

***Stuff* drops models, focuses on technology**

Stuff breaks away from its traditional theme of using models on its covers, in line with international trends. "The lad-mag era of women-in-bikinis being an essential part of publishing a previously male-focussed tech mag are over," said editor and publisher, Toby Shapshak. "This out-dated publishing model is no longer in sync with the magazine nor the publishing environment. The magazine itself is more than just about gadgets and our readership has evolved to include a significant percentage of female readers."

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