

Title bout pits Sylvester Stallone against other mag; [All Editions]

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Abstract (Document Summary)

Of [Warren Sly]'s 120 pages, 35 feature either photos of [Sylvester Stallone], including two on the cover, or articles written by the "Rocky" screenwriter. The cross-promotional inbreeding theme runs throughout the debut issue, with ads hawking his nutritional supplements, articles on his NBC show "The Contender," excerpts from his unpurchased screenplay for "Rocky VI" and his upcoming fitness book.

The debut issue of Stallone's Sly magazine, conceived as a fitness and lifestyle guide for men who "believe that life begins at 40," rolled out last month with an initial nationwide circulation of 125,000. Stallone is backed by American Media Inc., the conglomerate that publishes National Enquirer, Star, Weekly World News and Mira! as well as titles under the Weider Publications brands, which include Men's Fitness, Muscle & Fitness and Shape.

Full Text (494 words)

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Rocky Balboa started out as the ultimate underdog.

But the man who made a box-office champ out of "Rocky" has slyly delivered a first-round KO to an upstart magazine that shares the same name as Sylvester Stallone's new mag.

It's Sly vs. Sly.

Only this fight might be waged in the courtroom, not the ring.

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And the other Sly magazine? Not so big.

Sly Magazine LLC is an independent publisher that planned to unveil its first issue later this year. But this Sly, which targets female readers and lovers of shoes, handbags and other accessories, has held the online address of slymagazine.com since November, when it held a launch party in New York.

The founders of the smaller, female-oriented Sly haven't taken a dive, though. Their lawyer, John Bostany, said he has informed American Media multiple times in the past year about the trademark infringement.

"We've sent them a formal cease-and-desist letter," Bostany said yesterday.

His clients have been "trying to give (American Media) every opportunity" to settle their differences, but they likely will have to sue instead. "It will wind up with them paying a lot in damages," he said.

The Magazine Publishers of America typically stays out of these disputes, preferring to let the publications settle their differences privately.

But an MPA spokesperson did confirm that only one Sly magazine exists in its database - Stallone's.

In a conference call earlier this month, American Media chief David J. Pecker said Stallone's magazine filled a niche for men 35 and older. "We felt there was nothing really out there," Pecker said.

American Media executives claim Stallone is very much involved with the editorial process of Sly - and it shows.

Of Sly's 120 pages, 35 feature either photos of Stallone, including two on the cover, or articles written by the "Rocky"

screenwriter. The cross-promotional inbreeding theme runs throughout the debut issue, with ads hawking his nutritional supplements, articles on his NBC show "The Contender," excerpts from his unpurchased screenplay for "Rocky VI" and his upcoming fitness book.

On the back page, Stallone lists his top 10 life tips - especially noteworthy is tip No. 7: "If other people can steal your idea, they will."

Which Sly magazine came first remains up for debate.

Stuart Zakim, senior vice president for American Media, said he was not aware of another Sly magazine. Zakim said he guessed American Media would simply find another online address to promote Stallone's magazine.

Sly.com is not an option, either. That address is registered to Warren Sly of Bellevue, Wash.

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