

## **Alma Magazine launches portal AlmaMagazine.com**

*By Julieta Lujan*

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*AlmaMagazine.com shifts to a redesigned, modern, 2.0 daily updated community portal*

Alma Magazine, the highest quality Hispanic news and information publication in the United States, announced today the launch of AlmaMagazine.com (www.almamagazine.com) -- a new online network targeting Hispanics in Spain, Latin America and the United States. The almamagazine.com network features a 2.0 community portal delivering the best in current affairs, politics, art, culture, technology and much more. The new site shifts from a monthly print publication catering a niche in the US segment to a major daily updated Spanish website that will reach the highly educated Hispanics all around the World.

“Our new website will be a global center not only for news and information but also for culture,” said Federico Rodriguez-Gasquet, Marketing Manager and Chief Blogger for almamagazine.com. “From breaking news and current affairs to the most outré chronicles and fantastic biographies. Our site covers it all. It’s a hub to connect and share thoughts with other Hispanic intellectual minds all over the World while enjoying of an archive rich in high-quality media.”

The site was based on a user participation format. As more news are ranked or commented, they are them who have the influence on the future editorial plans. The site also delivers its news and releases through different 2.0 channels, like Facebook, Twitter, RSS, Newsletters, Flickr and others. In addition, users will have access to multiple channels, including The World, Arts & Culture and Technology and will be able to network with other users through video and photo galleries and blogs.

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Alma Magazine was born 4 years ago as a leading Spanish publication targeting the ever-growing Hispanic market in the United States. With a rapid success as a high quality book, the magazine soon expanded to other Latin American markets and recently created AlmaMagazine.com, a 2.0 high quality website for all Spanish speaking users in the World, delivering high quality information to Spanish speaking readers all over the world.

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