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100% SKATEBOARDING

Our magazine covers ALL types of skateboarding including longboarding, vert, street, freestyle, ditches, pools, downhill, parks and slalom.

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# NOT PREACHING TO THE UNCONVERTED

**Concrete Wave** readers who find themselves looking at other skateboarding magazines might have seen the series of ads that we ran in *TransWorld Skateboarding*. If you missed it, we've reprinted them here. While most would find it unusual or somewhat frivolous for a skateboard magazine to advertise in another skateboard magazine, my reasons were extremely strategic, as you will soon see.

No matter what you think about *TransWorld Skateboarding*, you cannot deny that it has a multitude of readers and a huge impact on skateboarding. Most of their readers embrace one type of skateboarding: street. Every now and then they showcase a vert or transition shot, but by and large it's rails followed by ledges. The advertising follows in the same suit. While there are an enormous number of shoe and clothing ads, they wouldn't be in there if they weren't effective. So what better place to find new readers and spread the message of *Concrete Wave* to folks that have never heard of it? But I wanted to do this in a way that was as easy as possible. A toll-free number works well, especially if you are offering a free sample.

You might be amused to know that when you call that toll-free number in the ad, you get me. That's right. Me. You can imagine the surprise of many of the callers when I answer. To date, we've had more than 175 phone calls, and they keep coming. With some calls, I simply take down the person's information and tell them a magazine is on its way. But with a number of calls, I take the time to find out a little more info. It's a remarkable experience speaking with fellow skaters, who also happen to read *TransWorld*. Learning about their skate history is fascinating, but even more

interesting is finding out what they like and dislike about *TransWorld*.

As you can imagine, the skateboard magazine world is a small one. I am friendly with some of the folks who work over at *TransWorld*. For the last few years I have gently tried to prod them into covering other types of skateboarding along with other types of skaters. Why? Simply for the reason that a big ship lifts all boats. By incorporating just a little bit more variety in their magazine, they help grow all areas of skateboarding. How do I know this? Simple. That's what *TransWorld*, *Thrasher* and *SkateBoarder* did for a number of years. I seem to recall those were the years that skate hardgoods companies were quite profitable as well. Unfortunately, the response to my suggestion has always been no. The exception of course was a few issues back when *TransWorld* did a "Check Out" with Jeremy Peckham, a longboard ripper who is sponsored by Sector 9. Even when they received praise for doing this (see their June letters section) they still felt kind of weirded out by the experience. Well, *TransWorld*, through my own market research, I am here to tell you that the readers I spoke to are definitely up for some broadening of their skate horizons. What you do with this information is your business, of course.

Speaking of business, the April issue of *TransWorld Business* (a trade publication read by skate shops and companies) contained only one ad for a branded skateboard company. While you might be tempted to think it would be a street skate company, it was actually for Landyachtz. Sorry, I have to end this here. The phone's ringing — again!

Enjoy the issue,  
**Michael Brooke**, *Publisher/Editor*

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