

PCNY Luncheon
Women's and parenting magazines
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FIRST FOR WOMEN
Maggie Jaqua, Senior Editor

First I want to tell you a little about the First reader, because basically if you understand that, the whole magazine will come into focus. Everything that we do, every product that gets in there, every topic that we cover has to be exactly what she wants; we're all about serving her. So, she is between the ages of 25 and 45, she is in most cases a mother, very very busy -- this is kind of the drive home point. She's working, she's caring for her kids, she's married but her husband's probably not helping out with the housework. She's definitely watching her budget, kind of counting every cent. So everything that we give her has to drive home that she's extremely busy, she's very money conscious and she can get in a rut where she is so busy taking care of everybody else that she doesn't have a chance to take care of herself -- which all the working moms in here know exactly what I'm talking about. So everything that we do is designed to save her time, give her exactly the information she needs to know without a lot of extra. Every product that we give her has to have in mind the finances and the busyness angles.

So that's the magazine, the sections that I oversee are the beauty, health, fitness and nutrition. The health section isn't as product-driven as the beauty section; there we get a lot more products, hair color and things like that. And everything in that section, and actually in the whole magazine, is designed to give her little tips, a little specific product, a little solution, something that will have a major impact on her life. Say it's the \$5 hair color that you can pick up at Drug Fair that is going to renew her self confidence and make her feel so much better about herself that she can go out and apply for that promotion and then she gets it and her whole life is transformed. The service is designed to do that and the way that we really drive it home -- that yes, this is achievable -- is that we feature a lot of real women testimonials. So if you have that sort of thing where you represent a client who has women who have written in and said, "I tried your product and it really did change my life," that's the kind of thing that we're definitely interested in getting because that really makes a story.

We also do a lot of weight loss, if you're familiar with the magazine you know that because like I said we're here really to give her what she wants to know about and that's pretty much the #1 thing our reader wants to know about. So weight loss products are great. The health section I should say is more preventative medicine than actually treating or curing diseases. It's more about staying well. I think there are a lot of representatives from hospitals here it said on the memo that I got, and anything that has to do with drugs or procedures is the kind of thing we want, things that are already available. We get a lot of things like "Coming up for trial, may be available in 2006," and that's great and it's good to have a heads up, but it's not really the kind of thing we can publicize yet because she's not going to remember that and it's not really serving her in the moment. Also, everything that we do, any products or services either have to be

available nationwide, because it is a national publication, or there has to be some sort of at-home service that she can do it herself. That's actually true with everything, if it's something that you can get at a salon and get this service it's great if you can have an at-home twist so that you can do it yourself. So when you're pitching, if you have those things in mind that's a big help and it'll certainly catch my attention.

The magazine comes out 17 times a year, so it's every three weeks, which makes it a little different as far as "What are you covering this month". A lot of the press is "It's National Heart Health Month," and that's not really something that we necessarily focus on, one because we're every three weeks but also because we don't generally cover a topic just because it's the topic of the month. If there's something new on heart health we want to give it to her as soon as it's available and we don't generally do it just because it's that month. And I know it's a big PR thing, we get so much for Cancer Awareness Month and it's not really a focus for us just because it's Cancer Awareness Month.

As far as pet peeves, I guess I have one, too, it's the phone calls. I appreciate phone calls, but pitching (and this is for me, some of the other editors at the magazine might think differently about this, but) the phone rings off the hook and a lot of times I'm not even at my desk, I'm at meetings and when I come back to my desk there's all these messages. If I stopped to answer the phone every time it rang I'd never get any actual editing done. It's a little tricky, so I admit that I'm bad at returning phone calls and if I've ever not returned any of your phone calls then I'm really sorry. Emails I will generally be able to because they're more at your own time -- you sit down, there's an email you can respond right away. Just my personal preference, I love email and mail packages. Phone calls, I'm really bad with so I'm sorry about that.

We come out every 3 weeks and right now we are planning our April issue, and we're closing a mid-January issue, so it's pretty far in advance. So like Hilary said, if you know something's coming up and you can get out the press release early I will just stick it in a file and if I know we're going to be doing something on this I'll have it in a file and it's ready to go. It's so much better. It might happen where something comes in that it's so great that we'll shift things around to get it in. But working on an issue every 3 weeks there really is not a lot of leeway to play with things. Pretty much, once it's set it's set. So lots of advance notice is definitely appreciated.