

provide a daily compilation of what's worth reading on the Web with the [Web Watch Daily](#). These headlines are also sent out daily by e-mail to subscribers, which you can get free of charge. This is one of the most impressive and effective uses of e-publishing, and contributes greatly to allowing Internet news consumers to make productive use of our time without searching around in an electro-magnetic fog. [Mother Jones](#) also sends out its headlines by e-mail on a weekly basis.

What about other magazines in the South? First let's look at the most famous and profitable magazine in the region, [Southern Living](#). Another classic example of the **programmer's philosophy** of Web design, but to its credit, most of the content does appear to be free now. This is a new development on a fairly new site. When we started *The Southerner* last year, neither *Southern Living* nor the [Oxford American](#) had a Web presence. *The Oxford American*, rescued financially by John Grisham a few years ago, is a really nice looking print magazine now. Alas, the Web site is much like the *New Yorker*, mainly a marketing gimmick. But at least you get to find out what the current contents are, and read the Editor's Box. I wonder if they've sold any new subscriptions from the Web site?

Let's look at a few more familiar names in the magazine industry. You would think that of all the big circulation national magazines, [National Geographic](#) would have a great electronic version. It is very attractive, and there are some great features to this site that you can't get in the print version. I mean, it's kind of silly, but you get to match wits with the editor on the subject of next month's cover story. But again, you have to buy a subscription to the print product to obtain full access to the Web version. I wonder how many people who get the magazine in the mail also log on?

Now I'm about to tread in some dangerous territory, so I hope they don't have any nudity on the front page today. But you can't talk about electronic publishing in the magazine business without talking about [Playboy](#) and *Penthouse*. If you want to know how technology is being used in the latest, most innovative ways, look to the pornographers. They have always been able to figure out how to profit from new technology, back to the first photographic images. Having had some contact with the editors at *Playboy.com* — we helped sponsor a Web site for their visit to the University of Tennessee last year — we know that they do not consider it a magazine online, but much more. I mean you have the Cyber Club, where you can chat with the playmates. But compare this look with our conception of what a [Playboy](#) cover online should look like.

If you want to see what a magazine online should look like, what I like to call the **magazine philosophy** of Web design, take a look at [Penthouse](#), and a smaller version of a magazine cover entrance at [Horizon](#). Of course, I'm partial to [The Southerner](#), so I want to take this opportunity to introduce you to the concept and the product.

We don't have a moniker like "all the news that's fit to print." But we do call it a "magazine online," mainly because the idea was to design something that looks like a magazine on the Web, an electronic publication you can print and carry around with you. You can even take it to a copy shop like Kinkos and bind it for under \$5, less than the price of most slick magazines on newsstands today. After following the development of the Web for five years, and producing my own personal Web site at the