

Industry Magazine Announces Launch of Boston Edition in February, 2005

BOSTON, MA /Send2Press Newswire/ – Industry Magazine (www.industrymagazine.com), a national franchise publication based in Orlando, Florida, today announced the February, 2005 launch of their Boston edition, which will combine Industry Magazine's national entertainment, fashion, lifestyle and culture coverage with local editorial content.

The Boston edition of Industry Magazine(R), which will debut with actress/model Molly Simms on the cover, will be published bimonthly; following the pattern established by the 20 other markets where Industry has franchises. The Boston edition of Industry Magazine is a controlled-circulation magazine, and will be offered for free to the most affluent residents of metro Boston through local upscale businesses, residences, and by direct mail to subscribers.

Industry Magazine's Boston edition will have an initial circulation of approximately 20,000 copies throughout the metro Boston area. Based on Industry Magazine's extremely high pass-along rate and extended shelf life in other markets, the Boston edition is expected to reach 100,000 readers per issue.

Features in the February issue will include interviews with celebrities and fashion spreads, as well as commentary on local restaurants and dining, portraits of emerging area artists, and how to articles covering national health and fitness trends.

Industry Magazine serves a target market of young to seasoned professionals, 25-45 years old, with an average income of around \$178,000 – a higher income demographic than any other free publication in Boston. Industry Magazine's readers are 59% female and 41% male, and 85% have attended college

For more information please visit www.industrymagazine.com

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