



FOR IMMEDIATE RELEASE

February 6, 2015

CONTACT: Gretchen Pruett, Library Director
700 E. Common St.
New Braunfels, TX 78130
830.221.4322
gpruett@nbtexas.org

Library Increases Online Magazines with Flipster, Drops Zinio

New Braunfels, TX - The New Braunfels Public Library has added additional titles to its online digital magazine resource *Flipster*, and has dropped its subscription with *Zinio*, a competing online digital magazine resource. This decision was based on a number of factors affecting library patrons. The library has already increased the number of magazines it offers through *Flipster*, to offset the loss of magazines offered through *Zinio*, and will continue to add more content in the future.

“In reviewing these resources we’ve found that *Flipster* is clearly superior and offers ease of use and ease of access that *Zinio* cannot match,” said Library Director Gretchen Pruett. “*Flipster* features a very simple user interface while *Zinio* often frustrated patrons with its complex dual log-on process, technical glitches, and confusion between the free library content and the commercial side of the *Zinio*. In addition, we were disappointed to learn that some of our patrons were receiving unsolicited emails from *Zinio*. We’re confident our patrons will enjoy using *Flipster*, and will appreciate that it’s easier to use, is less expensive and a better overall resource.”

For more information, and for accessing *Flipster* and other digital content through the New Braunfels Public Library website and app, call 830-221-4300.

###