



# nerelj

## **NEREJ.com introduces Flip Books: A unique & easy way to view newspaper**

September 02, 2010 - Front Section

Patrick Dugan, New England Real Estate Journal website director, has made available the new NEREJ Flip Books which appear on the popular NEREJ.com site. Each weekly section of the NEREJ newspaper will appear online in a Flip Book version. With Flip Books, you can read the information in a manner similar to a printed book.

All readers who subscribe to the newspaper and/or paper sites will have access.

NEREJ Flip Books can be easily viewed on your office desktop computer, your home laptop or your hand mobile device.

Flip Books are a digitalized version of the NEREJ publications. Users can flip through animated pages full of images and articles as if the publication was directly in front of them. Select a section of the paper, click on the name and it will automatically bring you to that sections Flip Book. Click on the image and you can read that section of the paper, just like you are holding the newspaper.

One of the most important aspects of the Flip Book is that all newspaper advertisers are linked directly to their websites from the Flip Book, a free service.

The reader can send a link through social networking sites like Twitter, Facebook and Linked In. And the reader can bookmark, search, save or send pages via email.

The New England Real Estate Journal, a commercial real estate marketing specialist for almost 50 years, is adapting new technology to help our valued readers and advertisers.

The NEREJ Flip Books are produced using Mediaparts Interactive's Flipping Book Publisher technology.

To access the NEREJ.com paper site this month, the password is "SAFE".

Contact Patrick at [pdugan@nerelj.com](mailto:pdugan@nerelj.com) with any questions or comments.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540