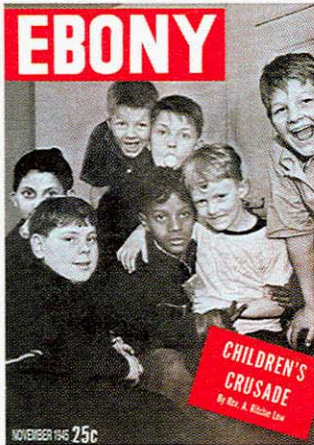


RICH HISTORY: Raven-Symoné in January, the mag's crusading roots



MAGAZINES

Starting a New Chapter

LONGTIME READERS of Ebony magazine, who still remember receiving their copies of the 1964 issue with Martin Luther King Jr. and his family on the cover, opened their mailboxes recently to find something different: Disney Channel darling Raven-Symoné. For a magazine that made its name documenting civil-rights battles, a wholehearted embrace of celebrity youth culture is its own revolution. To ensure that history goes on at 62-year-old Ebony, magazine chief Linda Johnson Rice is giving it a makeover. "You have to stay current to compete," she says.

These past few years, magazine advertising dollars and readers have run to the Internet. The change has been especially hard on niche publications like Ebony. Its ad revenue fell more than 10 percent between 2005 and 2006. And circulation has been in a downward spiral, falling 21 percent between 2002 and 2006.

Entertainment magazines, however, continue to do well. Lisa Jenkins, 17, of Inglewood, Calif., mostly reads celebrity blogs but was drawn to Raven-Symoné. "When I saw her on the cover, I was, like, 'Yeah!' and I bought it." Johnson Rice says the response

CloseUp Art



Trotting Out Globes

In 1999 Chicago plunked hundreds of life-size cow sculptures on its sidewalks, just for fun. This summer the Windy City will showcase 100 five-foot globes, but with a purpose—each illustrating a different way to reduce global warming. A huge knitted sweater will cover a sphere called "Turn Down the Thermostat." Autographed shoes from athletes like Magic Johnson will festoon a "Use Your Feet" globe. "I didn't want to focus on the doom and gloom," says Cool Globes founder Wendy Abrams. "I wanted to focus on solutions." —KAREN SPRINGEN

—AMY GREEN and
ARIAN CAMPO-FLORES

to the makeover has been great, but it's unclear if the over-40 crowd will continue to hold a spot for Ebony on their coffee tables.

—ALLISON SAMUELS

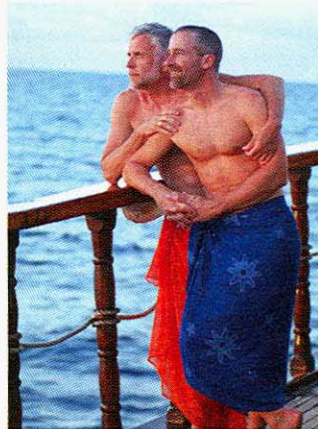
TRAVEL

Going All The Way

YOU CAN PACK LIGHT for this trip. The latest offering from Source Events, a Miami Beach-based gay adventure-travel company, is billed as the first gay nude luxury cruise in the Mediterranean. Scheduled for mid-May, the weeklong voyage, geared toward men, will begin in Rome and continue down Italy's Amalfi coast and on to the Greek islands. Travelers can take cooking classes, mingle at afternoon cocktail parties or simply lounge on deck—all of it au naturel. Dress will be required, however, for land excursions, water sports and Olym-

pic-themed soirees in which passengers are encouraged to dress up as gods (and goddesses). Gay men "are looking for new ways to socialize," says Source Events president Craig Smith. "When people shed their clothes, it's a great equalizer."

Nude travel has become a \$400 million industry—double



NO TAN LINES: Nudist travelers

what it was 10 years ago—according to the American Association for Nude Recreation. And the business has increasingly gone upscale, trading rustic nudist camps for lavish

resorts and extravagant cruises. Gay men have helped fuel the growth, especially baby boomers who have more disposable income, an appetite for adventure and a penchant for bucking typical notions of retirement. When Gay Naturists International started 23 years ago, it had fewer than two dozen members; today it counts some 1,300. "There is a spirituality to [naturism]. You're relating to your peers in a way that's much more honest and vulnerable," says the organization's president, Bob Sandla Jr. "And it's just plain ole fun."