

Verily

MAGAZINE

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VERILY MAGAZINE
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LESS OF
WHO YOU
SHOULD
BE,
*MORE OF
WHO YOU
ARE.*

ABOUT US



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WHO WE ARE

Verily is a fashion and lifestyle magazine that celebrates the best of who you are. We feature fashion that is worthy of the woman, relationship articles that go beyond sex tips, and strong cultural and lifestyle journalism. *Verily* is the modern woman's go-to guide on how to lead a fulfilling, integrated life.

OUR STORY

Like so many things in NYC, *Verily* was born over a gathering of friends for brunch. We ended up on the topic of women's magazines – in particular, how most of them didn't seem to reflect our lives or our philosophies as women. Here was a diverse group hailing from all over the country and working in everything from fashion to medicine to philanthropy. We had gone through the learning curve of our first jobs, navigating life in a new city, and been on more first dates than many of us would like to admit.

At that brunch was Kara Eschbach, who was working as a private equity investor at Credit Suisse, and Janet Sahm, who had interned for over a year at *Elle* magazine and written for *Elle.com*. *Elle* had been

an eye-opening experience for Janet, and had kindled in her a desire to create a real alternative to the predominantly negative magazine industry, a completely new publication that would be simultaneously high-quality and genuinely good for women. Janet brought up her idea, and as Janet tells the story, "The moment I mentioned it, Kara locked eyes with me across the table and said without a flinch, 'Why don't we start it now?'"

And thus, a real magazine alternative for modern women was born. What started as Kara & Janet meeting over coffee in their East Village apartment quickly grew to connecting with Mary Rose, Ashley, and Krizia to plan out and create the first issue, and has grown to include a network of thousands of women looking for intelligent, classy lifestyle content.

We understand the acute need women have to not only read about but see a new vision of what it means to live happy, healthy, integrated lives. So rather than bemoan the negative portrayal of women in magazines, we've decided to be a part of the solution.

01 - In the June/July issue "girls night" gets a much needed reboot.

02 - Finding high fashion trends in your closet from the June/July issue - the ultimate "ready to wear"!

03 - Emily Dickinson inspired fashion spread featuring photography from The Weaver House.

WHAT SETS US APART?

HOW ARE WE DIFFERENT?

In contrast to other magazines whose tones can be saccharine sweet, hypersexual, or aggressive, *Verily* invites women to have real, down-to-earth conversations over what matters to them most. We expand the narrow portrayal of what is beautiful and desirable by featuring real women and models from all nationalities, whose measurements extend beyond a size two, in styles that let them shine.

Whereas other magazines photoshop to achieve the “ideal” body type or leave a maximum of three wrinkles, we never alter the body or face structure of our models. We firmly believe that the unique features of women -- be it crows feet, freckles, or a less-than-rock-hard body -- contribute to their beauty and therefore don't need to be removed or changed.

Finally, we are not afraid to be different, to go beyond a narrow view of romantic relationships, often characterized by sex tips and manipulation, and instead offer practical, thought-provoking guidance to navigate the myriad facets of our lives. Our relationships, lifestyle, and culture coverage features intelligent discourse and an eye towards balance, not “perfection.”



01



02

01 - Daily Dose quote featured on Verily Magazine's website. Just part of the enriching content daily updated on the website.

02 - Fashion spread in the June/July 2013 issue featuring photography by Trevor Hoehne. *Verily* strives to use real models to portray the real woman.

03 - Featured article about men and women being “just friends.”



03

DETAILS

DEPARTMENTS

In a world that seems to offer us limitless choices, somehow the modern narrative about women – what we should look like, how we should date, how to be successful, what should make us happy – can ring hollow. So Verily is starting a new conversation using bold journalism, clean aesthetics, and uplifting content, all with a witty best-friend approach.

STYLE showcases current fashion trends and beauty coverage — from street style to runway — for truly inspirational, wearable looks that are worthy of the woman.

RELATIONSHIPS combines empirical research, real stories, and a best-friend mentality for a holistic and positive vision of relationships that goes beyond sex tips.

CULTURE provides distinctive essays, reports, and profile pieces that highlight empowering stories of real women in the world. With attention to quality writing and bold investigating, today's most important issues are discussed in an honest, straightforward way.

LIFESTYLE offers fun, thoughtful articles and advice to inform and inspire the woman to set her own agenda for personal success not in spite of her femininity, but because of it.

AUDIENCE PROFILE

- Women aged 18-35
- College-educated, independent thinker, creative, eager to make her place in the world
- Single, newly married, and young mothers from small town middle America to the boardroom of industrial coastal cities
- Desire a stable marriage and family
- Seeking healthy balance in work & life
- Interested in relevant and meaningful media, socially conscious fashion, giving back, and playing an integral role in her community

DISTRIBUTION

Print Magazine is available for purchase or you can subscribe at WWW.VERILYMAG.COM

- Bi-monthly print publication
- iPad version available

DIGITAL OFFERING

- Content-rich website with daily updates in each of our content categories: www.verilymag.com
- Opt-In newsletter with daily feature and additional content from website



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01 - The Art of Tea - an article about tea collections in the June/July Issue

02 - *Verily* features fun, accessible recipes for the everyday woman. Paleo dining made easy.

03 - Fashion tips for the modern fashionista- How to Pull off the Urban Turban, featuring Donna Kim

MEET THE VERILY TEAM



KARA ESCHBACH

Co-Founder, Publisher, and Editor in Chief
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Kara is a business professional with particular interest in women's impact on society, especially in the professional world. Before starting Verily, she was on the investment team for Credit Suisse's secondary private equity fund and has experience in corporate finance, accounting, consulting, and investment banking.



JANET SAHM

Co-Founder and Style Editor
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Janet firmly believes that there is a genuine need to distribute positive messages and images of women in today's magazine journalism, particularly after interning for over a year at *Elle Magazine*. In addition to writing for *Elle*, she has blogged for *Lifestyle and Charity* magazine and written for other online venues.



MARY ROSE SOMARRIBA

Culture and Features Editor
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Mary Rose is a writer and editor with over 7 years of experience in magazine publishing. Formerly managing editor of the monthly magazine *First Things* and the quarterly journal *The New Atlantis*, she has written articles and organized events on women's issues for several publications and organizations.



MONICA GABRIEL

Web Editor
monica@verilymag.com

Monica is a writer, editor, and SiriusXM radio show host. Plucked from a life of advertising at *TIME Magazine*, Monica now writes about cultural trends and shares her thoughts on relationships and womanhood. Monica can be found watching old movies, telling highly animated stories to her friends, or playing with her many nieces & nephews.



KRIZIA LIQUIDO

Lifestyle Editor
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Krizia has a sincere desire to help today's renaissance women lead fun, smart, and truly fulfilling lives. A proponent of educational equity and social entrepreneurship, she managed education technology programs in NYC, served as a Teach For America Corps Member with an M.S.Ed. in English, and competed in Miss America with a platform dedicated to preserving the arts in education.



JANE RILEY

Art Director
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Jane runs a freelance graphic design studio and works with a lot of small creative businesses to launch and realize their brand potential. She has worked with several print publications, designing book covers and magazine spreads. She is the author/curator behind the blog *Jane Reaction* and is a new mom.



ASHLEY CROUCH

PR Manager and Contributing Editor
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Ashley served as the Director of Outreach and Programs at the Love and Fidelity Network where she researched the current state of affairs surrounding romantic relationships, friendship, feminine identity, and culture. She has written for online blogs and journals, as well as coordinated events and discussion forums aimed at addressing these issues.

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