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 INCREASingly 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 tak-

ing another shot at women, albeit with more tempered approaches. A number of new publications are covering money in a femalefriendly 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

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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.

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 pro-

fessional women on managing their careers as well as their wallets.

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

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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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MAGAZINE MONITOR

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NTHUSIAST	EE0 000	567,663	62.24	63.31	-1.69%	440.87	461.67	-4.51%
utomobile ackpacker9 icycling11 oating arand Driver ruising World tycle World tying solf Digest bolf Magazine Autor Boating flotor Trend ropular Mechanics rop. Photography & Imaging ropular Mechanics ropuer & Motoryacht oad & Track saling World10 Sound & Vision10 ennis Magazine ¹⁰ fachting Fategory Total	550,000 300,000 400,000 None 1,350,000 155,000 None 1,550,000 1,400,000 None 1,100,000 1,200,000 1,450,000 (None) 750,000 400,000 None None	302,112 411,634 201,076 1,363,311 158,301 334,473 275,310 1,577,757 1,417,663 153,701 1,122,931 1,232,224 458,025 1,469,181 158,963 ⁸ 768,127 51,075 401,274 706,952 132,626	NO ISSUE 61.68 93.08 136.98 80.80 85.84 63.34 132.54 80.54 55.17 114.39 65.33 112.34 50.90 163.95 109.35 48.75 50.67 62.51 129.25 1,759.85	46.12 90.00 96.50 67.41 94.50 64.00 120.75 112.13 74.60 93.60 65.27 123.60 60.60 41.20 52.77 148.50 1,729.00	33.75% 3.42% 41.95% 19.86% -9.16% -1.03% -28.17% -26.05% -22.21% 0.09% -9.11% -16.01% 5.20% -19.55% 22.99% 11.95% -12.96% 1.77%	273.71 306.51 856.59 731.36 680.56 680.249 452.16 998.86 766.39 561.73 684.60 523.20 782.67 401.68 1.438.94 326.19 248.86 1,237.82 13,326.31	265.63 246.49 772.30 657.80 616.60 565.10 410.10 929.99 851.47 636.24 523.46 903.00 463.69 1,389.30 320.36 296.50 1,77.70 1,303.90	3.04% 24.35% 10.91% 11.18% 10.37% 6.62% 10.26% 7.41% 9.99% -13.37% 7.605% -0.05% -0.05% -13.37% 4.02% -2.35% 10.01% 40.05% -5.07%
FASHION/BEAUTY Allure	950,000	1,016,324	71.52	76.96	-7.07%	713.09	656.98	8.549
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GENERAL INTEREST Guideposts Harper's Magazine National Geographic Reader's Digest Smithsonian The Atlantic Monthly ¹¹ Vanity Fair Category Total	2,600,000 205,000 5,250,000 10,000,000 2,000,000 340,000 1,050,000	2,659,733 229,204 5,475,135 10,081,577 2,044,856 424,797 1,118,847	23.72 14.66 30.55 71.24 37.00 59.46 52.14 288.77	18.70 19.49 47.16 74.11 38.44 79.15 74.45 351.50	26.84% -24.76% -35.22% -3.87% -24.88% -29.97% -17.85%	191.90 134.46 239.37 568.31 329.90 372.44 988.49 2,824.87	231.81 159.29 291.53 577.75 330.50 414.84 1,007.17 3,012.89	-17.22 -15.59 -17.89 -1.63 -0.18 -10.22 -1.85 -6.24
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KIDS Boys' Life Disney Adventures 10/N Nickelodeon Magazine 10 Sports Illustrated for Kid	1,300,000 1,200,000 0 1,050,000 ds 1,000,000	1,130,493 1,233,727 ^B 1,076,728 ^B 1,010,231 ^B	12.00 2.25 NO ISSUE 22.50 36.75	11.97 3.75 19.77 35.49	13.81%	76.64 121.03 156.47 121.30 475.44		12.8 -9.1 -8.7

your future will also be determined by how you take care of yourself financially," said Bos. Pink's premiere June/July issue, for example, included a story on how to negotiate a severance package.



Young women's money matters will be addressed.

The debut issue launched with 33 ad pages; August/September will carry 37 ad including pages, Wachovia, Principal Financial and a number of travel and consumer product brands.

Meanwhile, Budget Living has always tackled finance, but the 500,000-circ shabbychic women's lifestyle

title redesigned its June/July issue to feature more money guides, such as how to buy a car.

"We're trying to give especially younger women, who aren't intrigued by the finance magazines, topics that are relevant to them, [such as] how do I read a credit report," said editor Alex Bhattacharji.

At Money, managing editor Eric Schurenberg said the monthly, which in the past weighed heavily on stocks and investing, is now attracting more female readers after revamping its content beginning with the April issue. "It's a normal time in markets, unlike in 1999. That was a market that rewarded gunslingers and risk takers, and that audience skewed male," said Schurenberg. "Now you just can't sell magazines by touting stocks."

Money now features content relevant to younger households, including the Starting Out column that addresses financial issues for twentysomethings. In May, there was a story about a couple that spent a mint on their wedding, and in July, an article focuses on two college graduates' emotional and financial struggles after moving back in with their parents.

While it's too early to tell if the overhaul is having an impact on newsstand, ad pages for the 1.9 million-circ Money fell 4.2 percent through June, to 467 over the same period the year prior, reports the Mediaweek Monitor.

Media buyers say the trend is certainly growing, but are not yet sold on the premise of female-focused coverage. "It will be interesting to see whether women are interested in getting [financial] info from a so-called 'womanly perspective," said Beth Fidoten, senior vp, director of print services for Initiative. "I'm taking a wait-and-see approach."