



New magazines such as BUST and good girl are aimed at assertive young readers.

Hip mags winning readers

A wave of intelligent, hip and honest new magazines is being aimed at young women who want more than beauty tips, heart-break advice and fashion draped on skinny models.

Some, like *Bitch* and *BUST*, are in-your-face. Others, like *good girl* out of

Toronto, offer smart, fun feminist literature.

And women are buying them: the quarterlies are brisk sellers, says Chapters' magazine manager.

The new publications outsell *Ms.* and are aimed at women with "an attitude of being more assertive"

than buyers of classic women's magazines.

Will they save the world? Likely not.

But they may save some girls' sanity. At select magazine outlets.

Go to www.goodgirl.ca and www.bust.com.

— News Services