

The [The New York Times](#) is about my favorite newspaper to read on the Web — it looks sort of like a newspaper on the computer screen — although the [Washington Post](#) is good too. It won the best design in the most prominent national competition last year. And while I don't read it often myself, the [Washington Times](#) looks more like a real newspaper on the Web than most (although it's kind of dissapointing in a way now. Just a few months ago it looked almost exactly like a newspaper on the screen, down to the jumps from the front page). I personally like a newspaper that looks like a newspaper, with the same section names, similar fonts, what I call the **newspaper philosophy** of Web design.

Since I'm a Birmingham native, I personally like to keep up with happenings in my home town by reading the [Post Herald](#). I grew up reading the *Birmingham News*, although it's not my favorite newspaper, in print or [online](#). This is an example of a reader's worst nightmare, an example of what I like to call the **programmer's philosophy** of Web design. Incomprehensible category links and so many tiny headlines crammed onto one page we don't know where to look for information prioritized in a way we're used to. Don't know about you, but I run from these sites with a quick click of the back button in my browser. It also seems odd that the *News* would give up 150 or so years of name brand development for it's newspaper to something called Alabama Live. Not sure if Newhouse is making profit on that or not, but I suppose it's cheaper than hiring a Web design team to put its product on the Web.

Magazines

Magazines, like literary types, English departments, and historians, are the last holdouts to electronic publishing, with few notable exceptions. One of our models at *The Southerner* is the print version of [The New Yorker](#), which is the classic example of a magazine using its Web site to try to sell subscriptions to its print product. This strategy will never build circulation, in my opinion. Notice that the contents are not free. You can't even get a sample, or even the content listings for the current issue.

Contrast that with [The Atlantic](#) monthly, which doesn't really look like a magazine online, but offers more than the print magazine with more timely stories and an interactive reader forum under the title Atlantic Unbound.

I'm sure you've heard of the first two Web only magazines in the U.S., Microsoft's [Slate](#) and [Salon](#). Slate, edited by Michael Kinsley, looks more like a daily newspaper than a magazine. Its primary preoccupation is Washington politics and technology, and you can't even find its masthead. It's not a favorite of mine. Salon, on the other hand, has interesting content worth checking out, although it borders on the sensational, and also looks more like an online newspaper than a magazine. Same with [Wired](#), and its obsession with technology is self-evident by its name.

Are the national news magazines any different? Take a look at [Newsweek](#) and [Time](#). I like *Newsweek*, and notice the magazine banner. But like most online publications, notice that the headlines are all the same small type size, underlined links. Same with *Time*.

I also like the [Utne Reader](#), mainly because they often pick up our stories and provide links to *The Southerner*, and hits to our site. But also because they