

Everywhere

● TRAVEL IS ALL AROUND YOU

FACT SHEET

The Mission

Everywhere magazine celebrates the notion that travel is all around you. It is the travel magazine for all of the people looking for the real and authentic experiences of the world. Everywhere magazine gives a voice to travelers worldwide to tell their stories and share their favorite places.

The Experience

Everyone travels in some form or another, be it to Paris or simply to the beach in your own hometown, or perhaps it is a day trip to an obscure waterfall.

We believe that travel is all around you, it doesn't have to be something that you store up for one big trip once a year but rather something you can enjoy much more regularly by embracing the infinite amount of places around you.

To get these authentic experiences, we turn to our readers. The heart of Everywhere Magazine is everywheremag.com, the community hub where people can upload travel photos, talk about their favorite places, tell their stories, create trips, give insider tips and talk about their favorite products. With each issue of the magazine, we pull the most interesting and relevant photos stories and trips together into a beautiful artifact that explores the community's interests and expertise.

The traveler goes through a number of phases as a part of their travel experience:

- Inspiration - getting the initiative to do something
- Planning - researching and choosing the places to go,
- Way-finding - keeping track of the places to go once you are there and finally
- Sharing - collecting and telling your stories when you are back.

Everywhere is built around these phases with the magazine serving as the inspiration and starting point for the whole process. The printed magazine is built around serendipitous discovery with giant, beautiful images, and personal accounts. The website will be the core for planning, allowing for the depth of information, the community building and the data. The ability to create custom guidebooks just for your trip will help people with way-finding when they are on their trips. Finally, travelers can come back to the website to share their own experiences, with those accounts and insights serving as inspiration for everyone else and starting the cycle all over again.

The Demographic

Everywhere is a much more accessible alternative to travel titles like Travel + Leisure and Conde Nast Traveler. Our target audience is younger, tech-savvy, well educated, and adventurous travelers looking for the personal stories and insiders views on places around the world.

Schedule

Everywhere is launching in September '07 and the magazine will be bi-monthly on newsstands at the end of October.

Key Team Members

- Paul Cloutier - Formerly the Managing Director with Deepend, an award-winning UK-based web consultancy; Founder of Theorem, a multi-disciplinary design firm specializing in interactive product development; Lead Designer and Architect for Current TV. Cloutier founded 8020 Publishing, publishers of JPG Magazine, and has also brought Surface and Thrasher magazines online.
- Lee Friedman - Principal of Lee Friedman Studio, an award-winning design firm, specializing in book and publication design. Formerly Interim Creative Director at Dwell, Design Director at Gastronomica and, in a former life, a professional photographer in New York for over twelve years.

8020 Publishing

8020 Publishing is a revolutionary new hybrid media company, bringing the best of the web and the printed magazine together. We harness the diversity and depth of online communities to create printed magazines that are uniquely relevant and insightful with an incredibly engaged audience. Started in June of 2006, and publishers of the award winning JPG Magazine, 8020 Publishing is backed by Halsey Minor, founder of CNET.

Advertising Inquiries

For advertising inquiries please contact:

Dennis O'Brien
415.344.6130
dennis@8020publishing.com

Press Inquiries

For press inquires please contact:

Andrea Roesch
650.644.1700
aroesch@tieronepr.com