MagPortal

by Hot Neuron LLC

.com®

Dynamic Content for Your Website

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Your website is an important channel for communicating with customers and prospects. It represents your company in the digital world. What does your website say about your company?

Is your website useful and interesting? Does your site give the user a reason to come back in the future? Useful, relevant content that is updated daily can turn your website into a place that customers will visit on a regular basis, allowing you more opportunity to market your products and build your brand.

We Can Help

MagPortal.com monitors the websites of hundreds of top magazines to find articles on subjects ranging from business to health to technology. We have human editors review each article to produce a very brief summary and categorize the article. This allows us to provide news feeds for your website that precisely cover the topics you want to target. In selecting appropriate articles, our team of editors deals with subtleties that services relying solely on software cannot handle.

We update the article listings each business day, so your customers and prospects will return to your site often to view the new articles.

The most recent articles appear at the top of the listing. We don't limit you to a handful of recent articles—your site users can browse or search several years' worth of articles on the topics you license. Search results can be ordered by "quality of match" or by date, and you can display information about your own products alongside the search results based on the query that was entered. Feeds from MagPortal.com turn your site into a research center.

Market & Economy

Back to Inflation Our current preoccupation with deflation is a chimera; the Fed is sowing the seeds of the next inflationary expansion. ≈
On Wall Street October 1, 2003 Lewis J. Walker

The Market: Does It Add Up? If you're looking for theories to explain the stock market, there are plenty from which to choose. What does one of the nation's top mathematics educators think? ≈
On Wall Street October 1, 2003

Create Jobs, Don't Protect Them Some U.S. jobs are gone forever. Protecting the ones we have left is the wrong response. ≈
Fast Company October 2003 James Champy

Those Weren't the Days? Clinton economist Joseph E. Stiglitz ponders his legacy. ≈
Inc. October 2003 Mike Hofman

Rebound Continues Small business owners are finally showing some signs of life. In June, the NFIB Small Business Optimism Index hit a record high for the monthly surveys (started in 1986). Nine of the 10 index components advanced. ≈
MyBusiness Oct/Nov 2003 Bill Dunkelberg

[More]

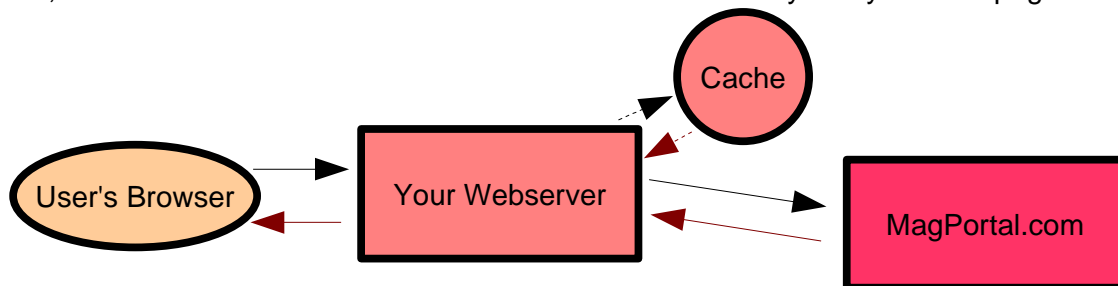Search Articles: [＿＿＿＿] Order By [quality of match ▼] [Go]

The easier it is for your website users to find what they need, the more likely they will be to spend time on your site. That's why we provide "similar articles" links next to the articles (see figure). When users find something that interests them, similar articles are just one click away.

Customization

We have hundreds of "standard feeds" that cover popular topics. If no combination of standard feeds meets your needs, we can create "custom feeds" for your site where we have our editors select each individual article according to your specifications. We can block any publication or article that you don't want listed on your site. We can also filter out articles that contain obscenities. The feed software is preconfigured to match the look and feel of your website, and you are free to make changes to the layout at any time.

How it Works

When a user browses into a page containing article listings, your webserver sends a data request to MagPortal.com (or the cache) and receives the appropriate data, which is then formatted as HTML and embedded directly into your web page.

This whole process is handled automatically by software that we provide in a server-side scripting language. We currently have versions available for PHP, ASP, and Perl. If your web page is coded in Cold Fusion or SHTML, you can still use the service by "including" output from the ASP or Perl version of our software. Installation is easy. Simply copy the software we provide into a directory in your webserver and embed one line of code into your page where the article listing should be displayed, for example (ASP version):

```
<!--#include virtual="/mp/mp_articles.asp"-->
```

New articles will appear in your listings automatically, with no further work on your part.

When a user clicks on an article, a separate browser window is opened and the user is taken to the article on the publisher's website. Because the article itself is not reproduced on your site, we do not have to pay for reproduction rights, which keeps the price of the service down.

Summary and Pricing

Whether you are trying to attract customers to your website or seeking to keep employees informed about your industry through your intranet site, MagPortal.com can provide you with the content you need to make your site dynamic and useful so that users will return often. By focusing on magazines, we are able to help users find articles containing analysis and "how-to" content to fill in the gaps left by news stories and press releases. Our human editors ensure quality and relevance, and our search engine and "similar articles" links make the service a valuable tool for research.

Pricing is primarily determined by the number of topics you license and the amount of effort required to customize the article set. Prices start at $500/year for a single standard topic, with discounts for multiple topics. High-traffic sites may incur additional fees based on the number of article click-throughs and search engine queries. For an exact price, visit MagPortal.com and fill in the price request form, or call us at 610-581-7702.