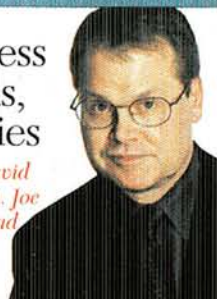


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—Greg David
on why Sen. Joe
Bruno is mad
at Crain's
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TAPPING INTO the culture war over gay marriage, upstart publisher **Jonathon Feit** will soon launch *With This Ring*, a bridal glossy for everybody the traditional bridal titles leave out.

“This will be a [magazine] for women other than young white women, as well as for men, whether gay or straight,” says Mr. Feit, publisher of Webzine *Citizen Culture* and head of Feit Family Ventures.

Mr. Feit is working to raise \$1.5 million to launch *With This Ring* next year as a quarterly targeting an upscale, politically minded

readership. He’s hoping to build circulation to more than 100,000 copies through a combination of newsstand and controlled distribution, and he’s not worried about legislation that would ban gay marriage. “If something gets banned, there’s even more need for a community,” he says.

