

Magazine will target gay, lesbian readers

NEW PALTZ — The New Paltz-based publishing company INK 2 Media is planning its launch of InsideOut, a regional publication targeted to the gay and lesbian community, in March.

InsideOut will be a free, general interest magazine published six times a year, with topics pertaining to gays and lesbians in the community.

Co-publisher Hilary Kramer is the former director of sales and marketing for Chronogram magazine. Linda Boyd Kavars, a music producer and journalist, is the co-publisher and editor-in-chief.

For information, call 845-255-6500.

Magazine wins design award — InsideOUT Hudson Valley, the region's general interest magazine serving the gay, lesbian, bisexual and transgender community, recently received a bronze Ozzie award for Best Design, New Magazine, niche market, from FOLIO, a trade organization and magazine for the publishing industry. FOLIO received more than 1,600 submissions, which resulted in 227 finalists in 76 categories. **Hilary Kramer** is publisher and **Linda Boyd Kavars** is editor-in-chief of InsideOUT, in New Paltz.

Magazine is devoted to gay culture



Denise DeVore/For the Poughkeepsie Journal

Posing with framed covers of InsideOUT magazine are publisher Hilary Kramer, left, and editor Linda Boyd Kavars. The New Paltz-based magazine is geared toward a local gay and lesbian readership.

InsideOUT in second year of serving niche readership

By Sarah Bradshaw
Poughkeepsie Journal

One is straight. The other is a lesbian.

One has a background in sales and marketing. The other was a former music producer.

One worked for the Chronogram, a Hudson Valley arts and culture magazine for about seven years. The other wrote a feminist newsletter.

So what do Hilary Kramer and Linda Boyd Kavars have in common? A purpose.

In their second edition of InsideOUT Hudson Val-

ley, a New Paltz magazine geared for the gay and lesbian community, the two publishers described what brought them together.

"... to give a voice to the GLBT population; one that serves and keeps us informed, breaks down stereotypes and generates pride in who we are and what we bring to our communities. Beyond that, there is also the issue of visibility — not only seeing aspects of ourselves in the pages of the magazine but also enabling others to see us," they wrote in the May/June 2004 issue.

In fact, that's what kept Kramer going as she drove around to businesses to sell advertisements before InsideOUT ever existed.

"I just went for it. No fear," said Kramer, of New Paltz.

And that's what gets Boyd Kavars to leave the comfort of her home in Kingston, drive to the magazine's office and put in 12 hectic work hours a day sometimes seven days a week.

"I was perfectly happy at home," Boyd Kavars said, "but it needed to be done."

Kramer had an idea to start a magazine. She contacted a friend who referred her to Boyd Kavars, who was writing a feminist newsletter. It turns out, Boyd Kavars had purchased advertising in Chronogram, where Kramer worked prior to InsideOUT. So for more than two years, they have poured themselves to the bi-monthly magazine.

The first cover of the bi-monthly magazine was March/April 2004, a week after the first same-sex Please see **Magazine**, 6B

Magazine: Gay community has a voice

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marriage ceremonies were performed by New Paltz Mayor Jason West.

The pair aren't the first to start a GLBT magazine, but they are the first to be headquartered in New Paltz.

According to Mike Reed, who has lived in the village for 14 years, people in New Paltz are pretty open.

"A lot of people in New Paltz are homosexual. It's not like San Francisco, but we do have a large gay and lesbian population," said the 22-year-old.

Los Angeles-based LPI Media Inc. publishes the two largest circulation LGBT magazines in the United States — The Advocate, which focuses on gay and lesbian political issues, and OUT, which is a lifestyle magazine.

"We are at a time when we have 'Will and Grace' and 'Brokeback Mountain,' but the political side of things is still very scary. That is what the strength is for our magazines. There is a community out there and I think peo-

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LPI Media, publisher of The Advocate

ple are looking to find out things, to feel we are in this together. That's what gay magazines do. Whether it is nationally, like our magazine, or with InsideOUT in its community," said LPI Media's corporate marketing director Stephen Murray.

The Gay & Lesbian Review Worldwide, a Boston-based magazine, began in 1994 to provide a forum for enlightened discussion of issues and ideas of importance to lesbians and gay men.

"I thought at the time that there was a need for it," said founder

InsideOUT Hudson Valley magazine

What: A general interest magazine serving the gay community in the Hudson Valley.

Publishers: Hillary Kramer and Linda Boyd Kavars.

Location: 83 Route 208, New Paltz.

Number of employees: Eight.

Years in business: INK2

Media was started in August of 2003 as the publishing compa-

ny of InsideOUT. The first edition published in March/April of 2004.

Circulation estimate: 30,000 per issue.

Distribution area: Nine counties spanning New York from Albany to Rockland.

On the Web

■ For InsideOUT Hudson Valley visit: www.insideouthv.com

Richard Schneider. "I felt there was a need for a serious national journal for gay and lesbian readers so I went in and filled a void."

Schneider said the publication is lucky to have lasted so long, especially because the Internet has led to the creation of hundreds of online magazines.

"They tend to come and go," he said. "It's much more difficult to do a print publication, but there is something worthwhile about it."

InsideOUT will soon publish its March/April 2006 edition, and

plans on sticking around. According to Kramer, InsideOUT has a circulation of 30,000 and is distributed in nine counties from Albany to Rockland.

Jack's Deli on Main Street in New Paltz is one place people can pick up a copy, said Kramer. The deli's owner, Abedul Joulani said he doesn't discriminate when it comes to publications in his deli.

"A lot of people come in and leave their free magazines here," he said. "I don't stop them."

While InsideOUT is free, peo-



Denise DeVore/For the Poughkeepsie Journal

A cover of InsideOUT magazine, a publication based in New Paltz aimed at serving the gay community.

ple who can't find it on newsstands or live outside of the circulation area can subscribe for \$27 a year.

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