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BUSINESS

# Parker: Mag jumps at GLBT readership

By Penny Parker  
Denver Post Columnist

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Jump! Denver, a new magazine and website aimed at the local gay, lesbian, bisexual and transgender population, launched Friday just ahead of PrideFest, the granddaddy of all events that support that community.



Judi Martschenko shows some spirit during last year's PrideFest in Civic Center. (Denver Post file )

The free glossy lifestyle magazine, a monthly product funded and run by executive editor **Nick Mangiapane** and publisher **Kevin Hopper**, a gay couple who moved to Denver in April, will be distributed at gay and lesbian bars, nightclubs and some restaurants.

The first print run is 10,000 copies, with plans to expand circulation if advertising support grows. Mangiapane, 23, said the magazine is based on the Marks Magazine and [markslist.com](http://markslist.com) models, a gay-targeted publication and website in Florida.

"We saw a need in Denver," Mangiapane said. "I think we have a lot to offer the community that's a bit different than what's been offered before."

The content includes features covering fashion, fitness, dining, nightlife, travel and music. For now, Mangiapane is the only staff writer, but supplements the magazine with editorial content from national sources.

"It's not too much to handle for two people right now," he said. "We definitely see it growing in the future and can see it expanding."

PrideFest, a two-day event June 18 and 19 at Denver's Civic Center park, offers the local GLBT community an annual platform to show its colors with a parade, DJs, dancing, and food and arts and crafts vendors.

Some key companies have climbed onboard this year as sponsors who recognize the purchasing power of this ever-growing population. For the first time, Coors Light is branding the parade the CoorsLight PrideFest Parade. Other sponsors new to the event: Schomp Automotive, 303 Magazine and The Clinic medical-marijuana dispensary.

OutFront Colorado, the first local GLBT magazine, which started in 1976, estimates there are 320,000 GLBT members in Colorado out of a national population of 16.3 million.

Nationally, the buying power of that group is estimated to be \$835 billion this year. Figures for Colorado's share of that pie is not broken out, said **Lynette Elliott**, OutFront Colorado's advertising and marketing director.



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- No, I now do my watching online

As for the new kid on the niche magazine block, OutFront's managing editor **Holly Hatch** says there's room in this market for other publications. OutFront's biweekly free circulation is 15,000.

"I think (Jump! Denver's arrival) is good because there's a need for those types of publications out there," Hatch said. "But they're focused more on the artwork and the sex sells aspect of that world. I think we're more locally focused."

#### Miller moves on.

After a 32-year career in Denver's commercial real estate business, **Sherm Miller**, executive managing director of Cushman & Wakefield, is hanging up his suits.

"There have been a lot of ups and downs in the commercial real estate business, and it's time to look at a new challenge," Miller said Friday, the day he tendered his resignation. "I'm looking for something that has vision, mission, purpose and gives back to the community."

Although Miller's resignation seemed abrupt, he said he's been pondering a major move for quite a while. A brush with prostate cancer and an eagerness to "make a difference in Denver" fueled his resolve to resign.

"I don't think I'll ever retire, but I want to fish more, golf more, ride my bike and do more triathlons," he said.

#### Dad's day.

Do you know a dad who deserves a special day and night out? The Ritz-Carlton Denver is taking essay nominations for the most deserving dad to win a free overnight, valet parking, two tickets to the [Colorado Rockies](#) and a \$50 credit to Elway's restaurant downtown.

Submit your nominations (photos welcome) to [allyson.fredeen@ritzcarlton.com](mailto:allyson.fredeen@ritzcarlton.com) or at [facebook.com/ritzcarltondenver](https://facebook.com/ritzcarltondenver). Deadline is Saturday, but the package (a \$1,000 value) can be used any time based on availability.

#### Eager entrepreneurs.

The Denver-based nonprofit Young Americans Center for Financial Education is looking for fledgling business owners ages 6 through 21 to enter the 10th Celebration for Entrepreneurs contest.

Businesses can range from lawn mowing to pet sitting, jewelry making to photography. One winner will receive \$1,000, and two finalists will be given \$250 each to grow the business or to use on education.

Application deadline is Friday. Download the form at [yacenter.org/\\$1000](http://yacenter.org/$1000).

#### EAVESDROPPING

Two women tasting Rose wines at the Pink Patio Party at Elway's Cherry Creek:

"It's got a funky finish."

"So do I."

*Penny Parker's column appears Tuesday, Thursday, Friday and Sunday. Listen to her on "Caplis & Silverman" between 4 and 5 p.m. Fridays on KHOW-630 AM. Call her at 303-954-5224 or e-mail [pparker@denverpost.com](mailto:pparker@denverpost.com).*

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Mr. Beamish-

I hope you're being sarcastic, but if you're not..

I thought you Repubs were big into the Constitution.

You're still free to raise your kids any way you want. What you're doing (again, if you're serious, anyway) is like me saying that I would like to raise my child as a liberal/progressive, and wanting to ban a conservative magazine to insure that I can do so.



**Brent** | 6:34 AM on Sunday Jun 12 | [Reply to this comment](#)



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Shameful just shameful. What if a child were to see one of these magazines? They would grow up differently than I did, that's for sure. As a society we need to stop this kind of material from falling into the hands of children.

If a child sees this he will either think it's ok to be gay, or he will bring the magazine home and the mother will find it, thinking it's her husband's and will accuse him of being homosexual again.

Freedom of speech is one thing, but the freedom to raise my kids in a moral and just way is more important.

Is there any way for us to vote to ban this magazine? Hancock?



**william beamish** | 11:48 PM on Saturday Jun 11 | [Reply to this comment](#)



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Glad a new GLBT news source is coming.

The Gayzette is disgusting smut.

OutFront is decent but the last 2-3 pages is all about porn. I would never want my business advertisement to be seen next to that.



J. H | 7:35 AM on Saturday Jun 11 | [Reply to this comment](#)



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