



ALWAYS A GREAT DAY ON 'GOOD DAY'

THURSDAY, JANUARY 1

Brilliant

Our guest today is Lance Avery Morgan, founding co-publisher and co-editor-in-chief of the new magazine, *Brilliant*. This new magazine that captures the way Texans affect the world and the world affects Texans. The state is legendary in size and reputation, and *Brilliant* profiles its magnificence like no other magazine. Dynamic in scope and editorially electric, it reflects the people, culture, and lifestyle of Texans on a grand scale. Known for its famous natives, *Brilliant* will focus on the very best Texas has to offer as tastemakers, trendsetters and style weavers of the world, providing a true insider's view of the most influential people in and beyond the state. The big city-oriented publication will focus on the major markets: Dallas, Houston, Fort Worth, San Antonio, and Austin. It will also provide statewide coverage. "We will concentrate editorial on our major cities, as well as covering the entire state," said Phillip Hudson, *Brilliant* co-publisher. "There will be great opportunities in also knowing what's happening in places like Marfa or Kerrville." *Brilliant* provides a true insider's view of the most influential people in and beyond the state. Dynamic in scope and editorially electric, *Brilliant* reflects the people, culture, and lifestyle of Texans on a grand scale.

ADWEEK

'Brilliant' Magazine Targets Affluent Texans

December 01, 2003

By Mindy Charski

DALLAS

Brilliance Media is launching a magazine Tuesday devoted to "the finer side of Texas life," according to the publishers.

The Austin, Texas-based independent company is targeting its luxury title, called *Brilliant*, at the affluent Texan who will be interested in sections that focus on topics like tycoons, fashion, beauty, cuisine, arts and celebrities. The publication will skew to women with a median age of 35.

The monthly magazine will have a circulation of 50,000 and will be sold at newsstands in Dallas, Fort Worth, Houston, San Antonio and Austin. It will also be available at upscale hotels, spas and restaurants and will be sent to a select group of people "chosen by affluence in ZIP codes," the company

said.

Behind the periodical, which has 144 pages in its premiere issue, are Phillip Hudson and Lance Avery Morgan. Hudson was most recently a contributing editor to *Tribeza*, an Austin-based lifestyle magazine, and has held senior-level positions at various ad and public relations agencies, including Fogarty Klein Monroe and the former Churchill Group, both in Houston.

Morgan was most recently a senior-level contributing editor to *Austin Monthly*, *Elegant Texan* and *Verve* magazines. He also has worked as a television writer and producer and at public relations agencies Hill & Knowlton and the former Niehaus Ryan Wong.

"It's one of those interesting situations in Texas where even though the industry has suffered and even though economic times have been difficult ...neither of us really was stopped by what we were reading in industry information about a downturn in advertising spending," Hudson said. "We went into this with a positive point of view."



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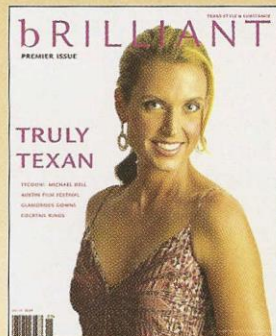
CS: please get full story and include here. **See story below with images included.**

[Lone Star State Gets Brilliant](#)

As the third coast's answer to New York's *Gotham* and *Los Angeles Confidential* magazines, Texas' stylemakers and society players now have *Brilliant* magazine. The oversized glossy, which premiered with its January issue Dec. 2, covers luxury lifestyle, fashion, art and entertainment in Texas. Originally published in **Mediaweek** - December 15, 2003...

AUSTIN, TEXAS MAGAZINES

Lone Star State Gets *Brilliant*



The monthly signed up Paul Mitchell, Saks for January.

As the third coast's answer to New York's *Gotham* and Los Angeles *Confidential* magazines, Texas' stylemakers and society players now have *Brilliant* magazine. The oversized glossy, which premiered with its January issue Dec. 2, covers luxury lifestyle, fashion, art and entertainment in Texas.

Co-founders and publishers Lance Morgan and Phillip Hudson have extensive experience in advertising, public relations and magazine publishing. Last July, they decided to create a statewide title that mirrored their favorite books such as Hearst Magazines' *Town and Country* and American Express Publishing's *Departures*. "We noticed that here in Texas, luxury advertisers and shoppers are spending money," explained Hudson. The Austin-based monthly is published by Brilliance Media and is privately funded.

The first issue covers the state's bustling film industry with an Austin Film Festival feature and a profile of Texan Catherine Hardwicke, director of this year's indie hit *Thirteen*. Of its 50,000 initial circulation, distribution is focused in the state's five largest cities: Dallas, Houston, Fort Worth, San Antonio and Austin. In those cities, 30,000 copies are available on newsstands for \$5.99. (Subscriptions are \$39 a year.) The remaining 20,000 are free through controlled circ—10,000 to upscale restaurants, hotels, spas and retailers, and 10,000 to high-income households.

Advertisers in the first issue include Paul Mitchell, Saks Fifth Avenue and regional high-end retail and real estate. One full page, four-color ad costs \$7,475. "This is a publication that speaks to the fashion-forward, style-conscious Texan," said Debbie Patire, director of advertising and marketing at Saks Fifth Avenue, which has stores in *Brilliant's* five cities. "Their [editorial] coverage is perfectly aligned with our market." —Aimee Deeken

HOUSTON BUSINESS JOURNAL

Houston Business Journal 12.29.03

Two new magazines are making their way to Houston in the New Year. Lincolnshire, Ill.-based ESPREE magazine is a bi-monthly humor magazine targeted to executives. The total circulation will be 600,000. Each issue features one-page stories from noted humor writers as well as cartoons.

Austin-based Brilliance Media, founded by Phillip Hudson and Lance Avery Morgan, is launching *Brilliant*, a monthly lifestyle magazine devoted to the finer side of Texas lifestyles. The initial circulation will be 50,000. The publication focuses on the major Texas cities, but will also include some statewide coverage.

San Antonio



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San Antonio Express-News

December 12, 2003

New Texas magazine, Brilliant, is unveiled

Author: Elda Silva; EXPRESS-NEWS STAFF WRITER

Edition: Metro

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The premiere issue of **Brilliant**, a new **magazine** looking at "the finer side of being Texan," was unveiled Wednesday at a launch party at Saks department store in San Antonio.

The January issue of the Austin-based publication covering culture, travel, fashion, health and beauty, decor and high-end shopping is on newsstands now. Fashion designer and philanthropist Elizabeth McAllen Roberts is on the cover.

Brilliant is the brainchild of publishers Phillip Hudson and Lance Avery Morgan. Hudson is a former contributing writer to *Tribeza*, another Austin-based glossy, and Morgan is a former contributing writer to *Austin Monthly*.

"There's a lot of publications out there that like to point fingers and talk about maybe the grittier side of this state, but we promise people we're going to talk about the beautiful and positive things that happen here," Hudson says.

The **magazine** will focus on Austin, Dallas, Fort Worth, Houston and San Antonio.

"We're going to concentrate on the five major cities, however that doesn't preclude us covering El Paso," Hudson says. "We're going to have an entire issue in October devoted to Marfa and the Chinati Foundation," a contemporary art museum founded by artist Donald Judd.

The January issue includes a feature on boutique shopping in San Antonio and an item on the Blue Star Contemporary Art Center's Arts & Eats gala with photographs by Edmund Schenecker, the **magazine's** Fort Worth and San Antonio city editor.

Brilliant has been described as a cross between *Departures* and *Town and Country*.

"Those are two **magazines** that I love that are models for this **magazine**, and I think that with a good Texas point of view we're going to continue to strive to be like those **magazines**," Hudson says.

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FOX 7 Austin



Lance Avery Morgan and Phillip Hudson appeared on the Fox News in the Morning program on Tuesday, December 23, 2003 to tell the Austin population more about the new *Brilliant* magazine, headquartered in Austin.



<http://www.woai.com/living/guests/>

JJ: Marry both images onto one: WOAI first

Living Guests Monday (01/05/04)

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12/08/03 - 10:11 am [Link Available](#)

Brilliant Magazine Makes Its Debut

A new Texas magazine hits the stands this week. Brilliant magazine is headquartered in Austin. Its creators say the publication focuses on the very best Texas has to offer in business, design and fashion.

Co-publisher Lance Morgan says Brilliant offers Texans something other publications do not.

"We know that there are a lot of city and state magazines out there, but Brilliant is different. It's offering only a finer look at the lifestyles in Texas. We're not going to uncover the bad stuff, we're not going to tell bad things about bad people," Morgan said.

[Brilliant](#) is sold at local H-E-B grocery stores and bookstores.