

## Digital: The Way to Go

Editorial Staff

The digital craze continues! There are plenty of reasons to go "digital," but the most important is your ability to access more content. For example, if an article is a little lengthier and won't fit in the allotted "print" space it can be published as a "digital exclusive." This option allows us to maintain the integrity of the article by not having to sacrifice important content. Moving forward, each columnist will have an (annual) opportunity publish an article as a "digital exclusive," thus allowing them to write about a topic that may need a little more space.

Another pro to the digital edition is other content like "health news" that you can share with your clients. An example of a recent "health news" story is the popular "Nutrition for Menopause" [article](#). Content like this helps you open the door to conversations you may not otherwise have had. Are you wondering how this might help you? Well, if the topic leads to another service you provide, then you have just added a little more profit to your business. What business owner can argue with that?

How about receiving information sooner? Since the "print" edition has to go through the process of printing, labeling, distributing and mailing, you can actually read the digital issue far sooner. And if you live in areas plagued by bad weather, there is the possibility that your mail will not arrive in a timely fashion. There is even the possibility of your mail getting lost in the great abyss of the U.S. Postal Service.

What about "breaking news" stories? Occasionally there are stories that are just "too hot" to wait to publish in our next print issue. In those cases, we send you an email with a link to the article in the current digital edition. If we don't have your email, you may miss vital information, such as the Attorneys' General [letter](#).

Digital also gives you the ability to read on-the-go, post an article to social media, or email an article to colleagues and students. You even have the option to download and save an article. And if you absolutely want a printed copy, you can just print it from the convenience of your home or office. There is one more easy thing to do ... sign up for our digital alerts! Just fill out the form at: [www.acupuncturetoday.com/newsalert](http://www.acupuncturetoday.com/newsalert). Thank you to all the readers who have taken the time to reach out through email or social media. Please send your feedback to [editorial@mpamedia.com](mailto:editorial@mpamedia.com), we look forward to hearing from you.

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