



**SINGULAR MAGAZINE  
MEDIA COVERAGE SUMMARY**

**Over 300 Million Media Impressions**

**June 26, 2008**



## Regional Singles Magazine Launches

Singular to be direct-mailed in the Los Angeles area.

BY JASON FELL  
06/17/2008

Freelance journalist [Kim Calvert](#), along with financier [David Wright](#), today is launching [Singular Communications](#), publisher of Singular, a magazine for singles.

According to Calvert, who also serves as editorial director, Singular aims to “create and serve a large and fast-growing community for like-minded singles who have active social lives and are comfortable with their single lifestyle.”

The bi-monthly glossy title will be direct-mailed to 63,000 single people aged 30 or older in the Los Angeles area. With a cover price of \$4.95, the magazine also will be available through subscription and on newsstands.



“We are the first media company to speak to single customers in a way that relates to and affirms their lifestyle choice,” said Wright. Today, over half of the [California](#) adults are currently single—we represent a powerful force and we’re excited to build a community through this magazine and our online destination.”

In addition to the print magazine, Singular Communications will produce [Singularcity.com](#) and SingularCity-branded events.

# DMNews

## Singles get their own title

Lauren Bell - June 19, 2008

Singular Communications, a new publishing venture based in Los Angeles, will launch *Singular* magazine, SingularCity.com and an events series this fall.

The glossy magazine will focus on the lifestyles of educated, high-income, single adults 30 years or older in the Los Angeles area — *Singular's* key demographic. At the end of August, Singular's first issue will be mailed directly to 63,000 qualified adults in and around Santa Monica, CA. Another 5,000 issues will be available on select newsstands, via subscription and at SingularCity events.

"As far as I know, this is the first, beautifully produced, high production value print magazine with a [complementary] social networking Web site and events to ever hit the market of single adults," said Kim Calvert, co-founder and editorial director of Singular City, in an e-mail interview. "We have a great sense of mission too — to tell the world what it really means to be single in 2008 as opposed to the lingering negative image of what that meant in the 1950s."

InfoUSA is providing the list of qualified mail recipients, which will be updated with each bimonthly issue. Singular is also finding qualified readers through its Web site, and those who meet certain criteria will be offered a free issue once they complete an online survey. SingularCity.com will feature a calendar of events, bulletin boards and blogs.

An initial brochure Web site has been launched to explain SingularCity and build buzz for the full release. Calvert said that in a year she would like to see 50 strong advertiser commitments and 15,000 paid subscribers. She also hopes to get 100,000 members on SingularCity.com and to eventually syndicate the magazine in major cities throughout the US.



THURSDAY JUN 19, 2008

## New Magazine for Singles -- the Launch of *Singular*

We were sent this email:

*Singular* Magazine has a fresh editorial voice that validates what the magazine has dubbed the *Singular* lifestyle and recognizes being single as a satisfying, enjoyable life choice.

The glossy lifestyle magazine will be alive, inspirational and thought-provoking. Editorial offerings will include personality profiles of fascinating "singulars", columns from top writers, along with features that cover food, fun, beauty and travel: all geared towards single people who enjoy living life to the fullest.

We think they should have a softball tournament with some bridal magazines. It would be awesome.

We asked **Kim Calvert**, the President & Editorial Director of the magazine a couple of questions:

FBLA: Are there any writer guidelines that we can let our readers know about?

KC: When we hire writers, we look for people who have fresh ideas, understand our audience and our mission and who know how to deliver on time and on target. Each new writer is provided with an editorial profile. We work with all kinds of writers, from talented newcomers (for our front of the book section and calendar) to superstars with impressive magazine, newspaper and book authoring credits for our features.

FBLA: Can you name some of the 'top writers' that have columns?

KC: At the moment we are working with **Edward Lewine** (a regular contributor to *The New York Times* and also a feature writer for *Details*, *Smart Money*, *Salon*, *Premier*, *Glamour* and *Stuff*), **Leslie Talbot** (author of *A Singular Existence* and writer for *Boston Globe*, the *San Francisco Chronicle* and *Forbes*), **Bella DePaulo** (author of *Singled Out: How Singles Are Stereotyped, Stigmatized and Ignored and Still Live Happily Ever After*) **Caroline Ryder** (*LA Times*, *Variety*, *Whole Life Times* and *Paper magazine*), **Kris Frieswick** (*Boston Globe*, *MSN.com*, *Redbook*), **JoBeth McDaniel** (*Life*, *Islands*, *Self*, *Diversions*, *Travel & Leisure*), and many other wonderful, talented, funny and very wise writers.

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MediaPost's  
**MediaDailyNews**

## Mag Bag: The June Purge

by Erik Sass, Friday, Jun 20, 2008 7:30 AM ET

### The June Purge

Magazine publishers seem to feel that June is a good time for people to resign or get the axe. This week saw another round of executive exits, not all voluntary or amicable. The shakeups may point to some deeper problems in the industry; they certainly hint at boardroom dramas at individual companies.

### Alpha Media Names Stephen Duggan CFO, COO

Stephen Duggan has been named the chief financial and operation officer for Alpha Media Group, the publisher of *Maxim*, CEO Kent Brownridge announced this week. Duggan comes to Alpha from Publishing Group of America, which publishes newspaper-distributed magazines *American Profile* and *Relish*. In his new role at Alpha, Duggan will oversee corporate finance, legal affairs, production, international licensing, human resources, administration, and IT.

### Rodale Names Tami Mohny VP, Operations

Rodale has named Tami Mohny its vice president for operations, the company announced earlier this week--an appointment effective June 23. Previously, Mohny worked for Bookspan/Yes Solutions/Bertelsmann Direct North America, most recently as vice president of customer relations.

### Atlantic Names New Circulation and Marketing Directors

*The Atlantic* has named David Bergeman its new circulation director, and Zazie Lucke its new marketing director. Prior to joining the Atlantic, Bergeman was circulation marketing director for *Western Interiors* and *Design*; Lucke was previously integrated marketing director for Wenner Media, where she oversaw all marketing programs, partnerships, and event marketing. She also served as marketing director for *The Week*.

### Penton Names Jean Clifton Executive VP and CFO

Penton Media has named Jean B. Clifton its executive vice president and CFO. Until March, Clifton held the title of senior vice president and CFO for the Reader's Digest Association. Since then, she has been a consultant with Platinum Strategic Partners, a media advisory service and investment company.

### Singular Launches This Fall

Singular Communications is launching a new magazine, *Singular*, and a Web site, SingularCity.com, dedicated to the proposition that being single is an exciting, viable lifestyle. The LA-based publication and Web site will target adults over the age of 30 with household incomes in excess of \$100,000.



**BREAKING NEWS & VIEWS**

## **Singles Recognized by New Title**

Friday, June 20, 2008

Naomi Reiter



The media—via film and music—has long treated singles as second-class citizen afflicted with a condition that must be cured by well-meaning matchmakers. L.A.-based Singular Communications has launched Singular magazine along with [SingularCity.com](http://SingularCity.com) to celebrate the unattached lifestyle. Co-founder and editorial director **Kim Calvert** and publisher **David Wright** will debut the title in the fall touting the single life as “a satisfying, enjoyable life choice.”

All content will be geared toward affluent, educated single people aged 30 and above and will include profiles of single L.A. personalities, columns and lifestyle pieces for readers who are free to have fun. Calvert conceptualized *Singular* because she grew weary of being made to feel uncomfortable by her choice to remain single. “This is about individual choice and what feels right and natural to us,” she says.

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# BULLDOG REPORTER LIFESTYLE MEDIA



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NEWS!

Pitching News & Intelligence for PR Pros

## ● GENERAL LIFESTYLE

### Tap Into Culture, Products Targeting Singles to Land In New Mag *Singular*

Take advantage of the launch of **Singular** magazine to get ink for products, personalities, travel destinations and other lifestyle info relevant to single people in their 30s. Just be sure to play down snag-your-man angles and anything that encourages marriage in favor of content that celebrates the concept and lifestyle of singlehood, says president and editorial director **Kim Calvert**. "We're a lifestyle magazine, so we'll cover personality profiles, new products, travel, fun things to do, fashion, fitness, health, looking good, entertainment and more," she says.

"But I need to know why your product or service appeals to my audience. We're not part of the huge singles industry that makes money by trying to make single people feel like they need to be fixed." On the other hand: "I recently read a story about how single people are a big market for upscale luxury condos that are near a lot of nightlife and shopping, which was perfect for our audience."

**Focus:** Published by Singular Communications, **Singular** aims to be a lifestyle guide for single adults, ages 30 plus. Target readers have minimum household incomes over \$100,000. The premiere issue of **Singular** will be direct-mailed to the homes of 63,000 affluent single adults living in Los Angeles. It will also be available through subscription, direct mail promotion and retail outlets such as upscale newsstands and bookstores.

In addition to a magazine, the brand will also include an online version, which will launch with

## Inside Information

1	New "Early Show" Producer Shalev
2	New AP Entertainment Editor Washington
3	Bon Appétit Editorial Assistant Chang
4-5	Pitching Briefs
6	New Travel + Leisure Senior Editor Larson
6	New Esquire Market Editor Screws
7	New Singular Mag Packed with Lifestyle Opps

## Bulldog's Key Contacts

3	Associated Press Entertainment Staffers
7	Esquire

the September issue. "The website will focus on exclusive content that will compliment, but not duplicate, print coverage," Calvert says. "It will also include a social networking site." Original online content will be updated daily, she says. "A big part of our online coverage will be events. We have a calendar, and we're looking for fun adventures and items on going out in LA." Keep in mind that event coverage is specific to LA.

**Reader profile:** "We're speaking to a growing majority of adults," Calvert says. "50.3 percent of households in the nation are headed by unmarried adults, and in Los Angeles, the number jumps to 55 percent. These are people who are single and satisfied with life. They're not compelled to get married and they don't consider marriage to be a measure of success. Today, it's fabulous to be single. Single people are early adopters. They're sporty, they love to shop and they're independent decision makers."

**Getting ink:** Calvert offers these tips for coverage:

- **Send product news and factoids for Cocktail Chat ink**—"The front-of-book *Cocktail Chat* section is a great opportunity for PR pitches," she says. "It will feature news, trends, things to do, interesting factoids, fashion and other topics. It's also a great place for cool tech gadgets that make single people's lives easier."

- **Offer single celebs and real people for profiles**—"In terms of personality profiles, I'm looking for

what I call ‘Singulars,’” she says. “These are people who have arrived at the point where they are happy with the single lifestyle. They can be anyone from a celebrity to someone in your neighborhood who is admirable.”

- **Look at the editorial calendar for seasonal coverage**—“We have an editorial calendar that you can follow,” she says. After the premiere issue in September, “November/December will be a holiday issue,” she says. “January/February will focus on nightlife and friendship. March/April is the spring style and fashion issue, May/June is travel and destinations and July/August is home décor.”

- **Target co-ed health-related pitches to the appropriate section**—“In every issue we have a section called *Looking Good* that covers anything related to looking good, beauty or grooming, and it has a co-ed voice,” she says. “In the first issue, for example, we spotlight the latest trends in cosmetic dentistry. We also have a *Mind, Body, Spirit* section that covers mental and physical health. It’s all about doing things on the inside to make you look good outside.”

**Pitch:** “The best place to send pitches is to [info@singularcity.com](mailto:info@singularcity.com),” Calvert says. Lead time is four to six months for features, but newsy *Cocktail Chat* items can get in as early as six weeks in advance. The mailing address is 3435 Ocean Park Blvd., Ste. 107, Santa Monica, CA 90405.

## ADDITIONAL ONLINE COVERAGE

- **Reuters** - <http://www.reuters.com/article/pressRelease/idUS124246+18-Jun-2008+PRN20080618>
- **Forbes.com** - [http://www.forbes.com/prnewswire/feeds/prnewswire/2008/06/18/prnewswire200806180855PR\\_NEWS\\_USPR\\_LAW047.html](http://www.forbes.com/prnewswire/feeds/prnewswire/2008/06/18/prnewswire200806180855PR_NEWS_USPR_LAW047.html)
- **Yahoo!** - <http://biz.yahoo.com/prnews/080618/law047.html?.v=101>
- **Yahoo! Canada** - <http://ca.biz.yahoo.com/prnews/080618/law047.html?.v=101>
- **Min Online** - [http://www.minonline.com/pressreleases/200806180855PR\\_NEWS\\_USPR\\_LAW047.html](http://www.minonline.com/pressreleases/200806180855PR_NEWS_USPR_LAW047.html)
- **MarketWatch.com** - [http://www.marketwatch.com/news/story/singular-magazine-debuts-celebrate-single/story.aspx?guid=%7B902EEC5E%2D5E9D%2D4D83%2DAF44%2DFB0F5A2748FF%7D&dist=msr\\_3](http://www.marketwatch.com/news/story/singular-magazine-debuts-celebrate-single/story.aspx?guid=%7B902EEC5E%2D5E9D%2D4D83%2DAF44%2DFB0F5A2748FF%7D&dist=msr_3)
- **PR News Online** - <http://www.prnewsonline.com/prnewswire/2753.html>
- **Publicity Insider** - [http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=PINSIDER\\_PDT.story&STORY=/www/story/06-18-2008/0004834640&EDATE=WED+Jun+18+2008,+08:55+AM](http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=PINSIDER_PDT.story&STORY=/www/story/06-18-2008/0004834640&EDATE=WED+Jun+18+2008,+08:55+AM)
- **Globe Investor** - [http://www.globeinvestor.com/servlet/story/PRNEWS.20080618.LAW047/GIS\\_tory](http://www.globeinvestor.com/servlet/story/PRNEWS.20080618.LAW047/GIS_tory)
- **AEA** - <http://www.aeanet.org/prnw/200806180855LAW047>
- **LATimes.com** - <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=LATREA.story&STORY=/www/story/06-18-2008/0004834640&EDATE=WED+Jun+18+2008,+08:55+AM>
- **All Points** - [http://www.allpointsresearch.com/view.asp?cat=Advertising&file=200806180855PR\\_NEWS\\_USPR\\_LAW047.xml](http://www.allpointsresearch.com/view.asp?cat=Advertising&file=200806180855PR_NEWS_USPR_LAW047.xml)
- **Birmingham Business Journal** - [http://www.bizjournals.com/birmingham/prnewswire/press\\_releases/national/California/2008/06/18/LAW047](http://www.bizjournals.com/birmingham/prnewswire/press_releases/national/California/2008/06/18/LAW047)
- **Bolsamania** - [http://www.bolsamania.com/internacional/noticia.php?origen=feed\\_prnews.noticias&id=LAW04718062008-1&isin=](http://www.bolsamania.com/internacional/noticia.php?origen=feed_prnews.noticias&id=LAW04718062008-1&isin=)
- **Sacramento Business Journal** - [http://www.bizjournals.com/milwaukee/prnewswire/press\\_releases/national/California/2008/06/18/LAW047](http://www.bizjournals.com/milwaukee/prnewswire/press_releases/national/California/2008/06/18/LAW047)
- **Charlotte Business Journal** - [http://www.bizjournals.com/charlotte/prnewswire/press\\_releases/national/California/2008/06/18/LAW047](http://www.bizjournals.com/charlotte/prnewswire/press_releases/national/California/2008/06/18/LAW047)
- **Dallas Morning News** - <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=DANEWS2.story&STORY=/www/story/06-18-2008/0004834640&EDATE=WED+Jun+18+2008,+08:55+AM>
- **News Blaze** - <http://newsblaze.com/story/2008061806030200028.pnw/topstory.html>
- **Sys-Con.com** - <http://www.sys-con.com/read/593752.htm>
- **World News** - [http://article.wn.com/view/2008/06/18/Singular\\_Magazine\\_Debuts\\_to\\_Celebrate\\_the\\_Single\\_Lifestyle/?section=TopStories&template=cheetah-meta%2Frelated-stories.txt](http://article.wn.com/view/2008/06/18/Singular_Magazine_Debuts_to_Celebrate_the_Single_Lifestyle/?section=TopStories&template=cheetah-meta%2Frelated-stories.txt)

- **Examiner Los Angeles** - [http://www.examiner.com/p-183917~Singular\\_Magazine\\_Debut\\_to\\_Celebrate\\_the\\_Single\\_Lifestyle.html](http://www.examiner.com/p-183917~Singular_Magazine_Debut_to_Celebrate_the_Single_Lifestyle.html)
- **Digital50** - <http://digital50.com/news/items/PR/2008/06/18/LAW047/singular-magazine-debuts-to-celebrate-the-single-lifestyle.html>
- **Financials.com** - <http://www.financials.com/info/story.cfm?storynum=3311255>
- **Interest Alert** - <http://interestalert.com/story/06180000aaa03d10.prn/siteia/ADVERTIS/advertising.html>
- **Kairos Capital Partners** - [http://www.kairoscapitalpartners.com/industry-news\\_newswire.php5?id=13725](http://www.kairoscapitalpartners.com/industry-news_newswire.php5?id=13725)
- **Media Industry Today** - <http://media.einnews.com/article.php?nid=5544>
- **SOA World Magazine** - <http://webservices.sys-con.com/read/593752.htm>
- **Silverlight Developer's Journal** - <http://webhosting.sys-con.com/read/593752.htm>
- **SoapDom.com** - <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=SOAPDOMMAG.story&STORY=/www/story/06-18-2008/0004834640&EDATE=WED+Jun+18+2008,+08:55+AM>
- **St. Louis Business Journal** - [http://www.bizjournals.com/stlouis/prnewswire/press\\_releases/national/California/2008/06/18/LAW047](http://www.bizjournals.com/stlouis/prnewswire/press_releases/national/California/2008/06/18/LAW047)
- **TecTrends** - <http://www.tectrends.com/tectrends/news/urn:newsml:prnewswire.com:20080618:LAW047:1.html>
- **WFAA Dallas Ch 6** - <http://www.tectrends.com/tectrends/news/urn:newsml:prnewswire.com:20080618:LAW047:1.html>
- **Wichita Business Journal** - [http://www.bizjournals.com/wichita/prnewswire/press\\_releases/national/California/2008/06/18/LAW047](http://www.bizjournals.com/wichita/prnewswire/press_releases/national/California/2008/06/18/LAW047)
- **Earthtimes.org** - <http://www.earthtimes.org/articles/show/singular-magazine-debuts-to-celebrate-the-single-lifestyle.437903.shtml>