



Dear Readers / Advertisers / Supporters

Next year 2010 is a huge milestone at Barb Wire Enterprises:

we celebrate 10 years of being in business.

Never has there been a better time to review, take stock and consider how best to continue to serve our readers and advertisers. Whilst many organisations have decided to re-evaluate their position during this economic downturn, we at Barb Wire Enterprises, publishers of The Official Guide to International Women's Month magazine have become energised by the opportunity of change to ensure that we are even more relevant than before: with hard hitting, cutting edge profiles, seeking out new arenas and issues to tackle and bring to our readers attention.

Over the years our IWM magazine has highlighted many success stories of women whose lives have changed because they decided to make a difference; to feel the fear but do it anyway as they leave secure jobs and launch their businesses, or climb the ladders in their current positions.

However, we want to be even more part of the global debate, part of the dialogue that causes our readers to agitate, think, celebrate and feel compelled to share. We decided that now is the time to give back. We feel that it has become more important than ever before for us to reinvest in the core values of our publishing editions. We are getting more firmly into shape and it starts now.

Next year is our 10th anniversary. It's

been a challenging and yet an exhilarating journey, one which has many more destinations to visit, especially if we take care to give ourselves an overhaul. One of the journeys that we plan to take is a visit with our readers.

During 2009 we will be conducting active research among our readers and our advertisers in preparation for a re-launch issue to celebrate the first 10 years of the Millennium Women. We will be talking to the women of the future, young people who are beginning to realise that they can dream, plan and fulfil their destiny and to look at the stories of the female baby boomers and Generation Xer who have cut their swathe across two modern centuries.

We are always challenging ourselves to meet the rising needs of women everywhere and it was for this reason that The Official Guide to International Women's Month magazine decided to take 2009 to do further research as to what women really want and need and to develop an interactive relationship with you.

So what of our plans for 2009? We have published our annual International Women's issue as an on line special with exceptional editorials appearing throughout the rest of the year as we invite opinions, comments and ideas. We

believe that International Women's Month is an important symbol, but one that needs to be supported all-year round with interventions from the most exciting thinkers and commentators.

We know that our audience consume ideas in many forms, and that the printed magazine has a unique place in their reading habits. The synergy of linking up the variety communication forms of communication and expression is one of the areas that we will seek fresh insights. 2010 will see us deliver a sharper focus, deep insights and wider accessibility as we connect across the global dimension.

It is with this in mind that we decided to find out exactly what women want, really, really want. International Women - this is YOUR magazine, have your say.

If you're not part of the IWM community you're missing a great opportunity to raise your profile, build contacts and engage with other female entrepreneurs.

Although you have many more chapters to appear in: Thank you for being part of our incredible story!

Barbara Campbell
Editor
International Women's
Month (IWM) Magazine.