

FOR IMMEDIATE RELEASE

# N'EAST MAG Issue 5



HELD AT THE GAS LIGHT IN PORTSMOUTH NH, THE N'EAST CREW TEAMED UP WITH RED BULL FOR A NIGHT OF GOOD TIMES AND A PHOTOGRAPHY WORKSHOP TO INFORM LOCAL SHOOTERS ABOUT THE RED BULL ILLUME IMAGE QUEST 2006; A GLOBAL ACTION SPORTS PHOTOGRAPHY CONTEST.

NICK LAVECCHIA WALKED AWAY WITH TOP VOTED IMAGES FROM HIS PEERS AND WILL BE HEADED TO THE ILLUME OPENING CEREMONY DATE & LOCATION TBD.

N'EAST AND RED BULL WOULD LIKE TO THANK JACK FLEMMING, FRANCOIS PORTMANN, THE PORTSMOUTH GAS LIGHT AND ALL THAT ATTENDED FOR A GREAT NIGHT - GREAT PHOTOS - AND A SUPER RELEASE PARTY FOR N'EAST ISSUE 5.



## UPCOMING

N'EAST MAGAZINE IS ALSO LOOKING TO HAVE THEIR PRESENCE FELT IN EVENTS THIS SUMMER. N'EAST WILL CONTINUE TO USE AN AGGRESSIVE SAMPLING AND EVENTS PROGRAM TO ATTRACT NEW READERSHIP AND TO KEEP THE GROMS HAPPY. N'EAST WILL ALSO BE A MEDIA PARTNER AT THE POOL TRADESHOW IN NYC (POOLTRADESHOW.COM) AND IS LOOKING FORWARD TO AGAIN BEING A PART OF THE PROVEN FILM FEST THIS FALL (PROVENNE.COM).

"WE ARE PLANNING TO BRING OUR READERS SOME NEW, UNDERGROUND LIFESTYLE CLOTHING IN THE NEXT FEW ISSUES. THE POOL TRADESHOW IS THE PLACE TO FIND BOTH THE UPCOMING DESIGNS AND FRESH CLASSICS," SAYS TYLER BRIGGS, COMMUNICATIONS.

PUBLISHER, JIM MCGINLEY CONTINUES, "JUST AS THE US OPEN OF SNOWBOARDING THIS PAST MARCH - WE SEE TREMENDOUS VALUE IN BEING ON LOCATION AT KEY EVENTS ACROSS THE NORTHEAST. IT IS HERE OUR LOYAL READERS GET TO MEET US AND SEE THAT WE DON'T JUST MAKE A MAGAZINE FOR THEM - WE ARE THEM. IT'S ONE OF THE MANY PERKS TO THIS JOB - MEETING YOUR END CONSUMER AND GETTING TO RIDE A CHAIRLIFT OR PADDLE-OUT WITH THEM."

MCGINLEY CONTINUES, "THE NEW, MORE PROGRESSIVE DESIGN OF N'EAST MAGAZINE HAS ALLOWED US TO GROW OUR DISTRIBUTION POINTS DOWN THE COAST AS WE HOPED - IT'S REALLY AWESOME TO SEE THE SUPPORT EXPAND BEYOND JUST OUR BACK DOOR HERE IN THE NORTHEAST. WE ARE EXPECTING GREAT READER SUPPORT FROM UNIVERSAL NEWS AND TOWER RECORDS IN THE NYC AREA - FURTHER PUSHING N'EAST SOUTH AND INTO AN URBAN AUDIENCE ALONG THE WAY. WE EXPECT TO SEE THE SAME ABOVE-INDUSTRY SELL-THROUGH HERE AS WE HAVE IN EASTERN MOUNTAIN SPORTS AND R.E.!"

## ABOUT N'EAST MAG

N'EAST MAGAZINE CAN BE FOUND AT BARNES AND NOBLE, B. DALTON, BORDERS, REI, SHAW'S, UNIVERSAL NEWS, EASTERN MOUNTAIN SPORTS, BIG Y, BROOKS PHARMACY, CVS, HANNAFORD BROTHERS, KING KULLEN, STOP & SHOP, TOWER RECORDS, VICTORY MARKETS, AND INDEPENDENT NEWSSTANDS AND RETAILERS THROUGHOUT THE NORTHEAST.

FOR MORE INFORMATION ON N'EAST MAGAZINE INCLUDING ONLINE SUBSCRIPTIONS, ARTICLES, AND RETAIL LOCATIONS, GO TO NEASTMAG.COM.



## IN THIS ISSUE

The latest issue has a strong focus on surf as usual, with a piece on Jeff Denholm, a local surfer, and an edgy surf-travel piece to Cuba. Also in this issue is an in-depth approach shoe review, whitewater kayak review, a piece on bouldering in the Gunks of New York and a Q&A with solo ocean racer Kip Stone.

The N'East team began their second year of production with a complete cover revamp and a creative redesign inside. N'East will now be showcased with a full bleed cover photo and a more progressive design throughout.

"New Designer Danny Louten is a Maine College of Art grad and Maine native. Danny lived in southern California for a bit to refine his craft and ride some warm waves. Now back on the "right coast," Danny intends to bring a west coast flare to the premier east coast mag. It's awesome just to watch him in action. It's great to see him add a little bit of attitude to an already lifestyle driven magazine," says Publisher, Jim McGinley.

MADE POSSIBLE IN PART BY OUR YEARLY SPONSORS, READERS AND SUBSCRIBERS.

