

'SURFING LIFE' LAUNCHES IN THE UNITED STATES AS PRINT MAGAZINE, FILLING THE VOID SINCE THE SHUTTERING OF 'SURFER'

—THE PREMIERE ISSUE OF THE BRAND, AN AUSTRALIAN EXPORT, WILL BE PUBLISHED IN APRIL 2022. CHRIS COTÉ APPOINTED EDITOR-AT-LARGE—

NEW YORK, NEW YORK, UNITED STATES, February 16, 2022 /EINPresswire.com/ -- Empire Media Group, Inc. ("EMG" or the "Company"), a dynamic privately owned global media conglomerate of brands and an innovator of content experiences across diverse platforms, announced today that it has added the renowned surfing title Surfing Life™ to its portfolio of brands.

The logo for SURFING LIFE, with "SURFING" in large black letters and "LIFE" in white letters inside a red square.

“

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Melissa Cronin, EMG President & Chief Operating Officer

Under the deal with Australian-based Ink & Pixel Media Pty. Ltd, Surfing Life™ will be printed and distributed in the United States at premium and specialty retailers and to subscribers.

World-renowned surfing commentator and expert [Chris Coté](#) has been appointed Editor-at-Large. Based in heart of the San Diego surf country, Mr. Coté was previously the Editor in Chief at Transworld Surf and on-air announcer for the World Surf League.

Melissa Cronin, President & Chief Operating Officer of EMG said, “When the six-decade run of Surfer—the first major magazine devoted to wave riding and surf culture—ended in 2020 due to the COVID-19 crisis, 4 million surfers in the United States and tens of millions of World Surf League fans around the globe were left without a brand providing the news, experiences, and lifestyle features they crave. In that, EMG recognized an opportunity to service a dedicated community.”

Despite the pandemic, the global market for surfing was still estimated at US\$2.7 billion in the year 2020, and it is projected to reach a size of US\$3.1 billion by 2026.

“It defies logic that there is no authoritative voice left to talk about the culture in an informed way here in the United States,” Ms. Cronin continued. “Ink & Pixel Media Pty. Ltd together with EMG, through Surfing Life™, will continue the legacy of surfing in the U.S. with a bold and elite new offering.”

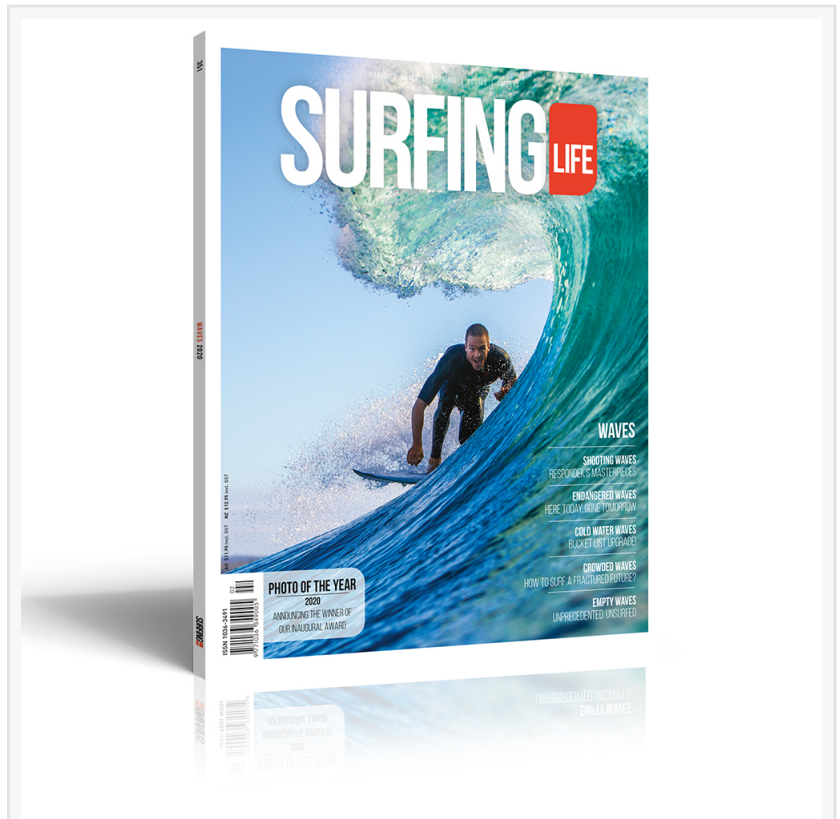
Surfing Life™—which will have its own dedicated U.S. presence at surfinglifeusa.com—promises to “make you a better surfer.” The much-heralded brand, founded in 1985, publishes six issues annually based on the six pillars of the surfing experience: Travel, Culture, Waves, Technique, Surfboards, and Surfers.

Each issue is dedicated to that subject alone, providing the substance, depth, and authority that will ignite every surfer’s passion.

Surfing Life™ will be priced at \$14.99 per issue in both the U.S. and Canada.

It will be edited by Lystra Rose, who is the first Indigenous Australian to edit a worldwide magazine. In addition, Ms. Rose is the first female editor of a mainstream surfing mag. Ray Bisschop will serve as Publisher and Creative Director.

“It’s an exciting time to be editor of Surfing Life™,” said Ms. Rose. “Surfing debuted at the Olympics, there are more females in the lineup than ever, and surf culture is reaching its full



potential—as a sport, leisure activity, and a vital part of a healthy lifestyle (building physical and emotional resilience).

“With this game-changing partnership with EMG, and the personal commitment from the company’s founder and Chief Executive Officer Dylan Howard to the sport and industry, Surfing Life™ could well be the greatest export from Australia since seven-time world champion Steph Gilmore!”

“We’re more than just a great surf mag,” said Ray Bisschop. “Surfing Life™ is active across six media channels—print, television, events, social, online, and e-newsletters—making it one of the most influential, relevant and in-demand surf brands now in the world.”

Surfing Life™ is the latest addition to the [EMG portfolio](#). The New York-based publisher also houses Knewz™, RadarOnline.com™, OKmagazine.com™, Yoga Mag-Book™, How It Works™, All About Space™, History of War™, All About History™, Front Page Detectives™, The Royal Observer™, Morning Honey™, and the sports betting and handicapping platform Veri.Bet™.

EMG remains committed to the creation of new brands and the acquisition of legacy media titles that need to be transformed for the modern media age, where users are demanding highly curated, hyper-focused knowledge-based content. EMG currently reaches one in seven Americans across its brands.

ABOUT EMPIRE MEDIA GROUP, INC:

Empire Media Group, Inc. (EMG) is the new media landscape, where bold and authoritative content meets innovative delivery for passionate audiences. An award-winning, global, and next-generation multi-platform media company, EMG encompasses a powerful portfolio of assets



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that serve highly engaged audiences through a rich assemblage of content delivery mechanisms: from magazines, live events, and digital media, to video, television, audio, book publishing, and more. EMG's suite of 12 vaunted brands makes it one of the world's largest and most diversified modern media conglomerates, with market share across entertainment, fashion and beauty, luxury, travel, and specialist consumer titles. At EMG, we do not just serve readers; we serve users. Divisions of EMG include television and movie production company Mystify Studios, podcast studio Audology, literary publisher Harland & Wolff Publishing, marketing firm Elevate Strategic, EMG Ventures, and the non-profit foundation, the Institute for Healthy Media Minds, which is focused on creating a positive culture of mental health across the journalism, media, and public relations industries. With these six distinct business units united under a mandate of preeminence in content quality and innovation, EMG is a 360-degree media business that is poised for the future — broadening the reach of storytelling into virtual and augmented reality, programming, e-commerce, immersive events, branded content, innovative advertising solutions, and beyond.

Milly Jones

The Novella Collective

[email us here](#)

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