

# theWAHMmagazine â€” Cutting-edge Magazine For Moms Who Arenâ€™t â€œOpt Out,â€• but Are Opting for Balance

*A digital magazine and a community for work-at-home parents*

Taylor, Mich., July 21, 2008 â€” [i]TheWAHMmagazine[/i] â€• The July/August 2008 issue of theWAHMmagazine â€” a digital magazine for WAHMs and WAHDs â€” marks the beginning of the second half of the magazineâ€™s first year with a sleek new design, multimedia content and added community building features for subscribers.

From the earliest planning nearly a year ago, delivering content in a cutting-edge format and community building have been key at theWAHMmagazine. â€œThe goal was always to provide strong, valuable content and with an eye towards respecting and understanding the work-at-home community â€” both WAHMs and WAHDs,â€• says Geiss, who is a WAHM herself. The second half of theWAHMmagazineâ€™s first year reinforces that through some of its new community building features. Along with a newly redesigned blog, (nominated for a Bloggerâ€™s Choice best business blog award), among the community-building features are two icons at the end of each article that make sharing and communicating easier for subscribers. One icon is a dialog bubble that provides a direct link to the forum at theWAHMmagazineâ€™s â€œWAHM and WAHD Today â€” the social network for todayâ€™s work-at-home parentsâ€• a place for WAHMs and WAHDs to â€œconverse, connect and kvetch.â€• The other is an envelope icon and allows readers to submit their letters to the editor by e-mail as they react to each article. These features, the social network and theWAHMmagazineâ€™s Twitter account allow readers and others to stay connected and to get deep with each other and the writers about the issues and articles in the magazine.

â€œThe work-at-home industry is growing by leaps and bounds. Thereâ€™s been a lot of talk lately in the media about moms who â€”opt outâ€™ versus who â€”opt inâ€™ to traditional corporate culture there are many of us who are opting for something different â€” something more balanced â€” and want to give up neither career nor family,â€• says Erika-Marie S. Geiss, creator and editor-in-chief of theWAHMmagazine. â€œAs an example, in our Off the Beaten Path column written by Dawn Allcot, we feature a story about an Emmy-award winning journalist turned WAHM and mompreneur.â€• The 116-page Back-to-School issue features articles on homeschooling, surviving the eight-to-three empty nest as the youngest child heads off to kindergarten, the evolution of the work-at-home dad, how to spot and avoid work-at-home scams and more than 30 articles and stories about being a work-at-home parent.

[b>About theWAHMmagazine:[/b] theWAHMmagazine is a bi-monthly, serial digital publication. Created by a WAHM for WAHMs and WAHDs, it is the first and only content-driven digital magazine for work-at-home parents. Its mission is to validate, empower, encourage, educate and support work-at-home moms and work-at-home dads. The current

issue (Vol. 1 Issue 4) is available now; the next issue goes live in early September. The magazine costs \$5.50 per issue or \$24.00 per year for a subscription. A portion of the proceeds from every subscription goes towards planting ten new trees worldwide through a partnership with Trees for the Future.

<http://www.thewahmmagazine.com>