

## Media links of the day

Posted by [Teemu Henriksson](#) on July 26, 2011 at 4:40 PM



[News & Tech reported](#) on *The Honolulu Star-Advertiser's* recent decision to start charging for its website's content. As from 3rd August, the newspaper will charge \$19,95 a month for both digital and print access, and it has yet to decide the price of digital subscription. The paper will also launch a new digital edition for the iPad, iPhone and ereaders.

**Flipboard**, an app that turns **Twitter** and **Facebook** feeds into an app-like reading experience, is introducing advertising: the company is launching a partnership with publishers such as **Conde Nast** to push their ads into the Flipboard app, [GigaOm reported](#). Selected brands will appear in full-page ads as part of publishers' content.

[According to paidContent's calculations](#), the revenue of *Mail Online*, the second most visited newspaper site in the world, are growing, but not as fast as its audience numbers are. Mail Online and *Metro.co.uk* are making 51 percent more revenue than last year, but over the same period, Mail Online's monthly unique users went up 82 percent.

[Editor & Publisher reported](#) on **Newspaper National Network LP's** (NNN) launch of the **NNN Hispanic Network**. The network of US Hispanic newspaper media reaches over 50 million Hispanic consumers through virtually every Hispanic newspaper in the US. "The launch of NNN Hispanic raises the bar instantly regarding how Hispanic media is represented and sold," said **Mike Cano**, the new director of Hispanic Media at the NNN.

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