



nerej

The wait is over, the NEREJ's electronic edition has arrived

January 03, 2008 - Front Section

The New England Real Estate Journal will launch the NEW online version of the newspaper, www.nerej.com. The electronic edition of the Journal has many useful features and tools to help visitors stay informed of the latest news and events regarding the commercial / investment real estate industry. You can share articles with friends and colleagues via email and interact with other industry professionals by leaving comments as well. The electronic edition also features RSS feeds, which is a great way to get all the news you want, fast and organized in one convenient place. There is also a map feature that maps the location that a given article pertains to.

For the past couple of years we have been carefully watching what newspapers are doing with their online content. We decided to build what you see today, based on many inquiries from our clients and what we have seen within the online newspaper industry. The benefit of bringing our content online the way we did, enables the commercial real estate industry to broadcast their information to the world. The greatest thing about the internet, in the context of business, is that there are no more physical borders. We know that there are people around the world that are interested in the New England commercial real estate market. Before it was impractical to send newspapers to them, but now this information is available to them instantaneously.

The electronic edition features all of the sections, spotlights, expert articles, and news stories that are included in the print edition. You can also request a media kit, submit suggestions for a story, and obtain information about our company and more. From a design perspective we have kept the online version with the same look and feel of the print edition while keeping it clean and easy to navigate. There are no bulky pdf's to download, no scrolling through page after page to find what you're looking for, everything is right there for your convenience. The search feature alone is a great time saver, just type in what you are looking for and hit the enter key, and if it ran in the print edition of the Journal it will be displayed in the search results, instantly. We invite you to search yourself or your company for related news stories and expert articles.

We are initially offering the electronic edition of the Journal, open to the public, for a 60 day trial period. We encourage everyone to take full advantage of the many new features available to them within the electronic edition. Many readers of the Journal have been asking for an online edition, RSS feeds and search capabilities and we are all very excited to answer the call.

For more information about the NEREJ's Electronic Edition please call (781) 878-4540 or email to info@nerej.com