

A Taste of Money

Publishers are retooling their financial and business coverage with women in mind **BY STEPHANIE D. SMITH**

AS MORE WOMEN BECOME THEIR FAMILIES' BREADWINNERS, THEY ARE ALSO INCREAS-ingly becoming the ones to decide how to invest and spend the money they bring in. But aside from a blip during the dot-com bubble, personal finance and business magazines continue to speak mostly to men,

including Time Inc.'s *Money* and *Fortune*, as well as *SmartMoney*, published by Hearst Magazines and Dow Jones & Co. Previous efforts at serving women—Meredith Corp.'s *Family Money*, Hearst/Dow Jones' *Offspring* and *Money's* spinoff *Money for Women*—quickly fizzled once the bubble burst.

Undaunted, this summer publishers are taking another shot at women, albeit with more tempered approaches. A number of new publications are covering money in a female-friendly manner, while established financial publications have tweaked their pages to cover subjects more likely to concern women—and in some cases specifically young women.

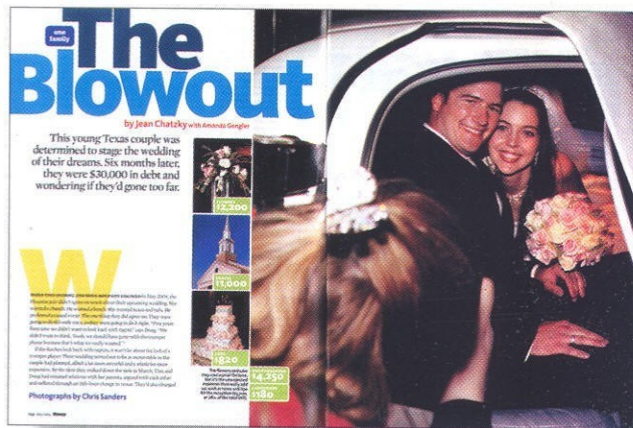
For those just dipping their toes into financial matters, independent startup *Bee* will aim to serve as their foundation before moving on

Celine Gumbiner, *Bee* founder and publisher, believes her magazine will fill a void for young readers, since established business magazines assume a certain level of financial savvy. "When I look at *Forbes*, there is such great information," she said. "But I have to read it three times to understand and read it another three times to actually repeat [the information] in a conversation."

Bee packages money information in a relatable context alongside lifestyle components. Stories include the virtues of savings accounts versus "investing" in Prada handbags and "money makeovers," as well as politics, travel and fashion coverage. *Bee* has already signed Chase bank and handbag retailer Bag & Baggage as advertisers and is looking to target primarily travel and finance categories.

Another new title targeting professional women is *Pink*. The independent bimonthly, which takes a page from the defunct *Working Woman* (folded in 2001 into *Working Mother*), launched in May with a 100,000 circ and a \$3.95 cover price. President and founding publisher Genevieve Bos describes *Pink* as "*Fortune* meets Hearst's *O*, *The Oprah Magazine*" as it speaks to professional women on managing their careers as well as their wallets.

"We explain to twentysomething and thirtysomething women that how you leverage



Money revamped in April with more female-friendly fare.

to Kiplinger's *Personal Finance*. The \$5.95 quarterly, which launches in October with a 100,000 circulation, will target career-driven twentysomething and thirtysomething women.



Charla Lawhon Managing Editor, *In Style*

Q. You recently hired creative director Jon Korpics, a veteran of *Esquire*. Why such a high-concept designer for a magazine that seems to have a pretty set formula? **A.** We're moving to a lively place. A few subtle changes started with the May issue, and then we had much more in July. We're using more color and more energy, which seems right for this moment in time. Fashion has changed. It's more patterns, colors and embellishments, and *In Style* is reflecting that. **Q.** One of the more obvious tweaks is the enlarged photos. Is this to help your visually impaired readers? **A.** It's about making our information as clear as possible. Our access to celebrities is incredible, so why not show these fabulous pictures in the most glorious way possible? **Q.** With celebrity titles, such as *Life & Style*, now covering fashion, how do you stave off competition? **A.** There's more of a direct line between *In Style* and celebrities than at the weeklies. The style reporting and authority is not nearly as deep as it is at *In Style*. Because we have the pages and time, we're able to really come up with a range of high, medium and low-end [products]. I think the weeklies are great at the fast turnaround on the red carpet reporting, but in terms of fashion service, it's not what they do. **Q.** Are you doing anything new with your special issues? **A.** The Makeover issue coming out August 2 is much different than the ones we've done before. Last year we focused on fashion, beauty, home, closets—everything. This one is very focused on fashion and beauty. **Q.** *In Style* in October will publish an entertaining book called *In Style Parties*. What's the cardinal rule for throwing a good party? **A.** Hand them a drink when they walk in the door. And make sure there's good music.

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