



'Brilliant' Magazine Targets Affluent Texans

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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."