Is your software holding your back?

Those “we do everything,” giant software firms have a problem: They aren’t exceptional at anything!


Creative Circle is different.

We’re fluent in both print and digital. We’re experts at content and design. We’re sharply user-focused. And we know how to grow revenue and readership.

We may be smaller than those giant firms, but our software innovations have consistently been years ahead of all of them:

• 1st to design and advocate for tablet-like home pages (in 2003);
• 1st to build a user-contributed content platform (in 2005);
• 1st to create an integrated pay wall (in 2006);
• 1st to build a true “web first” or reverse publishing platform (in 2007);
• 1st to design flexible page and story templates to better reflect the news online (in 2008);
• 1st to offer a paid or “native” content platform (in 2010);
• 1st to engineer a Google Adsense and Facebook Ads alternative customized just for newspapers (2011).

So if you want a generic web site, call those other guys. But if you want a digital platform that your users will love and that will push you ahead of the rest of the industry, give Creative Circle a call. We can help.