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INSIDE MEDIA

The Mind of Media

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“National Geographic with a rock-n-roll soundtrack”

Blue Dreams

As Generation X becomes Generation 2000, and the “Real World” graduates to “Road Rules,” a brand new magazine has taken notice that the color of young dreams is changing from green to Blue.

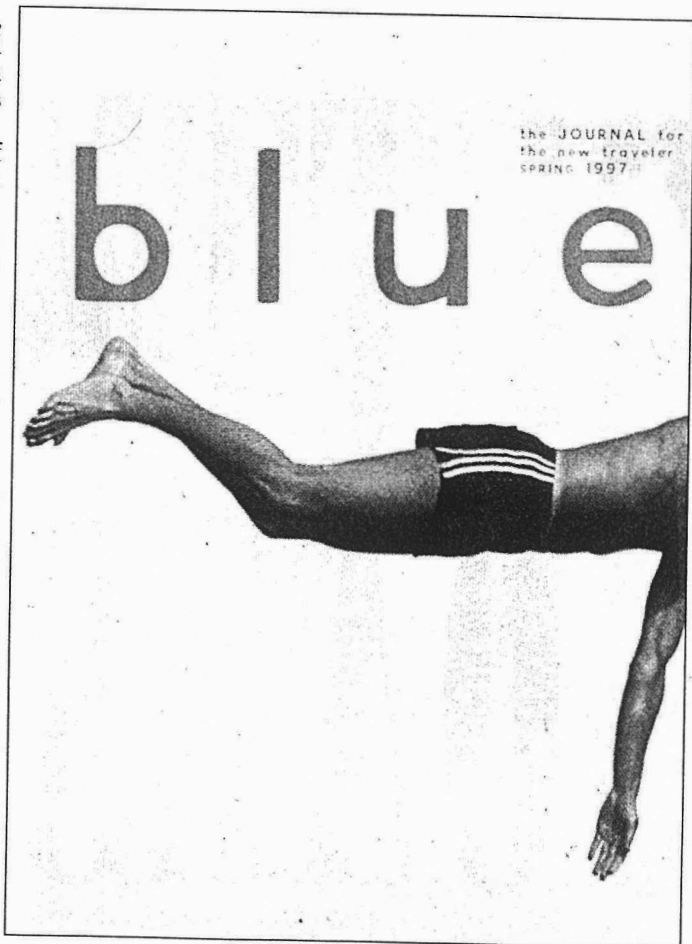
Amy Schrier, founder and publisher of Blue, an adventure magazine set to debut this spring, says: “In the Eighties, people wanted to be chic and represented with wealth. But now in the Nineties they want to be adventurers.” Is it a fad? “It’s about as much a fad as television,” says Schrier.

Schrier, a six-year publishing veteran who has received initial funding from individual investors, describes Blue as an “adventure, lifestyle, travel and culture magazine.” Come spring, the new title will trek to newsstands and also be circulated to subscribers through a direct-mail campaign that is currently being orchestrated. Initial national distribution will exceed 100,000 for the title, which will be published bimonthly following the premiere issue’s three-month shelf life.

Blue will cover recreation, action sports and adventure travel from a global context and chronicle “the great outdoors as being the gym of the Nineties.” To help give it immediate credibility, Blue has enlisted the services of design guru, David Carson, formerly of Raygun. Schrier, who has enjoyed visiting more countries (31) than birthday celebrations (28), says some insiders have been calling the magazine, “National Geographic with a rock and roll soundtrack.”

She believes many different factors have contributed to the rising popularity of the adventure lifestyle. “Technology makes our work life more efficient and gives us more time for leisure pursuits,” she says. “And as a result of technology, affordable air travel and the relatively high degree of global peace, the world is more accessible than ever before...In the Fifties, to go to Paris was to discover it. Now we can “see” Paris on CNN. Travelers today want to interact with the terrain they discover in their travels.”

Schrier expects Blue to find a dual-audience, ages 18-49, “with above-average income and education.” She says that “we’re at the crossroads of the adventure lifestyle and popular culture. It’s really hitting the mainstream. Our readers share a common attitude more than any other criteria. We’ll appeal to a teenage boy interested



Adventure with an attitude.

in skateboarding, as well as a woman doctor crossing Africa to find the black rhino.” As Blue encourages readers to push their boundaries, she says, the magazine will do the same. “We’re going to be to sports and activities, what Wired is to technology.”

The price of a full-page color ad is \$8,120, while black-and-white runs \$6,490. For more information contact the Blue advertising department at (212) 777-0024.

—Eric Charlesworth