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A Cup? B Cup? C Cup? Bust Magazine Fits All

by Jennifer Kaufman

The local newsstand can be pretty depressing for a woman not obsessed with Mahnolo Blahniks or the most nutritious casserole to feed her growing brood. Most women's magazines court two narrow demographics: the "Sex in the City" single girl or the mini-van driving suburban mom. Rarely do magazines reflect the diversity of women's lives.

Thank goodness there is *Bust* magazine, a magazine "for women with something to get off their chests." *Bust* is the brainchild of Marcelle Karp and Debbie Stoller, two long-time friends and former cubicle slaves. They wanted to create a magazine that reflected the voices of all women while layering it with a sense of slumber-party type fun. With zero experience in magazine publishing, Karp and Stoller enlisted their friends to write articles, do layout, and take photographs. What started out as a primitive, cut and paste, stapled 'zine in 1993 has turned into a professional glossy quarterly magazine that can rival any women's magazine found at your favorite bookstore.

Each issue of *Bust* explores one topic and looks at them from a variety of angles-- from sex, motherhood, and feminism to music, men, and fahion. Rarely are

diverse voices ignored. *Bust* is not afraid to look at issues in a less-than-mainstream light.

Probably one of its best issues was on age. *Bust* proved that women of a certain age don't have to regulate themselves to a life of Metamucil and "Matlock" reruns. Women over 40 can be fully sexual, politically aware, and always open to new experiences. *Bust* celebrated some famous women, from their "fabulous forties" to their "non-stop nineties," who are positive role models for both young and old. After reading about women like rock singer, Debby Harry, politician, Ann Richards, and actress Helen Mirren and their accomplishments, one realizes that age is only a number.

Bust does feature the tried and true of women's magazines like fashion and celebrities. Though their fashion layouts may be a bit too extreme to wear to the office, it's comforting to see clothing that is actually affordable on a modest salary. And when they feature full-figured models, the models are actually full-figured, not a size six among models who are a size zero.

Bust knows celebrities on a cover can sell issues. But instead of featuring the holy trinity of Jennifer Lopez, Britney



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