

PCNY Luncheon
Teen Magazines
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I feel like I should do some yoga breathing right now to not be nervous in front of all of you.

I'm just curious, how many publicists here are celebrity-oriented publicists? A show of hands, I just want to know what I'm... Ok, great. Thanks.

Just to tell you a little bit about Teen People, we just celebrated our 5th year anniversary and our readers are 12-24, 20% male, which is unusual from the other books. Also, we have about 25% readership that is diversity, non-white, just to give you a clue. Our newsstand sales average about 500,000 on the newsstand with a readership of about 3.6 million, so we're definitely out there.

We're divided into about 3 distinct categories – entertainment, fashion & beauty and real life. Our entertainment stories are mostly A-list stars where we get great access, going into their homes, going on tour buses, going on the road and we also do celebrities who are making their way up, like who's gonna be the next big band, the next big actor. We have 2 special issues a year that kind of hone in on our entertainment coverage specifically, in June/July it's "25 Hottest Stars Under 25" and that tends to be A-listers as you can imagine – Justin Timberlake, Mandy Moore. And then in December/January we have an issue called "What's Next," which is reporting on more upcoming celebrities. We also do contests that are very big in entertainment, we just did a contest on "Win a Trip with Big Charlotte" and go backstage at their show. So, fun things that the readers can participate in the magazine.

Our fashion and beauty coverage, we do not use models, which separates us from some of the other books. We use real kids if we're not using celebrities. And we also do a lot of news. In the front of the book we have pages called "Hot Stuff" which are very product driven, they tend to be theme driven, so it might be 'Cool Jean's for the Season' or 'Cool Guy Shoes' or something like that. We also have a 'Beauty and Fashion Newswire' page that we just started up which we're looking for new products that are coming out that have some sort of cool spin to them. We just did a shoe item on Candie's shoes and some celebrities who are designing the shoes. So we're always interested in fashion and beauty news. Another thing that we're doing with our beauty coverage that is new with our new Beauty Editor Tia Williams is we're trying to address diversity in beauty. So we won't just do a blush story, we'll do a story on blush that could be worn on dark skin, light skin, olive skin, we're just trying to really appeal to all our readers and be careful about that. We also have contests in our fashion and beauty as well. So we're always interested in hearing about what we can do to work with the companies to provide contests, whether it be a new makeup line for summer or a new wardrobe for fall, something like that.

And our Real Life coverage is pretty hard-hitting news at times. We did a story on 9/11, we did a story on teens in Afghanistan, we kind of take advantage of the fact that we're connected to

People Magazine and we can use the People bureaus for news stories. We have a special issue every April called "20 Teens Who Change the World" where we're looking for uplifting stories about kids who are doing tremendous things, we just had a party last week celebrating the kids that we have in the current issue. Give you a couple of ideas, one is an Olympic hopeful swimmer, another is an AIDS activist, just very uplifting stories. We're always looking for pitches on kids who are doing tremendous things in the world.

We have about 10,000 trend spotters that we tap into every week, find out what the kids are into, what they're listening to, what they're buying, what excites them. We're very tapped into the teen audience. And just for those of you who have never worked with a teen book, this is a tremendous audience. They're very passionate about the product, they are very curious and they are looking for the next cool thing and they always want to try new things, which makes it great for us. So we're trying to cover everything from the next Eminem to the next great shampoo and we would love to hear from you guys what those things are. Thank you.