

Enjoy the Music.com®

HIFICRITIC

(June 12, 2009) *Enjoy the Music.com*, a leader in consumer electronics audio equipment and music reviews for approximately 15 years, has partnered with HIFICRITIC magazine. Martin Colloms (Tech Editor) and Paul Messenger, (Editor) see this as a mark of increasing recognition for their professionally produced print publication directed at serious stereo enthusiasts, now in its third year.

In what some consider a foolhardy venture there is no advertising, and this is claimed to deliver to the reader a higher level of independent feature writing and review opinion. In consequence *Enjoy the Music.com* had to rethink their commercial model with respect to magazine affiliation to make the inclusion of HIFICRITIC possible and we thank founder/editor Steve Rochlin for making this possible.

HIFICRITIC publishes material from a wide range of industry professionals. It is not afraid to take on industry giants when they can be shown, through good research and review investigation, that their performance should be improved.

Conforming to a classic and much valued model HIFICRITIC publishes a mix of topical and relevant feature articles, product reviews backed by detailed laboratory analysis, partnered by classical and popular music assessments. It makes no concession to popular appeal through dumbing down. Instead it sets a standard comparable to quality science journals like *The New Scientist*.

Aiming to excel in its chosen field of pure stereo HIFICRITIC eschews multi-channel, SACD, vision and home theatre topics. However there is a significant content on quality vinyl replay.

At first it seemed that the world Hi Fi industry would keep the potentially risky HIFICRITIC team at arms length but our initial fears we not realised and we thank those that have so generously provided the necessary loans of review equipment for our exacting critical reviews. These include **conrad johnson**, Wilson Audio, KEF, Krell, Sonus Faber, MSB, Von Schweikert, Creek, Arcam, Roksan, Quad, Rogers, Avalon Acoustics.

Not to forget Focal, Opera, Naim, NuForce, Razer, Audio Research Corporation, Audica, Project, Rega, Thorens, Koetsu, Miyajima, AudioQuest, Transparent, Cardas, Acoustic Revive, Audio Note (UK), Kimber, Ayre, Bel Canto, Cambridge Audio, and Clearaudio. There are many, many more but this list must stop here, enough is enough!

While the HIFICRITIC authors delve deeply into the intricacies of modern audio technology, this comes a long second place to the purpose of it all,

to enjoy the music.

About *Enjoy the Music.com*

Enjoy the Music.com has been the web's leading information site for audiophile music and equipment consumers since 1995. Over the years the site has received critical acclaim from worldwide Web surfers and other like-minded audio publications both on the Internet and in print. Being affiliated with four prominent print publications while also offering its own *Review Magazine*, *Superior Audio*, *DIY Magazine* and *Classic* sites — with 120 show reports online to date — *Enjoy the Music.com* has become the leading Internet authority for diverse information serving both audiophiles and music lovers worldwide. *Enjoy the Music.com* is also the only specialty audio site with its own Internet browser and mobile device site so their readership can easily find information they desire. *Enjoy the Music.com* is currently official Internet partners with *The Absolute Sound*, *hi-fi+*, [HIFICRITIC](#) *The Audiophile Voice*, *The Sensible Sound*, *Sound Practices* and *VALVE* magazine. (Ends)