

RADAR COMEBACK - ROSHAN GETS BIG-TIME BACKERS WITH BANKROLL

KEITH J. KELLY. New York Post. New York, N.Y.: Oct 19, 2004. pg. 037

People: Roshan, Maer, Zuckerman, Mort, Epstein, Jeffrey

Companies: Radar Media LLP

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Abstract (Document Summary)

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Full Text (484 words)

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Maer Roshan's Radar magazine is making another comeback - this time with backers who may be willing to bankroll him with millions.

How many millions is open to debate.

Mort Zuckerman, owner of the Daily News and U.S. News & World Report, has teamed with Jeffrey Epstein as the primary backers of a new and improved Radar, set to launch as a monthly in April 2005.

Radar put out only two issues before it ran out of money last year, with the third issue stranded on the drawing board.

"It's not a Daily News or a U.S. News publication," said Roshan. "It's a new publishing company."

Radar Media LLP, the previous company, is selling assets only to the new company.

The old company will be dissolved and there is already a dispute as to how the money will be divvied up among the still unpaid creditors, which includes freelancers.

"I don't know if it will be possible to pay everyone in full," said Michael North, the attorney handling the dissolution.

But Roshan insisted, "There is no reason to assume they won't be paid."

It's not the first time that Roshan has talked with Zuckerman about a magazine venture.

Zuckerman, Epstein and a collection of media heavyweights that included Harvey Weinstein, Nelson Peltz and media critic Michael Wolff had tried to buy New York magazine but lost out to Bruce Wasserstein at the eleventh hour.

Roshan was being talked about as a potential editor in chief.

Roshan had tried to get Zuckerman and company to back Radar after the New York bid fell apart, but at first nothing came of the talks.

Roshan next turned to a French Moroccan businesswoman, Maria Oufkin, but after a brief flurry of publicity, she faded.

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"That deal just didn't work out on terms that were acceptable to us," said Doug Hand, an attorney who handled the negotiations with Zuckerman and Epstein on Roshan's behalf.

How much is committed this time is open to speculation.

One source said that it would take a minimum of \$20 million to launch a magazine but more realistically, it would take several times that over a five or six year period.

Talk magazine, where Roshan was deputy editor near the end of its run, cost its joint venture partners Miramax and Hearst about \$55 million before it shut down in early 2002 after nearly two and a half years of publication.

"I can't tell you the commitment," said Hand of the new backers. "It's significant and we're happy with it."

Said Roshan, "Just because we have backers, doesn't mean we're going to turn into Talk. We're still going to be lean. We'll have the funding to do what we like, but I'm not interested in town cars."

He said he hopes to have about a half million in circulation eventually for the new Radar.

[Illustration]

-MAER ROSHAN Patience pays off. -MORT ZUCKERMAN Ponies up \$\$.

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RADAR HITS RELAUNCH TARGET - PARTY HIGHLIGHT: GAWKER'S DENTON GETS PIE IN EYE

Keith J. Kelly. *New York Post*. New York, N.Y.: May 20, 2005. pg. 034

Abstract (Document Summary)

CONTROVERSY flared at the Radar launch party when [GAWKER] founder Nick Denton was hit with a creamy goopy pie as he sidled up next to magazine founder Maer Roshan for a photo op.

Denton then promptly dumped his glass of red wine on Roshan's head. Roshan professed to be as surprised as anyone (and in fact was one of several bystanders hit with splatter from the Unknown Pie Guy). They later retreated to Roshan's hotel suite, Roshan changed clothes and even let Denton shower.

SMASHED: Gawker's Nick Denton smiles after getting pied at the Radar relaunch party. Maer Roshan (top, right), the mag's founder, was nearby. [Suzanne Boyd], Suede editor before it folded, was also at the soiree. [WireImage, Marina Garnier]

Full Text (876 words)

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CONTROVERSY flared at the Radar launch party when Gawker founder Nick Denton was hit with a creamy goopy pie as he sidled up next to magazine founder Maer Roshan for a photo op.

Gawker, a media-centric Web site which for weeks has had been needling Radar and its self promoting founder, sarcastically calling it, "Radar, the Greatest American Magazine Launch."

The photo op was seen as a chance to make nice between Roshan and Denton to prove they were willing to let bygones be bygones, blah, blah.

Then the peace accord was ruptured as a burly unknown person broke through the throng and smashed the custard pie squarely into the face of Denton and dashed out, leaving no clue as to his identity. He was wearing an English-soccer style shirt and a New York Knicks hat.

Denton, his face and clothes a mess from the ambush, assumed he had been set up by Roshan. (In an early version of the event that he posted on his own Web site, he insisted he had only been hit with a glancing blow from the pie tosser, but had to retract that version when photos turned up).

Denton then promptly dumped his glass of red wine on Roshan's head. Roshan professed to be as surprised as anyone (and in fact was one of several bystanders hit with splatter from the Unknown Pie Guy). They later retreated to Roshan's hotel suite, Roshan changed clothes and even let Denton shower.

He also rummaged around and found a T-shirt and pants for Denton to wear for the rest of the night.

Denton, despite the good turn done by Roshan still feels it was a set-up by event planner Nadine Johnson.

"It is pretty clear it was one of Nadine Johnson's hires," said Denton. "It was nicely staged, but the execution left a lot to be desired since Maer was hit too."

"What baffles me is why they would want their launch event hijacked by that kind of publicity?" asked Denton. "I heard Mort Zuckerman slipped in the goo," said Denton.

"He had to have the whole thing explained to him, including what a blog is."

Daily Snooze owner Zuckerman and billionaire financier Jeffrey Epstein were both on hand, but were out of

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range when the pie started flying. The two billionaires are 50-50 partners in the venture.

Drew Kerr, a spokesman for Roshan, and the party planner, both deny that it was a Radar plant.

"No one was hired by anyone to throw a pie," said a spokesperson for Johnson.

On the business side, William Holiber, the president of U.S. News & World Report, which is also owned by Zuckerman, was on hand.

Media Ink on April 8 reported that he had been drafted into action when launch publisher Linda Sepp, a Zuckerman pal, was given the boot weeks before the launch.

At the time, a Zuckerman spokesman was insisting that Holiber was only helping out on Radar in an "informal and advisory role" and had no official title on Radar.

But when the debut issues were handed out, there was Holiber, proudly pointing out his designation as Radar's president.

Sepp was nowhere in sight at the party or on the masthead but a former Sports Illustrated associate publisher, Grayle Howlett was, handing out his very own Radar publisher card.

Also on hand was Suzanne Boyd, who was the editor-in-chief of Time Inc.'s short-lived urban-fashion magazine Suede.

She quit the publishing company and took a buyout on the remaining year of her two-year contract rather than accept a position as an editor-at-large in magazine development.

That move is considered a blow to Time Inc. A company spokesman confirmed that she had declined the company offer.

The statuesque fashion editor had been running Flare, the Toronto-based fashion bible of Canada for 7 years when she was picked by Ed Lewis, then the head of Essence Communications, and Isolde Motley, the corporate editor of Time, to launch Suede, which was envisioned as a hot new fashion magazine for women of color.

Boyd arrived in March of last year and cranked out the first issue by the end of the summer - considered a breakneck pace in magazine land.

As the launch was progressing, Time was in the process of negotiating to convert Essence Communications into a 100 percent-owned subsidiary by buying out Lewis.

Suddenly, in the weeks before the buyout was finalized, a stunned Boyd got the word that the plug was being pulled on the new magazine after publishing only two issues.

In its public announcement, Time Inc. had insisted that it was only suspended, but the staff was let go.

Now Boyd, the last link, has quit the company and is weighing her options.

Insiders believed that Time Inc. was disappointed by the costs and the lower-than-hoped-for newsstand sales of the first two issues.

Industry sources say the biggest obstacle to Suede's funding may have been the losses that Life magazine was piling up as a weekly insert into daily newspapers.

[Illustration]

SMASHED: Gawker's Nick Denton smiles after getting pied at the Radar relaunch party. Maer Roshan (top,

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right), the mag's founder, was nearby. Suzanne Boyd, Suede editor before it folded, was also at the soiree.
[WireImage, Marina Garnier]

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