



# THINKINGZINK

A fashion magazine with cutting edge

by **Cheryl Fenton**

Images courtesy of **Zink**

"It is risky and out there, but this is what the audience is looking for," says Sheriff J. Ishak, Publisher of Zink magazine. "Sex & the City is a phenomenon that isn't going away."

The risks this publishing guru speaks of aren't Carrie's skyscraper-high Manolo Blahniks or Samantha's jaw-dropping sex-capades. He's referring to the nervous power it takes push the envelope. To go beyond the tedious fashion shoots and beauty tips of today's women's magazines to the shocking freshness found in Zink, the latest fashion, beauty and lifestyle publication making waves on the newsstands.

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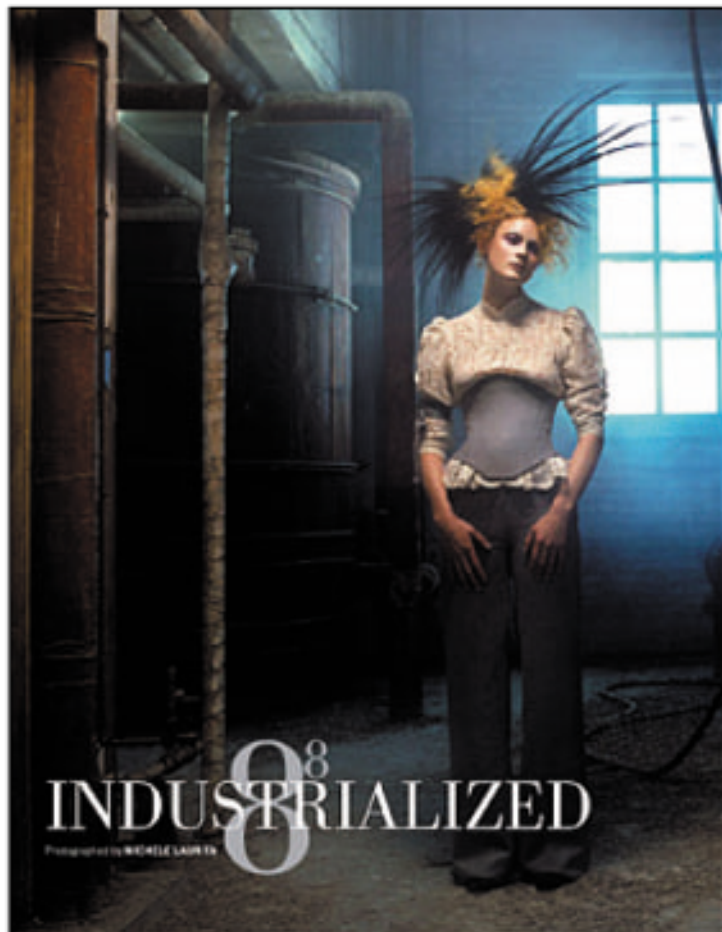
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Images courtesy of Zink

A brainchild of this banker-turned-fashion-industry-expert, Zink was launched in May 2002 with the clear mission of providing a cutting-edge fashion, beauty and entertainment outlet for readers 21 to 35—a fashion- and beauty-conscious crowd that was slowly being left behind by the longer established fashion magazines, according to Ishak.

"Some people felt that they were being abandoned by some of the fashion and beauty magazines," he says. "Ten years ago these publications had the average readers age of 25. Vogue is now 35-plus; Glamour is 35-plus. All of those magazines have matured and didn't change with the times."

Within its first month published, Zink was touted by a well-known Canadian publication as a magazine for those "tired of the grandfather-like magazines like Vogue," says Ishak.



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Stylish, savvy and edgy, Zink wants to fill the gap between high fashion and urban chic, targeting a young, hip and multicultural readership. It has the guts to be honest and limitless, staying on the cutting edge by keeping an eye out for the rebellious voice lurking on the sidelines.

And people are noticing. The magazine replaced Vogue as the official magazine for the Mercedes-Benz Fashion Week LA for the October 2003 shows. In April 2004, in single copy sales, Zink ranked 26th out of over 6,000 titles, above Cosmopolitan, Glamour and Allure in the 4th quarter of 2003 at Universal News. And it reached 230,000 for May 2004 distribution, with an anticipated distribution of 500,000 by January 2005.

Everyone seems to be scrambling to be seen within the glossy pages. For instance, Zink won the first-ever behind-the-scenes exclusive photo shoot at Cirque du Soleil in April 2004. "There are photos shot and stories written exclusively for Zink," says Ishak. "We've even had a celebrity call crying that she was featured inside but not on the cover. It's very flattering."





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So what separates the future writers, photographers and stylists of Zink from the other hundreds of submissions they receive each month? Think daring.

"If you want to be a part of Zink you have to do things that other magazines wouldn't dare publish," advises Ishak.

And don't worry about your industry experience level. It's the end result, not how you got to it that matters to Zink. "We've had shoots with people who are household names like Karl Lagerfeld, as well as very young photographers whose entire portfolio books are all Zink. It ranges."

To be successful at getting your foot (and work) in the door at Zink, Ishak recommends doing your homework. "Look at the past few issues of Zink," he says. "See the consistency in what we feature. It's about pushing the envelope as far as we can without compromising our mission statement."

"If you're a photographer, shoot in a way that Zink couldn't possibly say no to." The same goes for the longing-to-be-read writer. "It's no longer people talking about the photography, but now they are talking about the articles," he says. "That's the biggest flattery. We've caught up and are now strong in both editorial and photography."



Our success is attributable to this attitude.

**Sheriff Ishak**

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An incredible project is usually the sum of its parts; and Ishak is the first to admit this holds true for Zink. "Our success is attributable to the artists. We have a small, passionate group of sought-after editors on staff." The feeling is mutual—one of the staffers even stated to another magazine, attempting to court him away from Zink, "I am Zink, and Zink is me."

So, what do you think? Are you Zink?

If you think that you have what it takes to work with Zink, send your portfolio to Art Director Sean Murray at Zink magazine, 304 Park Avenue S, Penthouse South, New York, NY 10010, or email him at [sean@zinkmag.com](mailto:sean@zinkmag.com).

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