

Travel Magazine Launches Its “Next Generation” 2010 Virginia Travel Guide

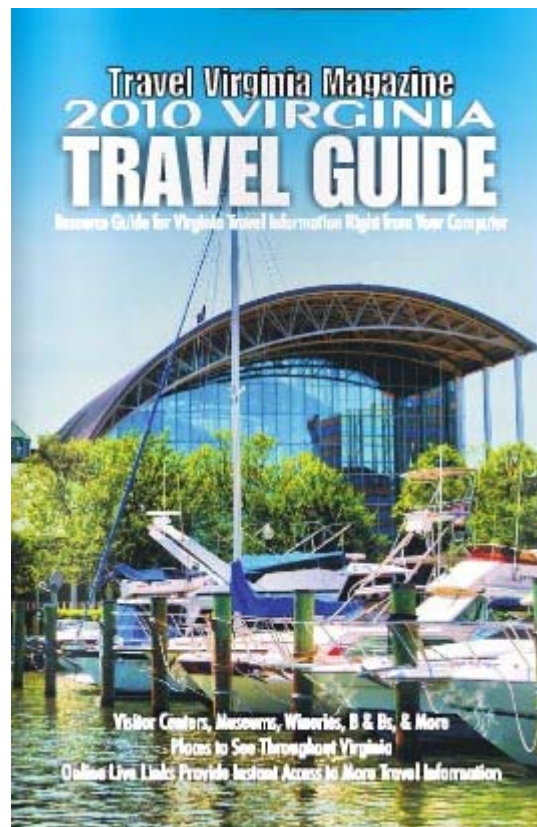


Released on: February 01, 2010, 11:03 am
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Industry: [Travel](#)

Travel Virginia Magazine, a [travel publication](#) focusing on travel in Virginia and the Mid-Atlantic Region, has published its much anticipated online 2010 Virginia Travel Guide.

In keeping with the newest online media trends, the 2010 Virginia Travel Guide was specifically designed as a readily available online resource, with loads of travel information easily accessed from a computer or electronic device.

The Virginia Travel Guide contains “Directories” with listings for Virginia Convention & Visitor Services, Museums, Golf Courses, Wineries, B&B’s, Amusement Parks, National Parks, State Parks, and more. In addition, there are a variety of travel-related articles, each with beautiful photography, targeting current interests among travel-consumers.



Another convenience-feature of the publication is the “Live Links” to additional Web content right from the [magazine](#). The “Live Links” also

provide an opportunity for advertisers to share more about their products and services for consumers.

In response to questions about the value of online publishing, the magazine's publisher, Darlene Perrone, said, "The interactivity and connectivity of this online publication brings it to a level beyond what print media can accomplish. It's a way to better serve tech-savvy consumers with fast-paced lifestyles, who are looking for information or entertainment. In addition, current trends in electronic devices – such as Amazon's Kindle, Barnes & Noble's Nook and Apple's iPad – also provide new ways to access online media." And, online publishing is a way to make advertising more affordable for our advertisers," Darlene added.

Online publishing is not new to Travel Virginia Magazine, which has offered an online version of their print magazine for almost two years, with back issues online as well. Darlene has introduced another publication, DestinationsTravelMagazine.com, which is exclusively online, to reach a broader audience. The publication focuses on national and international travel.

On the Web for only a few short months, DestinationsTravelMagazine.com is exceeding all expectations, with online readings exceeding 30,000+ per month. "We must be doing something right", Darlene stated. "Whatever it is, I just want it to continue".

The 2010 Virginia Travel Guide will remain online throughout 2010, providing [travel](#)-consumers a place to go for Virginia travel information all year.

In addition to the two magazines, Darlene and her staff maintain two blogs and two Websites.

You can also find Travel Virginia Magazine and DestinationsTravelMagazine.com on Facebook, Twitter and LinkedIn.

To read, and share, Travel Virginia Magazine's 2010 Virginia Travel Guide, visit http://travelvamagazine.com/travelvamagazine_021.htm

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