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## Jewish women team up to create Her Life magazine

By: Beth Lipoff, Staff Writer

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Budding publisher Lindsay Aydelotte wants to help women in Kansas City connect and network with each other. Her medium is a new publication, Her Life magazine. Computer-savvy readers can sign up to receive the magazine's content via e-mail. The magazine has its own Web site, [www.herlifemagazine.com](http://www.herlifemagazine.com), as well as a MySpace page under the name "Her Life Magazine".

"I wanted to give every woman a reason to pick it up," she said.

The glossy, 36-page magazine champions local women, focusing each cover story on those doing extraordinary things in the community. January's cover featured Elizabeth Hill, an attorney, who rescues neglected horses, matches them with traumatized kids and helps them heal each other on her 10-acre farm. Another issue featured the tale of a breast-cancer survivor.

"Their stories are just so inspirational to other women," said Brandy Barrish, the magazine's executive account manager.

Inside, the magazine offers articles on fashion, health, home design and motherhood, in addition to a community calendar and horoscopes. The staff is entirely female, except for the astrologer, and mostly Jewish.

Her Life came about when, more than a year after the birth of her daughter Peyton, 26-year-old Aydelotte was ready to get back to work.

"I'm not stay-at-home-mom material," she said.

Still, she wanted to stay available for Peyton, so she opted not to return to the long hours of the corporate world. Instead, in June, Aydelotte said, she took the idea for Her Life magazine to her mentor and former Benedictine College professor, Valley State Bank President and CEO Bruce Morgan.

As opposed to some of her previous business plans, which Morgan rejected, he loved the idea of the publication and encouraged Aydelotte to develop the idea. Four months later, armed with a startup loan and 18 advertisers, Her Life published its first issue. The free magazine's 10,000-copy circulation reaches doctors' offices, spas, salons, boutiques and other upscale establishments.

According to Aydelotte, you'll also find it, "anywhere a woman's going to get teeth whitened, veins removed or a tummy tucked."

Three of the magazine's four main staff members are Jewish — Aydelotte, Barrish and Editor Dana Campbell. When they first started working together, Aydelotte and Barrish didn't know each other well and didn't realize they were both Jewish. After Barrish saw a menorah at Aydelotte's home, it all came out.

"It's bashert (fated). I'm not kidding you, it really is. I just feel like this was meant to be," Aydelotte said.

In addition, Her Life has received support in the form of advertising from several Jewish-owned local businesses, including Tivol, Romanelli Optix and Lauren Alexandra, a baby boutique.

"It's great that the Jewish community as a whole is so tight-knit that we support each other's businesses," Aydelotte said.

Her Life is keeping its founders busy. The magazine will expand to include sections about pets, cooking, travel, and finance, as well as a bridal insert.

"My husband jokes, 'When are we going to have our second kid?'" Aydelotte said. "We just had it — it's Her Life magazine."

### Getting Her Life into your life

Computer-savvy readers can sign up to receive the magazine's content via e-mail. The magazine has its own Web site, [www.herlifemagazine.com](http://www.herlifemagazine.com), as well as a MySpace page under the name "Her Life Magazine."

Not a web guru? Her Life magazine is also available by subscription for \$20 a year. Call (816) 645-8986.



Mark Coffey Her Life magazine Publisher Lindsay Aydelotte (left) and Executive Account Manager Brandy Barrish.

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