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» **PUBLISHER'S LETTER** | by Jim Fitzpatrick



LAUREN RADACK

# Back on Track

**IT'S SO GREAT TO BE BACK.** In many ways, it seems I never left. Some of you may know that I recently purchased *San Diego Magazine* in partnership with good friends and noted publishers Milt and Frank Jones, owners of *Palm Springs Life*. I originally acquired *San Diego Magazine* from founders Ed and Gloria Self in 1994. In 2005 I sold to CurtCo Media and remained president of *SDM* until December 2008. Upon failing retirement, I was again presented the opportunity to acquire *San Diego Magazine*, and we closed the deal in April.

The magazine has survived a very challenging period. As with all traditional media, it's faced the double tests of a depressed economy and a rapidly changing industry. A very talented team has met these challenges and kept *San Diego Magazine* the leading publication in the region.

While maintaining excellence with our print publication, *San Diego Magazine* has embraced new media with its very active Web site and the introduction of new social media such as Facebook and Twitter. We will continue to develop these fresh mediums to provide more services and information to our readers and advertisers. Our mission to be the media that celebrates the San Diego lifestyle can only be enhanced with these new technologies as we offer increased information and additional ways to enjoy all that San Diego has to offer. New media, properly coordinated with traditional print media, can offer even more value and services to our readers and clients.

Custom publishing was once a very active segment of *San Diego Magazine's* business. It was reduced under the previous ownership. We will once again provide our publishing expertise to those who have a need for those services.

As you can see, I'm very excited to be back and very enthusiastic about our future. I said this before, and I get to say it again: "Keep an eye on us."




**JIM FITZPATRICK**  
Publisher