

**The Publicity Club of New York presents
MEET THE “NEW KIDS” ON THE MAGAZINE BLOCK
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TANGO MAGAZINE - Kelly Bare, Senior Editor

Hi and thanks for having me.

I am from *Tango*, this is our first issue, it was on newsstands in February and our second one comes out on May 31. We are about love, sex and relationships and we're pretty different from most of the magazines you've heard from today because, unlike Pam, we can't quite define our readers so eloquently because we're still figuring out who she is, and even to the extent that two of the big questions we get are, "Is *Tango* for men or women?" and "Is *Tango* for married people or single people?"

The answer to both of those questions, which we have in our Editor's Note in our second issue, is yes. It is for men AND women, we're finding that men are responding to it in an unprecedented way – we're getting tons of men who want to write for us, tons of men who want to read it. It's a pass-along kind of readership but they're also primarily interested in it.

But the other thing we're not is proscriptive and we're not even really aspirational. One of the stories in our first issue that got a ton of great response is by a woman whose marriage crashed and burned because her boyfriend proposed the day her father died. She went straight into this relationship and wasn't anywhere near emotionally ready for it, it was a train wreck but it's a really powerful first-person narrative. So a lot of what *Tango* is is narrative, first-person, not the kind of stuff that a publicist, unfortunately, can be a lot of help with because we're interfacing directly with writers on their stories. It is a longer format magazine; our pieces are lot longer that what you're going to find in a lot of women's magazines.

But we definitely need help and welcome advice in the realm of health and fitness and wellness and travel, food, things like that because we like to say that *Tango's* about everything in life through a relationship lens. Kind of like *Cookie* and *Parenting*, that's the lens through which you're looking at your lifestyle decisions, we're looking, primarily as our sweet spot, at women who are beginning to define themselves as part of a couple or figuring out how to define themselves as part of a couple rather than just an individual. So you're looking at making decisions about vacations, making decisions about money, thinking about health and fitness as it relates to "am I responsible for just myself or do I have an obligation to quit smoking for my partner?" How do you look at the lines between individuals and couples?

As far as how pitches come in to us, we have a tiny staff, we have three editors and we're only doing four issues a year so we're just completely swamped. I beg for mercy, but email is good, any great products, new things, again, it has to have the relationship angle. It's not just about a woman alone, is this product, is this service, is this idea, is this vacation destination something that's interesting to a woman as part of a couple and/or a couple.

Oh, and sex – sex is a big thing for us, too. We're interested in sex, everybody is. We're finding that *Tango* is a really good outlet for sex stuff in a way that is not prurient or smarmy. It's kind of a new territory so we're trying to do sex, not defining ourselves in opposition to, say, *Cosmo*, but we're trying to think about it a little bit more.

Tango is turning out to be an intellectual magazine and an emotional magazine, but within that there's plenty of room for... not service journalism but products, ideas, smaller bites of information that publicists could help us with.

That's basically the long and short of it. And that's all.

Thanks!