

**NEW MAGAZINE TARGETING AFFLUENT READERS,
THE SOCIETY DIARIES, LAUNCHES THIS WEEK**

PUBLICATION TO COVER DYNAMIC DEMOGRAPHIC OF TEXAS

AUSTIN, TX (September 8, 2011) - This week the Texas style culture is about to welcome a publishing newcomer: *The Society Diaries*. The new bi-monthly magazine provides an insider’s view of the bold lifestyle and exciting personality of the hotspot markets of Austin, San Antonio and into South Texas. The magazine features the best of people, parties, culture, travel, design, charity, entertainment, and so much more. Designed to be the premier affluent lifestyle magazine of the area, *The Society Diaries* brings sophisticated readers the very best the luxury world has to offer and that they have been seeking from a stylish regional publication.

“This magazine offers something for every one of its refined readers and this issue sets the tone for what can be expected in the future... editorial that is fun, provocative and always insightful,” states Lance Avery Morgan, the magazine’s editor-in-chief. *The Society Diaries’* social pages cover the many high profile galas that make a philanthropic difference in the region. The magazine’s readers include the best of influential socialites, celebrities, prominent business owners, and trendsetters. In fact, legendary fashion designer Bob Mackie created a sketch for the launch issue’s cover.

“We are thrilled to have launched such a unique publication. This region is one of the most economically and culturally dynamic in the country and it’s time for it to be represented with an elegant point of view,” says Rossana Leeper, the magazine’s associate publisher. The magazine will reach about 100,000 key readers through strategic controlled circulation and a VIP subscription base.

The Society Diaries has officially teamed with Neiman Marcus and *Vogue* magazine to launch on Fashion Night Out on September 8th. The events in both the Austin and San Antonio Neiman Marcus stores will be filled with fashion that celebrates *The Society Diaries*, as well as sharing

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the latest in style, the hottest trends, and collections from top international designers. For more information regarding *The Society Diaries* visit its website at www.thesocietydiaries.com.

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ABOUT *THE SOCIETY DIARIES*

The Society Diaries magazine provides a dynamic insider’s view of the bold lifestyle and exciting personality of Texas. We highlight the best of people, arties, culture, travel, design, charity, entertaining and beyond. *The Society Diaries* magazine brings our sophisticated readers the very best of the world has to offer. As the premier luxury lifestyle magazine in the area, we target the wealthiest and most influential demographic. Through high profile events and our strategic distribution partners, our magazine is read by a captive audience of influential socialites, celebrities, business owners and trendsetters.