

TOYOTA

more

more to life

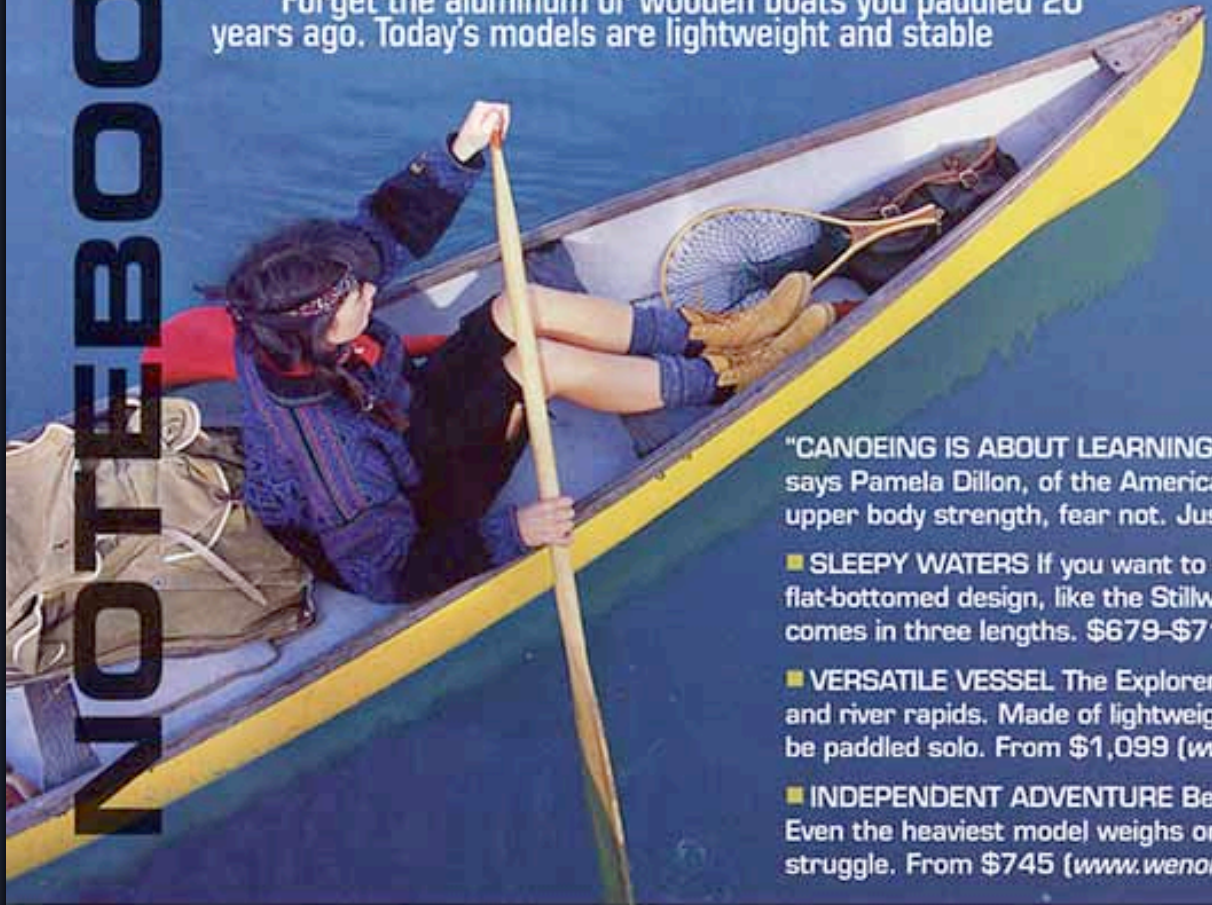
When a woman is...
Active



life signs

rock the boat

Forget the aluminum or wooden boats you paddled 20 years ago. Today's models are lightweight and stable



NOTEBOOK



"CANOEING IS ABOUT LEARNING TO USE THE... says Pamela Dillon, of the American Canoe Ass... upper body strength, fear not. Just find a mod...

■ SLEEPY WATERS If you want to shoot picture... flat-bottomed design, like the Stillwater from Old... comes in three lengths. \$679-\$719 (www.old...)

■ VERSATILE VESSEL The Explorer 15 from Mad... and river rapids. Made of lightweight Royalex, it... be paddled solo. From \$1,099 (www.madriver...)

■ INDEPENDENT ADVENTURE Beginners might... Even the heaviest model weighs only 41 pound... struggle. From \$745 (www.wenonah.com or 5...

When a woman is...
Strong

separation
ANXIETY
Couples BOOMERS ARE USED TO



When a woman is...
Adventurous

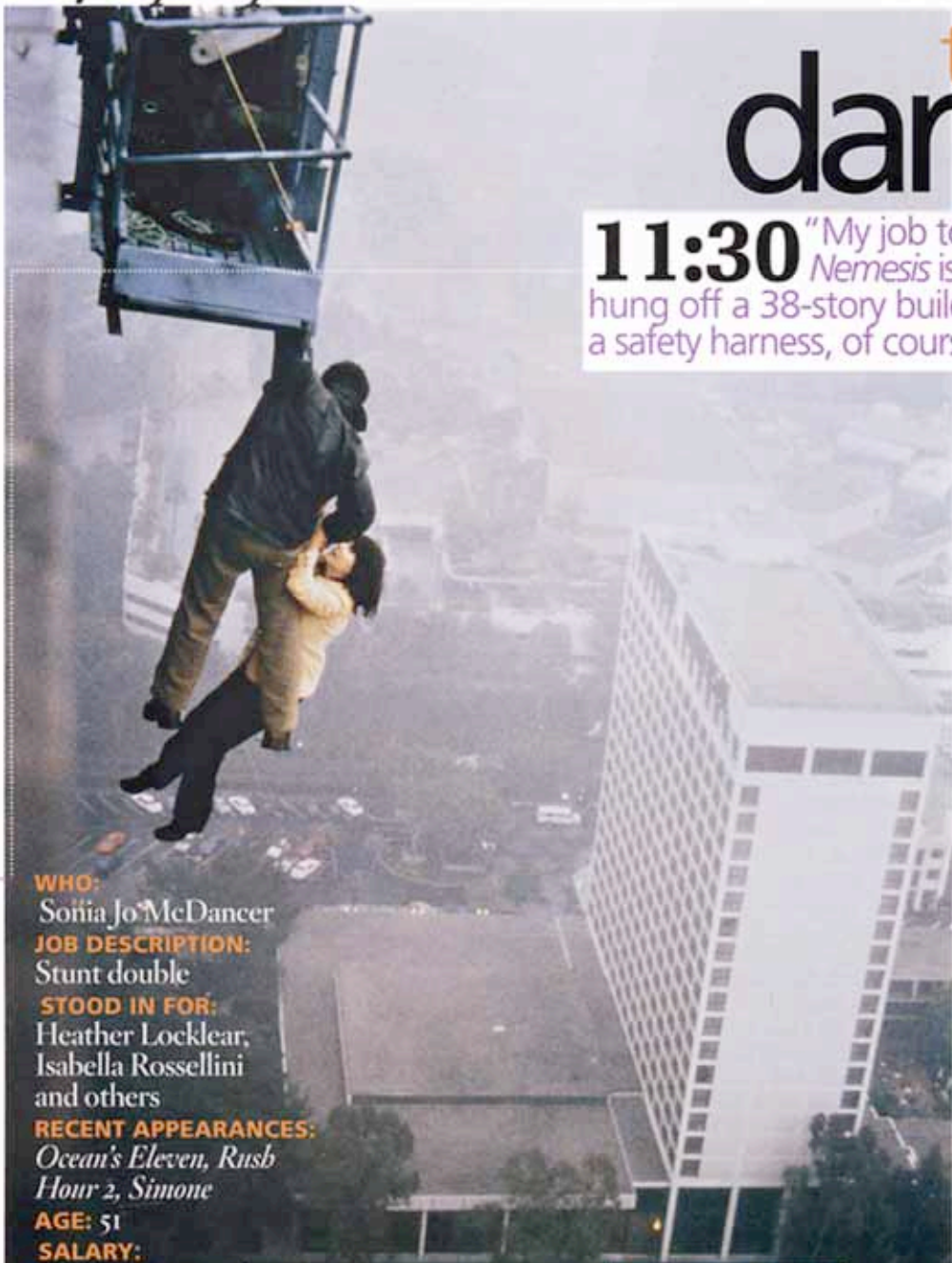


adventure island

After half a year spent on opposite ends of the globe, a mother and daughter rendezvous in **new zealand** to catch up on lost time, trek through some new terrain—and reconnect in the splendor of the South Pacific

my life, my day

AM
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04:30



the daredevil

11:30 "My job today for *Star Trek: Nemesis* is easy. For *Sliders*, I hung off a 38-story building in the rain—a safety harness, of course. It was a thrill."

11:00 "We have our safety meeting, when the stunt coordinator goes over the plan. I've had one close call: I fell from a chair that was supposed to be fifteen feet but not hit the ground. It malfunctioned and I was thrown into a wall and knocked out."

1:00 "After shooting for an hour and a half—during which I threw myself off the chair a few times—we break for lunch. For me, that's an energy bar."

2:00 "Downtime, so I get to see the stars. I've met Richard Gere, Chevy Chase, John C. Reilly, and Chan and Dan Aykroyd, among others. When my youngest was a baby, I'd bring him to the set, and actors like Sylvester Stallone would get a kick out of holding him."

4:00 "I show Marina a stuntman fell, so she can continue to work the scene. We stay as long as the actors do. I don't mind staying around. After working with a stunt trainer, I went along on a stunt in 1969 with stuntman friend. I had an interview. I ended up riding downhill in the snow on a sled."

WHO: Sonia Jo McDaneer
JOB DESCRIPTION: Stunt double
STOOD IN FOR: Heather Locklear, Isabella Rossellini and others
RECENT APPEARANCES: *Ocean's Eleven, Rush Hour 2, Simone*
AGE: 51
SALARY: \$655–\$3,000 per day

When a woman is...
Thrill-Seeking



real life



...determined to get back in shape so that I can go rock climbing again.



Parlez-vous français? The kids and I will after spending a month together in Normandy...



pushing the limits

I may be grown up, but I'm not finished growing. Here's how I refuse to settle for t
By Melinda Marshall

I very nearly acted my age on the lake, the over-40 crowd headed for the lake, I reflexively grabbed my *Lovely Bones*. Then I saw my teenage friend pushing the rented windsurfer down the lake. "Something impelled me to follow you if I can stay upright," I told them.

I had tried windsurfing before, but I was a 25-year-old. I remember the board for only a few minutes before I was pling backward into the water. So no one was surprised when I not only fell but also that sucker—albeit on my first try. "Whoa! Look at Auntie!" old Justin called from a rowboat.

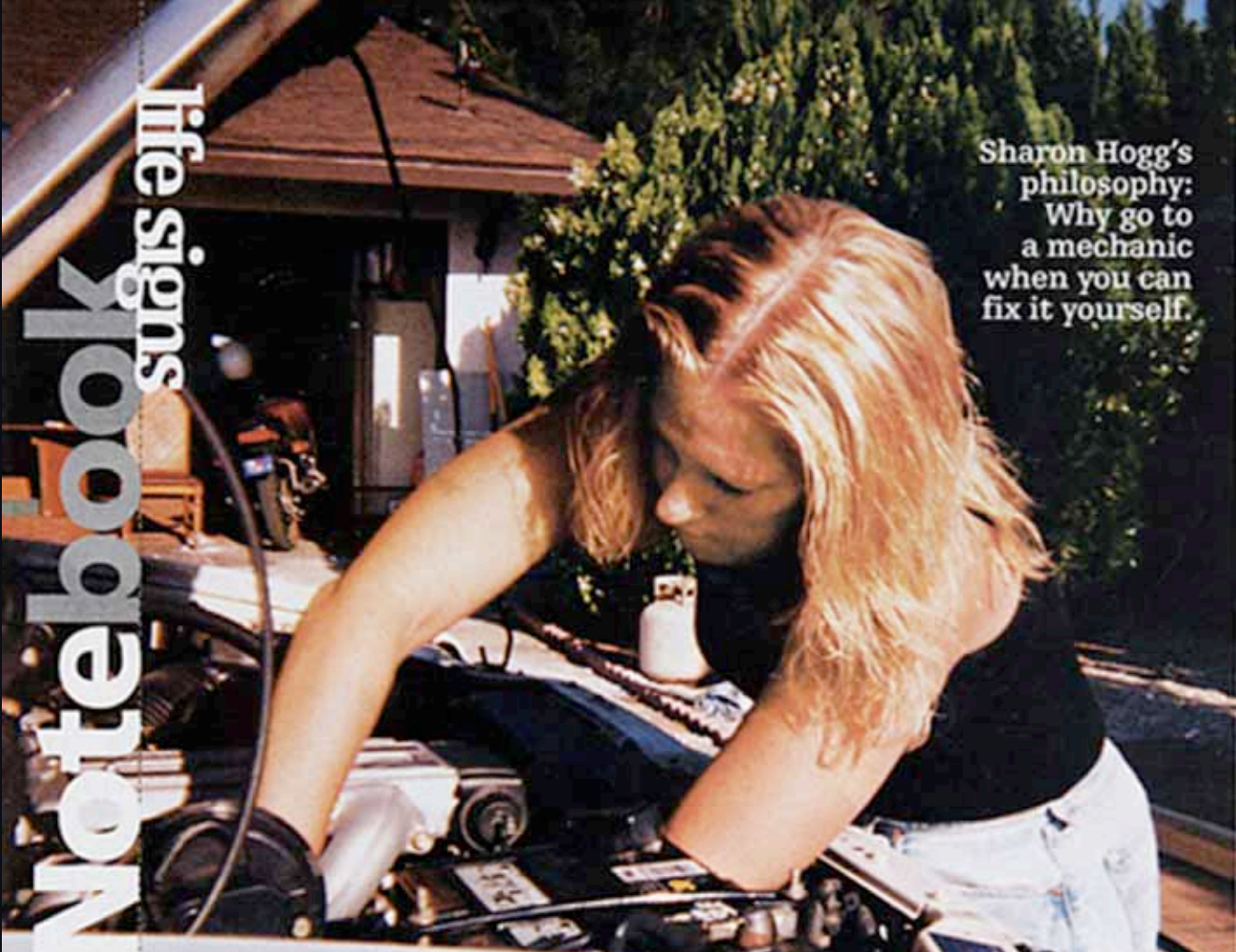
Then I started to show off. On my lolling half-naked on docks around the second or third try I was tackling the shore so they could see me take the comments that burred over their heads. They were impressed. I was fla

When a woman is...
Spirited



**“THE MORE
I LIKE ME,
THE LESS I
WANT TO
PRETEND TO
BE OTHER
PEOPLE.”**

When a woman is...
Confident



Sharon Hogg's philosophy:
Why go to a mechanic when you can fix it yourself.

life signs
notebook

When a woman is...
Capable

ladies, start your engines

**WOMEN ARE TAKING CHARGE
IN CAR MAINTENANCE AND REPAIR**

FAST women

FIVE CAR BUFFS PROVE THAT THERE'S A MAKE AND MODEL FOR MILESTONES AND MEMORIES IN EVERYONE'S LIFE BY CONNIE COLLINS



sports-car siren

JANE GOTTLIEB, 58, ARTIST
"MY FIRST CAR

was turquoise and white, inside

1953 Nash

and out—a 1953 Nash Metropolitan that my parents bought for three hundred and fifty dollars. It had a peppy jump start if you gunned the gas and popped the clutch, so I was always the first one into the intersection—and the last out, because it had little power."

"WHENEVER I SNUCK OUT, I took Dad's 1962 black Jaguar XK-E to all-night clubs in West Hollywood. It was such an elegant car. 'Wow!'



"I KNEW I'D MADE IT

when I bought my first Mercedes, in 1983. I got into a fender bender in 1970, and my new Fiat 124's front end was crushed, but the other driver's Mercedes only had a smear of blue paint on its bumper. From then on,

1962 Jaguar



I had to own one. My current S 430 has incredible power and pickup—and takes corners



1984 Ferrari

like a sports car. It's one of the best cars I've ever driven!"

"MY DREAM CAR is a red Ferrari



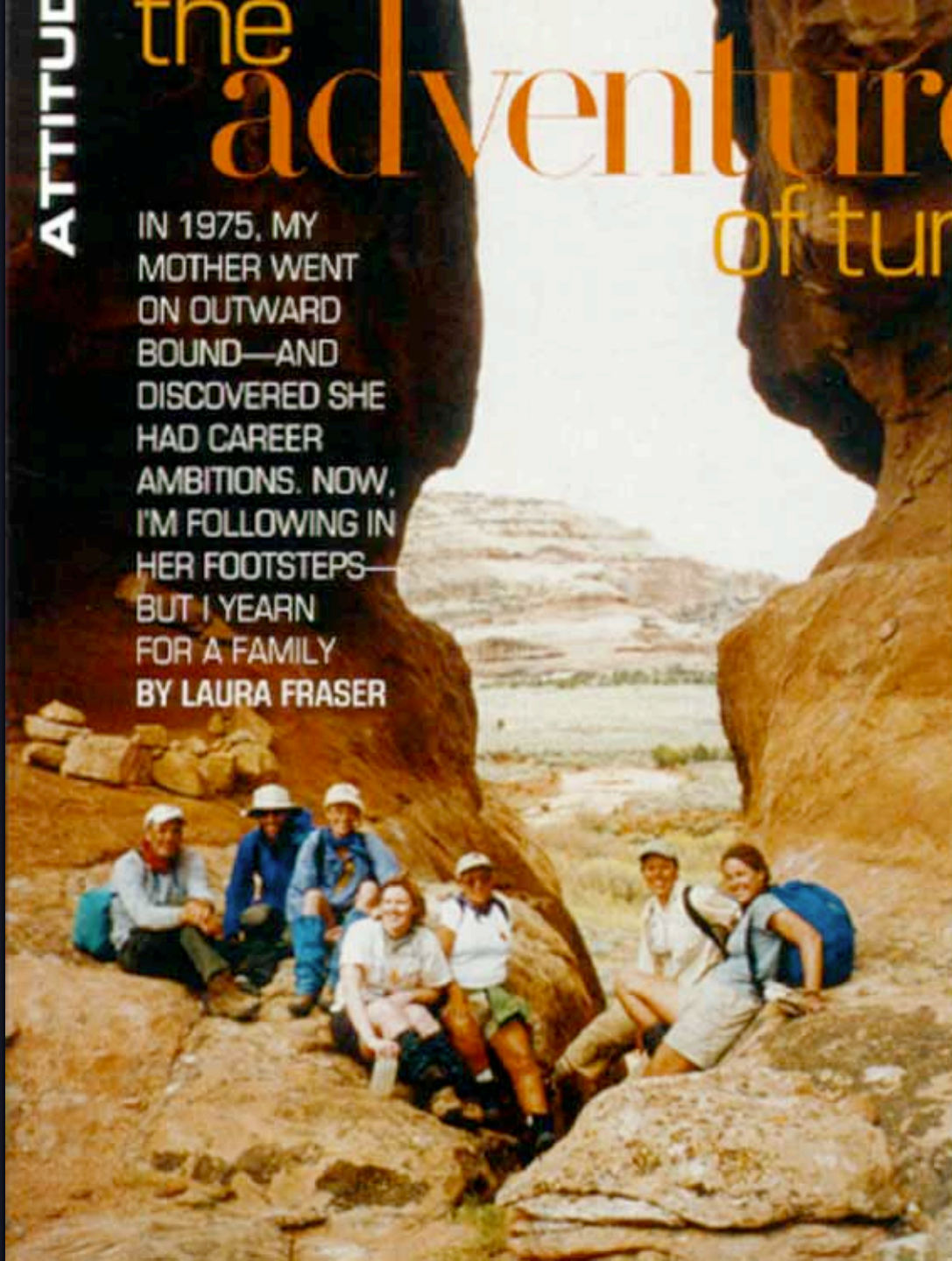
She's in the Drivers Seat

PHOTO: JANE GOTTLIEB; STYLING: JANE GOTTLIEB; HAIR: JANE GOTTLIEB; MAKEUP: JANE GOTTLIEB; CAR COLLECTION: COURTESY OF JANE GOTTLIEB; 1953 NASH: COURTESY OF JANE GOTTLIEB; 1962 JAGUAR: COURTESY OF JANE GOTTLIEB; 1984 FERRARI: COURTESY OF JANE GOTTLIEB

ATTITUDE

the adventure of turning 40

IN 1975, MY MOTHER WENT ON OUTWARD BOUND—AND DISCOVERED SHE HAD CAREER AMBITIONS. NOW, I'M FOLLOWING IN HER FOOTSTEPS—BUT I YEARN FOR A FAMILY
BY LAURA FRASER



It's early afternoon in southeastern Utah. Stone spires, pinnacles, and mesas. But all I can see is sagebrush in front of me. My backpack is nearly empty, weighing me off-balance. I'm climbing through this godforsaken canyon, following the leader of seven fellow hikers, the one breadwinner, the one dense and prickly bristly, the one scratched and rubbery. I'm going in the right direction, but I can't break down, the people are waiting to follow. So I push on. What's the idea was this, anyway?

Actually, it was my mother who, 30 years ago, when she first signed up for a rock-climbing course, inspired me. In 1941, she was an international nomad. In 1941, she puts people in a desert for the summer, untapped and untested, and learn survival skills. In 1975, when she was 40, she went from stay-at-home wife to full-time outdoor educator. I chose to be a home advocate. I chose to be a "Life & Career Renewal" coach. I chose at helping adults who

And when she
turns 40...
The adventure
accelerates!

“Is it any
surprise the typical
adventure traveler is a
48 year-old woman?”

Source: Adventure Travel Society, June 2000

more

SPRING'S HOT LIST

FURRY, PRETTY, EASY LOOKS
SHOES! SHOES! SHOES!
50 HOTTEST STYLES

NEWEST MAKEUP THAT
DEFINITS YEARS, ADDS GLOW
BEST SPAS FOR TONING UP
SLIMMING DOWN

OUR SONS SPEAK OUT
ARE THEY BETTER MEN
BECAUSE OF US?

TAKE CHANCES!
SUPERCHARGE
YOUR LIFE

HEPATITIS C
WHY YOU MAY BE AT RISK

SIGOURNEY
WEAVER
DOES IT HER WAY

more

OVER 107 YOUR CHANCE TO BE A MODEL!

THE WRINKLE REPORT
NO-SURGERY GUIDE
TO YOUNGER,
SMOOTHER SKIN

237
FASHION FINDS
INCLUDING 50
MAKE-A-SPLASH
SWIMSUITS

DIXIE CHICK
DOLLY PARTON
SOUNDS OFF

MY 'AMAZING DIET'
ADVENTURE WITH
DR. ANDREW WEIL

MISSING
WHEN A
DAUGHTER
DISAPPEARS

ANDIE
MacDOWELL
GETS HER
GROOVE BACK

ARE HORMONES FOR YOU?
SEE PAGE 10
YOU TAKE ANOTHER

more

WIN! \$5,500 FALL FASHION GIVEAWAY

50
EASY, SEXY
LOOKS

FLAUNT IT! SWEATERS
LEAN LEATHER JACKETS
THE PERFECT JEANS

LAUREN HUTTON
HER OWN DE-AGING TRICKS

HE STRAYED,
I STAYED
AM I NUTS?

SPROGGANT! GENEROUS!
SPOILED? LUCKY!
WHAT THE WORLD
THINKS OF YOU

THE MANY FACES OF
CHER THE GUYS!
THE GLITZ! THE GIMMICKS!

THINK
I'M PERFECT?
CHECK ME OUT!
JAMIE LEE
TAKES OFF
HER CLOTHES

more

100
EXTREMELY
COOL
THINGS

SUPER FASHION BUYS,
BEAUTY BOOSTERS,
GREAT ESCAPES AND
SMALL INDULGENCES

IS FAT
YOUR FATE?
HOW TO OUTSMART
YOUR GENES

BEST OF
AMERICAN STYLE
with CHERYL TIEGS

BAG-LADY SYNDROME:
ARE YOU SUDDENLY
AFRAID OF
LOSING IT ALL?

HILLARY FOR PRESIDENT
YES, IT COULD REALLY HAPPEN

REVOLUTIONARY NEW
TREATMENT FOR BACK PAIN

MERYL
STREEP
OPENS UP
VIEW ON FEAR
AND FAITH

SEX,
LOVE,
MARRIAGE

WOMEN AROUND THE WORLD TALK
THANKY YOU! HOW TO LOVE A GOOD
COUPLE TELL US THEIR SURVIVAL STRATEGIES

more

HAIR, SKIN, MAKEUP

50
BEST
ANTI-AGERS

45 AND SINGLE
WHAT IT'S REALLY LIKE OUT THERE

HIP, NOT HIPPIE
HOW TO WEAR THE
HOTTEST LOOKS

ALL THE RIGHT MOVIES
**HEALTH,
MONEY, LOVE**

THE POWER OF BELIEF
FINDING COMFORT IN
UNCOMFORTABLE TIMES

HYSTERECTOMY?
READ THIS BEFORE YOU DECIDE

WHEN YOUR
MOTHER
NEEDS YOU

MELANIE
LIEF
ON LOVE,
GOSSIP &
ANTONIO
DIAS
A GREAT
CAREER
PEOPLE
INSIDE
WARRANT

WIN!
\$9,000
OR HEALTHY
BLISS

more

FROM LADIES' HOME JOURNAL

**LOVE, MONEY,
HAPPINESS**
SHORT GUIDE TO
THE REST OF YOUR LIFE

LOOK BEAUTIFUL
TONIGHT

BEST SKIN PERFECTORS
SUPERSTAR MAKEUP
NEW EVENING LOOKS

FTER
S'S GONE
HE RAGE THE
WIN THE JOY

OW FAR
OULD YOU
D FOR
PERFECT
REASTS?

IS PHOTO
TRAVAGANZA
NICHELLE PFEIFFER,
BARON STONE,
BRYL STREEP,
PACINO AND
REMY IRONS

DIANE
SALWAYER:
YES, SHE'S
GORGEOUS, OF
COURSE SHE'S
SMART, AND
SHE'S WILDER
THAN YOU
THINK

more

SPECIAL DOUBLE ISSUE

**AGELESS
BEAUTY**

WORLDWIDE SECRETS
LOOKING YOUNG

OTTA HAVE 'EM
BEST SHOES,
BOOTS, BAGS

IRON, ETC.
E WIVES
SCANDAL

THE FRIZZ
LIGHTER

HAT LAGS AND LASTS

OK CURES
LEG CRAMPS, MIDLIFE
AND OTHER BUMMERS

58 MEN WE LOVE
THE WILDEST BOYS, THE GREATEST GUYS

MONTHS TO LIVE
THREE WOMEN WHO
DECIDED NOT TO DIE

SELA
WARD
RADIANT,
RELAXED
AND READY
TO ROLL

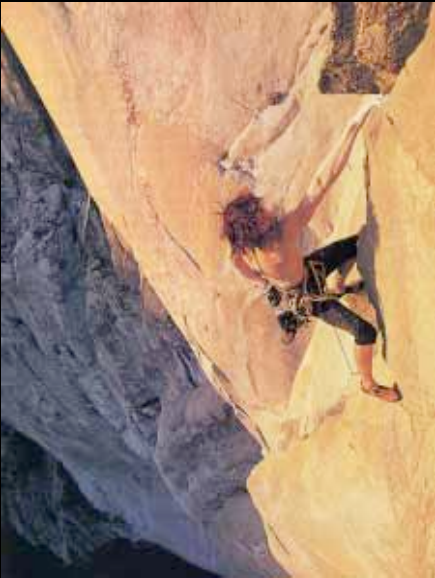
more explores
the interests and
celebrates the
spirit of women
ages 40-59

the fastest-growing segment
of American society

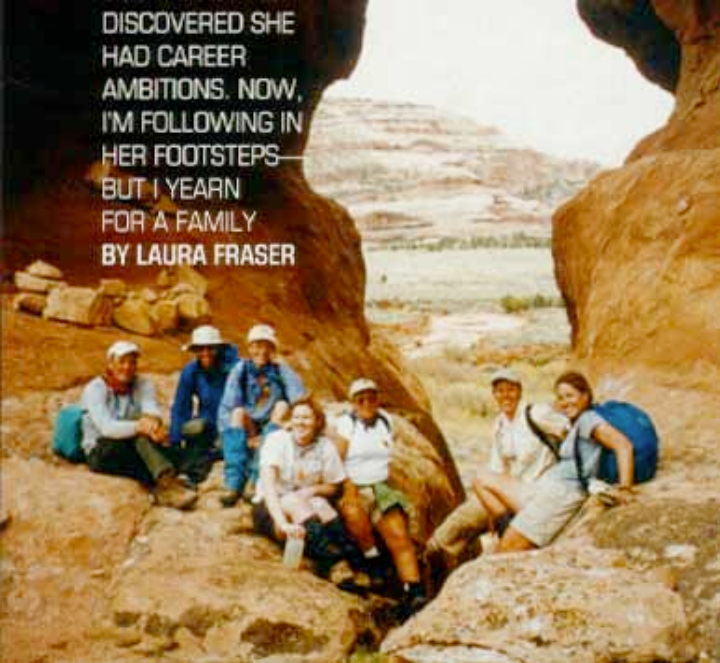
more is a
cross between
Self and Outside—
with life experience
added in

Whether climbing to new heights...
kayaking in new waters...
or hellbent on a mountain bike,
more readers have the energy
and enthusiasm to embrace
life's big challenges

Outside



more



more scales the heights

Self

Outside

more



more goes the distance

exhilaration



found

Self

more readers are focused
on healthy lifestyles and
being active...

**31% of more readers also
read *Self* magazine**

Source: Preliminary results of **more** Reader Panel Survey, February-March 2003.
1152 respondents to date.

Readers lead
adventurous
lives

Q: What activities have you participated in while on a domestic or foreign vacation?

A: 98.5% of more subscribers have participated in “adventure” activities while on vacation, including:

backpacking/hiking

bicycling

rafting/canoeing/kayaking

rock climbing

off-road/4WD adventures

camping

water skiing/snorkeling/scuba diving/sailing/parasailing/boating

jet skiing/ body-surfing/surfing/water tubing

motorcycling

snow skiing/snowshoeing/snowmobiling

Source: Preliminary results of **more** Reader Panel Survey, February-March 2003.
1152 respondents to date.

Meet more's editor

Susan Crandell

- Editor, sports enthusiast, ardent driver
- Shapes **more** to reflect the interests and enthusiasms of 40+ women
- Personal passion for adventure travel

“Our wish list is this: rafting, kayaking, ballooning, and bungee-jumping.”

EDITOR'S LETTER

daddy's girls

CARS ARE A GUY THING? They're all that to the first woman we called to for "The Winner" (page 11) about the announcement that her husband gave up on her dream. A car lover ever say back, I can't even riding a few of the ones. The first driver of my life, was something else. Superman exchange-traded fund, Subaru, was a '91 Chevy pickup (single cab), My father bought it to do the morning duty drive at his business. I had just gotten my license and wanted to have to use a work truck. He couldn't bear to see me in town—what I was doing to his brand-new truck. So he sent me off out of nowhere to get through the gears and find some fun.

That was the week before my second son, son, son. The college semester I needed a car to get to work, and the one he bought me was a just transportation. It was a '98 Mustang convertible. I took it over to a college buddy's house in Manhattan one weekend, just to see what some normal with the top down, playing with the radio and parking there was on September when they would be told and we'd be back in school.

These days, I'm an enthusiastic buyer as the father/daughter car thing shows to the next generation. The vehicle in question is a company car, the '01 Porsche 911SC that my husband bought for a long and reliable car for daughter, David, could say it. I look at the rest of them, and so many memories rush back of Dad and me.

He taught me to drive and how to change the oil myself. He never expected, he taught me that there was nothing wrong with a woman driving a pickup, or doing anything else that was considered male territory back at the time. I wish he were still around so that I could say, thank you. I've never owned a car with automatic transmission, and I don't think I ever will. It's one small way to pay tribute to Dad.

Susan Crandell
Editor-in-Chief

more

We want to see them too. Write to us now. Get your own. 120 Park Avenue, New York, NY 10022. Tel: 212-512-2000. www.moremag.com

Photo: © David Laundy/Photo.com

Readers
value **more's**
message

***“After 40 women used to expect less out of life...
now I want more.”***

*“Whether it’s a new relationship or picking up a degree,
launching into a new business or a new sport, my
attitude is very much ‘the sky’s the limit.’”*

***“I’ve made it my mission to take on new challenges.
Still on my to-do list: Learn how to snowboard;
spend a month in Normandy with my kids; pursue an
MFA in sculpture; get fit enough to return to
rock climbing.”***

— from the **more** mailbag

More to life!
more women have
...more passion for life
...more resources
...and more perspective
on living well



Linda Lingle,
Hawaii Governor (R)

will share the Senate spotlight with Liddy, Harris totes her makeup kit to the Hill, the Sanchez siblings are the only sister act in Congress, and Pelosi's win for House Minority leader makes her the first woman to lead either party.

ALPHA

winners, whistle-blowers



Kathleen Sebelius,
Kansas Governor (D)



Nancy Pelosi,
Minority Leader (D)



Linda and Loretta Sanchez,
Congress from California (D)



Jennifer Granholm,
Michigan Governor (D)



Katherine Harris
Congress from Florida (R)



Janet Napolitano,
Congress from California (D)



Elizabeth Dole
Senator from North Carolina (R)

New Faces, Stateside
Women were gunning for governor this election—both of Hawaii's candidates were alpha gals—resulting in a record-breaking number of women elected governor on the same day. Since four of the past five presidents served as governor before heading to the White House. Lingle, Napolitano and

more has the highest median HHI (\$69,609) among women's lifestyle, health & fitness, and outdoor magazines

Median HHI

| | |
|-----------------------|-----------------|
| more* | \$69,609 |
| Outside | 68,690 |
| Martha Stewart Living | 65,026 |
| Self | 64,761 |
| Shape | 64,118 |
| Real Simple* | 62,784 |
| Oprah | 61,711 |
| Fitness | 53,741 |

Source: 2002 MRI Spring *Publisher-defined prototype: Bon Appetit women age 35+ and Martha Stewart Living adults age 35+

more resources

more
appreciation of
vehicles with
value

more spends more on vehicles (\$28,016) than women's lifestyle, health & fitness and outdoor magazines.

Average \$ Spent on Any Vehicle

| | |
|-----------------------|-----------------|
| more* | \$28,061 |
| Outside | 25,698 |
| Martha Stewart Living | 25,552 |
| O Oprah Magazine* | 25,106 |
| Shape | 24,623 |
| Real Simple* | 23,943 |
| Self | 23,525 |
| Fitness | 22,380 |

Source: 2002 MRI Spring *Publisher-defined prototype: Bon Appetit women age 35+ and Martha Stewart Living adults age 35+

more readers are 50% more likely to own any imported vehicle bought new by decision maker than the national average – and rank #1 compared to women’s lifestyle, health & fitness and outdoor magazines.

Own Any Imported Vehicle Bought New by Decision Maker

| | (000) | %Cov | %Comp | Index |
|-----------------------|------------|-------------|--------------|------------|
| more* | 815 | 2.50 | 24.04 | 150 |
| Shape | 1,448 | 4.43 | 23.71 | 148 |
| Martha Stewart Living | 3,199 | 9.79 | 22.52 | 141 |
| O Oprah Magazine* | 3,001 | 9.19 | 20.91 | 131 |
| Outside | 384 | 1.18 | 19.92 | 124 |
| Real Simple* | 956 | 2.93 | 19.92 | 124 |
| Self | 861 | 2.64 | 19.04 | 119 |
| Fitness | 907 | 2.78 | 16.03 | 100 |

Source: 2002 MRI Spring Population : 32660 (000) Percent Of Base : 16.02%

*Publisher-defined prototype: Bon Appetit women age 35+ and Martha Stewart Living adults age 35+

more
perspective on
living well

Big ideas for Toyota

Alpha Women Award

- Annual award honors a 40+ woman of achievement
- Meryl Streep to receive award in March 2003
- In-magazine, on-air and online coverage:
2003 partnership include extra! and AOL.
- High-profile event, auto display, sampling,
custom opportunities
- Extensive PR



Big ideas for Toyota

Toyota Adventure Travel Trip

- 100 guests; hosted by Susan Crandell
- Mountain biking, hiking, wellness seminars — and test drives
- Promoted in magazine-edit and advertorial
- Readers pay to attend
- Fall launch timing



more to life

The energy...

The enthusiasm...

The spirit of women

seeking new

adventures...

Lead them there

in a Toyota