

**The Publicity Club of New York presents
MEET THE "NEW KIDS" ON THE MAGAZINE BLOCK
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***COOKIE MAGAZINE* - Alanna Stag, Executive Editor**

Thank you.

Cookie is very new, we're launching in November so I really have no prototype, I have nothing to show and we're still very much in the process of conceptualizing the magazine. But to just give you an overview, *Cookie* is really a magazine for parents but not so much a parenting magazine. We think of it as the anti-*Parenting Magazine* magazine, this is not where you're going to find the definitive information on autism or ADD or the current crises in child-rearing.

The idea is that there's kind of a whole new breed of parents out there, people who are very sophisticated, people who already have their home and fashion lifestyle established and now they're bringing a kid into the picture, so how do they have this lifestyle with a kid and the kid's concerns become the lens through which they look at all of their choices – fashion, home, travel, beauty.

These are people who are affluent but they're very involved in rearing their children - there's not a buffer of nannies at all times - but they're also people who work, some stay-at-home moms. And part of what the magazine's mission is is to kind of give these parents permission to have their lives, to be adults, to go out, to have their relationships, to not be solely defined by parenthood – especially motherhood, which is kind of a big thing that has happened.

So we're saying that it's a lifestyle magazine more than a parenting magazine primarily pitched to moms but we know that the dads will be strong secondary readers. It's for people with young children, pregnancy up to about six or eight years old. In the future while we will be covering fashion, travel and home/entertaining, there will be a kind of levity and joy and permission to everything we do. We want to tell these people that it's OK to be sexy, it's OK to be intelligent, not solely 'a mother'.

A little bit more about the kinds of stories we'll do, rather than the exhaustive 6,000 word stories on current trends in autism research you'll get a kind of cheat sheet of 10 questions to ask your pediatrician if you're concerned about this, something that the mother can rip out of the magazine and take to the doctor appointment. She's somebody who already reads *The New York Times* and possibly *The Wall Street Journal*, she probably reads *The New Yorker*, but this is the place where she'll get beauty information, health information condensed and really, really well-edited so they're not 10,000 choices but the few that are both time-saving and beautiful to look at. For example, in a travel story we may have three restaurant options, one if you have an infant here's the place you can go, fabulous little B-and-B, downstairs is the restaurant where you can bring the baby monitor down and you know your kid's ok; if you have a toddler here's another option where it's already loud and crazy if your kid has a meltdown it's no problem. On the home front we'll be talking about ways to incorporate storage solutions that aren't purple plastic bins, where can you find a craft table that you actually won't mind looking at in your living room, that kind of thing.

All of the information will be very, very well-researched and, I just want to emphasize, very well-edited, so fewer selections – these are busy people and they've already got a lot of demands on them between their work life and their home life and their kids and they need fewer choices not more. We're talking to people who are 25-45 with small kids.

It's not too early to begin to pitch us, but we don't even have a complete staff yet so I don't want every single pitch coming to me. But if you email me I can tell you where to go. We're looking for a lot of travel information, that's going to be one of the key things both in the front of the book and in the well. Parents need ideas first and foremost so we'll be looking for things that they can do with their kids that's not Disneyland.

I also want to say there'll be a real high-low mix in everything we do whether it's fashion or travel or home, these are people who might spend \$400 on a pair of shoes but they'll buy their t-

shirts at the Gap, same thing with their travel and their home style. It's really about that edited selection and the sophisticated eye that will apply to all categories.

As far as the lead time, it will be three-to-five months depending, we're looking for a lot of stuff that can be ordered online and delivered - that's a big need for young parents. Health, well-being, beauty all of those things are topics that we'll cover and we're looking for information and stories on all of that sort of stuff.

So stay tuned, you'll see it in November and over the coming months we'll have a lot more information. I would say email is better than calling me at this point because we're a bit inundated.

Thanks!