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*THE TEAM THAT CREATED BUCKS MAGAZINE
NOW INTRODUCES*

MAINLINE

THE ART+CULTURE+LIFESTYLE MAGAZINE

*THE MAGAZINE THAT IS CHANGING THE FACE
OF THE MAIN LINE*

BALA CYNWYD, PA – December 19, 2006 – For the first time in a decade, consumers across the Main Line region now have a brand new resource for all that's hot in upscale fashion, fitness and beauty, food and festivities, design trends and more, as the creative/editorial team behind BUCKS Magazine announce the launch of MAINLINE Magazine, a bimonthly arts, culture and lifestyle publication that celebrates the art of fine living on Philadelphia's illustrious Main Line.

Marking its debut with its January/February issue, this exciting new publication is the first such regionally produced and targeted luxury lifestyle publication in the Main Line area in ten years. A unique blend of such standard-bearer models as *Town & Country*, *Vanity Fair* and *Architectural Digest* in both style and content, MAINLINE provides singular, insider access to this iconic region's lifestyle, including exclusive views inside opulent estates and introductions to their designers; the scoop on the hottest fashions of the season and where readers can get them first on the Main Line; details on the newest spa treatments; entrée to the most exclusive events across the region, and backstage, behind-the-scenes insight into the Main Line's influencers, leaders and celebrities.

But that's not all that sets it apart. In an age where innovative distribution is critical and digital format production has become a requirement, supplementing if not supplanting traditional publishing methods, MAINLINE is changing the regional landscape in web technology – becoming the first publication in the region to adopt revolutionary software that provides value-added service to advertisers, as well as useful *and* user-friendly information access for readers. How? By making the magazine's content completely electronic. Ads will link directly to advertisers' web sites, and advertisers will also have the ability to create video or animated spots. Readers can print content, jump to pages, or email articles to friends, and the content is searchable and easily archived. The technology provides a potent new venue for advertisers to reach readers, while simultaneously providing key tracking information to the publisher. With the same technology already being utilized by such national publications as *SELF*, *Metropolitan Home* and *Men's Health*, MAINLINE is taking the local lead in this powerful new trend.

Says Publisher and founder Andrew Cantor, "As legendary as it may be, the Main Line is changing dramatically. And the things that are driving this evolution – residential and commercial development, economic expansion, shifting demographics – and the resulting growth and vibrancy that can be seen

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BUCKS MAGAZINE TEAM INTRODUCES MAINLINE MAGAZINE

across the region, demanded a new voice: a new publication filled with information that is both useful and fun, practical and provocative, for this new Main Line.”

Among the highlights in the debut issue are: the first, exclusive insider's tour of the Main Line's own local Vanderbilt mansion; an in-depth profile on former Wayne resident and star of this season's hottest new television drama, NBC's *Studio 60 on the Sunset Strip*, actor Bradley Whitford; Sixers President Billy King on fatherhood; a conversation with LCB Chairman Jonathan Newman and first look inside his own secret wine cellar, and much, much more.

From a spectacular fashion photo spread by renowned New York photographer Bill Heuberger to innovative features such as Ask the Trainer, Kids Incorporated and more, MAINLINE is taking the regional magazine format to an entirely new level. And Editor-in-Chief Marni Prichard Manko is determined to continue raising the bar.

“With its rich tapestry of people, cultures, business models and lifestyles, the Main Line area is bursting with stories to tell,” said Manko, “and we want to tell them with fresh perspective and behind-the-scenes insights. Above all, we'll seek to give our readers information and compelling articles that they won't find anywhere else.”

Published by Andrew Cantor, an award-winning designer and publisher of BUCKS Magazine, and helmed by Editor-in-Chief Marni Prichard Manko, editor of BUCKS Magazine and former managing editor of Philadelphia Style, MAINLINE Magazine will be distributed initially by direct mail, as well as at retail locations including MilkBoy Coffee and Ardmore Café in Ardmore, Du Jour in Haverford, Gladwyne Pharmacy in Gladwyne, Paoli Pharmacy in Paoli Shopping Center, Parvin's Pharmacy on Lancaster Avenue in Bryn Mawr, and Wawa in Malvern Shopping Center.

MAINLINE Magazine's offices are located at 143 Bala Avenue in Bala Cynwyd, PA. To order a subscription, please call 610.667.8100 or visit www.mainlinemag.com For more information about MAINLINE Magazine, please contact editor Marni Manko at 215.862.9377, or marni@mainlinemag.com or Nina Zucker Associates at 610.667.0706 or nzapr@aol.com.

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