



Online Therapy Institute's Magazine is Still Free - Alongside Pay-What-You-Want Subscription Options

Online Therapy Institute has offered a free trade magazine for the helping professions since 2010. Now they have opted to adopt the Pay-What-You-Want business model to support continued publication of the digital resource for therapists, coaches and other helping professionals.

Highlands, NJ, July 17, 2013 --([PR.com](#))-- [Online Therapy Institute](#), approaching five years in business this fall, decided early on that producing a magazine was one priority that would come to fruition. With the 15th issue of TILT Magazine~ Therapeutic Innovations in Light of Technology, coming out in August, the magazine has gained a solid following of helping professionals. Counselors, coaches and other change-agents are becoming more and more interested in delivering services via technology while also understanding the impact of cyberculture on their business and in the lives of their clients.

Producing a digital magazine is not without cost. DeeAnna Nagel, and Kate Anthony, co-founders of Online Therapy Institute stated in a recent blog post, "Call this 'social enterprise' or the new participatory market place- or perhaps even an attempt at transparency, but the bottom line is, we want to continue to offer TILT Magazine to as many who would like to read it; yet we also need to maintain a sustainable business. This model seems like the perfect solution. Those that cannot pay but benefit from reading TILT can still access the magazine, and those that can pay and want to support our product can pay a price they choose!"

In a changing marketplace, and with the Internet's reach and resources, there now exists diverse ways to generate revenue from crowd funding to models such as Pay-What-You-Want. Initially, these models were relegated to non-profits, charity organizations and causes but more and more, businesses who are socially responsible are adopting these models as well.

"Here's the thing," says DeeAnna Nagel, "we are going to continue to offer TILT Magazine free of charge for as long as is economically viable. Implementing the PWYW model makes the effort even more sustainable."



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