

STRATEGY VERDICT

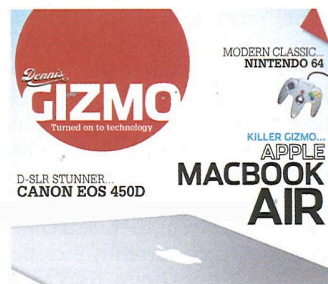
Strategy Launch of digital title *Gizmo*
Owner Dennis Publishing



In a time of declining magazine circulation, could this combination of digital, print and broadcast media be the way forward? Dennis has already enjoyed considerable success with *Monkey* since its launch.

Dennis's ability to bring a standard lads' magazine to life in the shape of *Monkey* means it is well-placed with *Gizmo*. It should see *Monkey*'s weekly circulation surpass that of rival press titles *Nuts* and *Zoo* this month, as well as presenting a new audio-visual opportunity for advertisers.

Others have tried the desktop



magazine format with less impressive results. *Jellyfish*, a female interest, celeb-gossip e-mag, is the most notable casualty, folding after 20 weeks.

Dennis's continued growth in the online arena can be put down to a decision made a decade ago, whereby

visitors to their websites had to register some basic details to access the content. As a result, they now boast a 1.5 million-strong male ABC1 e-mail database - ready for next month's *Gizmo* launch.

Carefully aimed at the non-technical man, *Gizmo* hides detailed specs in favour of innovation. With its 360-degree rotating laptops, expandable hovering phones and video reviews throughout, it represents a step on from the likes of *Stuff* and *T3*, allowing users to experience a product before purchase.

As a digital planner with a film client, I've found *Monkey*'s Ceros platform fulfils most brand objectives,

from integrated advertorials and trailer showcasing to click-to-buy ads; every step being fully accountable with impressive results.

I expect similar results from *Gizmo*, particularly with the larger database and the fact that big technology clients will be looking to push the boundaries of online advertising. Time will tell if Dennis has a *Monkey* or a *Jellyfish* on its hands, but I expect big things of *Gizmo*.



Review by
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