

The London Free Press

Magazine for professional women a global first

Heart Business Journal debuts June 30

By P.J. HARSTON



London entrepreneur Brenda Wood is treading where few -- if any -- Canadians have gone before.

The president and chief executive of EKG Marketing Inc. is poised to publish a glossy, bi-monthly magazine that targets professional women.

"There is nothing like this in Canada right now," says Wood. "It's unique. In fact, it's unique globally."

The premier edition of Heart Business Journal for Women arrived in trucks at Wood's Talbot Street office yesterday morning and will hit magazine stands in London and across Canada on June 30.

Described as a cross between Fortune and Oprah, Wood says it's more than just an informative read.

"It's a business magazine, but it's also a workbook with exercises in it that will help women succeed in the areas that they need to do well in to get ahead," she says.

"I came up with the concept out of need -- and really, it's about time something like this has been developed."

Wood says that all the business magazines she's seen are geared to men, mostly because men have been in business longer than women.

Articles in Heart are written by staff writers in London and contributors from around the globe, many of whom are experts in their field. The magazine is designed in London by graphic artists at EKG Marketing, and printed in Quebec.

"The designers here have really brought it to life," says Wood.

As for advertising -- the lifeblood of any publication -- Wood says that advertisers really "got it" when they were given presentations on the magazine. In fact, Coca-Cola Ltd. has purchased the back page of the premier edition.

For a preview of what's in the magazine, go to its companion website,

www.heartbusinessjournal.com, which has been running since September.