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Friday, February 02, 2001

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8. E-Zine Publisher



The basics: a standard PC or a laptop, a printer, basic software, a Web site, a database of target subscribers' e-mail addresses, and a P.O. Box.

Total cost: \$3,000 to \$4,000

What they spent: Hwang and Panichakoon invested \$1,000 on incorporation, an ISP, a P.O. Box and miscellaneous extras. They developed the Web site and got the e-mail list for free, and they already owned all the other equipment.

For details: [Content Exchange](#), (303) 543-7810, www.content-exchange.com

The first issue of *Jade* was e-mailed to 1,200 readers, but by the beginning of this year, the number of readers leaped to 5,000 per issue, some as far away as Singapore and Japan. Sales are generated by advertising and e-commerce.

The partners say the benefits of launching an e-zine rather than a traditional magazine are obvious: shorter production times, lower costs (no office and no staff) and quick feedback from readers. "We use laptops, so having a concrete office isn't necessary," Hwang explains.

After one year, the business is breaking even. And they soon hope to pen a business plan, find investors and more advertisers, then devote themselves to running *Jade* full time.

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