

SEEING^{the}everyday

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FOR IMMEDIATE RELEASE

A NEW CONCEPT IN PUBLICATIONS An Advertisement-Free Magazine Revealing the Everyday

Cambridge, Massachusetts, USA, July 12, 2008 -- A new concept in publications has arrived in homes across the United States, Canada and Europe. It is an advertisement-free [magazine](#) with the singular [purpose](#) of revealing the importance of our daily interactions with one another. *Seeing the Everyday* magazine [documents](#) the experiences and choices we remember from home . . . moments that shape us and really make a difference.

Seeing the Everyday presents a striking shift from the traditional, advertisement-driven magazine concept. Instead, it restores a historical view that dates back to the time of Charles Dickens, a time when editorials were published for the reader experience and when content, not advertisement, drove publishers' revenue. *Seeing the Everyday* integrates modern design and photography with this traditional approach, creating a reader experience unlike that of any other magazine available today.

The advertisement-free aspect is critical to maintaining the publication's clear, consistent message. *Seeing the Everyday* reveals the wonder of everyday family life. Not through the eyes of advertisers or mainstream media writers, but [through true life experiences](#) shared by its readers—the common, non-glamorous moments that can be the essence of family: “Finding poetry in the prosaic.”

Since its release, readers of various backgrounds have expressed support and gratitude for *Seeing the Everyday's* distinctive concept.

President of United Families International, Carol Soelberg, recommended the publication to over 150,000 members, saying, “*Seeing the Everyday* can help motivate family-focused discussion and action for each of us.”

Marriage and Family Therapists endorse it: “Not only is *Seeing the Everyday* beautiful and enjoyable, it also contains the real potential to help families,” observed Dr. Kevin B. Skinner.

And online ‘mom blogs’ embrace it: “[The concept](#) is unlike anything I've seen out there on the magazine racks. And it is needed. And at the end of the day, really important,” said Gabrielle Blair, known online as Design Mom.

The premier issue of *Seeing the Everyday* was printed April 21, 2008, in Burlington, Vermont, and mailed to 4,561 households. It is available by subscription on the [Internet](#) or by calling 617-475-5130. For more information please visit www.seeingtheeveryday.com.

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If you would like more information on this topic, or to schedule an interview with the founders of *Seeing the Everyday*, please call Jared Crocker at 617-475-5130 or email Jared at jcrocker@seeingtheeveryday.com