

Hot off the Press from

RKP ROBERT KENNEDY PUBLISHING

More Top Talent Lands at *MuscleMag*



Over the past 18 months *MuscleMag*, under the shrewd leadership of Group Editorial Director Bill Geiger, has dramatically revamped and strengthened its content. This re-tooling has made the information and inspiration in its pages even more cutting-edge and relevant to readers needs.

This overhaul has been achieved by headhunting some of the top talent in the business with the likes of Lara McGlashan, Jimmy Peña, Kevin Horton, Eric Velazquez and John Romano coming aboard. Now we are proud to announce a really big addition to our team. Peter McGough, formerly Editorial Director at *Muscle & Fitness*, *Muscle & Fitness Hers* and *FLEX* is joining *MuscleMag* as Special Features Editor.

Peter has been an authority and a major figure in bodybuilding circles for nearly three decades. He is regarded by many as the industry's best writer and that is the role his new position allows him to return to. He says, "I'm looking forward to this new challenge and joining the progressive and ambitious team at *MuscleMag*. My first North American feature was published in *MuscleMag* in 1984, so there's a certain symmetry about me taking up this position."

Group Editorial Director Bill Geiger says, "With the addition of Peter to our already strong team we feel *MuscleMag* is solidifying itself as the best bodybuilding magazine in the class. Peter certainly is a major catch for *MuscleMag*."

Of McGough, *MuscleMag* Publisher Robert Kennedy says, "I've always considered Peter to be the best writer in the business and we're thrilled to have him join our team. I just wish I could understand his funny accent."

The "Hot of the Press" update will be sent out from time to time highlighting some of the relevant and newsworthy happenings taking place at our magazines. I believe it's important to keep our client partners in the know with important advances, as these changes inevitably are mutually beneficial, as we continue to build and strengthen our brands.

—Todd Hughes, VP, Group Advertising Director

Jamie Goes Exclusively *Oxygen*

Top Fitness Expert Jamie Eason is thrilled to become an exclusive *Oxygen Women's Fitness* spokesmodel. "From when I first started training I've been a big fan of *Oxygen* Magazine, its been my best buddy in and out of the gym. I feel like its part of my extended family and I'm thrilled to devote my time, energy and passion into the best female fitness magazine on the planet." — Jamie Eason



"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does." —Stuart Henderson Britt