

# ICON

MAGAZINE

## The Proposal

*How A New Magazine  
Will Change the Life of  
the American Male*

A LITERATI PUBLICATION

# THE ICON CONCEPT

Men need time away from the chaos of their busy lives. They want to improve their relationships and find better methods to bond with their children when family time is at a premium. They seek to further define their careers and manage their finances. And they like new gadgets that save them time or simply help them unwind. Now there is a new voice to help men become everything they are destined to be. Welcome to *ICON*, the premiere magazine for men who seek to organize their tight schedules, balance family with career, keep the flame of romance alive, recharge their bodies and nourish their minds.

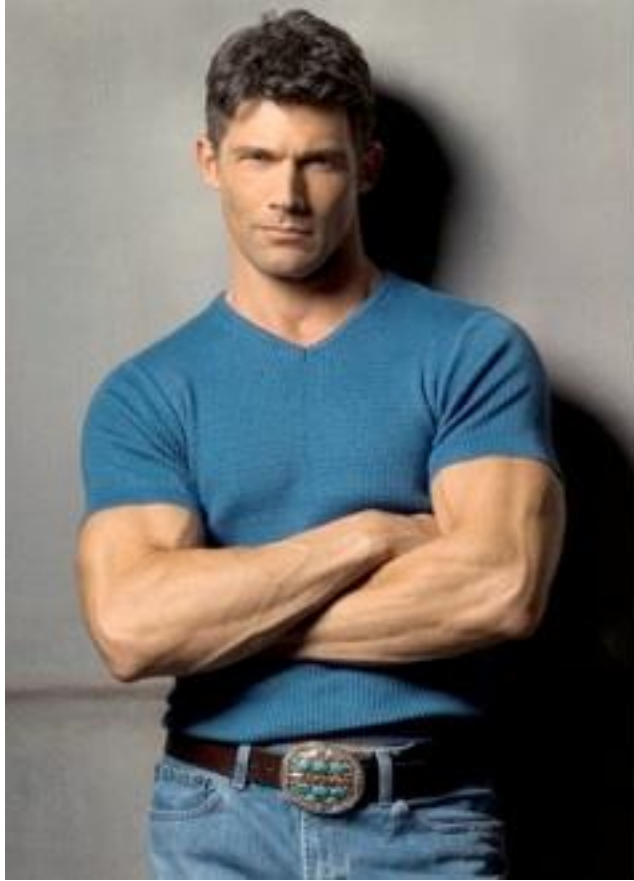
*ICON* is man's new best friend, the magazine that represents the universal male and offers sage advice, perceptive insights and realistic tips on everything from building a high-tech man cave to directions on how to use a hot bed coals to sear mouth-watering flavor into thick pork chops and juicy steaks. We'll give effective ways to manage a 401(k) in a bear market and to get the kids to sleep so dad can have a little quiet time with the wife at the end of a long work day. All this and more will be found inside the pages of *ICON*, every article accessible and on the level, written for real men with real problems. Our readers will find no pretension here, just helpful instructions and tips for living their best lives now, featuring all the advice and knowledge they wish they had yesterday and the intuition and insights they need to prepare for tomorrow. With *ICON*, it is never too late to catch up.

*ICON* invites its readers to sit down, preferably in a comfortable spot, whether in their favorite La-Z-Boy or on the porcelain throne, and read the wisdom only *ICON* can offer, in frank and candid language that will both entertain and inspire. Amid our beautifully photographed pages and simple yet contemporary layouts, men will discover new ways to travel in a section that separates their vacations into three categories: trips to take with his wife or girlfriend, destinations his kids will love, and places to hang with the boys or by himself. Within the same issue, readers will get short articles on saving money, buying insurance and planning for retirement. They'll find ways to stay healthy and trim the tummy without the expense of a personal trainer or gym membership. They'll find job tips, advice on how to be a good boss or how to deal with the egotistical manager with chronic halitosis.

*ICON* will help the family man and the bachelor. We'll show him how to ignite romance whether a relationship is brand new or on the rocks, regardless of age or station in life. Additionally, we will give our readers easy-to-follow instructions on how to become the next Jamie Oliver or Bobby Flay (at least in his family's mind.) We'll feature simple recipes with basic ingredients that will tantalize his family's taste buds, or enchant that new girlfriend even before the magic happens. *ICON* will even throw in tips on packing school lunches with nutritious and tasty treats, scoring points with the kids and the wife. And because we know men want that one big purchase in their lives, whether it be a car, boat, or just a giant LCD 3-D TV, we will him our favorite buys and how to get them without dipping into little Johnny's college fund.

*ICON* is here. We won't be afraid to tell men when they are screwing up, but we will show them how to repair the damage that's been done. We'll help our readers find their focus, set their priorities and reach their goals. Most of all, *ICON Magazine* will deliver the content men need to fortify every facet of their existence and demonstrate how they can live authentic lives now.

## THE ICON MISSION



*ICON* symbolizes the American male. It helps him make sense of his chaotic life by providing him the tools he needs to stay in touch with current trends, to find his own sense of style and to create balance between his commitments to family, career and self.

*ICON* fuels his spirit and nourishes his mind, heightens his awareness to the landscape around him and stimulates his creativity and resourcefulness.

But most of all, *ICON* empowers and inspires men to discover their passions, follow their dreams and maintain their focus.

# THE ICON TARGET AUDIENCE PROFILE

## EDITORIAL CONTENT

*ICON* is the magazine for men in the prime of their lives. Our readers are successful, intelligent, and worldly. They've done it all, and yet they're seeking help in dealing with all the essential aspects of their lives: fatherhood, relationships, work, health, travel and recreation, style, spirit, food and money.

## TARGET AUDIENCE

Our readers seek balance, inspiration and wit. *ICON* delivers a magazine that reads like a letter from an old friend, a publication that challenges them, fuels them and most of all, catapults them towards authentic, fulfilling and satisfying lives.

*ICON's* reader is always looking for new, inventive ways to explore life as an American family man. He has children, or aspires to have them someday, and raises them in his impressive home that features a well-trimmed yard and a deck protruding from the rear that he possibly built himself. He enjoys taking them to their sporting events, or perhaps even coaches the team. He is also a man dedicated to his trade, and is hell-bent on providing for his family the best way that he can.

Holding down a well-paying job, supporting and raising a family, and finding time for himself are three aspects of life that most American family men are tasked with. Unfortunately, most of them are so consumed by the first two that they do not have time for the latter. This is where *ICON* comes in. *ICON* will offer sage, witty advice and a fresh perspective on all things manly while guiding the American family man to a fulfilling, successful future.





## PROFILE OF THE ICON READER

- Ø **Gender:** 95% male
- Ø **Age:** 30 – 50 years
- Ø **Median Age:** 40 years
- Ø **Ethnicity:** 65% Caucasian
- Ø **Average Societal Status:** Middle Class to Upper Middle Class
- Ø **Household income:** 71% have a gross income of \$55,000 per year or more
- Ø **Median Household Income:** \$81,492
- Ø **Married, Living Together:** 52%
- Ø **Children, Two or More:** 49%
- Ø **Children in the Future:** 78% would like to have at least one child
- Ø **Higher Education:** 51% have graduated college
- Ø **Higher Education:** 83% have attended at least some college
- Ø **Employment:** 80% are employed full-time
- Ø **Home Ownership:** 73% live in/have purchased a house



## HABITS OF THE ICON READER

Ø 76% of readers cook dinner at home 12 to 20 times per month

Ø 94% use the Internet

- 94% use the Internet from home
- 79% use the Internet on a daily basis

Ø 93% are involved in sports of some nature.

- Sports with the highest percentages are fitness related: running, bicycling, tennis, golf, swimming, softball, skiing, soccer and squash

Ø 76% embark on a family vacation at least once per year

- 57% utilize a vehicle, not an airline, as the preferred method of travel

Ø 66% drink wine 4 to 8 times per month, 71% drink beer 4 to 8 times per month, and 31% drink sports beverages 4 to 8 times per month

Ø 34% get their news from television

Ø 58% get their news from a printed publication like newspapers or magazines

Ø 96% use hygiene products on a daily basis, including deodorant or antiperspirant

- 80% use electric shavers
- 75% use cologne or after-shave
- 56% use hair products like gel, wax or sprays
- 53% take vitamins

Ø 89% use credit cards

Ø 97% own a vehicle

Ø Readers are in possession of/are interested in purchasing electronics like DVD or Blue-Ray Players, MP3 players, laptop computers, digital video and photo cameras, cellular phones, and new gadgets like the iPad in the next 12 months





## **GADGETS AND SPENDING OF THE ICON READER\***

- Ø Health
- Ø Travel
- Ø Fashion and style
- Ø Women and relationships
- Ø Family activities
- Ø Food and drinks
- Ø Time and money
- Ø Technology, electronics and gear
- Ø Psychology

\*Between 89 and 99% have a devoted interest in some or all of these subjects



# THE ICON NICHE POSITION AND COMPETITION ANALYSIS

## BEST LIFE

During *Best Life*'s short life, the magazine experienced record-breaking growth in total circulation, advertising sales and revenue. Within two years of its launch, *Best Life* already had 450,000 subscribers and had over 500,000 issues in circulation each month by 2009. It featured 64 percent ad content in each issue and grew its ad revenue 120.8 percent. The magazine took home numerous awards, including a National Magazine Award in the "Public Interest" category and it was also listed on *Adweek's* 2007 "10 Under 50" HOT List in its first year of eligibility.

*Best Life* was the first luxury service magazine for men and covered topics like health and fitness, finance, fatherhood, relationship issues and fashion and grooming for men 35 and over, with an emphasis on literary writing, humor and in-depth research. In 2007, *Best Life* conducted a poll and discovered that 79 percent of its readers valued personal growth, 73 percent valued trying to learn new things, and only 48 percent valued sitting home and relaxing. Editor-in-Chief Stephen Perrine said that most of the magazine's readers were also macho over metrosexual. "It's about competence, care and being there to value and care for family and children," he explained. "Macho doesn't mean uncaring. It just means he cares less about his looks."

*Best Life*, which was a spin off from *Men's Health*, published its final issue in May 2009 after a five year run. Despite the magazine's success, they called it quits due to "bad timing," according to Perrine.

*ICON* will be for a very similar audience, in that our readers will have accomplished a great deal in their lives by this point. Yet we know they are facing challenges as a result of the economic downturn, layoffs, dwindling retirement funds and more. Our readers may be starting over, and they may be reinventing themselves. Thus *ICON* will speak to its readers on their level, with intelligence and wit, and yet with candor, humor and truth. It will encourage readers to dream big, despite the hardships they may have suffered in recent years. It will differ from *Best Life* in that it will have a stronger focus on getting back to basics, simplifying life, rebuilding wealth and strengthening the relationships that matter. But at its core, *ICON* will motivate readers to build from the ground up, starting with self, teaching them that everything else will work out if they live authentic lives and communicate openly and honestly with the people they interact with every day.



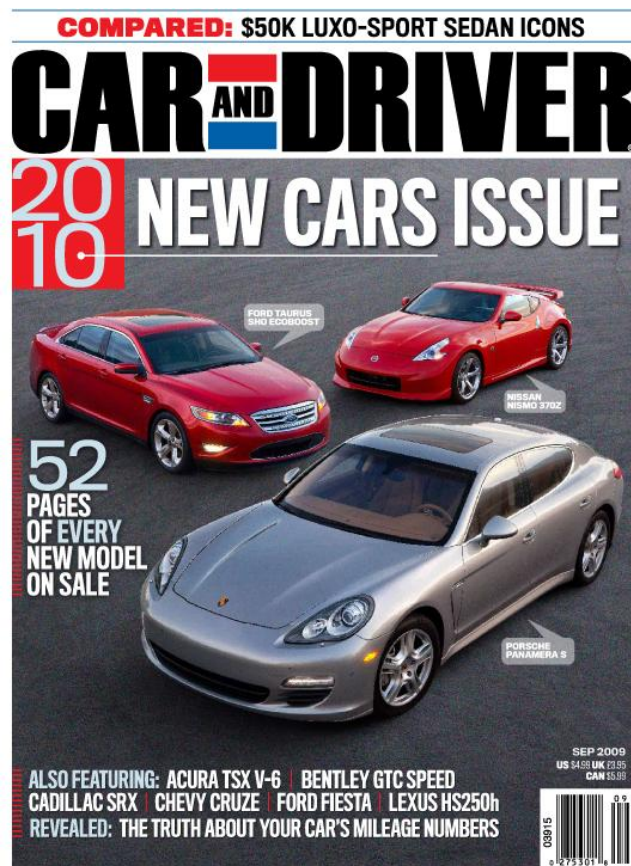


## CAR AND DRIVER

*Car and Driver* is a magazine for the gear head or normal everyday car enthusiast. It was first published in 1955 under the name *Sports Car Illustrated* and had a very intense focus on import cars. In 1961, the magazine changed to *Car and Driver* and covered a broader range of vehicles to gain a bigger circulation. *Car and Driver* offers reader the chance to get an inside look at all of the best new vehicles or the biggest flops before they see them on the road or at a dealership. With car previews, reviews, stories on famous drivers, car collectors, or lists of some of the best cars now or 50 years ago, *Car and Driver* breathes the fumes of gasoline throughout.

The average *Car and Driver* reader is male, age 36 with an income of \$63,000. 81 percent are employed, 55.7 percent are college educated, and 52.3 percent are married. One issue of *Car and Driver* has up to 10 readers per copy and has a circulation of \$1.3 million.

*ICON* will have a similar audience to *Car and Driver*. It will be written for the educated, middle to upper-middle class and be there for the reader. Like *Car and Driver*, *ICON* will let readers know what to buy, how to buy, and when to buy, and not just cars, but everything. Also, our magazine will strive to find the off-the-beaten path stories that will interest and excite readers, and may lead them to take a trip of their own. It will be *ICON*'s goal to inform, entertain and help our readers.



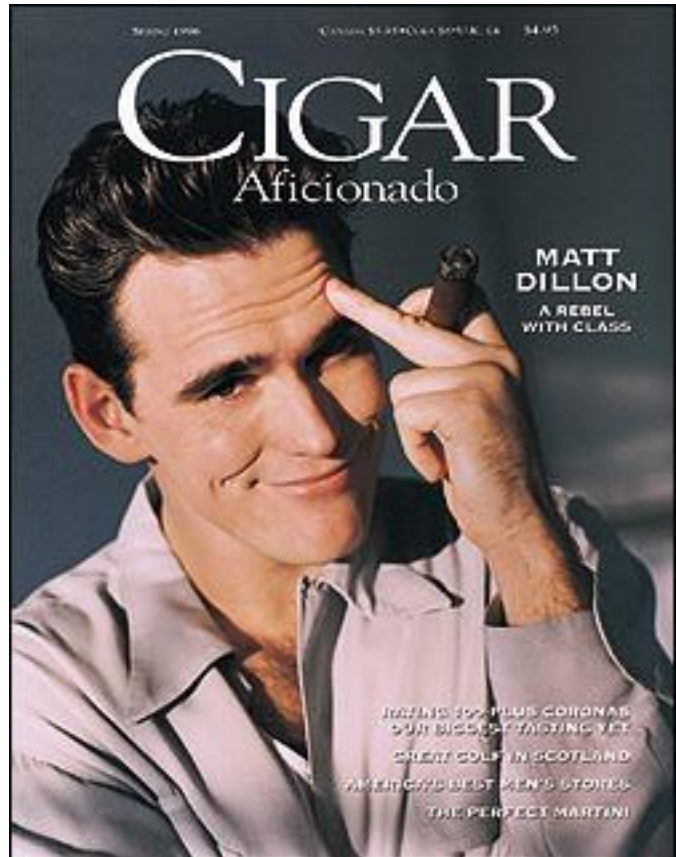
## CIGAR AFICIONADO

*Cigar Aficionado* is a men's magazine that showcases what it means to be a sophisticated man, especially a sophisticated man that has a love for cigars. With features and profiles on stylish and classy celebrities and personalities that enjoy a good cigar like Pierce Brosnan, Kevin Bacon and Alec Baldwin, *Cigar Aficionado* appeals to the modern American man that is striving for sophistication through the world of cigars. It also features articles that are themed on a variety of topics that portray a trendy man, like upscale restaurants, chic travel destinations and the finest golf courses.

*Cigar Aficionado* refers to its readership as an exclusive club. The audience is 46 years old, married, a college-educated executive or professional with a household income of \$194,000 and an average net worth of \$1.54 million.

Virtually all *Cigar Aficionado* readers are men, and after assessing the demographics, it is obvious that they enjoy the good things in life. About 90% of the readers have taken a trip out of the country in the last 12 months and 91% have traveled domestically in that same period.

*Cigar Aficionado* is for a targeted at a class of man that most of *ICON's* readers might have aspired to be when they graduated high school or college. Unlike the rare super-successful married man, *ICON's* reader has more important things on his mind than flashy cars and suits. He cares about a car that will get him and his family around town, and perhaps to Florida and back, most efficiently and a wardrobe that is comfortable and practical. In fact, practicality defines the *ICON* readership. He is also concerned with the finer things in life, he just has a different definition of it: his family time. He may enjoy the occasional cigar with his poker buddies, but he has better things to spend his money on.



## ESQUIRE

*Esquire* started as the little magazine that could. It managed to be a profitable magazine during the Great Depression when it published its first issue in 1933. After many owners and changing size a few times, it is now owned by Hearst. *Esquire* is for the fashion forward male who wants to read up on the latest celebrity profile, see some scantily clad pictures of ladies (but still classy), what to eat and what is hot in the male world. It also brings a cheeky, snarky tone with a comedic flair.

The median reader age is 41, with a median HHI of \$71,126. 43 percent graduated college, 32 percent are managerial and 10 percent are top management. While the magazine is technically a men's magazine, 39 percent of readers are female. The total paid and verified circulation is 712,942.

*ICON* will be similar to *Esquire* in that our readers will be modern men, but who worry less about fashion and more about family. Also, our magazine will have that edge or snarkiness similar to *Esquire*, except the tone will be more like talking to a sarcastic best friend. *ICON* will also give all the simple tips on life whether it be how to act if your secretary makes a pass at you or what beer to pair with a hamburger. It will also give up to date stories that interest men without boring them to death. *Icon* will be better overall in the advice department, and will strive to build a better relationship with the reader and truly understand the needs of the person buying the magazine.





## FAMILY CIRCLE

*Family Circle* is a magazine that celebrates today's American family with a focus on women. The articles provide smart, practical solutions to help moms raise happy, healthy families with a particular emphasis on the concerns and issues faced by mothers of tweens and teens. It delivers advice for tough parenting challenges, provides fun suggestions for family activities, offers healthy recipes, and showcases projects to create a comfortable home. *Family Circle* considers itself the only magazine totally dedicated to family service.

*Family Circle* circulates 3.8 million copies per month, and sold 12 million copies in the last 12 months. The average reader has a median age of 52 years, a median household income of almost \$190,000 and 90% of them are female.

*Family Circle* is almost a mirror image of what *ICON* will be, except *Icon* will have a focus on men. *Family Circle* is definitely a magazine that *ICON* will use as a model in almost all areas. *ICON's* readers will be looking for information on parenting, family activities and good, healthy recipes, but will also be looking for articles about family travel, financial and career advice, and relationship tips.



## GOLF DIGEST

*Golf Digest* is a magazine about the modern golfer, predominately the modern male golfer. It offers advice on a monthly basis on how to play, where to play and what to play. Its articles focus almost exclusively on ways to improve a man's golf game and profiles of courses throughout the world. *Golf Digest* also profiles successful professional golfers and provides tips on the best equipment to use. Everything is focused on giving the reader an edge on the golf course.

*Golf Digest* reaches 1.65 million people each year, which qualifies it as the world's leading golf magazine. The average readers are male (82%), have attended some college, and 45% of them have graduated. Roughly 65% of them have a household income of more than \$75,000 per year and range in age mostly from 25 to 54.



*ICON* will differ greatly from *Golf Digest* because it will not focus on the golf-playing male; however, *Icon*'s reader definitely may enjoy getting out and shooting a round of golf with his buddies in his spare time. *ICON*'s reader may also enjoy a few of the articles about the best golf courses, but mostly because he decides to take his family on a vacation to one of the destinations. The demographics are very similar based on *ICON*'s 35 to 55 year-old age range and household income of \$55,000 to \$150,000. While *Golf Digest* strives to empower a man on the golf course, *ICON*'s goal is to empower a man in the home with information about building a strong family and making solid financial decisions.

## MEN'S HEALTH

*Men's Health* is the best-selling men's magazine on U.S. newsstands. The magazine has a central focus on fitness, but expands its reach to articles about nearly everything male cares about. The topics include fitness, sex and women, health and nutrition, grooming, style and fashion, technology and gear, and better living. *Men's Health's* articles feature field experts that explain the manly topics in a snarky and humorous tone. Everything *Men's Health* produces intends to lead men to the best life possible with respect to health, sex and career.

One thing that sets *Men's Health* apart from other men's lifestyle magazines is the presence of a strong female voice. Many columns and departments are written by females that give their own advice and suggestions on how males should act in order to appear attractive to their female counterparts. The intent is to let men in on some things from the female perspective.

*Men's Health's* readers are 81% male, have a median age of 37 and a median income of just more than \$70,000. They are predominately full-time workers and roughly 40% of them have children. *Men's Health* reaches an estimated 1.85 million readers in the U.S. each month and 15 million worldwide.

*Men's Health* can be considered a model for *ICON*. *Men's Health's* success since it burst on the scene in 1987 is envious. More importantly, the readership demographic is very similar, and the overall focus of *ICON* is not far from *Men's Health's*. *ICON* strives to lead men to the best life possible, but it deals more directly with men that have or want a family. *Icon's* reader most likely will not care about how a single female thinks he could succeed in life, but instead might care about what his own wife thinks instead. However, the female perspective could sporadically prove to be informative. While *Men's Health's* articles explore how to improve oneself through his health, fitness and sex, *ICON's* articles will explore how to improve oneself through his family.



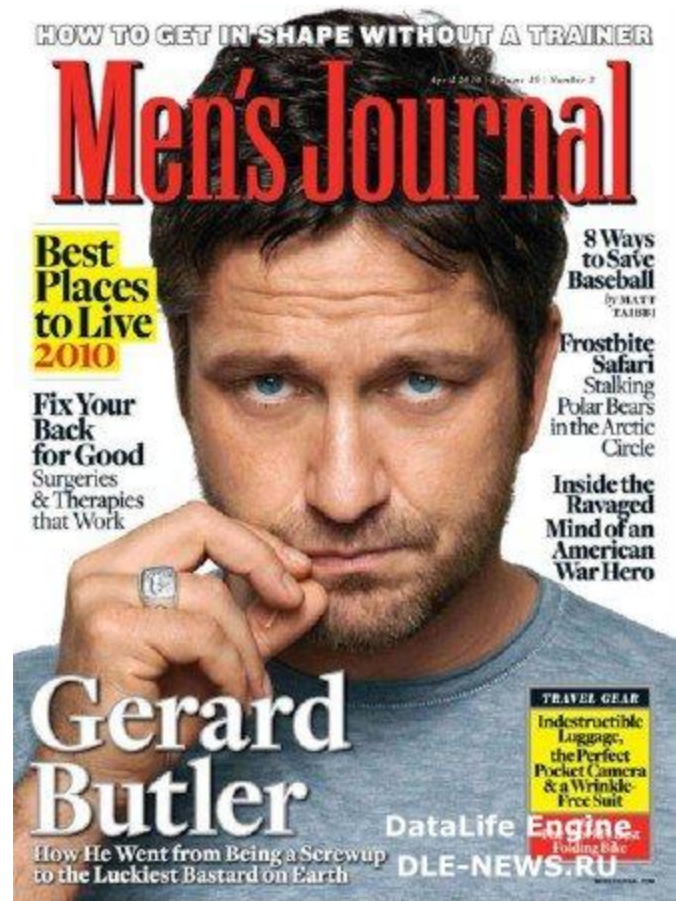


## MEN'S JOURNAL

*Men's Journal* is a men's lifestyle magazine with a focus on adventure. Comprised of editorial features on outdoor experiences, health and fitness, style and fashion, and cutting-edge gear, *Men's Journal* reaches those determined to "live the adventurous life." The *Men's Journal* audience is affluent and masculine. Their readers are interested in categories like automotive, fashion, apparel, grooming, liquor, luxury goods, entertainment and health/nutrition. *Men's Journal* attracts readers that are by nature adventurous, confident, and willing to push beyond their comfort zone.

In 2009, *Men's Journal* published over 710,000 issues, with over 90 percent of issues delivered on a subscription basis. 89 percent of their readers are men with an average age of 39 years. Its readers have a median income of \$76,975 per year. 78 percent are employed, with 28 percent of those in professional careers. 74 percent of readers attended college and 36 percent graduated. 52 percent are married and 48 percent have kids.

Similarly to *Men's Journal*, our magazine will cater to the same demographic of educated, professional and career minded men. However, we won't be as content heavy as *MJ* simply because we recognize that our readers are very aesthetic and love big, vibrant photographs and vivid content. While we will still provide articles that are insightful, in-depth and daring, *ICON's* readers are more family driven, and therefore they want to know about adventure and opportunity, but in this volatile economic crisis, they are also focused on simplicity, security and connecting to the people in their lives. We'll feature adventures they can take with their family, with their buddies and even the romantic getaway they can take with their partner. We'll focus on making those connections, on deepening them and making them more fulfilling, but in fun ways that are original and new.



## NATIONAL GEOGRAPHIC TRAVELER

With the *National Geographic* brand as a base, *National Geographic Traveler* launched in 1984 and has survived numerous cutbacks, outlasting *NG Green*, *NG International* and *NG Adventure*. Since its inception, *NG Traveler* has utilized its knowledge, experience and heritage to educate its readers about travel in the 21<sup>st</sup> century. The magazine introduces its audience to distinctive destinations that are rich in character, and shows them how to keep them that way when they visit. The magazine inspires readers to travel and in particular, it stresses sustainable travel with glossy, gorgeous photography. With over 7.3 million readers, it is the world's most popular travel magazine and has been honored with numerous awards.

*National Geographic Traveler's* readers are comprised of 55 percent men and 45 percent women. Over half (51 percent) of its readers are married and 36 percent have children. The average age of its readership is 43.2, although the largest percentile of its readers comes from the 18 – 34 age bracket (36 percent). Most readers are college educated (69 percent) and employed (67 percent) with 31 percent working in the professional sector. The average household income of its readers is \$87, 876.

More *National Geographic Traveler* readers have actually travelled than readers of any other travel magazine: 4.5 million international vacations were taken in the past three years while 7.6 million domestic vacations were taken during the past year. Readers spent \$10.9 billion on all travel expenses in the past year. 71 percent of readers save their magazines for future reference, and they feel that products featured in *National Geographic Traveler* are trustworthy just because they were featured in the magazine!

*ICON* aims to fuel the dreams and desires of the same demographic, by introducing readers to similar types of travel, with a focus on both international and domestic travel opportunities. It will, however, cater to men first, since *ICON* is for, by and about the American male. Like *NG Traveler* we will have big, glossy, eye-catching photography of all of our travel destinations. However, we will break our travel section into three sections: (1) romantic getaways, (2) family friendly destinations and (3) adventurous trips to take with the guys or alone.



## O, THE OPRAH MAGAZINE

*O: The Oprah Magazine* positions itself as the “catalyst that helps confident, intelligent, affluent women live their best life.” The magazine focuses on personal growth, and addresses every facet of a woman’s life, including the material, intellectual, and emotional parts of their being. It strives to challenge and inspire women and make a true emotional connection with its nearly 15 million readers. The magazine breaks down into twelve categories: culture, fashion, food, beauty, fitness, miscellaneous, business/technology/finance/world news, health, entertainment, home, lifestyle, and its central theme, personal growth, to which it dedicates over 20 percent of its content, the highest percentage of any women’s magazine. Oprah Winfrey, the magazine’s founder, is consistently and universally recognized for her unmatched credibility and influence

*O*’s primary readership consists of middle aged women, with the median reader being 46 years. *O*’s reader has an annual household income of around \$72,001 per year. She attended college (72 percent), is employed (68.5 percent), is married (55 percent) and likely has kids (44.7 percent). She also owns her own home which is typically valued around \$244,675.



Although *ICON* is a magazine for, by and about men, it is similar to *O* in many ways. First, we strive to be like Oprah herself: credible, trustworthy and influential. Also, our content will inspire, educate and make a real connection with our male audience. However, we are different in that we won't try to engage our readers with Oprah-speak. We'll be on the level, down to earth and motivational, but only in the way that men respond to, with humor, wit and frank candor. We won't dress our advice up, make it look pretty and act cute. Instead, we'll lay it on the line, delivering hard facts with snarky humor and attitude, while motivating our readers to be the change they want to see rather than waiting and wishing that their situations change.



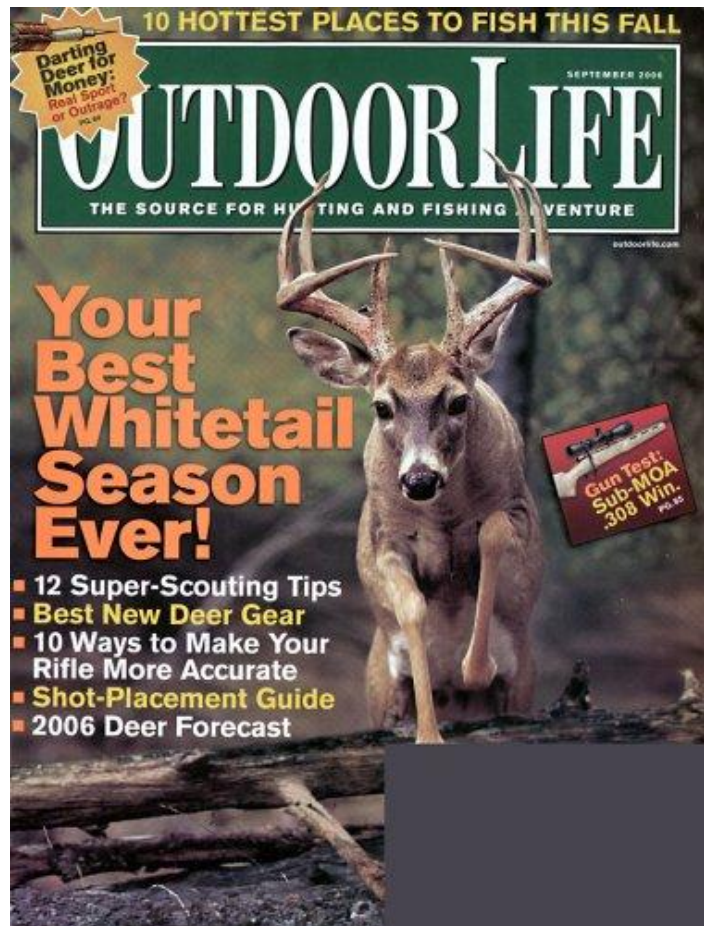
## OUTDOOR LIFE

*Outdoor Life* is “the source for hunting and fishing adventure.” It is aimed at the sportsmen who want to improve their hunting and fishing skills. The magazine is full of service articles with tips and information that are aimed at making today's outdoor sporting and hunting man successful in his chosen hobby right now. There are also profiles on hunters, fisherman and campers with wild tales from their outdoor adventures, as well as vivid imagery of beautiful forests, rivers and lakes from across the country.

Recently, *Outdoor Life* has won *Folio's* Eddie Award for consumer/enthusiast magazines in 2004, 2007 and 2009, as well as Time Inc.'s Henry R. Luce Award for special interest magazines in 2005 and an award for outstanding achievement in website development in that same year. *Outdoor Life's* writers also consistently win Outdoor Writers Association of America Excellence in Craft Awards.

*Outdoor Life's* 5.6 million readers in the U.S. spent \$431 million on hunting and fishing equipment in the past 12 months. In that same time period, 66% have given advice to an average of 3.2 people on fishing (freshwater) equipment, and 86% have given advice to an average of 4.5 people on hunting equipment. They spend an average of 15 days freshwater fishing and 21 days hunting each year. The average readers have a median age of 44, and 82% of them are men. The average household income of an *Outdoor Life* reader is just more than \$58,000 per year, which reflects the statistic that only 48% of its attended or graduated from college.

*ICON* will differ greatly from *Outdoor Life*. *Icon's* articles will just scratch the surface of hunting and fishing because only some of its readers will enjoy these activities. While *ICON's* readers will enjoy articles about the exploring American outdoors, they will be primarily interested in exploring activities that involve their entire family. *ICON* may feature a section that can include articles about hunting and fishing with your children, but the main focus is to provide information about achieving greatness in the home and succeeding at family life, not outdoor life.

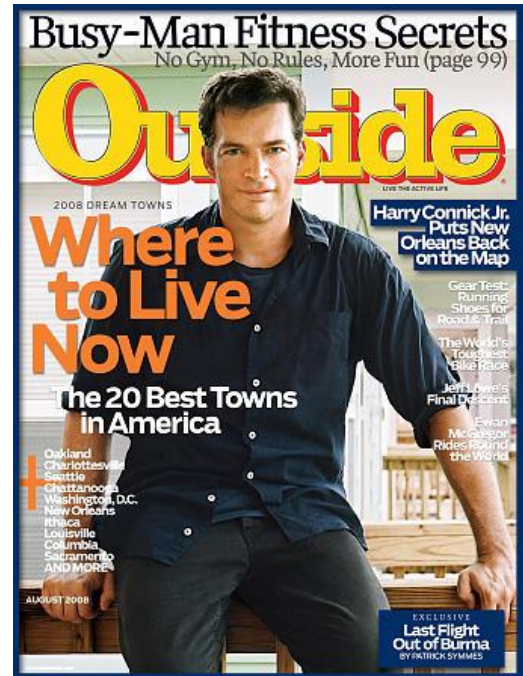


## OUTSIDE

*Outside's* mission is to inspire men to participate in the outside world with its articles focused on the sports, people, places, adventures, discoveries, environmental issues, health and fitness, gear and apparel, trends, and events that define the active lifestyle. It refers to its content as "a bible resource bible for living the active lifestyle." *Outside* has been in circulation for 31 years, throughout which it has won numerous awards for its literary journalism, and claims this to be a reason that *Outside* readers spend more time with our magazine than nearly any other publication.

*Outside* describes its readers as active, accomplished, adventurous, classic, engaged, fit and healthy, quality conscious, confident and authentic. *Outside* ranks in the top 5% of all 200 + MRI paid circulation magazines for educated executives—ahead of Forbes, Fortune, and Business Week. Its readers describe themselves as timeless, trendy and open to new adventures and experiences. They are also sincere, and are comfortable with most of the decisions that they make in life. *Outside's* readers consider themselves among the elite American male. Roughly 70% of its readers are male, 78% of which have graduated from college, are around 40 years of age and have a household income of nearly \$90,000 per year.

*ICON* will tender to a very similar audience. Its audience will be of the same age and education level, and will also be very accomplished at this point in their lives. The difference, though, is that *ICON's* reader will not be as focused on the outside world as he is on his family and life at home. He will be interested in new things that he can try, but that he can try with his family or his wife, as opposed to by himself. *ICON* will focus on simplifying its readers' lives while aiming at self-enrichment through information relevant to their family and values.



## ROLLING STONE

*Rolling Stone* is a liberal tinged magazine centered on music, politics and pop culture. Featuring music and concert reviews, celebrity profiles and political commentaries, it attracts a wide range of readers. Despite the common thought that the name Rolling Stone comes from the name of the band, it was actually named in 1948 for the Muddy Waters song of the same name.

The readership is split 58 percent/42 percent between males and females. The median age of the *Rolling Stone* reader is 31. The median house hold income is \$68,372, 72 percent are employed, 35 percent are married, with 44 percent of the readers having children in the house. 63 percent attended some college and 75 percent of all readers are white.

*Rolling Stone* has a similar audience to *ICON*, at least in the male department. The writing style will be similar as well, but *ICON* will be smarter, wittier and friendlier. Readers will be drawn to *Icon* over *Rolling Stone* because our layouts will be more user-friendly and contemporary, and our pictures will be less *National Enquirer* and more professional. While politics will not be a centerpiece for our magazine, if *Icon* so chooses to talk Capitol Hill, it will be balanced giving criticisms to both side where it is due.





## SURFER

*Surfer Magazine* strives to be the mirror of modern surfing. They employ the best journalists, photographers and artists the surf world has to offer to create a publication that thoroughly covers the surfing world and culture, whether its pages are dedicated to the life of a particular surfer, or the destinations surfers go to ride the waves. With intelligence, beauty, perspective, humor and authority, *Surfer Magazine* is “the Bible” for surfers worldwide.

The average *Surfer* reader is 23 years, male (74 percent), has an average annual income of \$87,500 and has surfed for about 8 years. Most readers subscribe to cell phone service (92 percent), own a personal computer (85 percent), have access to online service (94 percent), purchase items on the Internet (82 percent), and own a video game system (72 percent).

The *ICON* reader will also be interested in different types of sports, including surfing. However, our readers will likely be beginning surfers and will therefore need more how-to help in getting started, will want to know which gear to buy or rent, where to take lessons, and where to find the best waves to try out their new skills. Since our primary readership is older than the *Surfer* reader, we will need to be practical in our advice, making sure they know the health risks and what they must to do to be in the best shape before taking on this kind of challenge. But we will also inspire them to look at surfing as a viable sport for their demographic, even if they are just starting out. This same approach will be taken with most other sports and vacations we report on.



## THIS OLD HOUSE

*This Old House* was originally a 13-part television on PBS which eventually led to a spin-off for the magazine. *TOH* is an American home improvement magazine that helps readers with big remodeling projects over several issues. Some possible story topics in *TOH* include space-saving kitchens, easy paint ideas, front yard entry gardens, and how to make the kitchen look fresh. The step-by-step projects include more simple projects like hanging a picture properly or how to hang an interior door.

*TOH* is similar to *ICON* because we will have a home improvement section that will give our readers simple projects to make their home extra special. Now it probably won't deal with gardening, but more about how to re-spec a man-cave or how to build an outdoor stone grill properly. *ICON* will give "cooler" alternatives to remodeling projects, not just run of the mill ideas. New age technologies and techniques will be paramount to our home improvement sections. Also, we will review the best products and tell our readers which is the best and why, so our readers can get the most for their money. And don't forget, our photographs and spreads will be topnotch, more interesting and more involved than other home improvement magazines like *TOH*.

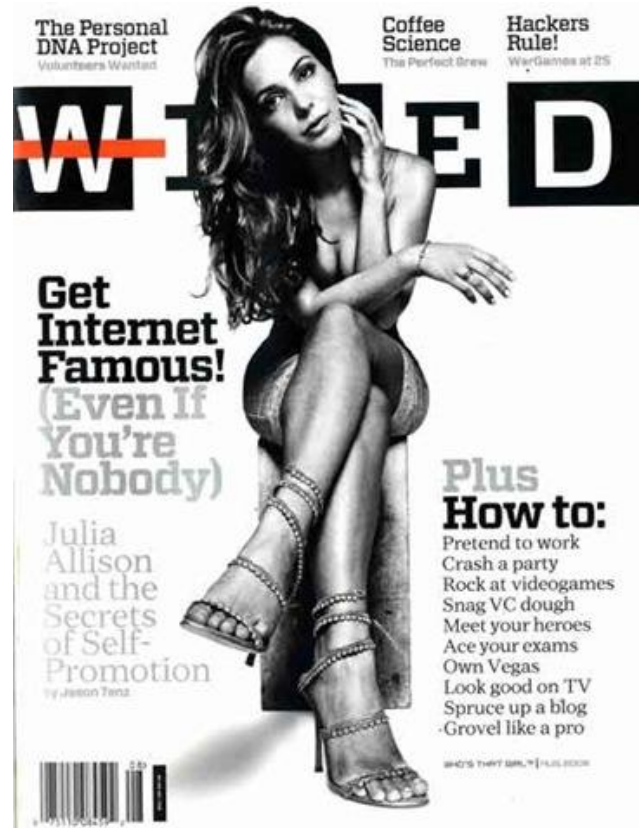


## WIRED

*Wired* premiered in March of 1993, and was founded by Louis Rossetto and Jane Metcalfe. The magazine covers technology and its affect on politics, the economy and culture. They also do product reviews, cover technology fads and trends and usually do a couple human interest stories. The layouts and matte-finish along with the writing have given *Wired* much success along with many national magazine awards.

The total circulation of *Wired* is over 750,000, while the readership is 76 percent male to 24 percent female. 97 percent of the readers attended/ graduated college and the average HHI is over \$96 thousand dollars.

*ICON* will be similar to *Wired* in its approach in the visual department. Contemporary layouts and beautiful photography will be a cornerstone of *ICON*. The difference between the two will be that *ICON* will be more general and more tuned to a wider audience, not just one who is in to technology, although tech areas will be addressed. *ICON* will have a distinct look throughout the whole magazine as well, so each page is somehow related to the page before it to make an overall more complete looking magazine.





## ICON'S POTENTIAL ADVERTISERS

A&E	Destination DC	Ireland
AAA	Dicks	Jack Daniels Whiskey
Absolut Vodka	Dillard's	Jaguar
Acer	Disney	Jergens
Acura	Dockers Soft Khaki's	Jones New York
Advil PM	DoubleTree	JoS. A. Bank
Amazon Kindle	Dove	JTM
American Cancer Society	Duracell SmartPower	Juniper Networks
Amtrak	Dyson	JVC
Analog Clothing	Ebay	Kendall-Jackson Winery
Arei	Eddie Bauer	Kissimmee
Arkansas	Electric Visual	Kraft
AT&T	Ermenegildo Zegna Eyewear	Kroger
AutoTrader.com	Febreze	L'Homme Yves Saint Laurent
B&H	Fidelity Investments	L'Oreal Paris
Bed Bath and Beyond	Florida Park Service	Lilly
Bell & Ross Time Instruments	Folgers	Lipitor (Pfizer, Inc.)
Benefiber	Ford	Louis Vuitton
Best Buy	Fox Eyewear	L-R-G Clothing and Equipment
Billabong	Frontline Plus	Luigi Bianchi Mantova
Blue Diamond Almonds	Galderma Laboratories	Lumix
Bose	GE	Macys
Breitling	Geico	Mazda
Bridgestone Tires	General Foods International	Mercedes-Benz
Broward County, Florida	Georgia	Miami
Budweiser	GetawayNewYork.com	Miller
Buick	Gillette	MLB
Bulova	Giorgio Armani	Montana
Camel	Glade	Motorola
Canon PowerShot	GoRVing.com	Movies
Cartier	Got Milk?	Natural Habitat Adventures
Cathay Pacific	Great Clips	Nautica Oceans
Cayman Islands	Green & Black's Chocolate	Neutrogena Skin Care
Chevrolet	Guess	New Brunswick, Canada
Chevy	Guinness	New Movie/TV Shows
Citi	Holland America Line	NFL
Coca-Cola	Honda	Nikon
Continental Airlines	Hormel	Nissan
Cottonelle	IBM	Nivea for Men
Crocs	Infiniti	Nixon

Norway  
O'Neill  
Oakley  
Oceana  
Oceania Cruises  
Panasonic  
Patagonia  
Pepsi  
PGA  
Phantom  
PNC  
POM Wonderful  
Quaker  
RadioShack  
Raen  
Ralph Lauren  
Reef  
Revo  
Ripcurl

Russell Korman watches  
Safe Auto  
Samsung  
Sea-Doo  
Silk  
SingulAir (Merck & Co.)  
Skechers  
Skinny Cow  
Solid Gold  
Sony  
South Dakota  
Southwest Florida  
SoyJoy  
State Farm  
Subaru  
Subway  
Switzerland  
Tag Heuer

Target  
Tide  
Toblerone Swiss Milk Chocolate  
Tostitos  
Toyota  
Travelocity  
Truvia  
Unilever  
Utah  
VacationFun.com  
Vanguard  
Verizon  
Vertra Elemental Resistance  
Victorinox Swiss Army  
Volvo  
Walmart  
Washington State  
Wii Fit Plus