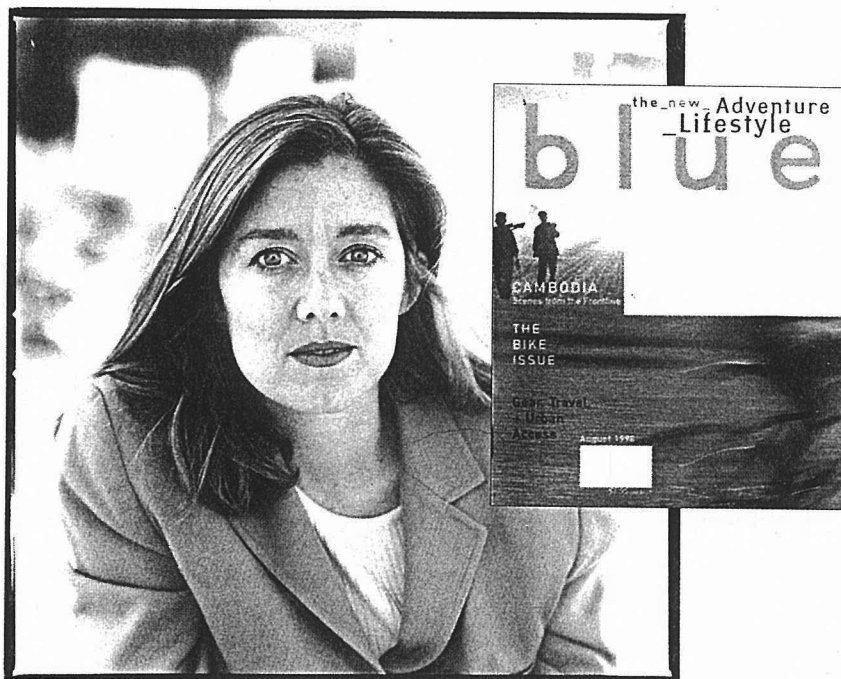


# AMPTONS Country

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■ AMY SCHRIER ■  
Publisher/Editor in Chief



Ever since she can remember, Amy Schrier has loved adventure travel. She biked from Paris to Rome when she was 16. She's surfed in Indonesia, scuba dived in Thailand and traveled to 31 countries before turning 29 earlier this year. "There is nothing more interesting to me than to be able to travel adventurously," says the Cornell grad who grew up in East Hampton and Tenaflly, NJ. "You only have one life and there's this whole world out there to explore."

Schrier became convinced she was not the only one who felt that way while working as an advertising director for *Asian Art News* in Hong Kong, jetting off to one Pacific Rim country after another. She returned to New York in 1994 and the idea germinated for two years. She started to do some informal market research and decided there were enough Generation 2000 readers to support, as she likes to say, "a *National Geographic* with a rock n' roll attitude." So she quit her job at an art magazine, bought a computer on her credit card and spent nine months alone in her apartment, writing a business plan and developing a network of people who were interested in the project. She miraculously managed to round up a small group of committed investors to provide first stage capital and, a year ago, launched the premiere issue of *Blue*.

Aimed at an affluent and educated audience between the ages of 19 and 49, the bimonthly magazine (circulation: 100,000 and growing) is filled with articles about action sports like rock climbing and sky diving and wacky subjects such as reindeer safari-ing with Tama Janowitz in Norway or climbing bridges, church steeples and other urban structures just for the adventure of it (really)! But Schrier's biggest coup was retaining David Carson as the design consultant. Carson, who is best known for funky mixed-up typography in off-beat magazines like *Ray Gun*, came up with the name for *Blue*—symbolizing "blue ocean, blue sky, blue planet."

Schrier projects that the magazine will break even at its three-year mark, if not before. The staff has grown from one—Schrier—to four and now 14. But despite the demands of putting out a magazine, Schrier has mandated that the staff gets as few as three weeks and as many as three months off, so that they can incorporate adventure into their lifestyles. She adds, "We're breaking down that traditional attitude of 'I'm working really hard and maybe I'll have free time!' We're doing it *now*!" ■