

# Essence Magazine To Appeal To Black Woman

NEW YORK, N.Y.—Essence a monthly magazine for Black women who think and feel young arrived on newsstands in 300 major cities and international markets at the end of April.

Like others in the present generation of publications, Essence will be a monthly magazine appealing to a specific segment of the population.

Its audience is the Black woman between the ages of 18 and 34 years of age. Total audience reach will include those women over 34 who are pacesetters in their communities and are inquisitive and acquisitive consumers of services and products.

Described in its prospectus as "conceived, edited, and written for the Black woman," Essence creates an opportunity for Black women to communicate with their own world through its pages.

ESSENCE is printed on first quality stock at the Buffalo, New York printing firm of J. W. Clement. Distribution is handled by Triangle Publications of Radnor, Pennsylvania; Neodate of Boulder, Colorado is the subscription/fulfillment house. Young & Rubicam Advertising Agency is agency of record.

Newsstand price is 60¢; by charter subscription \$6.00 for one year and \$10.00 for two years. The magazine's size is 8 1/2 by 11 1/8th."

## GORDON PARKS DIRECTS

A staff of talented editors and editorial assistants work closely with Gordon Parks, the multi-talented musician, playwright, author and photojournalist. In addition to Mr. Parks,

Executive Editor. She was formerly Associate Editor of Seventeen and Managing Editor of Mademoiselle, and Mrs Ruth N. Ross is editor-in-chief.

Other staff members include: Mrs. Annette Samuels, Fashion editor; Yvonne Guido, accessories editor; Mrs. Louise Prothro, food editor; Ulrich Boege, art director; Cynthia Washington, beauty editor; Lawrence Charity, design editor; Cathy W. Alridge, promotion director; and Anita King, copy editor.

According to Jonathan Blount, the firm's 24 year old president, "Essence" is conceived, edited and written for the nation's Black women."

His three partners are Ed Lewis, executive vice president and treasurer; Cecil Hollingworth, vice president and circulation manager; and Clarence O. Smith, vice president, secretary, and advertising director.