

PCNY Luncheon  
Teen Magazines  
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So, we are the youngest magazine here, I think, our second issue just hit newsstands today. So we're very excited about that. I think it's definitely been said already but the best advice I can give you is to read the magazine. You'll see that we don't publish embarrassing moments, we aim for the same level of sophistication as is in *Vogue*, and actually our format follows very heavily from *Vogue*. All of the sections; Talking Fashion, View, Pada (?) Index, are the same as they are in *Vogue* and we aim for quality and intelligence in our photography and our writing. Most of the information I can give you because I'm in the Fashion department pertains to fashion although I do a little bit from Health, I talk to our health and beauty editor, but I guess what we're really interested in is access, taking our readers inside the worlds of fashion and beauty, giving them information that they can't find in other magazines because we're *Vogue* and we have that access and we're going to the shows and talking with the designers and getting all that interesting stuff. And so we'll do something like a do-it-yourself page but we'll have Ana Sui as a guest designer or Steven Sprouse kind of giving you their high fashion take on homemade fashion. So I guess, in terms of pitching us, the best thing I can suggest would be to send us actual product or pictures. We're very visually driven and it really helps me to be able to imagine how something might look on the page and that's really hard to do through a press release. And I know that even for something like entertainment our pages have a certain look to them and a certain sophistication, so we're interested in that.

And for new lines and that sort of thing, we do cover them, we're definitely interested, but I think our sense is that we need a little bit more. A celebrity connection or a great service or someone who's willing to take a teen on a day of shopping-- if they're a bathing suit designer, showing them great places to buy bathing suits. We don't just do, "Here are these sweat pants, wear them, love them" kind of stuff.

In terms of beauty and health, Cara mentioned to me that she's really not interested in stories that resonate only with a small percentage of the population, something like Multiple Sclerosis, which is very important and we realize that, it's just not for us, it's not something that really affects great numbers of readers. She is interested in news-y stories, as am I, new things that are going on, events that we can possibly cover and photograph. She also does not want to run diets, which I applaud, but we could be interested in a new trend like vegetarianism that people are exploring, celebrities are interested in it and here's how to do it safely, healthfully, that sort of way.

And I guess the real thing I would emphasize is that we're not a teeny-bopper magazine, we're really interested in intelligent ideas and maybe ideas that you think teen magazines don't cover that much because they'd be more suited to an older audience. In terms of fashion we really cover the same trends that *Vogue* does, just in our way, and I think that that extends to the other sections as well.