

TALENT MAGAZINE

real people doing great things

Sean Hayes



- Critically-acclaimed Theater, Film & Television Actor and Producer
- 4 Screen Actors Guild Awards
- Emmy Award-winning Actor
- 7 Golden Globe Nominations
- 2011 Tony Award Nominee
- President, Hazy Mills Productions
- Producer of NBC's Award-Winning "Grimm"
- Producer of TV Land's Award-Winning "Hot in Cleveland"

TALENT

MAGAZINE

Ellen DeGeneres



- 2012 Emmy for Outstanding Talk Show
- 38 Daytime Emmy awards over 10 seasons
- Time Magazine's "2012 Most Influential People"
- Entertainment Weekly's 50 Most Powerful Entertainers (2010)
- Forbes "Top Five Most Influential Women in Media" (2009)
- Best-selling Author
- 12-time People's Choice Award Winner
- Received critical-acclaim for HBO stand--up specials

TALENT

TALENT

REAL PEOPLE

DOING GREAT THINGS

Harnessing an
Unbreakable
Spirit

George
Clooney's
BIGGEST
Secret

7 Steps to
Making a
Difference

Do YOU really
CARE about
OTHERS?

*"You can be funny and
make people laugh
without hurting
somebody else's
feelings."*

Ellen DeGeneres
A Crusader of Kindness

APRIL 2012 4.95

ISSN 1234-5679



Download T.A.S.K. app & start changing your community

mission

A monthly publication featuring personal stories of people using their passions, skills, drive & talents to advance the world toward a greater good.

TALENT

purpose

Motivates

Manifests

Inspires

Empowers

Social Awareness

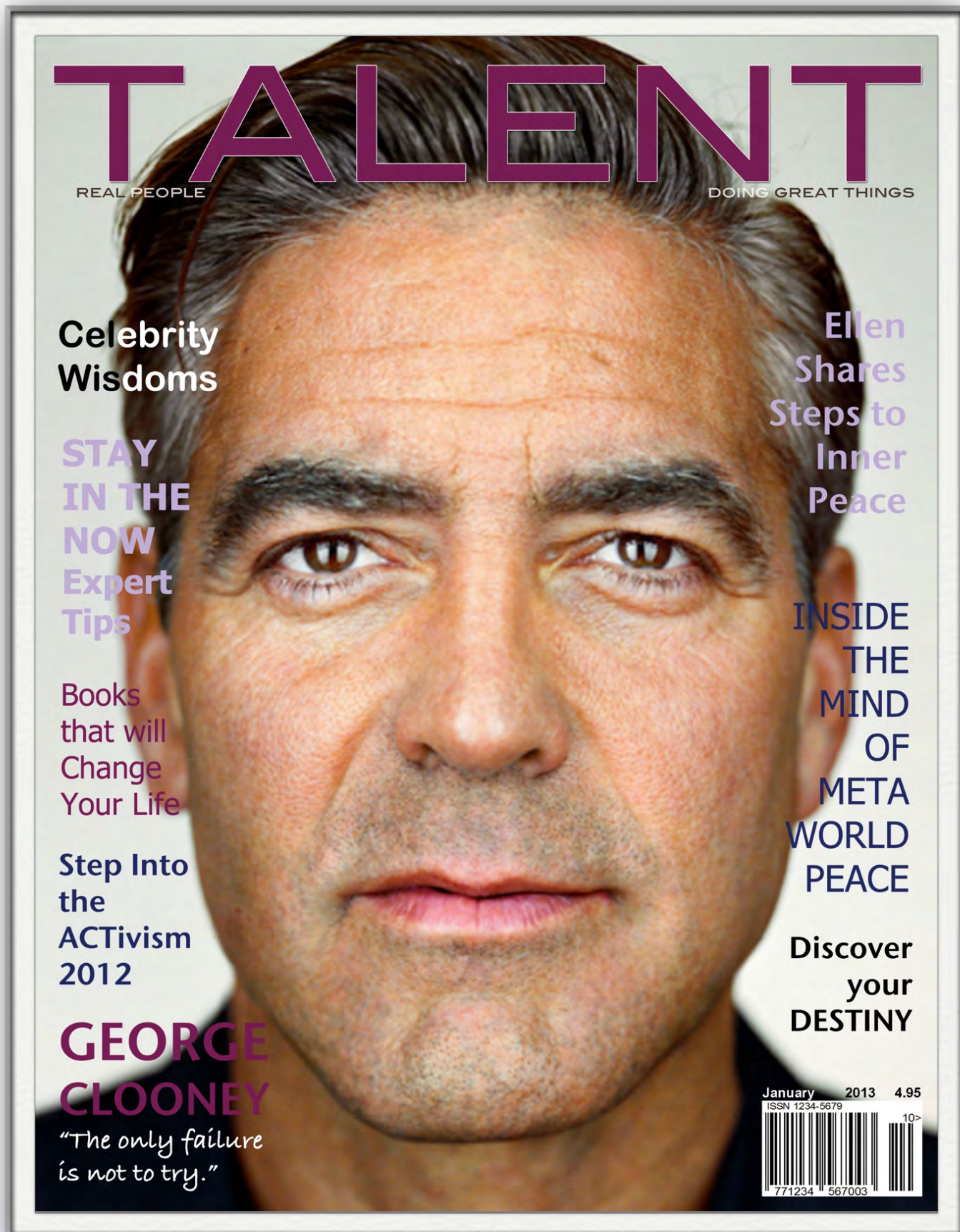
Your Best Self

Change

Make a Difference



TALENT



magazine features

6 sections

Arts & Entertainment

Politics

Sports

Education

Health & Medicine

Community Service

“everyday people”

TALENT



The
Clooney
Effect



Samaritan in the Sudan

Think of George Clooney, and an image immediately springs to mind -- of a real-life Danny Ocean who lives in "the Playboy Mansion West," as he jokes; who jets back and forth between lavishly appointed, starlet-strewn houses in Los Angeles, Mexico's Cabo San Lucas and Lake Como, Italy; and who hangs out in an enviable modern-age Brat

Pack with the likes of Brad Pitt and Angelina Jolie.

Every movie star has a public persona that to some extent is at odds with the man inside. But with Clooney, the differences are striking.

True, he's as charismatic in person as anyone alive, as charming and gracious. But the pri-

My Person

The Woman Behind the Man

George's mother, Nina Bruce is a former beauty pageant queen; his father, Nick Clooney, is a former anchorman, as well as a game show and American Movie Classics host. From an early age, Clooney would hang around his father's sets, often participating in shows, where he proved to be a crowd favorite. "That was the worst time of my life," he told the Daily Mirror in 2003. "You know how cruel kids can be.

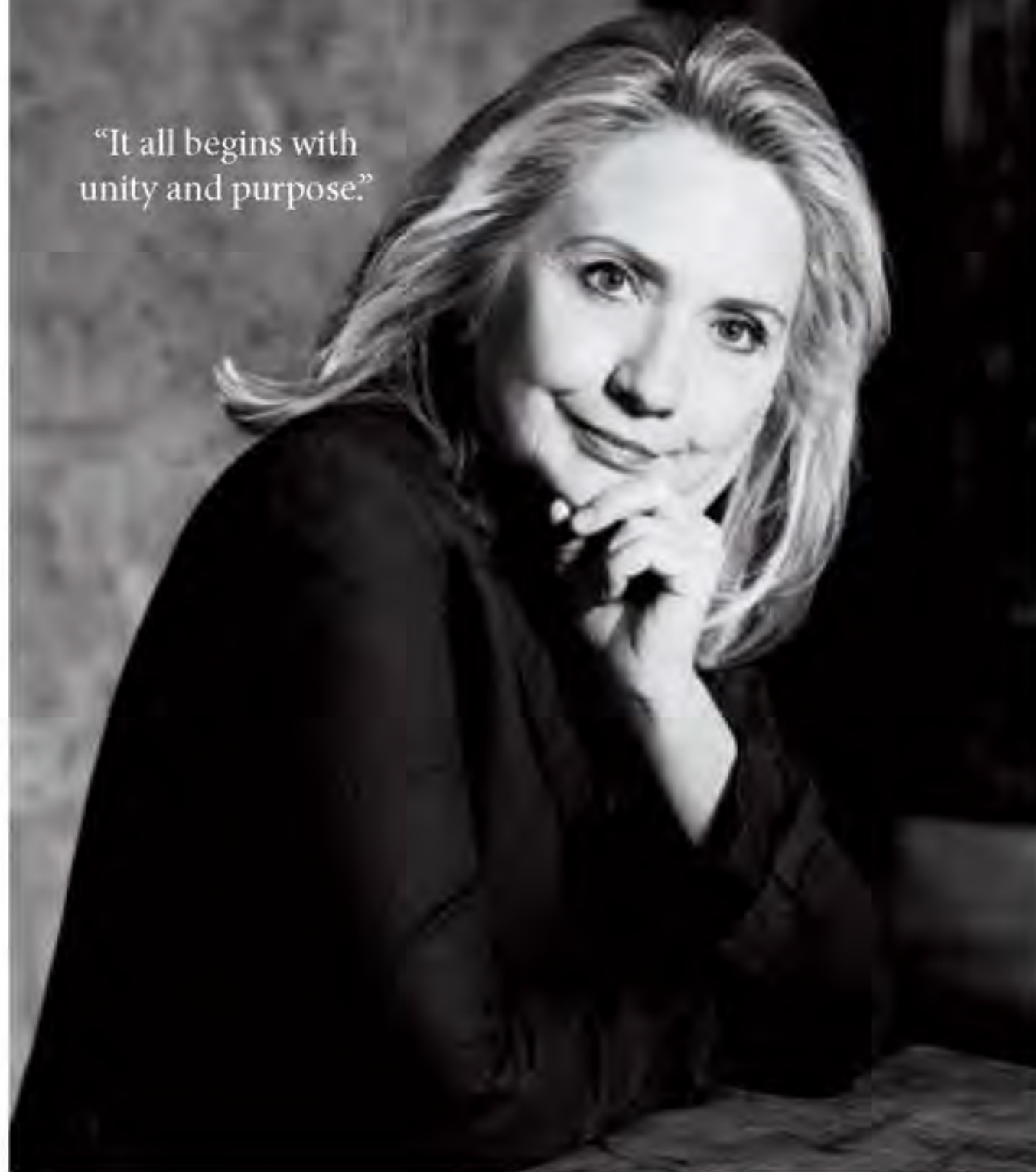
George Clooney was born as 'George

Timothy Clooney' on 6th May 1961, in Lexington, Kentucky. He is the son of Nick, a journalist, anchorman, game show host, American Movie Classics host and aspiring politician, and Nina Bruce, a former pageant queen. Clooney was the second and the youngest child of his parents and has an older sister, Adelia. He also has a niece, Alison, and a nephew, Nicholas (aka Nick). He is related to Miguel and Rafael Ferrer (cousins), singer Rosemary Clooney (aunt) and actor José Ferrer (uncle).



Hillary's call to Action

"It all begins with
unity and purpose."



For the first time in history, we have the available knowledge and technologies to reach the world's most marginalized children with lifesaving interventions.

She is one of many global leaders urging the world with a Call to Action, a global movement to help kids around the world live to see their fifth birthday. This year more than 7 million children, mostly in Africa, will die before reaching that milestone.

The "Call to Action" Initiative has found another way to personalize the issue for the ordinary person. Over 1000 global leaders, including Secretary Clinton, have posted pictures of themselves at five years old on the program's Web site, 5th-

birthday.usaid.gov. "I also dug up a photo, but you know, it was so long ago, I think I'm 5," laughs Clinton. "Somebody -- it looks like my father's handwriting -- wrote 1952, which would make me 5, but if you look closely, I've lost some teeth, so I was very confused."

But regardless, the picture reminded me of how fortunate I was. I could be looking forward to growing up, to going to school, to making friends, all the things we want for our own children. I know I was lucky. All those dreams were possible for me, and some that I could have never imagined all those years ago. But this year, millions of children will never get to take a similar photo, because they

won't survive their first five years.

That cannot be the future we want for our children or anyone's children. And so we are all here today with one vision: to make sure every child everywhere



The Love Game

"Nothing comes to a sleeper but a dream."

Our Dad used to say that. It's an adage," says Serena Williams thinking fondly of father, Richard Williams, whose tutelage has led her to achieve a decade-long dominance of the game. Serena is, after

all, one of the all-time greats of professional tennis. However, her best game is the "love game" that she is playing off the court.

While she is best known for her power and finesse in competition, her generous philanthropic endeavors off the court are just as dynamic.

Williams, a UNICEF International Goodwill Ambassador, first teamed up with UNICEF in 2006 when she traveled to Ghana, on her first visit to Africa, for the country's biggest health campaign. During her visit, she joined a team of volunteer health workers who im-



munized children against deadly childhood diseases, distributed free mosquito bed nets to help prevent malaria and joined local authorities in a demonstration of how to use the life-saving nets.

In her new role as a UNICEF Goodwill Ambassador, Williams will use her popularity and personal interest in

children's issues to support UNICEF's mission to provide a quality education for the most vulnerable children through the Schools For Africa programme and the upcoming Schools for Asia initiatives.

Schools for Africa is a joint initiative founded in 2004 by UNICEF, the Nelson Mandela Foundation and Peter Kramer Stiftung aimed at provid-

ing quality basic education to millions of children in 11 countries in Africa. Following the success of Schools for Africa, UNICEF is replicating the model for Asia. The purpose of both initiatives is to provide access to



Superintendent

The \$800,000 Gesture to Restore Faith in Government

Some people give back to their community. Then there's Fresno County School Superintendent Larry Powell, who's really giving back. "The public and my employees won't notice any change at all," Powell says. "I'll be here doing the same job, but I'll just be doing it for a few dollars less."

As in \$800-thousand dollars less – what would have been his compensation for the next three years. And until his term expires in 2015, Powell will run 325 schools and 35 school districts with 195,000 students, all for less than a starting California teacher earns.

"How much do we need to keep accumulating?" asks Powell, 63. "There's no reason for me to keep stockpiling money."

Powell's generosity is more than just a gesture in a region with some of the nation's highest rates of unemployment. As he prepares for retirement, he wants to ensure that his





Fresh Moves

to Food Deserts



Chicago's Mobile Produce Market

It rolls through the streets of Chicago like any other transit bus; however this bus is significantly different. It is packed with fresh goodness and fulfilling a need in a way that led to being voted "People's Choice" at the 10th

Annual Chicago Innovation Awards this year.

After reading a 2006 report that mapped food deserts in Chicago, a group of community activists banded together to work on a solution to bring fresh produce to neighborhoods. Soon thereafter – Fresh Moves became a reality.

Talent Magazine sat down with

Fresh Moves brave and inspiring co-founders; Steven Casey, Jeff Pinzino and Sheelah Muhammad to learn more about the organization that is literally changing communities one fruit and vegetable at a time.

Talent: The three of you came together to combat Chicago's food deserts – what is a food desert?

Pinzino: Well, in the city of Chi-

ago, it's a pretty big problem – a problem in which entire communities have severely limited access to fresh fruits and veggies.

Muhammad: For hundreds of thousands of Chicagoans, the nearest fresh fruits and vegetables are a mile or more away. This leaves residents stuck either taking long rides on public transportation and bringing back only what they can carry, or eating the processed and packaged foods available at the local liquor or convenience store.

Casey: Food deserts are a serious public health crisis, causing a marked uptick in diet-related illness' like diabetes, obesity and cancer. Minorities and lower-income Chicagoans are far more likely to live in food deserts, which are almost entirely on the city's South Side.

Talent: How did you come to the idea of putting a grocery store on wheels?

Casey: The simple fact was that opening a traditional market wouldn't address the multi-neighborhood needs quickly or efficient-

ly. National chains have difficulty finding large parcels of affordable urban land to support their high costs of operation. Independents can't gamble on unproven locations, and ethnic markets are slow to grow. So despite high profit margins for fresh foods and substantial unmet demand, we had to think outside the big box.

Muhammad: We wanted a solution that was more flexible, that met the needs of more residents in more communities.

Pinzino: So we put the whole thing on wheels! [laughter]

Talent: Once you identified what needed to be done, how were you able to make it happen?

Casey: After four years of raising funds, we bought a retired bus from the Chicago Transit Authority for one dollar, then, spent 50-thousand dollars turning it into a produce section on wheels.

Pinzino: Architecture for Humanity helped transform the bus into a mo-

WHICH FRUITS AND VEGETABLES PROVIDE THE MOST NUTRIENTS?

The lists below show which fruits and vegetables are the best sources of vitamin A (carotenoids), vitamin C, folate, and potassium. Eat at least 2 servings of fruits and at least 3 servings of vegetables each day:

Sources of vitamin A (carotenoids):

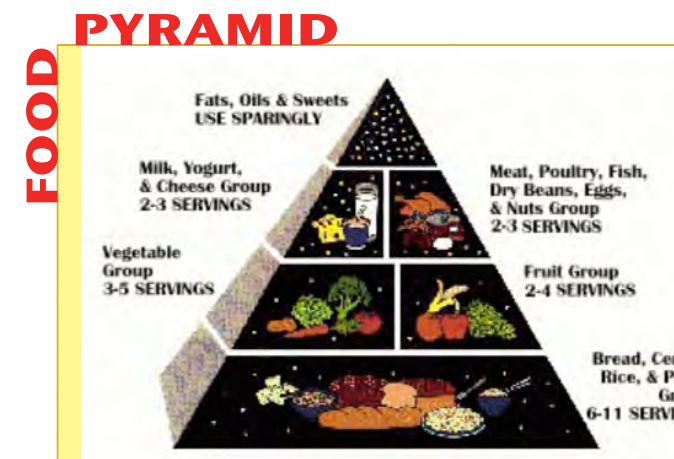
- Orange vegetables like carrots, sweet potatoes, pumpkin
- Dark-green leafy vegetables such as spinach, collards, turnip greens
- Orange fruits like mango, cantaloupe, apricots
- Tomatoes

Sources of vitamin C:

- Citrus fruits and juices, kiwi fruit, strawberries, cantaloupe
- Broccoli, peppers, tomatoes, cabbage, potatoes
- Leafy greens such as romaine lettuce, turnip greens, spinach

Sources of folate:

- Cooked dry beans and peas, peanuts
- Oranges, orange juice
- Dark-green leafy vegetables like spinach and mustard



A View from the TOPPS

Changing Lives from the Ground Up

She's been called a guardian angel, a miracle worker, a second mom. Annette Dove says she's just following her life's calling – standing up for hundreds of kids surrounded by crime and poverty in Pine Bluff, Arkansas.

“Our kids are punished because parents are unable to do or provide for them and I don't think it's fair,” says the former educator, who quit her well-paying job to devote her entire life to serving the kids in Pine Bluff ten years ago. Her husband had died, her four children were nearly grown, and she knew she needed to make a change, both for herself and her community. “I feel like children ought to have someone in their lives that will fight for them or will help them.”

In 2002 Dove created TOPPS – Targeting Our People's Priorities with Service – a non-profit model for how to meet every youth's need all under one roof. As Executive Director, Dove and her team, which includes her four grown children, believe everyone should have the opportunity to become productive, active citizens in



additional features

- Talent Taste Test
- What Makes You Zen?
- Decor Door / Celebrity Decor Door
- Celebrity Quips Corner
- Fashion Forward
- The Street Beat
- Talent Bucket List
- Talent Rewards Card
- Quiz Corner

Soul Books

Talent's Must-Reads of the Month



The Road Less Traveled
by M. Scott Peck

Perhaps no book has stood the test of time or made more profound an impact on our spirituality than this one. Making publishing history with more than 10 years on The New York Times bestseller list, this classic brilliantly integrates traditional psychological and spiritual insights. Recognizing that - in the famous opening line of the book - "Life is difficult" and the journey to spiritual growth is a long one. Peck guides readers through the often painful process of change toward a higher level of self understanding.

Man's Eternal Quest
by Paramahansa Yogananda

After his mother's passing when he was just eleven years old, Paramahansa Yogananda made firm his inherent resolve to find God and to receive the answers yearned for in every human heart. As founder of Self-Realization Fellowship, Yogananda disseminated his teachings for all who have ever sought to understand the enigmas of life. This anthology of talks offers practical guidance on meditation, balanced living, and the underlying unity of all great religions.

The Glass Castle
by Jeannette Walls

Sitting in a NYC taxi on her way to a party, Jeannette Walls looked out the window to see her mother rooting through a trashcan. To passersby, they saw a disheveled homeless person, but to Walls, she got a glimpse of a past she didn't want revealed. Walls memoir recounts an astonishing childhood shaped by dysfunctional parents who struggled with destructive drunkenness and extreme selfishness, but somehow managed to teach a fearless approach to life. This vivid, page-turning memoir will linger with you years after reading and permanently implant an inspiring message of remarkable resilience.

The Power of Your Subconscious Mind
by Joseph Murphy

Don't have all the answers in your life? Joseph Murphy points out the miracle-working power of your subconscious mind which speaks to you in intuitions, impulses, intimations, urges and ideas. Whatever your conscious mind assumes and believes to be true, your subconscious mind will accept and bring to pass. Therefore, "in order for your world to change, you have to change your mind...from the inside out," he notes. This easy read outlines techniques to apply to the objective mind that reasons, and your subjective mind that acts upon that reason.

Share what you are reading and give your own review at:
TalentMagazine.com/Books

March 2012 TalentMagazine.com 1



12 Days of Giveaways Editor Finds

What's Wrong with These Photos?



Gotta Dance Giveaway

Ellen's Golden Opportunity



"Who Inspired You?" Cross Promotion

Who Inspired You?

IN-BOOK

Campaign promoted in-book/on-line

- Submit 2-min video answering question
 - Finalist(s) on The Ellen Show
 - Promotion of The Ellen Show

THE ELLEN SHOW

- Ellen interviews TALENT Magazine featured celebrity on who is their inspiration
- Ellen surprises celebrity guest -- their inspirational person is in audience
 - Special "thank you" gift awarded

Ellen cross-promotes in-depth interview with this celebrity and their muse in TALENT Magazine

ellen synergy



TALENT

DIGITAL

TALENT

- **Talent Tips** - a daily text/email/FB reminder of how to keep your talent on track.
- **Talent Insider** - exclusive content from cover shoot (photos, video clips taken during the interview for the magazine, etc.)
- **Talent Blast** - an e-blast to receive more info on organizations or programs featured in-book via email.
- **Poll Trends** - live results of reader polls on topics covered in-book.
- **Talent Steps Out** - exclusive photos from fund-raiser events from across the country, examples of people making a difference.



T.A.S.K. app

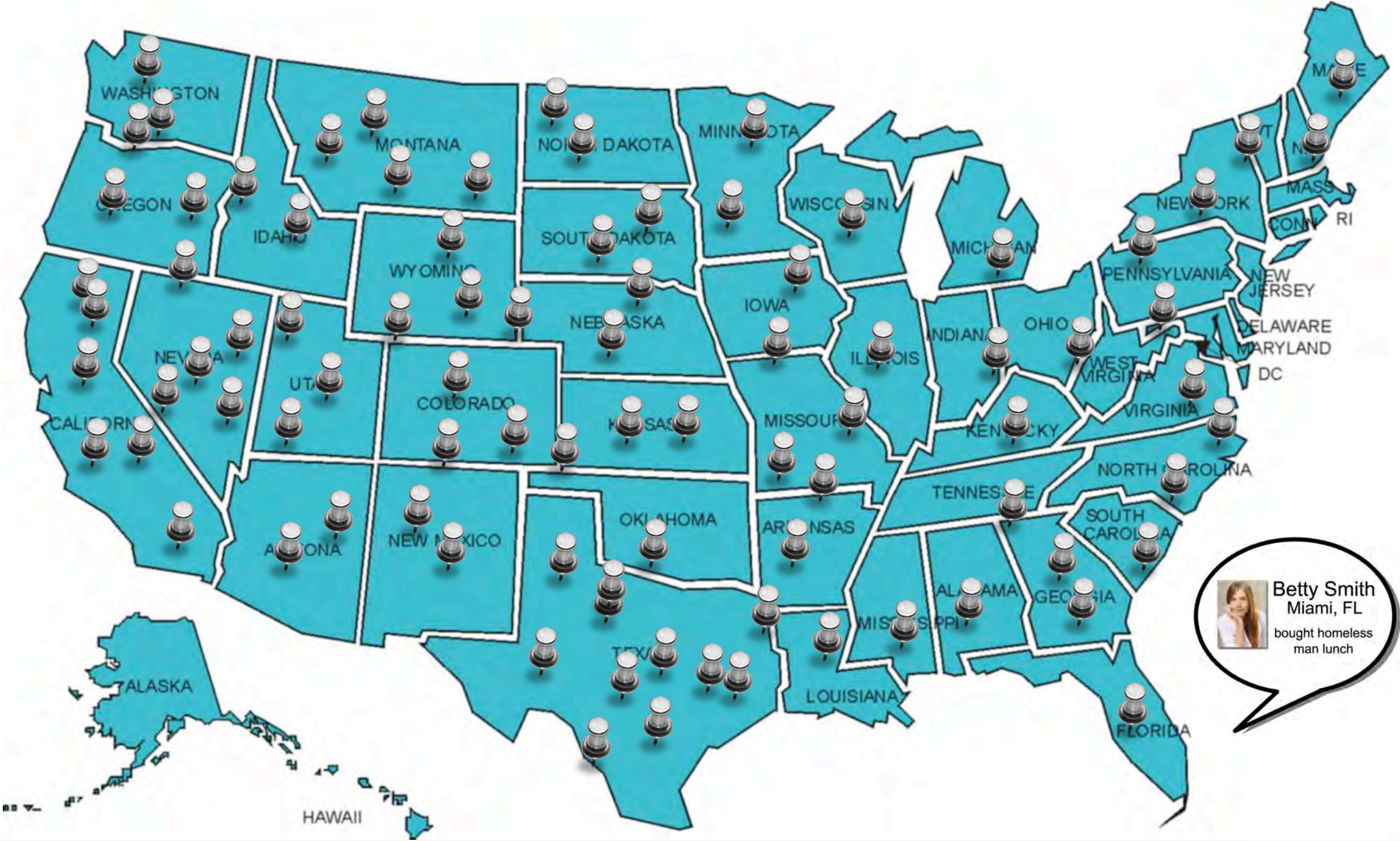
Talented Acts of Social Kindness

- **Content Provider** - exclusive video & information from TALENT.
- **Call-to-Action** - execute a monthly “TASK” activity with readers - Talented Acts of Social Kindness.
- **Interactive Tool** - share “TASK” accomplishments (pics, videos & testimonials)
- **Social Tracker** - track other people’s “TASK” activity all over the country and physically “see” all of the good happening in your neighborhood.



T.A.S.K. app

Talented Acts of Social Kindness



T.A.S.K. app

Talented Acts of Social Kindness



TALENT



endowment fund

- Provides individuals the opportunity to utilize their talents to further an altruistic endeavor.
- Marking TALENT's 1st anniversary issue, readers will vote for individuals in their own communities to receive this endowment fund.
- TALENT will follow these recipients with periodic updates online and in-book.
- Coverage on The Ellen Show.

WHO

WILL

BUY ?



TALENT

Clinton's
Motivating
Force

Ellen's
Greatest
Gift

**DISCOVER
YOUR
LIFE'S
DESTINY**

How
GIVING
Are You?

Hollywood's
Elite
Discuss
the
Key to Happiness

**MICHELLE
OBAMA**

"Before we can fix
the problems, we
have to fix our souls."

New
Books
for the
Soul

A View
From the
T.O.P.P.S.

January 2013 4.95
ISSN 1234-5679

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TALENT

our consumer

(Women 25-54)

- * Working and non-working
- * Socially Active
- * Driven, always on the lookout for new ideas
- * Multi-tasker, mental list maker
- * Approaches life with a purpose in mind
- * Cares about the world
- * Motivated by “something greater”
- * Periodical tastes; The New Yorker, Martha Stewart Living, O Magazine
- * Casual pleasure read; People or US Magazine.

our affluent consumer

HHI \$100K+

Vast majority W25-54 consume content through its most traditional outlet: magazines and newspapers in print, websites, video content via television.

	MAGAZINES	NEWSPAPERS	TV	WEBSITES
Read Hard Copy	➔ 93%	➔ 86%	-	-
View on Computer	27%	39%	23%	➔ 94%
View on Smartphone	9%	14%	7%	32%
View on Television	6%	7%	➔ 94%	13%
View on Tablet Computer	6%	7%	6%	15%
View on tablet via website	5%	6%	3%	14%
View on Tablet via app	4%	4%	4%	8%
View on e-reader	4%	3%	-	5%

competitive landscape



- * Circulation: 2,444,934
- * 2011 Paid Subscription Revenue: \$54,358,066
- * 2011 Single Copy Revenue: \$25,907,229
- * 2010 Ad Revenue: \$220MM
- * \$4.50 Newsstand price
- * Full Page Ad: \$156K
- * Median Age: 47.9
- * Median HHI: \$68,911
- 30% of readers HHI \$100K
- * 88% female audience
- * 70% some college or more



- * Circulation: 2,060,304
- * 2011 Paid Subscription Revenue: \$52,012,044
- * 2011 Single Copy Revenue: \$12,844,619
- * 2010 Overall Revenue \$230,800,000
- * \$4.99 Newsstand price
- * Full Page Ad: \$172K
- * Median Age: 48
- * Median HHI: \$72,554
- * 89% female audience
- * 70% some college or more



- * Circulation: 3,563,035
- * 2011 Paid Subscription Revenue: \$263,764,444
- * 2011 Single Copy Revenue: \$242,524,182
- * 2011 Ad Revenue: \$997MM
- * \$3.99 Newsstand price
- * Full Page Ad: \$306K
- * 59.1% readers 25-54
- * Median HHI: \$69,114
- * 70% female audience
- * 63.3% attended or graduated college

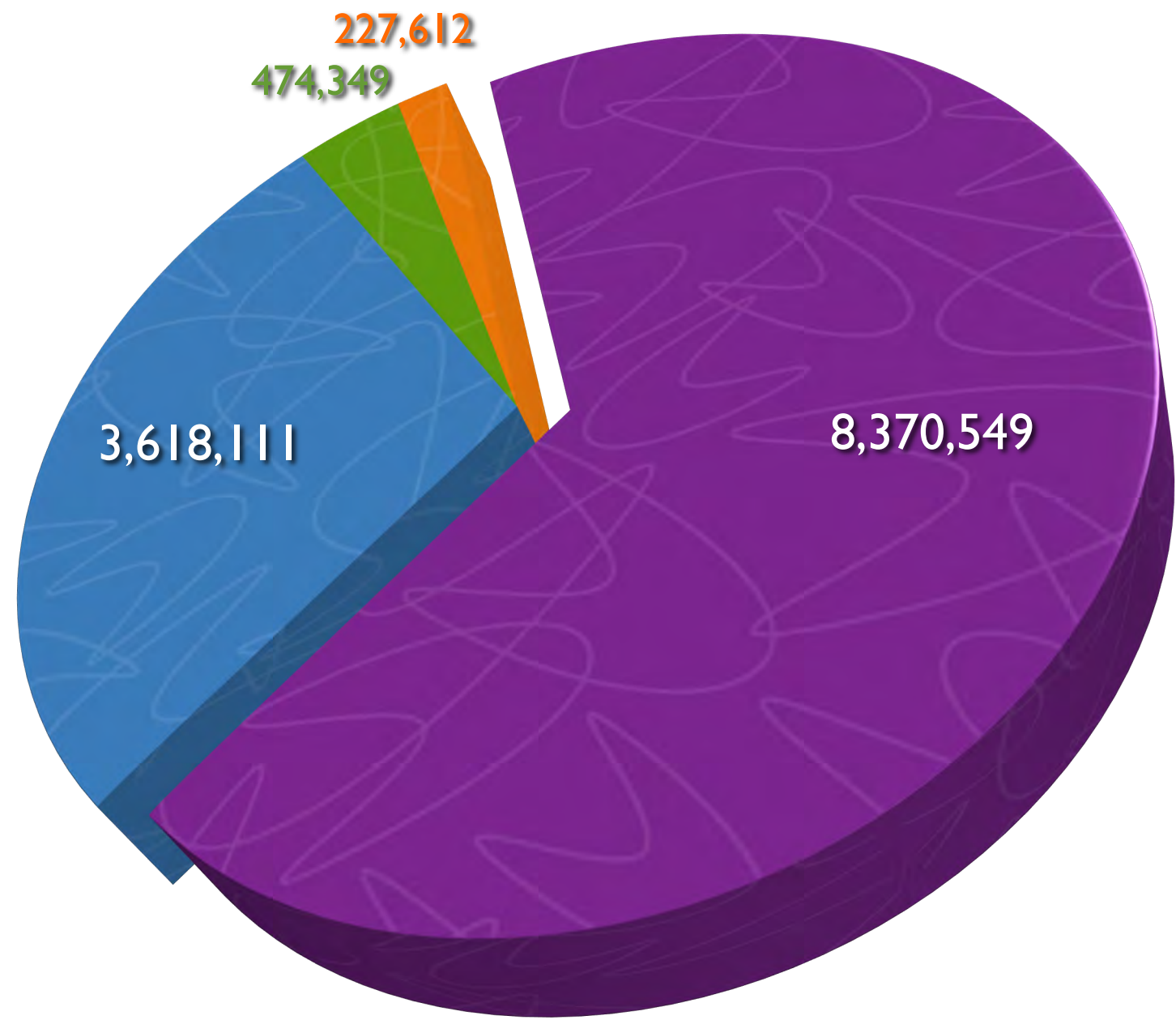


- * Circulation: 1,977,251
- * 2011 Paid Subscription Revenue: \$161,706,250
- * 2011 Single Copy Revenue: \$131,249,358
- * \$3.99
- * Full Page Ad: \$210K
- * 31% readers 25-54
- * 83% readers 18-49
- * Median HHI: \$68,977
- * 71% female audience
- * 66% have some college

our competitive advantage

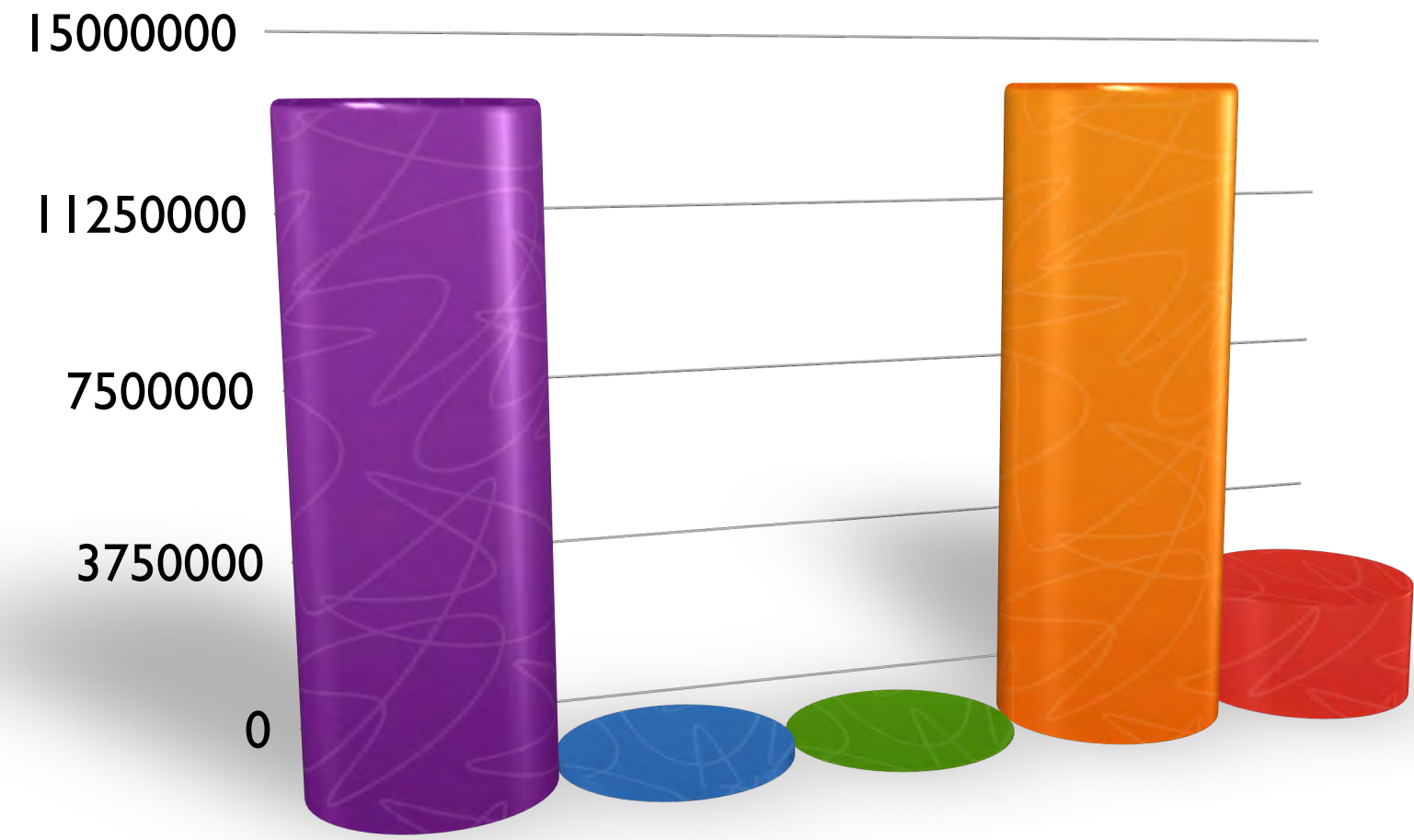
- America's Leading Daytime Television Personality Promoting TALENT on-air / on-line (2-min Show Integration ESTIMATED VALUE: \$272,496)
- The Ellen Show is #1 syndicated talk program W25-54
 - Average 3.3MM viewers / episode (up 6% y-t-y)
 - 2.2 Nielson rating W25-54
- Ellen DeGeneres holds highest "trustworthy" & "influential" index of any television host (Source: epoll Market Research)
- 360-degree Media Approach (Print, On-air, Digital, Mobile, Out-Of-Home)
- Ellen's Active Humanitarian efforts = Built-in Awareness
- Unique Content - TALENT captures America's appetite for celebrity and focuses on those things in their lives that matter. There is only one place to find our content, "instant media" cannot displace TALENT.
- The Sean Effect - Sean Hayes is a very artistically influential and highly-respected Hollywood entrepreneur among his peers. TALENT can secure interviews with celebrity personalities deemed untouchable to other publications.

socially speaking



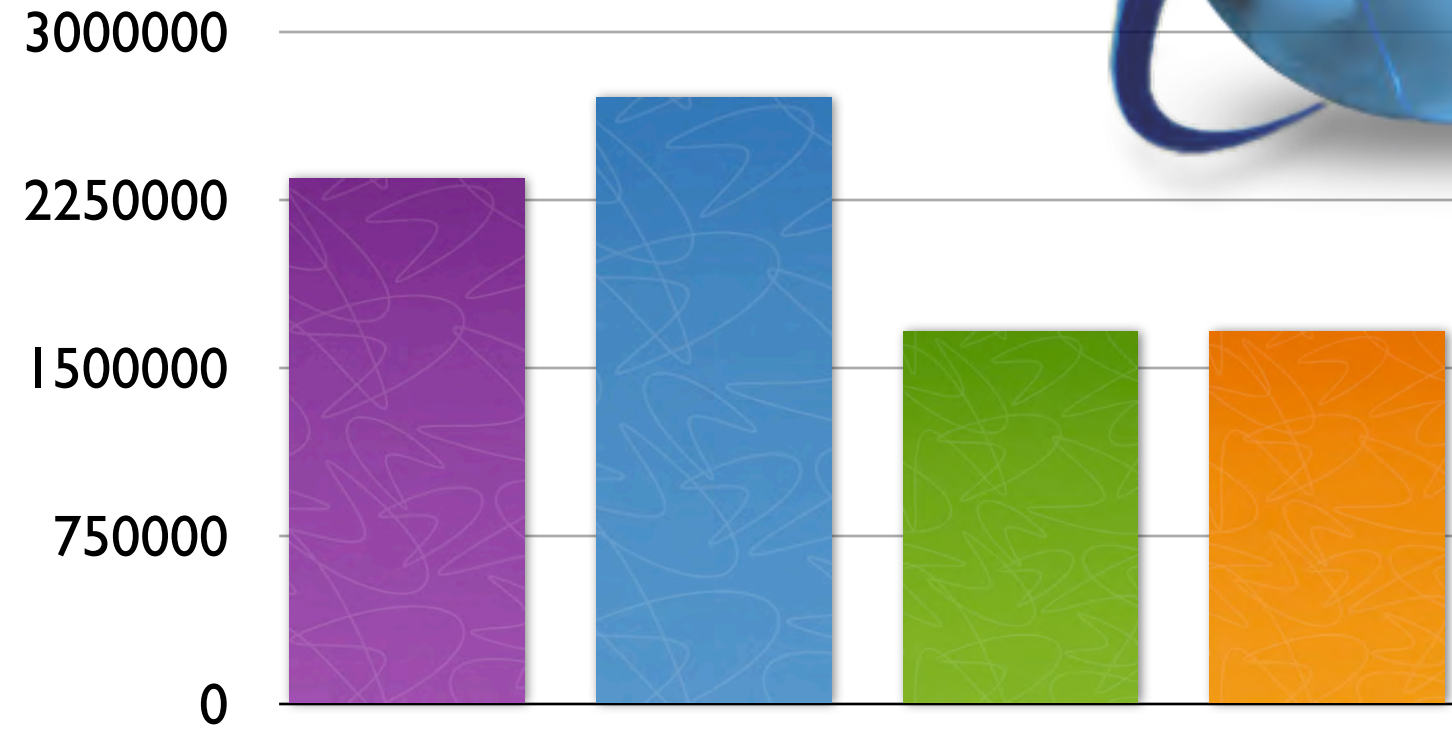
- ★ The Ellen Show
- ★ Ellen (the person)
- ★ Martha Stewart Living Magazine
- ★ O Magazine





socially speaking



- The Ellen Show 13,651,927
- O Magazine 235,152
- Martha Stewart Living 36,955
- Oprah 13,953,124
- Martha Stewart 2,600,978

socially speaking



-  The Ellen Show 2,344,256
-  Martha Stewart Living 2,705,367
-  Oprah 1,660,855
-  O Magazine 1,660,855

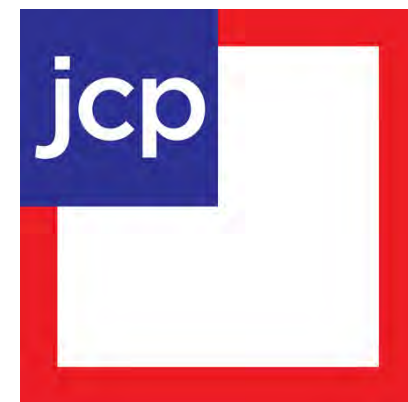


Partnerships

COVERGIRL

HBO

ellen



TALENT

launch strategy

- Major Hollywood kick-off event
- Publicity stunt NY Rockefeller (“Today Show”) or Military Island (“GMA”)
- Direct marketing to celebrity bloggers and tastemakers
- The Ellen Show on-air & online support
- Ellen/Sean publicity junket
- Social media push
- Out-Of-Home Media
- Partnerships

Why Print?

The POWER of PRINT



➔ Magazines **outperform other media** in driving positive shifts in purchase consideration/intent!

(Source: Dynamic Logic)

➔ Magazine **effectiveness is growing!**

- ad recall has ^ 13% over past five years.
- action-taking, based on readers recalling ads, ^ by 10%.

(Source: Affinity's VISTA Print Effectiveness Rating Service, 2005-2009)

➔ Magazines deliver **more ad impressions** than TV or Web in half-hour period!

(Source: McPheters & Company)

➔ Magazines & their **ads garner most attention!**

- consumers reading magazines are much less likely to engage with other media or take part in non-media activities compared to TV, radio or Internet users.

(Source: BIGresearch Simultaneous Media Usage Study)

➔ Magazines **rank #1** at influencing consumers to start a search online – higher than newer media options!

(Source: BIGresearch Simultaneous Media Usage Study)

➔ Magazines are **#1 medium of engagement** across all dimensions measured!

- score significantly higher than TV or the Internet in ad receptivity and all of the other engagement dimensions, including “trustworthy” and “inspirational.”

(Source: Simmons Multi-Media Engagement Study)

PRINT is THRIVING

Magazine readership
has risen 4.3%
over the past
5 years.
(Source: MRI)

Average paid subscriptions reached nearly 300MM in 2009.

(Source: MPA estimates based on ABC first and second half 2009 data)

92% of U.S. adults read magazines.

(Source: GfK MRI Fall 2011)

The average reader spends 43 minutes reading each issue.

(Source: MRI)

181 new magazines launched in the first nine months of 2012.

(Source: MediaFinder.com)

239 new magazines launched in 2011 marking a 23.8% ^ over 193 launches in 2010.

(Source: Mediafinder.com)

During the 12-year life of Google, magazine readership ^11%.

(Source: MRI Fall 2009 data)

Since Facebook was founded, magazines gained more than one million young adult readers.

(Source: MRI)

Food Network Magazine 2009 Launch - tripled its rate base in one year, circulation soared to 1.5MM in 2 years.

(Source: Publishing Executive 2010)



TALENT

SMART & INNOVATIVE GROWTH



TALENT **MAGAZINE**
real people doing great things