading independent Macintosh magazine and Web sites. Every month *Macworld*, winner of the Folio: 2005 and 2006 Gold Eddie Award for Best Technology/Computing Magazine and the 2007 Jesse H. Neal Award for Best Online Article or Series, reaches an average issue audience of nearly one million Macintosh professionals and enthusiasts while Macworld.com garners an average of nearly 3 million monthly unique visitors and averages over 18.5 million monthly page views with visitors spending an average of 11 minutes and 15 seconds per visit (HBX: December 2006 – November 2007) .

About International Data Group -

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

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