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FOR IMMEDIATE RELEASE

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### **VENICE MAGAZINE HAS NEW MANAGEMENT**

VENICE, FL—*Venice Magazine*, the lifestyle magazine for and about the greater Venice, Florida community, is under new management. Tracy Knight, a long-time Venice resident and local businesswoman, has been named as the publisher, while Ticia Mahler is the managing editor and Amy Aiello will serve as the operations director. Andrea Cooper has been appointed as the director of sales.

Knight took over as publisher when Kendall Jones, the magazine's former publisher and a co-founder, learned that she would be re-locating to California. Knight has worked in the advertising and publishing industries for more than 20 years, while Mahler, Aiello and Cooper have similar backgrounds.

"This is an exciting opportunity," said Knight. "We recognized the magazine as a high-quality product unlike any seen before in the area. And, as a 35-year resident, I personally was eager to showcase the people, places and happenings that make Venice one-of-a-kind."

According to Knight, she and her team will not only be producing the magazine, but have re-vamped the entire operation, now known as Venetian Media Group. Under that banner, they will function as a multi-media company with a full menu of offline and online products and services.

As the flagship product, *Venice Magazine* publishes six times annually, with the September/October issue due out in late August. Coinciding with the issue will be the launch of a new, highly interactive Web site, [venicemagazineonline.com](http://venicemagazineonline.com). Among the site's most engaging features will be an interactive "Ask Vinnie" section, which will allow users to ask questions about the Venice area, and a weekly blog, *Vis A' Venice*.

"Through expert search engine optimization, our goal is to be in the number one organic Google position for the terms 'Venice, Florida.'" And while we already have a healthy subscriber base for the magazine, we will be working to significantly increase distribution

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Sarasota and Charlotte counties.”

To learn more about *Venice Magazine*, including how to subscribe, e-mail [info@venetianmediagroup.com](mailto:info@venetianmediagroup.com). One-year subscriptions are available for \$19.95, while the two-year rate is \$35.95.

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