



## PRESS RELEASE

### Silk Purse Women Magazine Expanding

Wayne, NJ, March 6, 2008 -- *Silk Purse Women* magazine, New Jersey's only publication dedicated to powerful, over 40 and amazing women, recently revamped and expanded its editorial content to meet the needs of its growing audience. The winter 2008 issue set the stage with an increase in the number of pages by over 30 percent.

Editor in Chief Christine Spear says, "*Silk Purse Women* just entered its fifth year of publication. I believe our substantial growth is because we listen to our readers. The magazine's pages are filled with information on such topics as professional challenges and successes, philanthropic opportunities, valuable care giving information, living longer healthier, and more. We take pride in providing female-friendly resources in a wide variety of areas, including financial and insurance planning, business development, mortgages, to name a few."

"Of course, being women, we could not pass up the opportunity to give the magazine a cosmetic facelift, as well," adds *Silk Purse Women* magazine publisher Lorraine LaShell. "We are thrilled to have Suzanne Somers on the current cover, because she is a shrewd businesswoman and is a wonderful mentor for our readers. Plus, she looks fabulous, a great introduction for our new crisp, contemporary design throughout the magazine."

Spear adds, "There is now a great deal of synergy between the magazine and website. The magazine articles address cutting edge issues, and the website allows us to expand on this with even more resources and information. Select articles from both current and past issues can be found on [www.silkpursewomen.com](http://www.silkpursewomen.com)."

More than 65,000 women read *Silk Purse Women* magazine, which is published quarterly. They can choose to have the magazine delivered to their door, or pick up a copy at selected distribution points throughout northern and central New Jersey.

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