

To: VP => COO => GM => M => You

Date: mm-dd-yyyy	Goal: Enter Billion-Dollar Mobile Publishing Market
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Market:

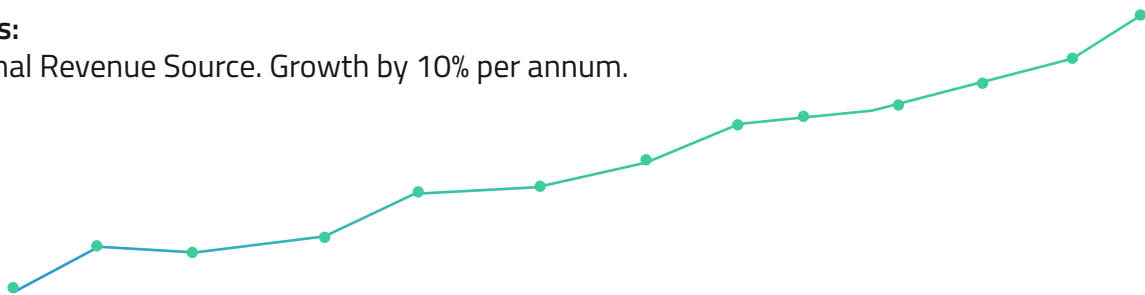
This year 100% of publishers will format their content for mobile, according to an Alliance for Audited Media survey. The iPad saw the greatest percentage of publishers charging for content across publication categories.

Advantages:


Apple remains a primary device-maker for media consumers. Almost 500 million of iPad and iPhone users have their credit cards linked to their accounts in App Store and they are used to payments.

Benefits:

Additional Revenue Source. Growth by 10% per annum.



Investment:



Outsourcing company

Time	5 minute setup	3 months of development
Money	FREE	min \$25,000

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You don't have to spend thousands of dollars just to find out about iPad publishing. PressPad takes care of all IT things, lets you focus on your job and **earn more on mobile magazine!**

Q2 2013 Apple sales rapport confirms that there was a huge increase in mobile users:
 "The Company sold 37.4 million iPhones in the quarter, compared to 35.1 million in the year-ago quarter. Apple also sold 19.5 million iPads during the quarter, compared to 11.8 million in the year-ago quarter."

Issued by: You	Approved by: Signature	Date: mm-dd-yy
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