

# Premium WordPress Themes: Are They Here To Stay?

January 11th, 2008

Over the last few years WordPress managed to become the dominating weblog engine out there. The main reasons behind its overwhelming success aren't that astonishing: WordPress is extremely easy to use, it's absolutely free and it has a huge community. But what is even more important is the fact that WordPress is an Open Source project. That means that everything, from the documentation to the code itself, was and is being created by and for the community for free. Consequently, WordPress themes and plugins have also been released for free in the spirit of the Open Source movement.

Over the last months we've been observing a growing trend towards “premium” WordPress themes — themes designed by freelancers and design agencies, heavily advertised on popular weblogs and offered for a fixed price.

## What's The Point?

So what's the point of purchasing a WordPress theme if there are zillions of alternatives? The quality. Amongst thousands of alternatives only few themes go beyond having some basic functionalities within a customized design. In fact, designing a professional WordPress theme takes time.

Free themes may help a designer to gain a good reputation and improve his/her search engine rankings (in fact, we review high-quality WordPress from time to time — [100 Excellent Free WordPress Themes](#)), but it's understandable that designers often can't afford themselves to use the time they might need for their job.

Consequently, you'll rarely be able to find free professional themes which can be employed for large web-sites, such as online magazines or corporate web-sites.

## Advantages vs. Disadvantages

In his recent article Kyle Scove has discussed [the advantages of Premium WordPress themes](#):

“The availability of premium themes

- gives WordPress users a chance to stand out from the crowd of free themes,
- allows the purchaser to see what they are going to get ahead of time,
- benefits the designers by allowing them the opportunity to do the work once, then have a steady source of income trickle in
- will likely result in even more income than if they were to create a custom made theme for a client.”

In this context, it is also important to understand that designers will be able to benefit from a premium theme if and only if the premium theme has something *special* to offer and there are users who might actually need it. More importantly, it's important that users are willing to pay for it — many bloggers tend to replace WordPress themes on a regular basis.

“Premium” themes are less likely to be used for traditional blogs. They are worth considering only if a large web-project has to be developed. Besides, not only the blog-owners, but also designers can benefit from such themes as they won't need to reinvent the wheel all the time if they have to cope with a rather complex issue.

## Case “Mimbo Pro”

Few months ago Darren Hoyt, the developer of the [free Mimbo theme](#) has announced that he is going to develop a premium version of his theme, called [Mimbo Pro](#). As he attempts to create the theme that will look BIG, like another *Time* or *Newsweek*, but with more elegant design touches, customers with small budgets might find similar premium themes worth considering.



Usually the development of a magazine-style design from scratch would cost \$10,000 - \$40,000. In these cases “premium” themes might address the needs of clients with smaller budgets.

## “Premium” Themes

Below we’ve selected some premium themes which are applicable for large web-projects. Using these templates, designers, developers and customers might avoid a lot of headache and save both time and money.

[Revolution Theme](#) (Price: \$79.95)

The Revolution themes family comes in multiple flavors. Revolution Tech is a customizable theme ideal for tech/gadget online magazines and has a new enhanced featured video location on the theme. Revolution Magazine is a customizable theme ideal for online magazines and has a new enhanced featured video location on the theme.





[Magazine News Theme](#) (Price: \$49 - \$129)

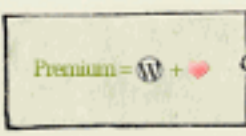
Magazine News v1.0 is a news / magazine-styled WordPress theme created for sites with a lot of content, and looking to maximize their Google AdSense revenue. Among other things the theme has a “Feature article” functionality which allows bloggers to easily highlight an article at any time by creating a category called ‘featured’ and put the posts that you want featured in there.



[PortfolioPress](#) (Price: \$49)


PortfolioPress is aimed at being a portfolio blog for web/graphic/print design. Apart from the theme, the package also includes layered Photoshop files (.psd) for header and menu and a full layered Photoshop file (.psd) (multiple license only).

# PremiumPress



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## PortfolioPress



Click to preview

### About PortfolioPress

PortfolioPress is aimed at being a portfolio blog for web/graphic/print design. It was designed in Photoshop and uses the Georgia font as standard. You can comment on this theme in the [Blog entry](#).

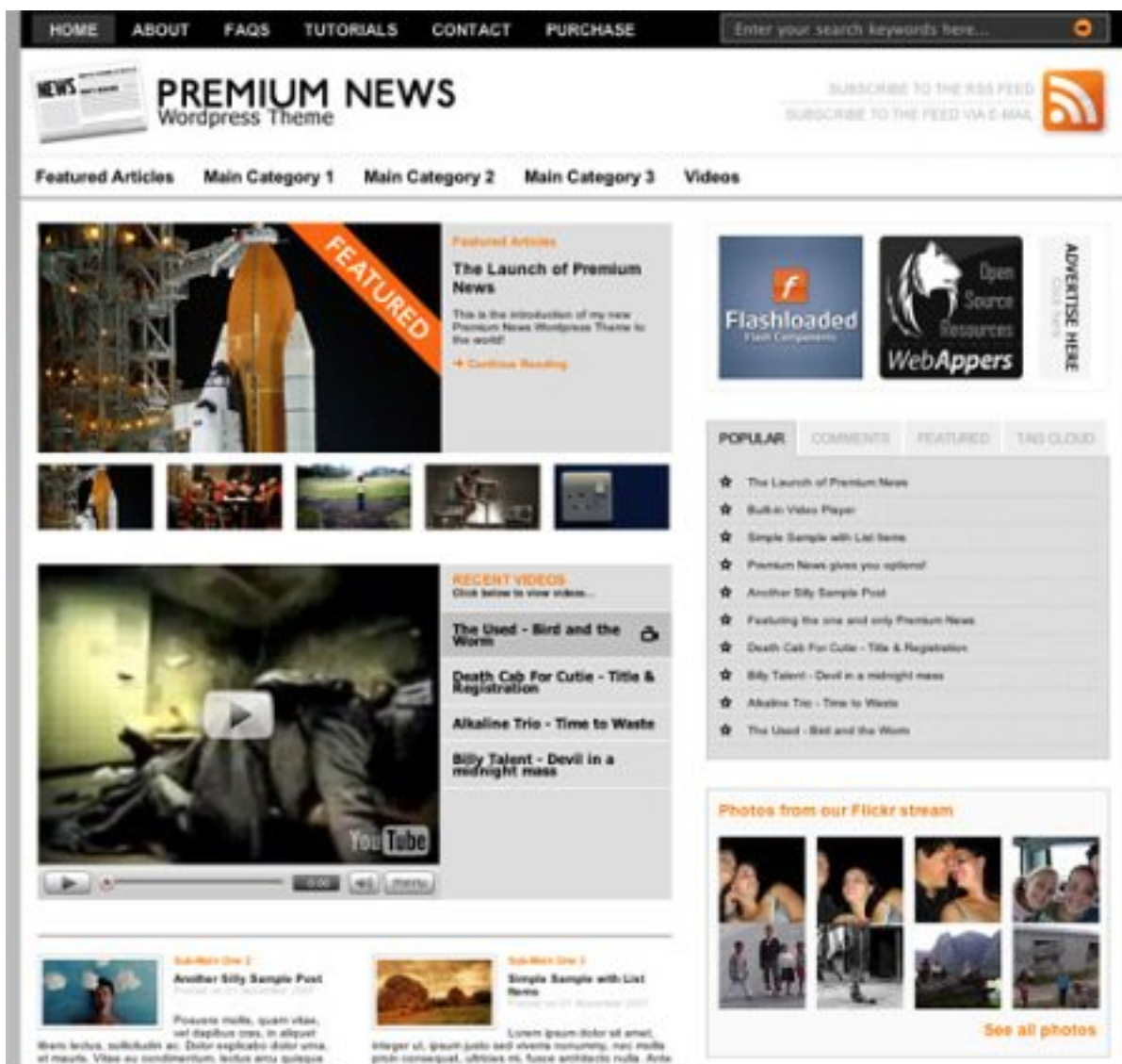
Here are some of the features:

- Clean 2-column layout
- CSS sprite menu
- CSS portfolio bar (details/url)
- Layered Photoshop files (.psd) for header and menu
- Full Layered Photoshop file (.psd) (multiple license only)
- Optional left sidebar (widgetized) under menu

PortfolioPress has been reviewed by [WordPress Candy](#).

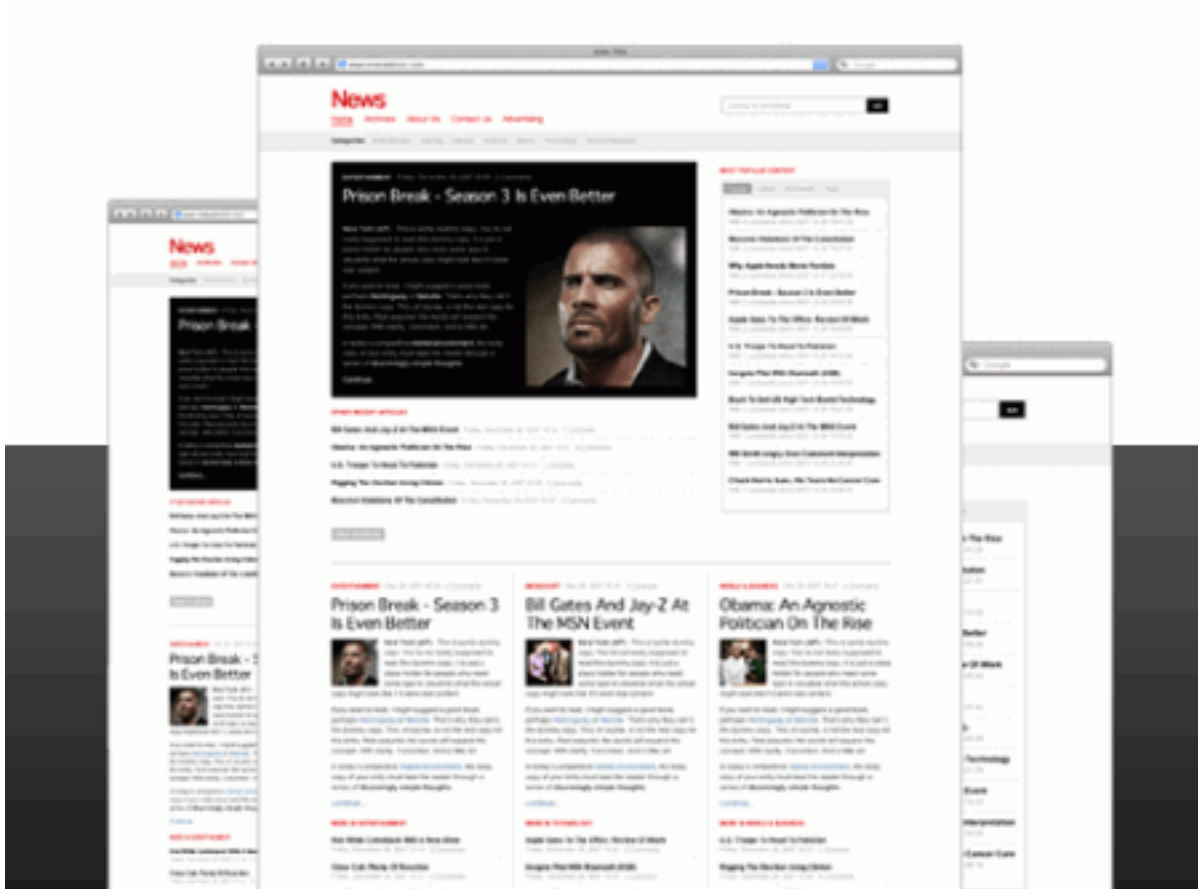
[Premium News Theme](#) (Price: \$99.95 - \$249.95)

A grid-based magazine-style theme with a number of features such as video embedding, "featured article"-functionality etc.



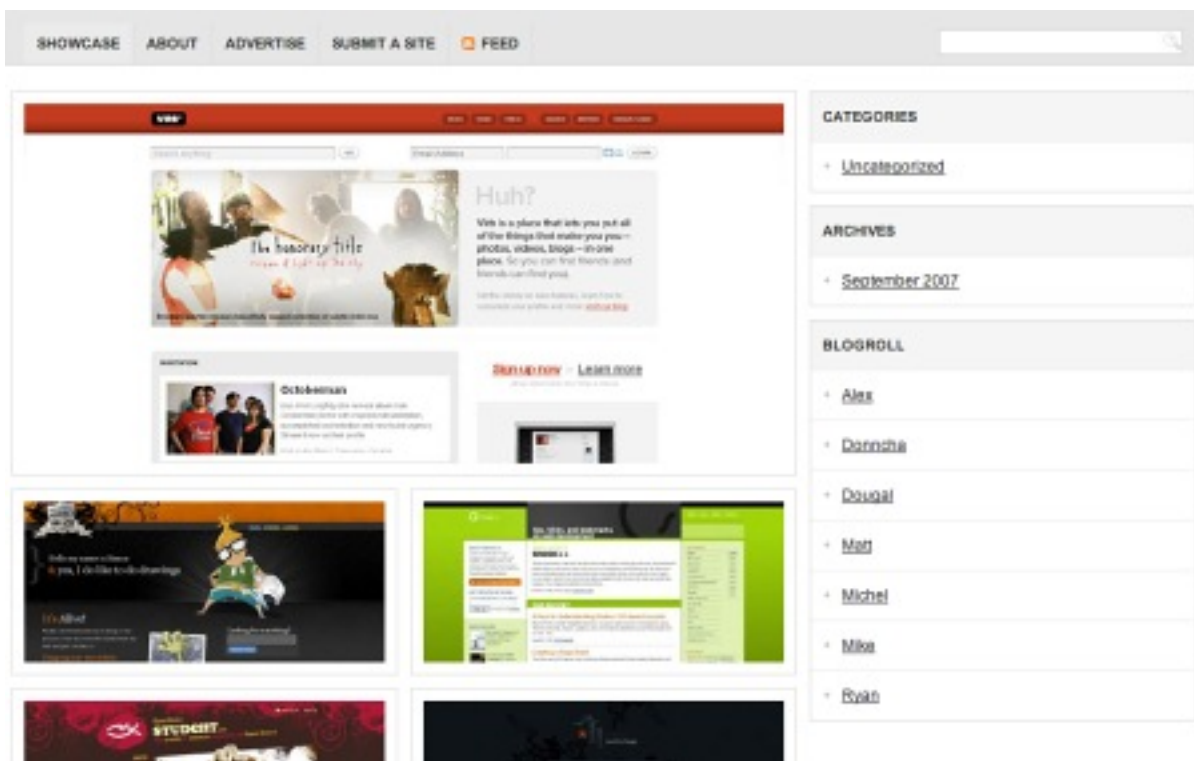
[News Theme](#) (Price: \$75 - \$245)

A clean and legible magazine-style theme.



[Showcase: WordPress CSS Gallery Theme](#) (Price: \$70 - \$700)

WordPress theme created to power a CSS or web design gallery, which is also ideal for managing online portfolios and photo blogs. If you want to use WordPress as a web design gallery, Showcase might be the solution you've been looking for. Beyond its core features, it comes with 5 different color schemes and 8 layout variations.



[WP Remix](#) (Price: \$55 - \$155)

A WordPress theme which is completely customizable and comes bundled with many layout options that helps to create custom designs.



**Your Site's Main Punchline comes here!**

The secondary text explaining your site/business purpose like what and how it does etc. Below are the few options that you could use to highlight main features of your site/business.

- Feature 1**  
Description text goes here
- Feature 2 text**  
Description text goes here
- Feature 3 Title**  
Description text goes here
- Feature 4 Title**  
Description text goes here

**Get Started Now! »**

**About Us**

Use this block to introduce a bit in deeper about you/business. Aenean tempus dignissim tortor. Ut condimentum. Mauris iaculis. Vivamus ligula nisi, dictum vel, elementum eget, cursus quis, tortor.

Quisque dapibus fermentum quam. Donec semper tempus enim. Aenean tempus dignissim tortor. Ut condimentum.

**Newsletter Subscription**  
 further introductory text on why the

**Featured**



**Testimonials**

*“ Using the theme as a base saves me tonnes of time for every project i do. I don't have to do any validation, write code or anything.*

**News & Events**

- Quisque dapibus fermentum quam lorem ip. Post on Jini by 27 Jun 2007
- Quisque dapibus fermentum quam. Post on Jini by 27 Jun 2007
- Quisque dapibus fermentum quam. Post on Jini by 27 Jun 2007
- Quisque dapibus fermentum quam. Post on Jini by 27 Jun 2007
- Quisque dapibus fermentum quam. Post on Jini by 27 Jun 2007

[Digg-Theme](#) (Price: \$49)

The theme is widget-ready and it's built in place for 125x125 banner ads, so that you can instantly incorporate ads in your blog.

**Digg-theme for Wordpress**  
 The only digg-theme for Wordpress in the world!

**GET THE ULTRA-COOL DIGG-LOOK FOR WORDPRESS TODAY!**

**THE DIGG THEME FOR WORDPRESS!**  
 Designed by Peterandrej  
 Price: **Only \$49!**

**10** diggs

**digg it!**

This is the one and only digg-theme for Wordpress! Give you blog or site a really cool digg-look today, at a very small price! This theme comes with pre-installed digg-buttons so that your readers easily could vote you right to the front-page of digg.com.

The theme is of course widget-ready, and best of all: it's built in place for those modern and popular 125x125 banner ads - so that you can make money on your blogging. Its easy to make money with this theme!

Unique Blog Designs handles the payment, and offer free setup and install!

[BUY THE THEME OVER AT UNIQUE BLOG DESIGNS TODAY!](#)

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**KEY FEATURES:**

- Widget-ready!**
- Ultra-cool digg.com look!**
- Pre-installed digg-buttons!**
- No backlinks to the designer or whatever in the footer! You decide what you want to link to!**
- RSS-links placed both in the header and the footer! This will increase your RSS-subscriber readership.**
- Built-in room for Sponsors! 125x125 banner ads in the sidebar! Make money on your blogging selling ads.**

**SCREENSHOTS:**  
 Click images for bigger shots

**BUY NOW!**  
 Unique Blog Designs handles the payment, and

[Solostream 1.0](#) (Price: \$49 - \$159)

The theme is widget-ready, has drop-down navigation for sub-pages, tag support for WordPress 2.3, built-in archives page, drop-down boxes for categories and monthly archives, tabbed top content box and featured article functionality.

Home About Archives Download Links

Monthly Archives Category 1 GO Search GO

## WordPress Theme Viewer

WordPress Themes from SoloStream Web Studio

Featured Post About this Site Popular Posts Most Discussed Posts

FEATURED POST


### Featured Article Functionality

By Michael Pollock on Jan 8, 2007 in Category 1, Editor's Pick, Featured | comments(2)

Featured articles are pretty cool. Especially if you write something you're particularly proud of and want to set off from regular posts. To create a Featured Article that looks like this one, all you have to do is create a great post, create a category called "Featured," and then place your post in that category. You'll also have to change the permalink structure on your site (see [here](#) for directions). The theme is set up to select and display the most recent Featured article.

You can display the full post on the main page, or you can display only an excerpt by using the "More" function on the "Write Post" page.

[View this article](#) →



Available Themes

- Booze 2.0 + Widgets
- Hotie 1.0 + Widgets
- Simply 1.0 + Widgets
- SoloStream 3 Column 1.0 Personal Edition
- SoloStream 4.0
- Sweet 1.0 + Widgets

**This Post Has Some Comments**

By Michael Pollock on May 29, 2007 in Editor's Pick, Sub-Subcat 1 | comments(2)

No blog would be complete without comments, so scroll to the bottom of this post and check out how the comments are laid out. You'll notice I've separated comments from trackbacks.

[View the full article](#) →

**Banner Ad 250x250**

**Recent Posts**

- Featured Article Functionality
- This Post Has Some Comments
- Content Column Wide Enough for Video
- Here's a Post With Some Images and Lists
- Test Post 6

**Recent Comments**

- Yes on Featured Article Functionality
- Jeff on Featured Article Functionality
- Arco on This Post Has Some Comments
- Michael D. Pollock on This Post Has Some Comments

[Gridline Magazine](#) (Price: \$49- \$159)

Gridline utilizes the Blueprint CSS framework to create a minimal, grid-based magazine theme. Premium Gridline theme comes in two flavors, Gridline Magazine, and Gridline News. Designer mentions that Gridline might help you to "transform your blog into a full-blown magazine".

# gridline MAGAZINE

Home Download Page Wide Page Archives Departments Subscribe via RSS

Gridline Now Offered In Three Styles Dec 3, 2007 | by Thad Alexander | Read | 6 Comments



**Previously Featured**

- Nov 09, 2007 | 5 Comments  
**Post Title 6**  
by Thad Alexander
- Nov 09, 2007 | 30 Comments  
**Post Title 5**  
by Thad Alexander
- Nov 09, 2007 | 30 Comments  
**Post 4**  
by Thad Alexander

**About Gridline**

Gridline is a Wordpress theme that utilizes the Blueprint CSS framework to create a minimal, grid-based magazine theme. Gridline comes in

**Gridline is now offered in three distinct flavors: Gridline Lite, Gridline Magazine, and Gridline News.** To switch between designs, click the theme switcher located at the top right. Gridline is a theme for Wordpress that can transform your blog into a full-blown Magazine or news Web site. Gridline utilizes Blueprint, a CSS framework that streamlines development by utilizing an easy-to-use grid and sensible typography. [View an example Wordpress page created with Gridline.](#)

This is a blockquote. Most of this website is for demonstration purposes and relies on dummy text and dummy content to represent the possibilities using Gridline.

Features included in the Gridline Magazine Theme for Wordpress include:

## What Do You Think?

As the number of premium themes is growing, it's reasonable to pose the question whether it's also the time for "premium" WordPress plugins. In a follow-up to this article Steven Snell from VandelayDesign team [discusses the rise of premium themes and plugins](#). His opinion: "Currently plugin developers dedicate many hours of their time and are rewarded with links, maybe some donations, and a few pats on the back. If charging for plugins will open up increased innovation and creativity from plugin developers, I'm all for it."

## Sources and Resources

- [Premium WordPress Themes Gallery](#)  
An extensive recent overview of currently available premium themes.