



Diversity Lifestyles Magazine Long Overdue

Chicago, IL, May 22, 2007 --(PR.com)-- "There's a growing segment of our society that embraces the trend of global and cultural remixing. They value diversity in their social settings, enjoy cross-over music tastes, are creative, open-minded, and experimental, have an entrepreneurial mindset, enjoy taking risk, and are concerned with world issues," says Progressive Life & Style publisher Jeremy Hodges.

Progressive Life & Style (PLS) was established in 2007 to address the informational needs of this population segment. Most lifestyle publications strive to effectively address a single cultural segment, targeting on race, music taste, etc. PLS understands that their readership, despite their varied backgrounds, has effectively formed their own "mash-up" culture based on a love of diversity and shared lifestyle values described above. All topics in the magazine are addressed from the perspective of a U.S. multi-cultural experience and lifestyle.

PLS is ad-supported and free to subscribers. It is 100% digital, delivered to subscribers' e-mail inboxes and available for download from various web destinations. It reads like a physical magazine, but better. Mouse clicks turn the pages of this full color, full screen, interactive magazine.

Topics covered include:

- « Dining/Nightlife- Listings for venues/events that provide the diverse social scenes sought by readers.
- « Dating/Relationships - Advice, anecdotes, and singles hot spots.
- « Fashion- Style guide, boutique profiles, photographic showcase of new styles within various cultures.
- « Healthy Lifestyles and Self Improvement
- « Music & the Arts - Reviews, event listings, new music interactive listening station.
- « Career/Entrepreneurship - Tips and interviews, financial advice, job listings.
- « World Community - World news, political updates, environmental snapshot, and travel.
- « Diversity Features - Discussion of topics related to diversity in modern U.S. culture and cultural photographic portfolios.

PLS is set to launch in Chicago in August of 2007. Other cities on the radar for a 2007-2008 launch are Atlanta, Miami and Las Vegas. Please visit www.plsmag.com.

Progressive Life & Style Magazine is published by Entity Entertainment.

Entity Entertainment is a full-service marketing, promotion and advertising firm. Entity's mission is to be the leading solutions based advertising, marketing, promotions and multi-media agency. Entity is focused on translating trends into sales opportunities for corporate clients. Clients include Miller International Foods, Time Warner, Snapple, Universal, Sony, And Clear Channel.

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Contact Information:

Progressive Life & Style Magazine

Jeremy Hodges

(773) 719-9233

jeremy@plsmag.com

www.plsmag.com

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