

SHORE

The Art of Midwest Living

New magazine to target affluent, philanthropic social scene

Shore, a new thrice-yearly magazine targeting philanthropic Midwestern Boomers, is scheduled to debut in June 2008. The first issue will feature summer charity events throughout the upper Midwest, including Shore's launch cocktail reception and lunch scheduled at noon on Tuesday, July 22 at the Island House on Mackinac Island. There will also be a special feature on the Judd Goldman Adaptive Sailing Foundation in a 100th Anniversary Race to Mac feature.

Candice Kuhnen, owner of ABC Communications Inc., a Glencoe advertising, event marketing and public relations firm, is producing this upscale magazine to give people like herself a resource for planning their social calendars. "What the Chicago area needs is a publication that targets my age group," the 51-year-old says. "There's a major void."

While Chicago Social and Chicago Scene cater to 20- and 30-somethings, Ms. Kuhnen will market her mag to those in the 40- to 50-year-old range. And it won't just be for readers living along Chicago's North Shore, but for persons living along Lake Michigan in Wisconsin, Michigan and Indiana, including cottage owners on Mackinac Island. Definitely the well-heeled.

Ms. Kuhnen is no stranger to publishing. In 1989 she started Premier Edition, a magazine that profiled businesses offering high-end products and services. She folded the publication in 1992 when she had a baby and later started Lifestyle: The Community Sourcebook, a magazine for executives who are relocating. Lifestyle runs articles on upscale communities of Chicago's Northern and Northwestern suburbs.

Since 1986, she's been designing and selling advertising for Yachting in Chicago, the annual publication of the Chicago Yachting Assn., for which she became the first female publisher.

Ms. Kuhnen says Shore will occupy its own niche. It will be heavy on photographs of charitable black-tie galas and related events. "This book will be about visual presentation, not so much about copy," she says, adding that the copy it will contain mostly will promote future charitable events.

Joseph Charneske, treasurer for the SEDOL Foundation (Special Education District of Lake County), says there's nowhere right now for a non-profit like his to get publicity. "You can flip through magazines and find big events for museums, but there are a lot of smaller organizations that go unnoticed," he says.

Even larger organizations, such as the Chicago Symphony Orchestra, would welcome the extra play. "We're all out there trying to promote our events, so having a venue for that would be great," says Jessica Maslov, director of corporate development for the CSO.

Kuhnen hopes to build a circulation of 50,000 and eventually charge \$9.95 for a yearly subscription to the magazine, which will publish a spring, a fall and a holiday issue. As the title becomes better known, she aims to have copies available on newsstands.

She'll distribute half of the debut issues in Chicago, supplying free copies to yacht clubs, country clubs and private clubs that cater to its target demographic. Another 15,000 copies will be mailed to residents of tony residential areas.

And though she's still experimenting with the magazine's design and developing its identity, Ms. Kuhnen knows this for sure: "It will be all about living the good life."

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