



Are People Going Back To School With Grants? See If You Qualify.
 MAR 2011 You may qualify for a financial aid package which can help you return to school. Grants and scholarships can also help you pay for your degree.

Select Your Age:
 Under 25
 25
 26

classesUSA™ See Degrees Now

MEMBER CENTER: Create Account | Log In

SITE SEARCH



Health Source | Perfect Home | Legal Source | Contests | easttexas.biz

HOME | NEWS | WEATHER | SPORTS | VIDEO | CBS19 CARES | HEALTH | INSIDE CBS19 | LIFESTYLE



Email Share Facebook Print Text Size

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

Recommend Be the first of your friends to recommend this.

Information contained on this page is provided by companies via press release distributed through PR Newswire, an independent third-party content provider. PR Newswire, WorldNow and this Station make no warranties or representations in connection therewith.

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. While long-established print publications across the country are closing their doors, the quarterly magazine, which caters to an educated and eclectic audience, celebrated the start of its third year with strong growth in circulation and revenue.

(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. As president and founder of Cornerstone Marketing & Advertising, Inc. (www.TheIdeaBoutique.com), Lisa capitalized on what she recognized as a promising niche in the magazine marketplace. "The magazine has a local perspective with a global attitude," said 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. Nevertheless, with a distinct vision for this promising segment, Lisa, a seasoned and admired marketing professional, confidently decided to put the multimedia resources of her award-winning creative agency to the task of bringing *VIE* (which is French for "life") to life. In addition to the strong creative team already in place, she had numerous personal and professional connections to people with remarkable stories worth telling. She also convinced her husband, Gerald, an architect by profession and writer by preference, to come aboard as the magazine's editor-in-chief.

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. Accordingly, as soon as the first issue hit the streets, the beautiful cover alone had consumers grabbing copies from the photographers and designers, who doubled as delivery people, before bundles of magazines could be delivered to stores. In addition to the photography, the fascinating topics, well-written in a lively yet literary manner, had the masses raving and reading from cover to cover.

The people-Northwest Florida's artists, entrepreneurs, entertainers, educators, leaders, philanthropists, and professionals-and their perspectives became the focus. "Most of our subjects see themselves as people who believe their unique gifts or stories have taken root because of this region they call home," said Gerald. He adds that *VIE* profiles are framed to offer distinctive views as well as to share something not previously known about the individuals or topics. "Even readers who are familiar with the subject matter are telling us how much they have learned," said Gerald. "They are enlightened by our articles."

"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. "Their observations make each volume of *VIE* rather like a time capsule of our region."

Included in those observations are reports from Fashion Week in New York, an excursion to Ireland, and a chamber of commerce trip to China. "While we couldn't choose a more idyllic home base," Lisa explained, "we love to explore, and our readers seem to enjoy coming along with us."

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. Another popular online feature, *VIE*tV, presents an array of sophisticated webisodes that offer all kinds of inside looks into the making of the magazine. Such behind-the-scenes viewing includes snippets of photo shoots, day-in-the-life segments, and spotlight interviews. "What makes that footage so fascinating is that it's spontaneous rather than rehearsed," said Lisa. In addition a mobile-friendly on-line magazine is now available.

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. With one year to plan their event, valued at over \$50,000, the lucky couple was announced on Valentine's Day, 2010. In August, *VIE* named the big winner of a raffle it sponsored for a 2010 Jeep Wrangler. Profits were shared equally by Boys and Girls Clubs of the Emerald Coast, Caring and Sharing of South Walton County, The Taylor Haugen Foundation, and The Seaside Repertory Theatre.

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. For home or office delivery, annual (\$19.95) and two-year (\$34.95) subscriptions can be ordered online. To receive more information about availability, advertising, or other details, please contact the publisher by visiting www.VIEZINE.com.

©2010 PR Newswire. All Rights Reserved.

AT&T/T-Mobile merger: 7 biggest changes for customers

Twitter celebrates fifth birthday with one billion tweets per week

Internet Explorer 9 review: Now with more Chrome

Ultimate iPad 2 buyer's guide: How to buy on launch day

NASA scientist finds evidence of alien life

Oxford English Dictionary welcomes LOL, OMG, and FYI

Japan disaster could delay iPhone 5, disrupt PC supply chain

Happy Pi Day, math lovers!

Women post more photos on Facebook to boost self-esteem

ADVERTISEMENT

The secret to getting highly discounted cruise tickets

How to build muscle fast

The trick for your brain to learn a new language fast

Advertising provided by: **ARA**lifestyle.com



Should congress repeal Obama's policies? Vote here now



Florida: We investigated car insurance and what we found may shock you...



Florida- Your auto insurer hates this. Obey this one trick to get extremely cheap rates.



If you owe less than \$729k, the government may cut your mortgage payments by up to \$12,000/year.



Breaking news in Florida: Your auto insurer hate this trick. Car insurance for only \$9!



See what your Auto Insurance company has been trying to hide. 1 Trick that can save you 65% or more!

Home

Local News
 News
 CBS19 This Morning
 Web Exclusives
 Weather
 Sports

Local News

News
 CBS19 This Morning
 Web Exclusives
 Education

Weather

Current Conditions
 Local Weather
 7 Day Forecast
 Interactive Weather Map
 Hurricane Tracker

Sports

Local Sports
 Baseball
 NBA / WNBA
 Auto Racing
 NFL
 Golf
 Tennis
 Horse Racing

Video

Most Popular
 Latest Videos
 Video Gallery
 Submit A Video

Inside CBS19

News Team
 Contact Us
 Advertise With Us
 Careers

