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DAILY NEWS

New magazine traveling with the younger crowd

By **KENNETH LI**
Special to The News

Generation X is getting its own travel mag.

Blue — which industry insiders have dubbed “National Geographic with a rock ‘n’ roll beat,” wants to do for travel what *Wired* did for technology, said 28-year-old editor and publisher Amy Schrier.

Aiming to be the action-lifestyle magazine for the latte set, **Blue** will cover everything from travel, rock climbing and mountain biking at exotic locales to boat sailing on the Hudson River.

Launching today, the privately funded **Blue**, which carries a \$3.95 cover price, has an uphill climb for advertising dollars that could rival the ascent

on Mount Everest.

Established titles like *Outside* and *Men’s Journal* control the niche, which is targeted almost exclusively at men.

Blue’s twist is that it’s targeting men and women at the same time — with an ambitious initial circulation run of 100,000 copies going out to newsstands and subscribers.

“There’s no national adventure magazine that speaks to both men and women about outdoor interests, adventure and travel all over the globe,” Schrier said.

But analysts are skeptical about another upstart targeted to a dual-audience, twenty-something market.

“It’s an invitation for disaster,” said Martin Walker, of Walker Communications. Aside from the national news weeklies, “there are no examples of a

dual-audience mag that has made it,” Walker said.

Moreover, the adventure-mag scene has been slowing since an early ‘90s boom that saw *Outside* and *Men’s Journal* lock up most of the advertising in the category, Walker added.

While Schrier would not say how much it cost to start the new title, industry analysts put startup costs for such an ambitious launch at \$7 million to \$10 million.

The 136-page glossy new kid on the block already boasts 29 pages of advertising from Nike, BMW, TAG Heuer, Microsoft and other top-dollar clients.

To appeal to yuppie adventurers — who are more inclined to trek through the badlands of Jakarta — former *Raygun* magazine design wunderkind David Carson was hired.



UE dives into action-lifestyle niche.