

Wired's first iPad issue comes out; costs \$5

May 26 2010, By ANDREW VANACORE , AP Business Writer

(AP) -- As the magazine for a digital generation, Wired has talked a big game about the opportunities for publishers on Apple's new iPad.

"We decided this was the big one," Wired editor Chris Anderson said last winter, even before Apple would comment on the much-rumored gadget.

Now it's time for Anderson to put his money - and his magazine - where his mouth is. After nearly a year of laboring on a [tablet computer](#) edition of the magazine, Wired planned to begin selling the application in Apple's digital newsstand Wednesday.

PhysOrg.com content is available on iPad:

www.physorg.com/help/iphone

Other titles from Conde Nast, including Vanity Fair and GQ, have already come out for the iPad, which launched April 3. But Wired is the first to undergo a top-to-bottom re-imagining for the new format. The magazine's editorial staff built the issue at the same time it was putting the physical edition together. It features a piece about the latest "Toy Story" sequel on its cover.

To hear Anderson describe it, the process of adapting for the iPad is already prompting some soul searching about just what a magazine is.

"You start asking yourself first-principles questions, like "What is it that we do every month?" Anderson said in an interview Tuesday.

The [iPad](#), with its touch-screen navigation, offers new editorial tools, such as high-definition video and push-button graphics. A reader can slide a finger across the screen in one feature to watch as a Lego Lamborghini takes shape step-by-step, compiled from 180 different images.

Advertisers have new opportunities as well. Mercedes has a 30-second, TV-style video ad.

The catch: You'll have to pay \$4.99 for each issue, the same as the cover price for the printed version of Wired. It's yet to be seen whether many readers will pay for an app when the Web site is free and just a few clicks away. Subscriptions, which in the case of Wired's print edition can bring the cost down to \$1 per issue, aren't available yet through the iTunes store.

Anderson said the magazine will be experimenting with prices as it continues to tweak the application once readers get their hands on it.

"We don't believe we have the answers," he said. "But we have an experiment worth engaging in."

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