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ELDR Named One of “Hottest Magazine Launches” of 2007

Magazine Reaching Affluent, Over-60 Audience Honored by
Media Industry Newsletter (MIN) and “Mr. Magazine,” Samir Husni

(San Francisco, CA) – October 2, 2007 - ELDR magazine has been named one of the 15 “Hottest Magazine Launches” of 2007 by Media Industry Newsletter (MIN) and University of Mississippi journalism professor Samir Husni, also known as “Mr. Magazine.”

ELDR will be honored at a November 13, 2007 luncheon at Tavern on the Green in New York City along with other magazines including *Condé Nast Portfolio*, *National Geographic Little Kids*, *Antenna*, and *Ty Pennington at Home*. The honorees were chosen from among 700 new magazine launches.

ELDR and ELDR.com launched July 1. ELDR is the first media company targeting the 60-plus influential and affluent demographic. ELDR was founded by senior housing innovator Chad Lewis, CEO and publisher, and pioneering technology magazine editor David Bunnell, editor-in-chief. ELDR Media LLC is headquartered in Marin County, California.

MIN is the most authoritative and trusted source on the consumer and b2b magazine business, reaching over 10,000 media executives through print, online and in-person events. MIN has been serving the magazine and media community with unparalleled coverage for more than 60 years.

Samir Husni, Ph.D., aka "[Mr. Magazine](#)," is the chair of the Journalism Department at the University of Mississippi. He writes the annual *Samir Husni's Guide to New Magazines* and is author of *Launch Your Own Magazine*. He is "the country's leading magazine expert," according to *Forbes ASAP* magazine, and *The Chicago Tribune* dubbed him "the planet's leading expert on new magazines."

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