

POZ Launches Dynamic New Web Platform

February 22, 2016

POZ—America’s leading brand for people living with and affected by HIV/AIDS—is pleased to announce the launch of a new, completely responsive web platform at POZ.com.

The new platform’s streamlined navigation and layout includes a built-in custom look for desktop, tablet and mobile devices. The social sharing tools have been enhanced and made more accessible. The site includes higher resolution images to better highlight content shared across the wide array of available social platforms.

WEB HIGHLIGHTS

- Responsive design optimized for phones and tablets
- Faster site for quicker load times
- Updated clean design for easier readability and navigation
- Recommendation system for related content within each article
- More photos within each article and blog post
- Improved search for finding articles from our entire publishing history

“This is an important advancement for POZ,” says Oriol R. Gutierrez Jr, POZ Editor in Chief. “Since 1994 POZ has been the premier HIV/AIDS magazine for advocacy, lifestyle, treatment and information serving the HIV community. With our new responsive site, our readers will be even more inspired to manage their health conditions and live healthier, longer lives.”

POZ.com and POZ magazine are part of the Smart + Strong family. Smart + Strong also operates several other health-oriented publications and websites including: Real Health (a print and online guide to African-American wellness), Tu Salud (a print and online guide to Latino wellness), Sane (a print and online brand devoted to mental health) and HEP (a print and online brand devoted to hepatitis). For more information about Smart + Strong, please visit www.smartandstrong.com.

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