

Urban Consumerism Forum Debuts



Urban Shoppers have a new web destination to discuss issues and matters related to consumerism. **The Forum at The Penny Wiser** is a companion user forum to The Penny Wiser Urban Consumerism magazine.

"The Penny Wiser" publishes Consumerism content. Its mission is to empower urban shoppers with information and insight on how to shop smarter, save money, and spend wisely.

The magazine is distributed quarterly, exclusively online to millions of African-American and Hispanic females (en español).

The magazine's content is presented in 6 consumer shopping and lifestyle channels. Its debut issue has over 50 pages of original content on topics like "Food & Household, Education & Technology, and Green Living."

The magazine and forum are the brainchild of Targeted Media Online in Woodcliff Lake, New Jersey. Director of Marketing Marla Currie notes, "We are so pleased to be the engine behind a new era of urban consumerism. This is a huge new community of engaged, empowered urban shoppers. The timing couldn't be better and it's about time."

The Forum is billed as a community of urban shoppers "one million strong". Issues, experiences, and matters related to urban shopping and consumerism are the focus of Forum talk.

The next quarterly issue of the magazine is November 2009.

