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Going Against the Tide of Industry Failures, Florida Magazine Sails Toward Its Third Anniversary

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SOURCE VIE - People + Places

GRAYTON BEACH, Fla., Oct. 26 /PRNewswire/ -- Launched in 2008 with a spring/summer issue, VIE - People + Places® magazine (www.viezine.com) has beaten the odds, rapidly earning a passionate fan base as Northwest Florida's hottest periodical.

(Photo: http://www.newscom.com/cgi-bin/prnh/20101026/FL88837) (Photo: http://photos.prnewswire.com/prnh/20101026/FL88837)

Offering fresh, interesting perspectives on life in the region spanning Pensacola to Apalachicola (COLA 2 COLA®), VIE, based in Grayton Beach, Florida, is the brainchild of publisher Lisa Burwell.

"Despite volumes of press given to Florida's panhandle and its beaches, no one was dedicating in-depth stories to the variety of people and news that make this region so extraordinary," said Lisa.

Though the concept seemed solid, few, especially a newcomer to the industry, would have had the guts to launch a start-up magazine when print media are taking such a beating and online-based publications are viciously vying for advertising dollars.

Thus, aligning the periodical's potential to Cornerstone's reputation, the Burwells gave advertisers good reasons to anticipate a high-quality production, both in print and online.

The people-Northwest Florida's artists, entrepreneurs, entertainers, educators, leaders, philanthropists, and professionals-and their perspectives became the focus.

"Whether the subject is art or business, natural resources or fashion, local history or global initiatives, the end result is a personal perspective," Lisa added.

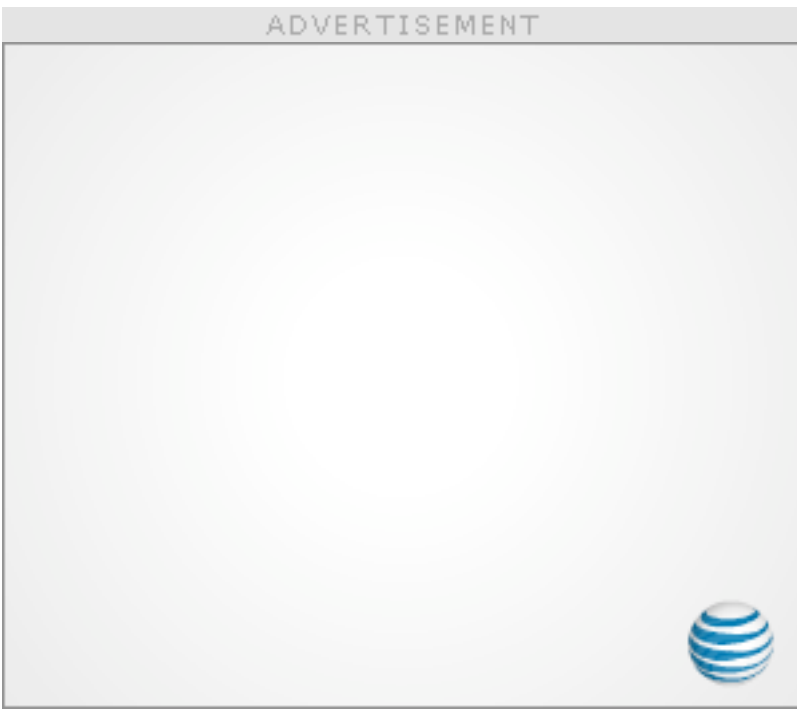
Included in those observations are reports from Fashion Week in New York, an excursion to Ireland, and a chamber of commerce trip to China.

The effort to capture and keep readers' interests also entails maintaining a lively online presence. Free to the public, past VIE issues are catalogued in their entirety, and users can actually "flip" through the virtual pages by clicking on the corners.

An important aspect of the Burwells' inspiration stems from their desire to give back to the community that has been so good to them. Partnering with Legendary, Inc. and Emerald Grand, along with seven other businesses, VIE ran a Legendary Wedding Getaway contest for the ultimate prize of a fairy-tale wedding plus a weeklong honeymoon.

To experience VIE firsthand, residents and visitors can find complimentary copies at retail and professional locations from COLA 2 COLA. Copies are also available at select bookstores, newsstands, and other periodical distribution points for \$5.95 per issue throughout the country.

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