



For Immediate Release

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### **A Niche Magazine With a Non Traditional Publishing Format**

*Offshore Business Magazine* ([www.magverlag.com](http://www.magverlag.com)) is one of the largest and fastest growing free digital magazines for the offshore world. Reaching an audience of more than 10 000 readers worldwide, the magazine aims to establish itself as a well-known, free and must-read experience.

Swedish-born entrepreneur John Enar Karlsson founded "Offshore Business Magazine" in 2005 after moving to the Philippines where he established **Strong Media Corp.** ([www.strongmediacorp.com](http://www.strongmediacorp.com)) together with Sisa Hernandez, an independent creative director with long experience of the local entertainment industry.

The 33-year-old entrepreneur doesn't play by the rules of traditional magazine publishing.

John gives his magazine for free to its readers. The magazine is published and distributed in digital format (PDF) - an economical advantage in reference to distribution and printing costs.

Another economical advantage is the location with both the main office and editorial staff is located in Philippines. Its location also adds grandeur to the Magazine since the Philippines has been recognised as one of the worlds top ten outsourcing destinations by Forbes "Top 10 Countries for Offshoring".

Offshore Business Magazine is a digital magazine that offers the same layout, text, and advertisements as a printed version, while improving accessibility and reach, adding convenience to the reading experience. This offers our readers and advertisers exciting new opportunities. Readers can easily access and download the latest and back issues of the magazine for free, 24/7, year after year.

Advertisers are given longer exposure compared to exposure from a regular paper magazine which will be taken down from the magazine stand once a new issue comes along. The advertising space also offers better visibility than a regular web banner.

-----ENDS-----

**Offshore Business Magazine**

[www.magverlag.com](http://www.magverlag.com)



Note to editors:

**About Offshore Business Magazine:** Offshore Business Magazine is a leading FREE digital publication that provides an end-to-end perspective on the offshore financial industry with unique in-depth content and market coverage.

The magazine covers a wide range of topics within offshore business sectors like: Law, Tax, Incorporation, Trust, Banking, Insurance, Funds, Wealth Management and Licensing across many offshore jurisdictions.

Every issue brings essential reading to business-people, investors, expatriates and professional service providers all over the world, largely thanks to its premium editorial content written by experts with detailed knowledge of the offshore industry. Every story in the magazine provides some element of utility, some lesson, example, insight, or bit of information you can gain from.

([www.magverlag.com](http://www.magverlag.com))

**Publisher:** Offshore Business Magazine is published by Strong Media Corp. ([www.strongmediacorp.com](http://www.strongmediacorp.com)), a Manila-based media company, owned by John Enar Karlsson and Cecilia Hernandez. The very first issue of Offshore Business Magazine was published in May 2005 and is now published bi-monthly, in English and distributed online ([www.magverlag.com](http://www.magverlag.com)) free of charge to more than 10 00 readers . ([www.strongmediacorp.com](http://www.strongmediacorp.com))

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