

**The Publicity Club of New York presents
MEET THE “NEW KIDS” ON THE MAGAZINE BLOCK
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***SLY and MEN’S FITNESS* - Neil Boulton, Editor-in-chief**

OK, who worked out this morning, anyone - a show of hands? Alright, get to the gym tonight. *Men’s Fitness* and *Sly*, here they are. This is issue #2 of *Sly* magazine, it’s new and hot off the presses right here, and *Men’s Fitness* has been around now I guess for about 11 years.

You know, it’s kind of funny, with both magazines the operative word for what governs the content that gets us excited and makes it into the magazine are service pieces, results-oriented journalism that offers exactly that: results for everyday guys. *Sly* is geared to slightly older guys, 34-54, and *Men’s Fitness* is 18-34.

But the universal ingredient in both magazines is the idea that guys want to enhance their performance in the gym and outdoors, meaning mountain climbing or sailing or whatever it is, on the street and in the office, whether it’s style after hours or style in the office or even sort of a professional skill development and office culture and these kinds of things, and of course with their partners. We want to give guys every advantage that we can in every aspect of their lives, therefore we have a broad range of subjects – I’ll sort of leave it at that.

The good thing is that with this goal in mind for the editorial, it also governs the kinds of products that I consider and my team considers for the magazine. So we are specifically interested in things that are really going to add value to a guy’s life – period. Real-time stats here, is this nutrient going to help him lose body fat faster, is this supplement going to help him build muscle faster and then, conversely, are these cars or clothing lines, you name it, whatever the range of products represented in this room are, my main concern is truthfully offering a guy a way to improve his everyday life, between nine and five, five and the morning, so on and so forth.

We like to keep it very real with guys and we like to have lots of little charts and stats. We need little bits and pieces of information that we can say, “This fabric breathes better than this fabric, so if you’re going to use it for a run it’s right for you – period.” Not a lot of... I like how you were describing the very specific way you’re editing your magazine because we’re really boiling it down for time-sensitive folks, both for *Sly* and *Men’s Fitness*.

I think the thing that I’d like to leave you with is the notion that we are, again, results-oriented journalism, sort of real-time journalism - which is a phrase that doesn’t really exist, but I’m going to invent it now - it’s real-time journalism so it’s immediate answers to immediate questions. We’re not going to cover edible flowers on cakes but we would if it were something that could enhance perhaps a certain vitamin that could enhance the health of a guy so anything is possible.

One small note though that I will say regarding *Sly* magazine is that I’m really excited about this magazine. I work very closely with Sylvester Stallone in doing it and the questions folks always ask me is A) will he always be on the cover – yes, he will – and B) I get the question, obviously, Is he involved, how involved is he? And I have to tell you that I spent about a week in LA every month at his house and we literally sit down in his humongous living room - about the size of this room - and we just hammer out the lineup and we hammer out the writers that we’re going to use and we hammer out the subjects and we pick up the phone and we call Michael Douglas or we call whomever we’re going to feature or talk to and he’s very close to this. And I really look at my role as the editor of this magazine, my role is really channeling *Sly* and his tone and his swagger, I like to call it, through the editorial because it’s very real. The thing about *Sly* that makes this magazine a real winner in my mind isn’t so much what I’m doing, it’s just who he is. He’s willing to talk about anything, he’s willing to share his successes and his failures or his high points and his medium points and his low points with his readers because he feels that everyone can learn from this. To put it in a very *Sly* way, what is authentic about this magazine and *Sly* himself is that he just wants you to get your shot. That’s really what he wants and a way he would put it and I think if you pick it up – it’ll be on newsstands very soon and I encourage you to do so – you’ll hear that in the editorial voice and you’ll see that in the cross-section of articles.

Anyway, thanks for having me.

