

# NEWS VENTURES, NEWS DEALS

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Currently the magazine's content is integrated into Valley Business Outlook Magazine's Web site, [www.vbomagazine.com](http://www.vbomagazine.com). Western Mass Business Woman will roll out its own Web site in November, Emery-Ferrero said.

The magazine is published in tabloid format and ranges between 24 and 32 pages. It is available for free at more than 350 locations throughout Western Massachusetts, and is distributed to 500 local businesses. Subscriptions are available for an annual rate of \$19.

## Edible Coastal Maine launched in summer

Edible Coastal Maine, a food magazine whose first issue was published this summer, is "dedicated to telling the stories" of Maine's lobstermen and shell fishers, small farmers and artisan food makers, according to the magazine's Web site.

It will be published quarterly by Mainely Living LLC, a Rockland, Maine-based company, according to the Web site.

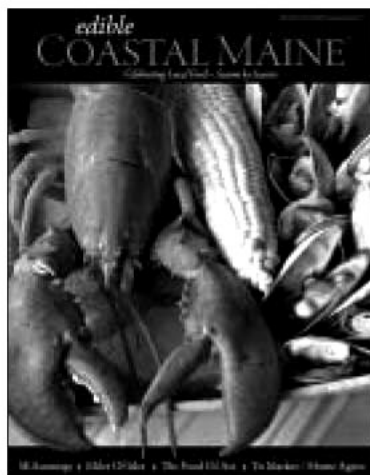
The first issue features celebrity cookbook authors, including Linda Greenlaw, the fishing boat captain whom "The Perfect Storm" made famous, The Lubec (Maine) Light reported.

Merrill Williams is editor and publisher of the new magazine, said Jim Bazin, Edible Coastal Maine's creative director. Bazin



Jim Bazin

said the magazine has a staff of "two-and-a-half" — Williams, Bazin and a part-time staff member who works as a copy editor, office manager and writer — but will need to expand soon. He foresaw a partic-



ular need for staff in advertising, marketing and distribution.

Williams had an extensive career in public relations and marketing in the hospitality industry, according to a biography on the Web site of Edible Communities, an Ojai, Calif.-based publishing and information services company of which Edible Coastal Maine is part. In the biography, she describes her goal for Edible Coastal Maine as being to "help connect the local food dots."

The first print run of the full-color glossy in July was 20,000 copies, Bazin said. He said the next run, for the November "holiday-themed" issue, will be 35,000, but the mid-January edition will be substantially larger, at 135,000 to 150,000 copies, because advertisers "want to do special things" in that issue, Bazin said.

The magazine is available for a cover price of \$6 at bookstores along coastal Maine and at specialty food shops and high-end kitchen supply shops, Bazin said. The target market is people interested in and appreciative of the artisan foods of Maine, especially tourists who regularly vacation along the Maine coast, he said.

Subscription rates are \$29 for one year — four issues — and \$49 for two years, Bazin said. Because the magazine is printed on heavy, glossy paper, the cost of mailing is about \$2 a copy, he said.

## Edible Nutmeg, new Conn. food mag, launched Sept. 10

Edible Nutmeg, a new quarterly magazine covering local food, artisans and sustainable agriculture in Connecticut, was launched Sept. 10 with its fall issue, The Litchfield County Times of New Milford, Conn., reported Sept. 22.

Printed in color and named for Connecticut's signature spice, the magazine is being distributed free at local restaurants, wine shops, grocers, specialty stores, farmers markets, coffee shops and bakeries, the Times reported. The inaugural print run of about 15,000 copies was initially distributed mainly throughout Litchfield County, near the magazine's home base of Washington Depot, Conn., distribution to other areas of the state is expanding, the Times reported.

Mary E. Adams and Robert Lockhart are co-publishers. Lockhart also is editor, according to the magazine's Web site, [www.ediblenutmeg.com](http://www.ediblenutmeg.com). Edible Nutmeg is a member of the Ojai, Calif.-based Edible Communities family of magazines.

The "Contributors" section of Edible Nutmeg's Web site shows most of the articles and photographs to be submitted by Connecticut-based writers and photographers.

Subscriptions are available at \$28 a year.

## Mass. lodging group plans mag to target lucrative gay market

The Massachusetts Lodging Association has targeted next spring to launch a new gay- and lesbian-oriented travel magazine, the Boston Herald reported Sept. 29.



Titled Great Gay Escapes and based in Boston, the magazine will be a 48-page glossy sent by direct mail to 24,000 gay and lesbian homes in New York City, Philadelphia and Washington, D.C., the Herald said.

"It's an experiment," said Art Canter, president and chief executive officer of the association. He said a significant number of the association's members are enthusiastic about the idea.

The gay market is perceived to be a highly lucrative one where people travel more often and have more money to spend, and Massachusetts has three major gay destinations: Boston, Provincetown and Northampton, Canter told the Herald.

The magazine will be published by Jake Publishing of Boston, which produces Boston Spirit, a magazine that provides coverage every other month of the Greater Boston gay and lesbian communities, the Herald said. Boston Spirit obtained the mailing list for direct-mail distribution of Great Gay Escapes from Planet Out Inc.'s magazine The Out Traveler of Los Angeles, Canter said. He said the Massachusetts Lodging Association hopes to publish Great Gay Escapes "at mini-

mum once a year."

Canter said that in the 2007 edition, spring, summer, fall and winter will be each be treated as a separate components of the magazine. There will be no calendar of events, he said.

Great Gay Escapes will be distributed free of charge, Canter said. The association is soliciting advertising to offset the magazine's costs, the Herald reported.

## Conn. firm buys 3 Southern papers

Heartland Publications, based in Old Saybrook, Conn., and owner and operator of 26 paid daily and weekly newspapers in Kentucky, Oklahoma, Tennessee, Ohio, West Virginia, and North Carolina, recently bought the Richmond County Daily Journal of Rockingham, N.C., and two weekly publications from Community Newspapers Inc. of Athens, Ga.

The purchases were reported in Editor & Publisher and are part of what Michael Bush, Heartland's president and a former New England newspaperman, said is a program of strategic acquisitions aimed at growing the company.

The Richmond County Daily Journal has a circulation of 8,011. The two weeklies purchased by Heartland are The Cheraw (S.C.) Chronicle, with a circulation of 6,350, and The Anson Record of Wadesboro, N.C., with a circulation of 4,948.

Heartland Publications is jointly owned by The Wicks Group of Companies, a New York City-based private equity company, and Wachovia Capital Partners, based in Charlotte, N.C.



Art Canter