

Kung Fu Tai Chi Magazine is now on iPad!

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Actually, the new electronic version of [Kung Fu Tai Chi Magazine \(KFTC Magazine\)](#) is also available on all Android-based tablet PCs, i.e. Amazon's Kindle Fire, Barnes & Noble's Nook, HTC's Flyer and Samsung's Galaxy Tab. Furthermore, it is also readable on smart phones and portable devices (e.g. iPod). You can take your [Kung Fu Tai Chi](#) magazines with you wherever you go.

As a journalist, watching how newspapers and magazines have been drastically declining and folding in the past decade, it is encouraging to see how this niche publication narrowly focusing on [martial arts](#) has swum upwards against the troubled tide of the print media industry. [KFTC Magazine](#) is one of the oldest English print media for martial arts. But seniority does not matter. [Qi Magazine](#), [Journal of Asian Martial Arts](#) and [Inside Kung Fu Magazine](#) all stopped printing. In Feb this year, Borders filed Chapter 11 and closed its stores in July. Borders' closure severely impacts [KFTC Magazine's](#) distribution since its stores have been one of the largest newsstands for [KFTC Magazine](#).

The management at *KFTC Magazine* recognized the inevitability of digitization of books and magazines. They researched and finally signed a contract with Zinio. Funded in 2000, Zinio is headquartered in San Francisco and has offices in New York, London (U.K.), Paris (France), Barcelona (Spain) and Taipei (Taiwan). It provides sales and distribution of printed material in digital format including magazines, books, catalogs, newsletters and research, and is considered the world's largest newsstand and bookstore in these categories. Its magazine titles in North America include: *American Photo*, *Bloomberg Businessweek*, *Car and Driver*, *Cosmopolitan*, *ELLE*, *ESPN The Magazine*, *Foreign Policy*, *Harvard Business Review*, *Men's Journal*, *Metropolitan Home*, *Outside*, *Parenting*, *PC Mag*, *Playboy*, *Reader's Digest*, *Redbook*, *Road & Track*, *Saveur*, *Seventeen*, *The Economist*, *U.S. News & World Report*, *Woman's Day*, and many others.

It was easy for me to sign on Zinio and purchase *KFTC Magazine* on my iPad. There was bonus with my purchase of *KFTC Magazine* and I got *What Digital Camera*, *India Today*, *Star*, *NewScientist*, and *iPhone Life* for free. These freebies are offered by Zinio so the readers may find them interesting and eventually subscribe to them. The cost of the e-version of *KFTC Magazine* is the same as ordering print magazine online.

Compared side-by-side, the iPad screen is about 1/3 smaller than the print version. A benefit of an electronic reader is that you can enlarge and zoom any part of the page with your fingertips. *KFTC Magazine* uses high-resolution pictures; therefore, the details remain sharp when you enlarge a photo. Now you can tell how the martial art experts and masters perform their movements. You can tell the exact footwork or hand grabbing by zooming in on the photo. The Zinio platform provides standard views of the cover, table of the content, a butterfly (2 pages at a time) overview in a glance and individual pages. It also allows the reader to bookmark a page as well as read text only without photos.

Associate Publisher Gene Ching said they are very excited about going digital for a few reasons: all web links are live and they are convenient for readers and advertisers appreciate them. And in the Jan/Feb 2012 issue, *KFTC Magazine* is adding exclusive embedded video for smart tablets.

As matter of fact, *KFTC Magazine's* new move to mobile devices shouldn't be a surprise. It has a tradition of serving its clients through various venues. On its official website, KungFuMagazine.com, they publish exclusive articles on a weekly basis called *E-Zine*. They post reviews of martial arts movies on the day that they premiere, which can not be done with its bimonthly print magazine. It hosts the sixth largest martial arts discussion forum on the web, which has become a massive archive of news and information . They do special sweepstakes promotions weekly for the latest DVDs, books and products. They have been very active in social media like Facebook, Twitter, Youtube and Myspace. You can browse albums of celebrities' photos and activities on its Facebook site. Three years ago, it started the annual *KFTC Magazine & Tiger Claw Championship* tournament and has attracted top-notch martial artists from the nation to compete and became a major national competition.

KFTC's involvement with the martial arts community has expanded beyond their media business. They have provided free uniforms for the U.S. [Wushu](#) teams for international competition. They sponsor many local, regional and national martial arts and health related events. In a way, KFTC has been participating and/or developing the martial art community one venue a time and the latest one is the digitization of KFTC Magazine.

SUGGESTED LINKS

- **Reading the tea leaf of the closing of Inside Kung-Fu Magazine**
- **Kung Fu Tai Chi Magazine is now splashed with colors!**
- **Get Qi Magazine for free**
- **IKF's Instructor of the Year: Tai Chi Master Ren Guangyi**
- **IKF's Woman of the Year: Master Tiffany Chen**



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