

Allure

Profile: Allure analyzes trends on beauty including information on fitness, health, nutrition, travel, design, fragrance, food, fashion, literature, film, art, theatre, and music.

Circ: Total paid circ: 608,539

Demographics: Median age: 32 Median female IEI: \$16,746
56.7% female readers are married.

American Health

Profile: Edited to include issues on advances in medicine, psychology, fitness, nutrition, environment, family, and career goals.

Circ: Total paid circ: 800,00

Demographics: Median age: 42.2 Median HHI: \$36,446
Total pass along female audience: 3,213,000
53.7% female readers are married.

Bazaar

Profile: Bazaar contains comprehensive coverage of fashion and beauty. Bazaar is edited for the woman with information on the best for home, travel, food and also news in entertainment and the arts, health, fitness and finance.

Circ: Total paid circ: 772,715

Demographics: Median age: 35 Median HHI: \$39,591
69.3% of readers are working women
53.5% of readers are married

Better Homes & Gardens

Profile: Edited for the reader with a wide variety of interests and needs including gardening, books and beauty. Regular features on ideas and innovations for the home and garden. Also includes articles on family, food, and travel.

Circ: Total paid circ: 7,600,000

Demographics: Median age: 42.2 Median HHI: \$35,094
Total pass along female audience: 26,398,000
65.5% female readers are married.
57.7% female readers are employed.
46.6% female readers have children.

Bride's

Profile: Each issue is three magazines in one, focusing on the wedding, honeymoon, and home. Defines the trends in wedding fashions and wedding planning, the options for honeymoon travel, the joys of decorating, entertaining and more.

Circ: Total paid circ: 305,010

Demographics: Median age: 29.3 Median HHI: \$38,984

Total pass along female audience: 3,867,000

75.3% of female readers are employed

Child

Profile: Edited for educated parents with children pre-birth to 12 years. Contains practical parenting information. Articles focus on news on child development, behavior, health, nutrition, education, and parental development. Also features fashion and home/living portfolios, as well as travel, food and beauty.

Circ: Total paid circ: 503,721

Demographics: Not Available.

Cosmopolitan

Profile: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with information for expanding life's possibilities.

Circ: Total paid circ: 2,700,000

Demographics: Median age: 30.2 Median IEI: \$19,984

Total pass along female audience: 12,706,000

68.5% female readers are employed.

Country America

Profile: Edited for mainstream America. Focused on the country way of life with special emphasis on country music. Serves the needs and interests of people who identify with traditional country values and lifestyles.

Circ: Total paid circ: 1,000,000

Demographics: Median age: 40.4 Median HHI: \$35,000

Male/Female ration: 40/60

72% of readers lead family oriented lives.

Country Living

Profile: A lifestyle magazine edited for today's families who appreciate the warmth and tradition of the American home and family life. Each monthly issue focuses on American country decorating and includes features on furnishings, cooking, antiques, home building, real estate and travel.

Circ: Total paid circ: 1,839,363

Demographics: Median age: 43.2 Median HHI: \$39,716
Total pass along female audience: 8,979,000
75% of female readers are married.
47% of female readers have children.

Elle

Profile: A fashion magazine edited for women that takes a more daring, innovative approach to style. Each issue covers the latest international trends in fashion, beauty, health, the arts, cuisine and more.

Circ: Total paid circ: 901,619

Demographics: Median age: 29.2 Median HHI: \$44,541
Total pass along female audience: 3,038,000

Family Circle

Profile: A magazine for the contemporary woman. Editorial provides information on a variety of today's issues ranging from financial planning to food; from health to beauty and fashion, as well as planning family outings.

Circ: Total paid circ: 5,283,660

Demographics: Median age: 43.6 Median HHI: \$33,078
Total pass along female audience: 25,050,000
30.3% of readers are working mothers.

Family Life

Profile: Departments and features address the menu of issues raised in everyday family life, from teaching patience to explaining homelessness to planning the next birthday party. Subjects regularly covered include education, manners, holidays, finances, travel, entertainment, sports, health and community service.

Circ: 300,000 current newsstand distribution

Demographics: Median age: 34 Median HHI: \$57,000
65% of readers are female.
75% of readers are married.

First for Women

Profile: Editorial features fashion, food, decorating, parenting, and beauty.

Circ: Total paid circ: 1,258,595

Demographics: Median Age: 32.9

Fitness

Profile: Fitness is edited for women interested in a balanced approach to good health with an editorial focus on motivation of the mind and the body. It talks to the busy, active woman, and covers the total fitness format--sports, nutrition, and beauty.

Circ: Total paid circ: 400,000

Demographics: Median age: 30 Median HHI: \$42,373
45% of readers are married.
30.5% of readers have children under 18 years.

Glamour

Profile: Informs women of the current trends, and recommends how to adapt them to her needs and motivate her to take action. One half of the editorial content focuses on fashion, beauty and health, as well as coverage of personal relationships, career, travel, food and entertainment.

Circ: Total paid circ: 2,070,913

Demographics: Median age: 29.9 Median HHI: \$37,825
Total pass along female audience: 9,418,000
39% of readers are mothers.
26.3% of readers are employed mothers.

Good Housekeeping

Profile: Edited for the "New Traditionalist". Articles which focus on food, fitness, beauty, and child care. Editorial includes human interest stories, articles that focus on social issues, money management, health news and travel.

Circ: Total paid circ: 5,139,355

Demographics: Median age: 43.9 Median HHI: \$34,271
Total pass along female audience: 22,874,000
27.9% female readers are working moms.

Health

Profile: Edited for people whose interest in health is broader than just diet and fitness. Editorial focuses on the daily impact health has on people, the nation and the world. Regular departments include behavior, food, family, environment, fitness, drugs, and health related mysteries.

Circ: Total paid circ: 1,013,428

Demographics: Median age: 45.4 Median HHI: \$46,174

House Beautiful

Profile: Articles include information on the home and garden. Special features on interior design, architecture, landscaping, and much more.

Circ: Total paid circ: 1,248,000

Demographics: Median age: 47.1 Median HHI: \$40,826
Total pass along female audience: 5,412,000
39.1% female readers have children.

Ladies' Home Journal

Profile: Edited with the informational needs of today's American woman in mind. Focused features and articles address a variety of special interests including beauty and fashion, food and nutrition, health and medicine, home decorating and design, parenting and self-help, personalities and current events.

Circ: Total paid circ: 5,041,143

Demographics: Median age: 43.4 Median HHI: \$49,513
60.5% of readers are married.
56.2% of readers are employed.

Lady's Circle

Profile: Edited primarily for homemakers and income households. Each issue contains articles on child care, health, food, home management, decorating, crafts, needlework, knitting and crochet. Regular departments include a "Sound Off" column and a cut-out cookbook, medical news, fashions, beauty and Time and Money Savers.

Circ: Total paid circ: 100,000

Demographics: Not Available.

LEAR'S

Profile: Edited for the sophisticated, educated woman. Blends entertainment with information as it addresses the essentials in a woman's life--the scope of her career and personal interests, the spectrum of her relationships, the health of her mind, body and spirit. Reports on politics, habits, culture, conscience, as well as fashion, travel, and lifestyle.

Circ: Total paid circ: 487,066

Demographics: Median age: 46.3 Median IEI: \$28,931
Average pass along female audience: 989,000

Mademoiselle

Profile: An appearance sourcebook for twentysomething women covering fashion, beauty, health, fitness, career, and other issues important to young career women.

Circ: Total paid circ: 1,219,159

Demographics: Median age: 29 Median IEI: \$19,218
Total pass along female audience: 4,760,000

McCall's

Profile: Edited for mainstream American women. Articles explore issues of the home and workplace, personal growth and relationships, fashion and beauty, health, finances, community issues and the environment.

Circ: Total paid circ: 4,704,772

Demographics:

Minorities and Women in Business

Profile: Magazine networks with major corporations and small businesses owned and operated by minority and female entrepreneurs.

Circ: Total paid circ: 50,060

Demographics: Median age: 34.7

65% of readers are female

63% of readers are married and have more than 3 people in household.

Mirabella

Profile: A magazine about fashion, politics, travel, and the arts. Presents current issues, conversations, contemporary fiction, fashion and beauty features emphasizing ease and substance.

Circ: Total paid circ: 594,536

Demographics: Median age: 33.8 Median IEI: \$25,850
48.1% of readers are married.

Modern Bride

Profile: Designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home. Issues cover bridal fashions, home furnishings, honeymoon travel.

Circ: Total paid circ: 351,556

Demographics: Median age: 24.5 Median HHI: \$40,623
Total pass along female audience: 3,514,000

New Woman

Profile: Presents new ideas, choices, and alternatives for women wishing to explore their possibilities while meeting the growing demands of work, family, and personal achievement. Editorial includes articles on fashion, beauty, health, diet, fitness, food, and career development. Special editorial emphasis is given to self-improvement, self-esteem, self-discovery, and personal relationships.

Circ: Total paid circ: 1,338,944

Demographics: Median age: 36.2 Median IEI: \$21,687
Total pass along female audience: 4,310,000
48% of readers are married.
71% of readers are employed.

Parade

Profile: Sunday magazine designed to entertain and inform. Regular features present and upbeat reflection of American interests by featuring celebrities and by showing the

extraordinary possibilities in ordinary people. Broad selection of topics include food, health, fitness, beauty, finance, and much more.

Circ: Total paid circ: 36,737,000

Demographics: Median HHI: \$37,221

40% of readers are age 25-54.

40.9% of female readers are married.

40% of readers are employed.

Parenting

Profile: Edited for the educated, active women of the Baby Boom generation who are now having babies of their own. Editorial emphasis on raising children, and covering family life through regular features on child development, personal growth, food, health, education, fashion, beauty, travel and more.

Circ: Not Available.

Demographics: Not Available.

Parents Magazine

Profile: Edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman as a mother and as a woman.

Circ: Total paid circ: 1,749,322

Demographics: Median age: 31 Median HHI: \$34,467

Total pass along female audience: 8,797,000

59.8% of readers are employed

People

Profile: Focuses on personalities of our time, in all fields--from the known to the unknown, the famous to the infamous, the ordinary to the extraordinary. A guide to who and what is hot in the arts, science, business, politics, television, movies, books, record and sports.

Circ: Total paid circ: 3,506,816

Demographics: Median age: 37.9 Median HHI: \$40,303

Total pass along female audience: 22,995,000

Readers that are working women: 15,108,000

Prevention

Profile: Motivates readers to achieve a higher level of well-being, fitness, and personal fulfillment. Provides the latest practical guidance on nutrition, medical care, fitness, weight control, skin care, personal psychology, and more.

Circ: Total paid circ: 3,234,901

Demographics: Median age: 38.9 Median IEI: \$23,117
70.7% of audience is female.
59% of readers are employed.

Readers Digest

Profile: Family magazine offering a variety of general interest reading. Its subject matter includes: health, ecology, government, international affairs, sports, travel, science, business, education, and humor.

Circ: Total paid circ: 16,258,476

Demographics: Avg. age: 46.9 Median HHI: \$31,825
Total pass along female audience: 29,275,000
27.7% of female readers have children under 18 years.

Redbook

Profile: Magazine for young working mothers with children. It is edited for women who face the challenge of balancing family, home and career. Editorial includes fashion, beauty, health, fitness, food and nutrition, parenting, relationships and sexuality.

Circ: Total paid circ: 3,395,029

Demographics: Median age: 40.3 Median IEI: \$19,002
Total pass along female audience: 11,820,000

Self

Profile: Magazine about total well being. Edited for active, professional women who are interested in improving the quality of their lives and the world they live in. Provides a balanced approach to attain individual satisfaction with information on beauty, health, fitness, psychology, food, fashion, culture, career, politics and the environment.

Circ: Total paid circ: 1,408,975

Demographics: Median age: 29.8 Median IEI: \$19,216
Total pass along female audience: 3,448,000
78% of readers are employed.
41% of readers have children.

Seventeen

Profile: Young women's first fashion and beauty magazine. Tailored for young women in their teens and early twenties. Covers fashion, beauty, health, fitness, food, cars, college, careers, talent, entertainment, fiction, plus crucial personal and global issues.

Circ: Total paid circ: 1,915,426

Demographics: Female pass along readers age 18-24: 2,303,000
Median HHI: \$29,895
56% female readers are employed.

Shape

Profile: Woman's guide to healthy living in the modern world. Articles cover not only how to stay in physical shape with nutrition, exercise, medicine and sports, but also how to attain emotional and spiritual fitness through relationships, work, self exploration and expression.

Circ: Total paid circ: 800,634

Demographics: Median age: 31.7 Median IEI: \$21,583
Total pass along female audience: 2,031,000

Soap Opera Digest

Profile: Special interest publication edited for daytime and prime time soap operas. Issues feature on-camera happenings, late-breaking news, soap synopses, and exclusive interviews that reveal profiles of the stars' views on marriage, parenting, beauty, fashions, food and more.

Circ: Total paid circ: 1,396,346

Demographics: Median age: 30.4 Median HHI: \$33,512
Total pass along female audience: 6,149,000
46.2% of readers are mothers.
25.4% of readers are employed mothers.

Southern Living

Profile: Edited for, and concerns the tastes and interests of contemporary Southerners. Regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Circ: Total paid circ: 1,300,000

Demographics: Median age: 44 Median HHI: \$36,633
Total pass along female audience: 8,627,000
74.8% of readers are married.

Town & Country

Profile: Lifestyle guide for the educated market. Features focus on fashion, beauty, travel, design and architecture, as well as individuals accomplishments and contributions to society.

Circ: Total adult audience: 1,867,000

Demographics: Median age: 50.3 Median HHI: \$98,400
72.9% of pass along adult audience are females.

Vanity Fair

Profile: Special interest magazine which provides editorial mix, investigative reporting and a definitive point of view. Articles range from personalities to politics, with columns on books, media, the arts and a variety of subjects related to contemporary culture.

Circ: Total paid circ: 1,151,887

Demographics: Median age: 33 Median HHI: \$48,705
Total pass along female audience: 2,651,000

Victoria

Profile: A romantic lifestyle magazine edited for contemporary women who wish to incorporate the feminine traditions of grace, beauty, romanticism, into every aspect of their lives. Issues highlight fashion, beauty, interior design and entertaining.

Circ: Total paid circ: 886,661

Demographics: Median age: 39.4 Median HHI: \$47,605

Vogue

Profile: Reflects modern times, serving as a source of ideas and information on style as a way of life. From innovation in fashion and beauty to current personalities, political thought, social consciousness, the arts, the home, entertaining, food, health, fitness and travel, Vogue is edited for the woman seeking inspiration.

Circ: Total paid circ: 1,284,193

Demographics: Median age: 31.2 Median HHI: \$40,653
Total pass along female audience: 8,503,000
47% of female readers have children.
46% of female readers are married.

W

Profile: Edited for the educated woman. Articles include a blend of the best in fashion, lifestyle, beauty, travel and social commentary.

Circ: Total paid circ: 257,922

Demographics: Median age: 50.5 Median IEI: \$31,900
84.9% of total readers are married.

Weight Watchers

Profile: Edited for women committed to change and seeking a new lifestyle. It delivers advice on health, fitness, fashion, beauty and food.

Circ: Total paid circ: 1,006,397

Demographics: Median age: 44 Median HHI: \$64,473
Total pass along female audience: 4,020,000
62.4% female readers are married.
49.6% female readers have children under 18 years.

Woman's Day

Profile: Covers the various issues that are important to women today. Editorial features are devoted to information on food & nutrition, health & fitness, beauty & fashion, as well as traditional values of home, family, and children. Changing needs of women are also addressed with articles that focus on careers, money management, law, and relationships.

Circ: Total paid circ: 4,810,445

Demographics: Median age: 43.7 Median HHI: \$32,291
43% of female readers have children.
26% of female readers are working moms.

Women's Magazines--Special Interest Publishing

Profile: Special Interest Publishing creates individual focused magazines for women. Articles cover practical information and how-to advice. Magazines include: **Real Beauty, Easy Gardening, Light & Easy Meals, and several more.**

Circ: Avg. circ. per issue: 600,000

Demographics: Median age: 41.8 Median HHI: \$50,800
73% of readers are married.
26% of readers have children under 18 years.

Women's World

Profile: Includes features on beauty and health to family and home. Career traps to laundry problems, hair care to hair-raising world events. Edited for the woman who believes in getting back to basics--easy-to-read, without being frivolous.

Circ: Total paid circ: 1,200,000

Demographics: Media age: 39.5 Median HHI: \$31,436
Total pass along female audience: 5,805,000
63% of all Woman's World readers are working women.
50% of all Woman's World readers have children at home.

Working Mother

Profile: Lifestyle magazine edited to help the career woman with children balance her role as career committed employee, mother and wife, as well as fulfill herself as a woman. Features include work strategies and health front. Also draws attention to timely issues with surveys, research, and reader opinion polls.

Circ: Total paid circ: 761,962

Demographics: Median age: 33.7 Median IEI: \$18,280
87.9% of readers have children under 18 years.
81.9% of readers are employed.

Working Woman

Profile: Edited for women who are in management careers, in business. Sections devoted to entrepreneurs, as well as article on business news, trends, investment, career fields, social sciences, and other lifestyle editorials, as well as fashion, health, beauty, and entertaining.

Circ: Total Paid Circ: 866,816

Demographics: Median age: 34.8 Median IEI: \$20,596
Total pass along female audience: 2,615,000

HISPANIC PUBLICATIONS

Hispanic

Profile: Focus on success stories which present the achievements and contributions that today's Hispanics are making to American society. People-oriented stories with emphasis on visual presentation of the community. Story coverage includes general interest areas including entertainment, education, business, sports, the arts, politics and government, literature, national and international personalities and events that have an impact on U.S. Hispanics.

Circ: Total paid circ: 33,709
Total non paid circ: 117,268

Demographics: 73.5% of female readers are age 18-44.
Avg. HHI of female readers is \$54,600.

Revista Para Novias (printed in Spanish and English)

Profile: Guide for the Hispanic bride and groom-to-be. Contains information vital to all wedding planning stages, from engagement to honeymoon to housekeeping.

Circ: Total paid circ: 122,000

Demographics: Not Available.

Ser Padres

Profile: Edited for Spanish speaking parents who live in the U.S. and covers a broad range of topics important to Hispanic parents, from infant care and family life to cooking, health and beauty.

Circ: Total paid circ: 2,028
Total non paid circ: 273,796

Demographics: Avg. age: 28 Avg. HHI: \$19,000
89% of readers are female.
95% of readers have children at home.

Buenhogar (Spanish version of "Good Housekeeping")

Profile: Edited for the young, married Latin woman interested in how to improve herself, her marriage, her children and her household. Covers beauty, fashion, cooking, decorating, children, marital success, entertainment and personalities.

Circ: Total paid circ: 23,350

Demographics: 73.6% of audience is women 25-54.
Avg. HHI: \$34,110
63.9% of readers are married.
62.3% of readers have children under 18 years.

Cosmopolitan En Espanol

Profile: Edited for the young Latin American woman, married or single, interested in self-improvement, her career, clothes, beauty, travel, entertainment and the arts.

Circ: Total paid circ: 35,621

Demographics: 42% of audience is women 18-34.
Avg. HHI: \$35,680
59.4% of readers are married.
61.7% of readers have children under 18 years.

Harper's Bazaar En Espanol

Profile: Edited specifically for the Spanish-reading woman. Editorial deals with fashion, beauty, fitness, news and service. Covers the arts and entertainment, food and nutrition, travel, money matters, and career problems.

Circ: Total paid circ: 13,427

Demographics: Target audience is women 30-54.
Avg. HHI: \$35,000 +

TV Y Novelas

Profile: Covers the soap operas and their stars. Focuses its attention on the entertainers, disclosing their private lives and secrets.

Circ: Total paid circ: 80,896

Demographics: 71.5% of readers are women 25-54.
Avg. HHI: \$31,750
61.2% of readers are married.
61.7% of readers have children under 18 years.

Vanidades Continental

Profile: Carries traditional women's service features, including grooming, home, family, household, entertainment, and her personal recreation.

Circ: Total paid circ: 57,654

Demographics: 71.1% of audience is women 25-54.

Avg. HHI: \$38,060

66.1% of readers are married.

56.2% of readers have children under 18 years.

Tu Internacional

Profile: Edited for the Spanish speaking young woman. It features articles on beauty and fashion, the entertainment field and personalities. Includes editorials on decorating and cooking.

Circ: Total paid circ: 14,970

Demographics: Target audience is women 18-24.

Avg. HHI: \$15,000 +

Hispanic Business

Profile: Written for and about Hispanic CEO's, managers, and professionals. Features include research-based reports on Hispanic entrepreneurs, markets and media. Articles examining market and management trends.

Circ: Total paid circ: 7,292

Total non paid circ: 144,025

Demographics: Not Available.

Readers Digest Hispanic Edition (Selecciones)

Profile: General information and reader service magazine edited especially for the U.S. Hispanic market. Each issue is composed of articles on a variety of subjects of specific and general interest.

Circ: Total paid circ: 131,892

Demographics: Not Available.

Hispanic Reporter (printed in English)

Profile: Published for the English speaking Hispanic and for those interested in the Hispanic marketplace. Contents include news and articles of interest in the U.S. and Latin American countries. Major focus is on business trends, political involvements, stories of success, and social awareness.

Circ: Total non paid circ: 30,000

Demographics: Not Available.

Hispanic Times Magazine (English and Spanish)

Profile: Focuses on business and careers of the Hispanic community.

Circ: Total paid circ: 628
Total non paid circ: 34,000

Demographics: Not Available.

Vista

Profile: Hispanic magazine supplement in major daily English language newspapers.

Circ: Total paid circ: 1,111,145

Demographics: 52% of readers are 18-34.
58% of readers are female.
35% of readers earn under \$20,000.

El Nuevo Herald

Profile: Spanish-language newspaper. Spanish version of the Miami Herald.

Circ: Total paid circ: 221,088

Demographics: Not Available.

Ideas Para Su Hogar

Profile: Magazine for homemakers, including articles on cooking, decorating, gardening, and patterns.

Circ: Total paid circ: 12,220

Demographics: Target audience is women 25-59.
Avg. HHI: \$20,000 +

Marie Clare

Profile: Spanish language version of the French namesake. Tailored to the concerns of today's multifaceted woman: at once sensitive and romantic, yet intelligent, practical and socially responsible. Includes stories on famous woman, past or present.

Includes regular sections on decoration and gourmet cooking, as well as travel articles.

Circ: Total paid circ: 106,183

Demographics: Not Available.

Cristina La Revista

Profile: One of the most recognized personalities in the U.S. Hispanic Market, Cristina Saralegui now has a print forum for her ideas. She covers a wide range of topics, going from male/female relationships to health and fitness, parenting to sex education, women's issues to beauty and many other issues.

Circ: Total paid circ: 106,183

Demographics: Not Available.

Hispanic USA Magazine

Profile: Offers financial and business advice on Hispanic businesses.

Circ: Total paid circ: 118,400

Demographics: Not Available.

Temas, Revista Ilustrada

Profile: General interest magazine for Spanish speaking people.

Circ: Total paid circ: 107,000
Total non paid circ: 6,200

Demographics: Not Available.

AFRICAN-AMERICAN PUBLICATIONS

Jet

Profile: A national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs.

Circ: Total paid circ: 909,014

Demographics: Median age: 34.5
Total pass along female audience: 5,217,000
68.2% of female readers are employed.
31% of female readers are married.

Ebony

Profile: A black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment and social events.

Circ: Total paid circ: 1,800,000

Demographics: Not Available.

Black Elegance

Profile: National lifestyle magazine for the contemporary Black woman. Includes latest information on haircare and beauty techniques, career and relationship advice, fashion news, personal finance and health tips, home entertaining, travel and leisure, man talk, and much more.

Circ: Avg. circ.: 287,276

Demographics: Median age 31.7 Median HHI: \$27,200
37.3% of readers are married.

Essence

Profile: Edited for career-minded, sophisticated and independent achievers. Editorial is dedicated to helping its readers attain the maximum potential in various lifestyles and roles. Editorial includes career and educational opportunities, fashion and beauty, investing and money matters, health and fitness.

Circ: Total paid circ: 906,034

Demographics: Not Available.

Career Focus

Profile: Edited to inform and motivate Black & Hispanic young adults age 21-35 on career preparation, development and advancement. Focuses on improving one's life management skills, corporate success and entrepreneurship.

Circ: Not Available.

Demographics: Not Available..

Black Enterprise

Profile: A business service magazine written for and about black businesses, professionals, managers and entrepreneurs. Provides regular departments which include personal finance, high tech and profiles of successful black professionals

Circ: Total paid circ: 250,672

Demographics: Median age: 42.5
44.3% of readers are women.
59.9% of female readers are married.

Upscale

Profile: Combines celebrity profiles with articles exploring issues effecting the empowerment of the black community. It provides in-depth information in the areas of business/financial updates, fashion, hair care, health care, and personal and professional development.

Circ: Total paid circ: 235,000

Demographics: Not Available.

NEWSPAPER/PRESS RELEASE RECOMMENDATIONS

After intensive research, Burchette & Company recommends that the Women's Bureau implement a plan for disseminating press releases to various daily newspapers.

This publicity avenue is very important and beneficial to the Women's Bureau for one key reason--if a press release generates interest among editors/reporters, they are likely to pursue the issue through a personal interview which could result in newspaper coverage.

There are two main options that we recommend pursuing. One is distribution of a press release to the appropriate editor at each of the top 25 newspapers. If feasible for the Women's Bureau to reach additional newspapers, it would of course be advantageous. These press releases will be more effective if a follow-up "selling" and informative call can be made. However, this will be dependent on the labor resources of the Women's Bureau staff.

The second avenue we recommend is via the wire services, which involves two different means of implementation. One is to send a press release to AP and UPI in hopes of generating enough interest for an editor/reporter to do a story, which would in turn go over the wires, to eventually be picked up by various newspapers. The other option is to select a different type of wire service and pay a fee. An example would be the PR News Wire. This company will disseminate your press release for a fee to all its subscribers, which include a vast majority of the major daily newspapers and trade publications. Other similar news wire services include Business Wire and U.S. News Wire.

In order to maximize the efficiency and effectiveness of this campaign, it is our belief that when tapping into the newspaper industry, the use of press releases, as opposed to PSA's, is preferred. We have found through our research that the probability of a PSA being picked up by a newspaper is extremely limited. On the other hand, press releases are encouraged and reviewed on an everyday basis. We feel that the funds used for the newspaper PSA ad slicks will be more wisely utilized for higher probability sources.

Please see the following page for a list of the top 25 daily U.S. newspapers by circulation.

Top 25 U.S. Daily Newspapers

1. Wall Street Journal, New York, NY
2. USA Today, Arlington, VA
3. Los Angeles Times, Los Angeles, CA
4. New York Times, New York, NY
5. Washington Post, Washington, DC
6. Long Island Newsday, Long Island, NY
7. New York Daily News, New York, NY
8. Chicago Tribune, Chicago, IL
9. Detroit Free Press, Detroit, MI
10. San Francisco Chronicle, San Francisco, CA
11. Chicago Sun-Times, Chicago, IL
12. Boston Globe, Boston, MA
13. Philadelphia Inquirer, Philadelphia, PA
14. New York Post, New York, NY
15. Newark Star-Ledger, Newark, NJ
16. Detroit News, Detroit, MI
17. Miami Herald, Miami, FL
18. Cleveland Plain Dealer, Cleveland, OH
19. Minneapolis Star, Minneapolis, MN
20. Houston Chronicle, Houston, TX
21. Dallas Morning News, Dallas, TX
22. St. Petersburg Times, St. Petersburg, FL
23. Rocky Mountain News, Denver, CO
24. St. Louis Post-Dispatch, St. Louis, MO
25. Orange County Register, Orange County, CA

(Source: 1993 World Almanac)

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