

# USA Today unveils page-turning digital revamp

September 13 2012, by Ryan Nakashima

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USA Today is overhauling its paper and digital editions for the second time in less than two years.

On Friday, [USA Today](#)'s print version —the nation's second largest newspaper— will introduce a new logo and a redesign that highlights text in key portions of stories in different colors and includes more graphics and photos.

Starting this weekend, Gannett Co. Inc.'s flagship national daily is changing the layout of its website and [mobile apps](#), requiring readers to flip through pages as if they're perusing a digital magazine.

The new page-turning model allows the newspaper to sell large [interactive ads](#) that support video between the news pages.

Meanwhile, USA Today is resisting a trend among newspapers to charge readers for digital content, even though so-called pay walls have helped boost revenue.

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Citation: USA Today unveils page-turning digital revamp (2012, September 13) retrieved 19 April 2024 from <https://phys.org/news/2012-09-usa-today-unveils-page-turning-digital.html>

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