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Trendcetera Magazine To Launch

NYC Reporter Launches Trend Forecasting Webzine For Consumers, SMBs

New York, NY—*Trendcetera* magazine, a free daily Webzine, will launch on April 7, 2008 to offer Americans—consumers and entrepreneurs—a sneak peek at the next popular global lifestyle trends. Our content, which will include cosmetic, health, travel and leisure, technology, and art trends, will cater to a diverse audience, especially savvy moms, jetsetters and owners of spas, boutiques, and health food stores. Trendcetera will offer lifestyle reviews that dig deeper and offer more details than those commonly found in general interest magazines. Trendcetera differs from other print and online magazines because it is a one-stop-shopping portal for lifestyle trend reports and largely ignored news items that are relevant to the safety and longevity of Americans.

Trendcetera's mission is threefold:

- to inform consumers and entrepreneurs about global lifestyle trends we believe will thrive in America
- to offer an easy way to stay abreast of global news
- to expand beauty ideals by spotlighting Americans of all ages, sexes, sizes and ethnicities.

Trendcetera's tagline, "A Window Into Tomorrow," alludes to the website's cutting edge reviews, which subscribers can count on to highlight products and trends before most popular publications. Trendcetera's honest approach translates to trustworthy articles that will keep readers informed on an array of categories. The informational yet conversational tone will allow Trendcetera to deliver detailed product, brand, and travel reviews without pushing or selling to readers.

Featured categories include Beauty, Wellness, Technology, Travel, Culture, America's Faces, Global Guides, and News Bites. With this diverse range of topics, the Trendcetera subscriber can expect to be updated regularly on anything from international beauty trends to computer security tips to global films festivals. In addition, readers will have access to a webzine that will offer insight on emerging super-foods and exotic supplements; retail developments in airports; and news nuggets on topics including human and drug trafficking, product recalls, and neglected international issues.

America's Faces

America's Faces will showcase one new person each week that we discover on the street. This is Trendcetera's way of celebrating all types of beauty. We will choose people of all ages, sizes, sexes and ethnicities. We hope that if people begin to see beauty in that which otherwise seemed different, we might acknowledge and deal with the stereotypes and



associations we harbor.

Global Guides

Global Guides, a section we will develop in late 2008, will offer paid guides of emerging cities we foresee becoming popular travel destinations or new foreign business hubs. Foreign correspondents and expatriates will write the guides that will appeal especially to jetsetters and owners of real estate and travel businesses. Content will include political and industry briefs, followed by tidbits on local hospitality, dining, nightlife, fashion, and art trends.

News Bites

The news section includes weekly summaries of current events in the U.S. and abroad. Our summaries will include links to the original source, for the following categories: American News; International News; Science, Health and Recalls; Drugs, Arms and Human Trafficking; and Retail and Celebrity Charity News.

Promotions

Trendcetera magazine hopes to offer reader giveaways. Winners will be chosen based on the reader that answers our trivia question the fastest.

About Us

Trendcetera magazine is an editorial venture created by Andrea Toochin, a native Bostonian based in New York City. She became a journalist because of her love for magazines. Upon moving to NYC, she interned at *The Village Voice*, worked in research at *CondeNet* and **Zagat**, and managed the skincare section of *BeautyNewsNYC.com*. Trendcetera is the product of years of brainstorming and the desire to fuse feature and trade reporting to bring Americans more detailed reviews of products, with specifics on their origins and data that builds upon their claims. Trendcetera was originally founded to forecast which international lifestyle trends would make it in America. However, over time, it developed into a broader mission to add an element of tolerance and diversity to every American's daily life and to help Americans become savvier shoppers.

Contact us about submissions, interviews, partnerships or advertising:

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** Trendcetera encourages the use of CD and flash-drive press kits to conserve paper.

***Visit <http://www.trendcetera.com/advertise> for advertising information. Advertising options include banners, boxes, and sponsored links and songs.