

iCreate podcasts are go!

Pioneering Mac magazine announces regular download show on iTunes and iCreatemagazine.com

Following the launch of its website in September 2007, *iCreate*, the creative magazine for Mac users, has today announced the availability of its first regular online podcast.

The fortnightly show, hosted by magazine Editor Ben Harvell and featuring in-house writer Jimmy Hayes, offers a light-hearted look at the latest Apple news and rumours as well as reviews, tips and reader questions. Readers are invited to contact the magazine with questions and discuss what they would like to hear on the show, which runs to around 20 minutes per episode.



iCreate Editor Ben Harvell said of the announcement: “After we ran our *iCreate* Review of the Year podcast at the end of 2007, the feedback we received was so positive that we decided to make it a regular addition to the magazine’s online content. We’ve been having great fun recording the show and hope our readers enjoy listening.”

Jimmy Hayes, *iCreate*’s Writer added: “The podcast is a great way to get even more of the *iCreate* personality over to our readership. Macs are fun, so it makes sense that the podcast is fun. We have plans to evolve the podcast into one of the best technology-based shows out there, combining the attention to detail we use to create the magazine and the passion we have for all things Apple.”

The first official *iCreate* podcast goes live today on iTunes and the *iCreate* website, with a report on Apple’s Macworld Expo Keynote in San Francisco.

Listen and subscribe to the *iCreate* podcast on either the iTunes Music Store or via the *iCreate* website at: **www.icreatemagazine.com/podcasts.html**

Launched in 2003, *iCreate* continues to provide the best coverage of Apple software and hardware from iPods, iTunes and the new iPhone through to Mac OS X and the iLife suite of creative applications. With over 50 pages of tutorials every month, the magazine’s design reflects the style and quality consumers have come to expect from Apple.

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