**Editor’s Note on How Yankee’s Digital Efforts Augment Print and Serve Readers**

While *Yankee*’swebsite*,* NewEngland.com, and its accompanying Facebook and Instagram pages and daily e-newsletters deliver food and lifestyle coverage, by far the emphasis has always been on travel. For nearly 90 years, readers have looked to *Yankee,* the only magazine to cover New England’s compact six-state region, for expert travel advice, and we deliver this with words and photos via our digital platforms.

Whether someone is searching for best seasonal events, or best eateries, or best hiking trails and gardens, our posts and photos guide them to what our staff and contributors know from living here. This becomes especially vital in September and October. Foliage season is New England’s Mardi Gras, a time when our region’s flamboyant leaf colors bring travelers from around the world. *Yankee*’s foliage coverage, complete with an up-to-date map showing where to find peak color, sets the standard for the country. Last fall, Associated Press coverage of our fall forecast reached 500-plus media outlets; our PR firm estimated this coverage yielded more than 500 million impressions. So as nature does its work, our web and social media team spread the word to users who discover New England in the digital space.