

**The Publicity Club of New York presents  
MEET THE “NEW KIDS” ON THE MAGAZINE BLOCK  
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***ORGANIC STYLE MAGAZINE* - Pam O'Brien, Articles Editor**

Thanks very much, I'm happy to be here today.

*Organic Style*, just so you know, is actually four years old but we think of it as a new magazine because it's really continued to evolve in its four years of life.

It's really what I think of as a sort of a modern magazine. It celebrates, it inspires and it guides women to live a happy healthy life and also a life that's in tune with their inner voice and their outer environment. Our reader is intelligent, she's compassionate, she's alive to life and all its pleasures which means she wants to eat delicious, fresh, local food; she wants to live in a home that's soothing to the soul that's sort of a refuge from the rest of the busy world; she wants to make smart yet fun and stylish choices for herself and her family; she's very concerned about her community, she's a very proactive type of person so if she sees something that she thinks needs to be changed she's the type of person who is going to make an effort to make that change happen; she's very, very smart; she's hard working; she wants to live her life in a meaningful way; she is very true to her values and whatever is important to her, that's the way she lives; she's a family person, half of our readers are moms and the most important thing to her is the health and happiness of her family.

The kinds of stories that we're looking for at *Organic Style*: health, I would say, is our readers' number one interest. They're very interested in all sorts of health stories and what we do when we do health stories is we look at the environment and how it affects our readers' health. So we might do a piece on "How Clean is Your Water", which was actually a story we did last fall and we did a huge investigation. We went to water companies all over the country and we analyzed their water reports and then we reported on the 25 best and worst cities across the country and reported what was in the water system and how it affects your health and what you as a consumer can do about it to keep your family healthy. We also do alternative health stories, so for instance we might do alternative infertility treatments, which actually was a story we did last summer that our readers responded to, they were really, really interested in that. We go to all the top authorities and get the most up-to-the-minute information for readers. Another thing they're interested in is nutrition, they really want to eat healthy food and they want to know how that affects them, like if they eat almonds it's good for their heart or whatever it might be. So nutrition, wellness, health for themselves and their family, that's probably the number one topic in the magazine.

Also food, we do lots of food in *Organic Style*, which is a lot of very simple, everyday, easy recipes but things that really stress local, fresh, organic produce and also organic beef and chicken and fish and what you as a consumer need to know about what you're buying at the supermarket. We did a piece recently on eggs because today when you go and buy eggs there are 57 kinds of varieties – there are cage-free eggs and organic eggs and you look at them and you're not sure which ones you should buy. So we demystify that sort of thing for our reader and tell her and set her straight so she knows how to make those informed choices.

Also, you've probably noticed when you go to the supermarket, now there's organic everything – there's organic beer, organic pizza, organic ice cream you name it - so we do taste tests. We'll call all these products into the office – organic chocolate was a big favorite – and we'll test them all and then we'll report to readers which ones are the best. So we really become the authority in that sense to the reader.

We're also always looking for home-and-garden-related stories. We do a lot of decorating stories but healthy decorating. So we're really looking for things that help the reader keep her home happy and non-toxic – that is a very big thing with our readers, cleaning products that are safe for them and their families – but we also emphasize style because they want homes that are beautiful to look at AND healthy, so we're looking for sustainable furniture, buildings all sorts of things like that so green, organic, sustainable are all things that I would keep repeating to you.

And in terms of gardening they're really interested in their gardens, they like to get out in their yards and plant things - flower gardening, vegetable gardening, landscaping, designing their yards, those are all things that the readers respond to and want to read more and more about.

And finally, beauty: our reader is very interested in looking as good as she feels. Natural beauty products are something that is very important to her, she's concerned about what's in the products that she uses but she knows the reality of the situation; there are some great natural beauty products but there are a lot of other brands that she uses as well so we help her find the best brands whether they're at the drug store, the department store or in her local health food store.

So those are the different kinds of stories that we're looking for and I would say the best way to pitch us – email is great if you have an idea and you want to send it along. We put together a one-sheet in the lobby that tells you the appropriate editor is whether it's home or food or so on and you can go ahead and send us things via email. Anything that's news-related is really great, if you come across some study that says, "Blueberries are now the number one way of preventing cancer," then by all means send us that information.

But really what I would stress is that at this magazine we're looking for things that are organic, green and sustainable. So you need to pitch us things that make sense for *Organic Style*, it can't just be a decorating story or product that can go to ANY women's magazine, it needs to have a reason for being in *Organic Style*.

Thank you very much.