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**C A R S O N MAGAZINE COMBINES PRINT JOURNALISM
AND PIONEERING DESIGN FOR FIRST ISSUE
OF GROUNDBREAKING MAGAZINE.**

**First Issue Features Eclectic Contributors Ranging from the Abstract to the Literal, Including:
Mary Roach, Mike Doughty, Neil Strauss, Les Stroud, Audrey Marrs,**

Adam Freeland and David Deutsch

Graphic Designer and Creative Rebel David Carson is Art and Design Director

(LOS ANGELES) – April 2011 – At a time when magazines and print publications are giving way to their digital counterparts, **C A R S O N Magazine** is launching its first issue this May which not only showcases the power of extraordinary journalism, but also features David Carson’s iconic graphic design, vision and artistry. Packing the visual excitement that carries back to the early days of such trendsetting publications as Interview and Ray Gun, combined with provocative and distinctive journalism, C A R S O N is both thought-provoking and stimulating, while providing an artistic vision which separates it from any magazines past or current.

“We have set out to create a magazine people will actually want to hold, turn the pages, read and share with others,” explains Alex Storch, Editor-in-Chief. “We all love the immediacy of digital assets, but our goal is to bring back the visual excitement a reader had when they picked up an issue of Ray Gun, while providing the thought-provoking reading featured in such iconic magazines as Vanity Fair and the New Yorker. With each issue, we are going to give writers and visionaries a home on the printed page. We will pair their stories and essays with cutting-edge art and graphic design; the result is a truly new vision for a magazine in the 21st century.”

C A R S O N’s table of contents will be as entertaining as it is complex and intriguing. In the first issue, deemed *Survival*, the contributing writers have set the bar high, while setting the tone and originality for the issues to come. Mike Doughty (who once fronted the band Soul Coughing), will capture attention with his insightful “Ten Kinds of Survival,” while Neil Strauss will have readers re-thinking living off the land. Mary Roach’s “Packing For Mars,” discusses points from her New York Times bestseller, *Packing for Mars: The Curious Science of Life in the Void* and Adam Freeland brings an insider at a DJ’s life on the road. Kevin Nelson, M.D. adds “Through The Doorway, Slightly,” a neurologist’s guide to near death-experiences features insights unlike anything you’ve ever read before, and then there is James Shepherd Barron’s “A Handful of Pages to Save Your Life,” which brings this humanitarian’s unique global worldview on survival front and center. Everything you need to fare better during the next earthquake, tsunami, or attack (whether of the coronary or terrorist kind) is all here. Additionally, with Les Stroud’s insightful “If You Do What I Do, You Still Feel the Fear,” and Oscar winner Audrey Marrs on the making of “Inside Job,” the first issue is a powerful reminder of the inherent need to be provoked, entertained and educated.

“It’s not about being retro,” explains Leonora Alexandra Nielsen, Carson’s chief global strategist. “With C A R S O N, we are pushing forward. People want quality they can hold and touch, not pseudo-journalism and themed template design on their computers. The magazine is created and written so that people will want to put aside some time and stimulate their minds and their senses.”

Carson will publish six issues in 2011:

May/June:	Survival
July/August:	Fame
September:	Power/Conspiracy
October:	Travel/adventure

December: Indulgence

Carson is distributed by RCS and is available in the U.S. and Canada in stores and via subscriptions. Introductory Rates: News Stand: \$7.99 U.S. / \$8.99 Canada. Subscriptions: \$35 U.S. / \$50 Canada. International distribution and subscription service to be announced.

Follow Carson on Facebook at: www.facebook.com/carsonmag and on Twitter at www.twitter.com/carsonmag. More information and updates available at: www.carsonmag.net.

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