

How would you like it? A survey about the news

+++nouvelles

NACHRICHTEN



Perspectives
for the 21st
Century

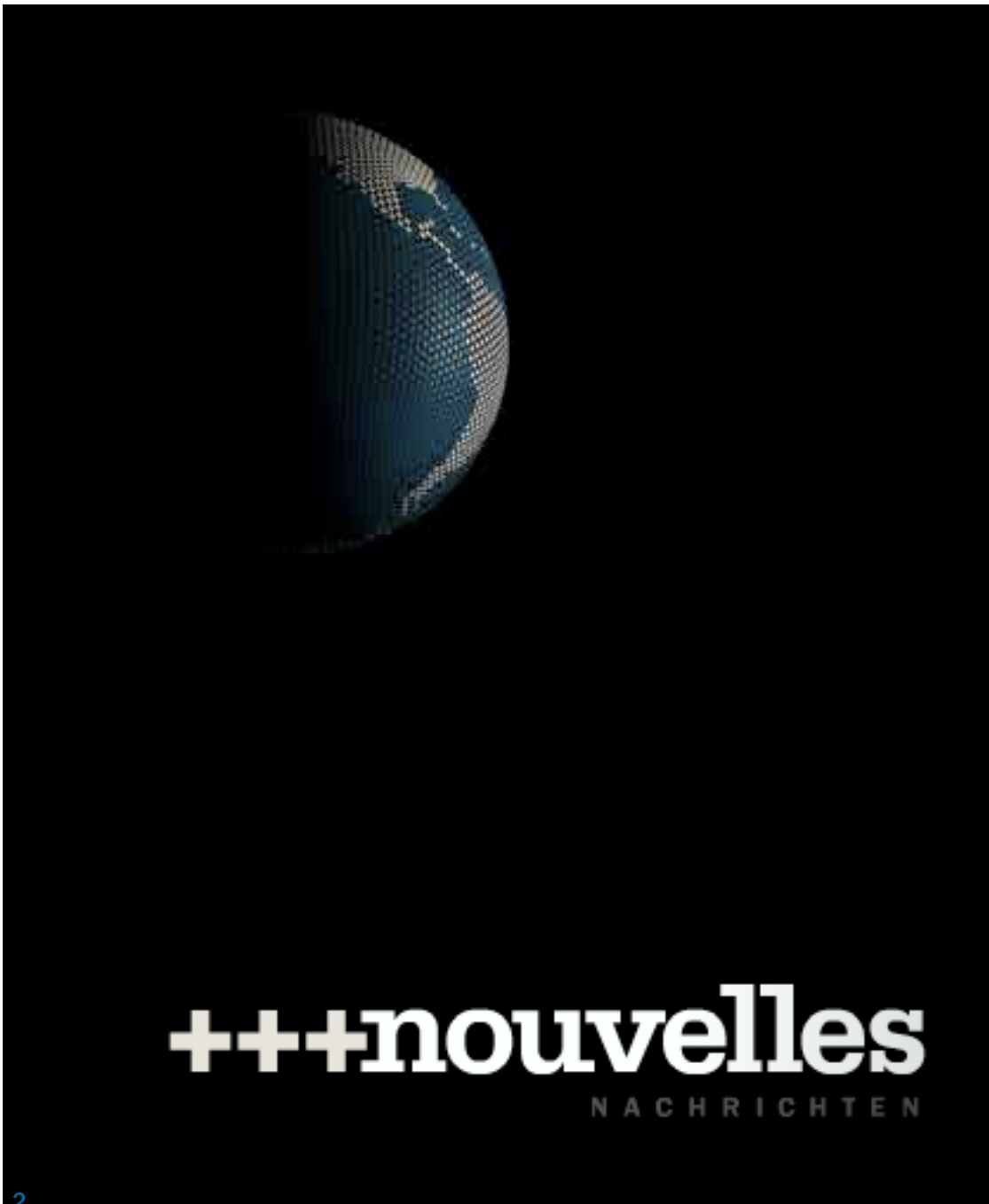
POLITICS

ECONOMY

SCIENCE

WWW

LIFE



Dear readers,

in this first issue, Nouvelles would like to introduce you to a unique concept for a new current affairs magazine.



To find out how and why Nouvelles would like to offer a contemporary perspective on the world, read the story behind the **idea**.

4



Nouvelles is not only new; it offers you new opportunities. Read about why a new, independent magazine needs your **assistance** and what's in it for you.

10



A contemporary current affairs magazine needs a contemporary medium. See the advantages for yourself with our **e-paper!**

14

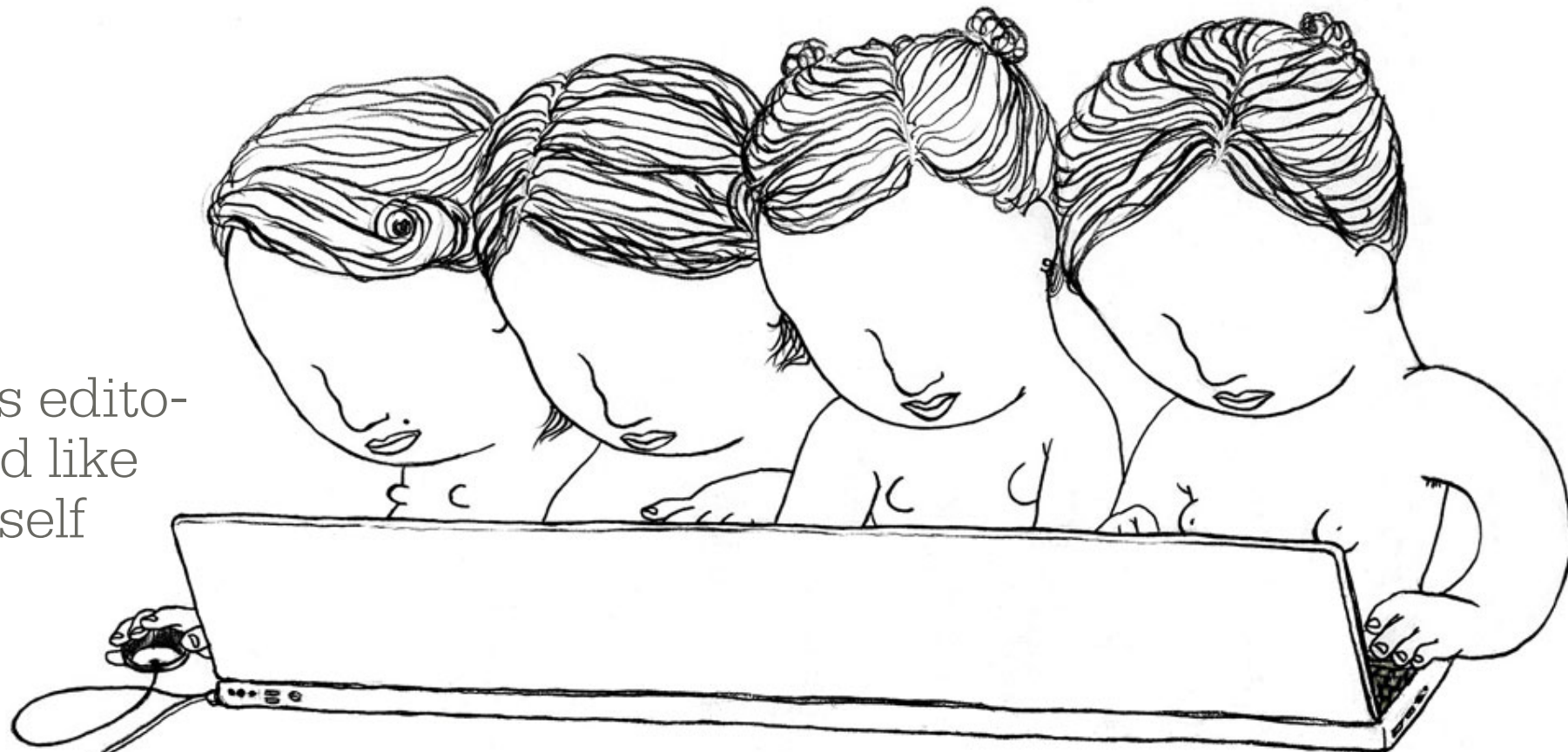


Perhaps you would like to get in **contact** with Nouvelles after reading about things from a **male perspective**? Please do! Everyone is welcome to get in touch with us.

16

Nouvelles

A unique news editorial team would like to introduce itself



By Verena Bach
Illustrations by Anja Münch

Women view the world differently to men. That's nothing new, you might say. But do women write differently, too? How does a female editorial team approach global news issues? How do women process the

pressing issues in our society? What do women want to find out from an interview? Do female journalists focus on different aspects to their male colleagues? Is it possible that their journalistic instinct for good stories is

different?
We think so. That's the reason why we founded a new publishing house and why women are responsible for the content here at Nouvelles. Both on stage and behind the scenes.

WHY A CHANGE OF PERSPECTIVE

At newspaper kiosks you can find a news magazine that promises “facts, facts, facts”. The readers of another magazine are supposed to “know more”. Nouvelles wants to investigate the world of news behind the facts and to do this from a female perspec-

We neither talk about baby food nor beat around the bush

tive. What speaks in favour of this change of perspective? All sorts of things. Anyone who attentively follows reports and portrayals written by men will notice that only one out of five people mentioned is a woman. However, when female journalists report, this figure rises to three, almost doubling the number.

At Nouvelles we don't start

by asking women stereotypical questions about how they balance career and family. In our female editorial team, women neither talk about baby food nor beat around the bush. No woman has to explain to us how she asserted herself in a man's world when the topics that really interest her are completely different ones. What women really have to say about politics, business, science and society is what you'll find in Nouvelles' headlines.

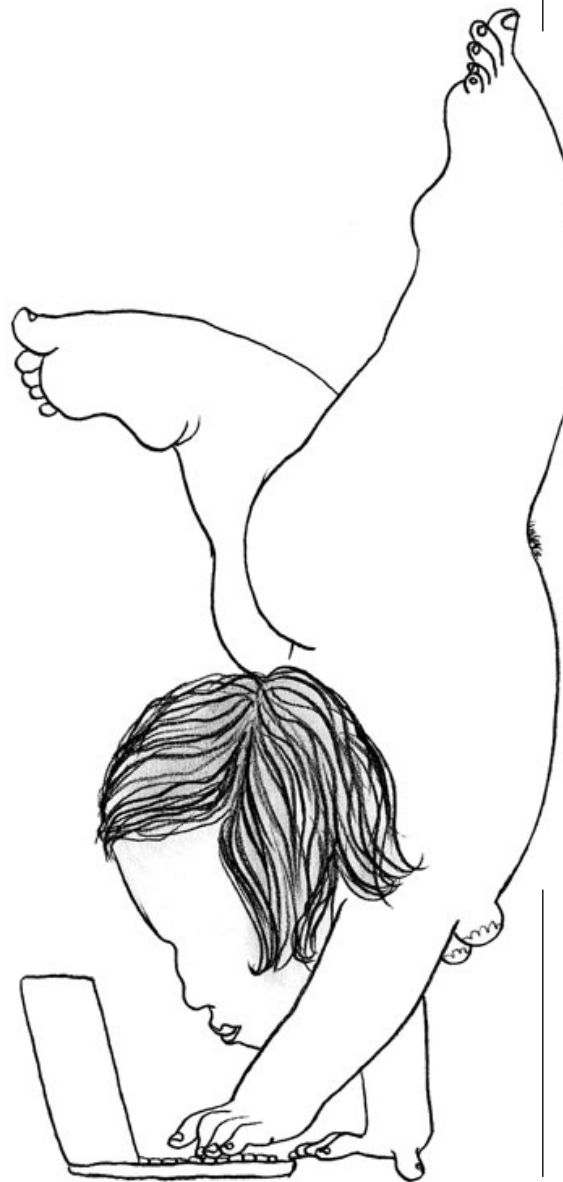
BEYOND CLASSICAL GENDER ROLES

Nouvelles offers a new perspective on personality. Regardless of gender. Our news magazine considers each and every female and male role as an accepted norm. We have, after all, been living in the 21st Century for seven years now. So it's high time to depict the realities of life.

We give every woman and man the attention they deserve. Our journalists address topics that are otherwise only covered superficially or simply ignored. Our editorial team has no preconceived ideas prior to establishing a deadline or researching a story. We are searching for modern ways of life beyond classical gender roles in order to examine them in the current context. Impartial questions – that's what readers will find in Nouvelles. As well as, finally, relevant answers that will arouse the equal interest of both female and male readers.

OUTGROWING THE DOMESTIC VANTAGE POINT

Nouvelles readers appreciate the fact that we report on global topics. And, in our case, this is done from an international perspective. We



don't just send German correspondents abroad. Instead, we send native journalists to their home countries to search for captivating stories. We have recognised that an international point of view is the perspective of the future. Many people consider domestic media coverage too limited. We are finally offering them something more.

**NOUVELLES PARTICIPATE
IN CURRENT DEBATES**

You can trust our editorial team. Nouvelles keeps up to date on stories. In Nouvelles you won't find trendy topics or pessimistic scenarios which cause unnecessary panic among its readers. It goes without saying that we tackle environmental issues. Because – let's be honest – global

warming will still be melting the ice caps in a few weeks' time. We don't want to cause hysteria only to sound the all-clear a few days later. We participate in current debates

Calm, consistent and enlightened

and also stimulate discussion on weighty issues. Working together with experts, we explore emerging questions in greater depth, covering crises which appear in the news over the long term. Our approach towards the developments in our surroundings is to be calm, consistent and enlightened. Because that's exactly what our readers are: calm, consistent and enlightened.

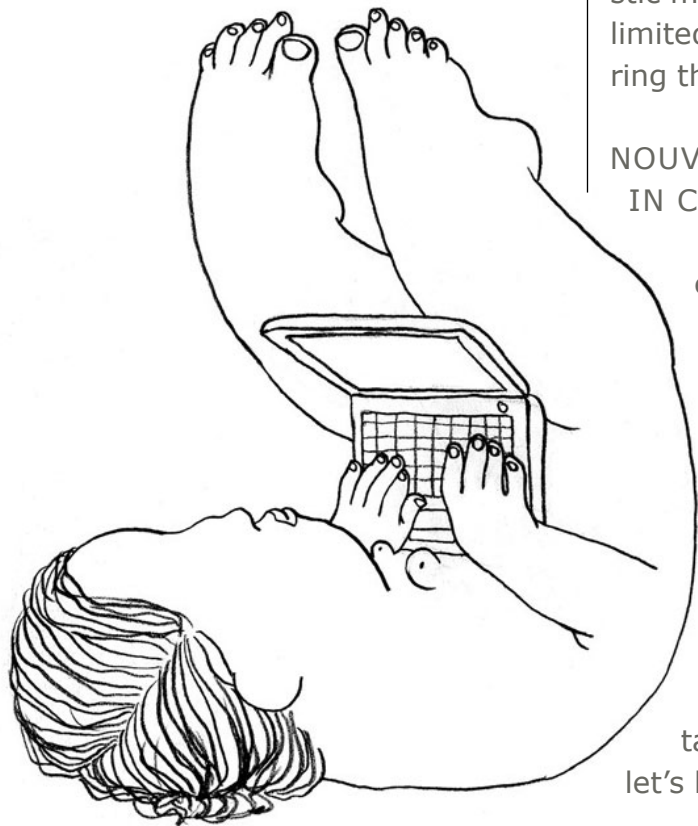
**NOUVELLES WILL EXPAND
TO THE KIOSKS**

In addition to up-to-date news, our portal offers a weekly news magazine in

e-paper format. However, in the medium term, Nouvelles will expand from the internet to the newspaper kiosks – what began as an e-paper will evolve into a printed magazine. But Nouvelles will not tread this path alone: rather than reporting into the ether, both female and male readers will be included in the conception phase right from the very beginning.

ZEITGEIST AND INDEPENDENCY

Our editorial team is independent and its only duty is to its female and male readers, not to any political or business group. We defend equal rights at all levels, as well as reconciliation of family and career, international journalism and environmental responsibility. This is what makes Nouvelles' editorial team unique. In both worlds, in the world-wide-web and at kiosks.





Nouvelles listens to every voice

A magazine that is the way you would like it to be Exchange of information as a fundamental part of the concept

By Janet Lakatos

Photo by NarPhotos/Bilderberg

Nouvelles offers investigative journalism: features, commentaries and background reports on current issues. But what does modern journalism mean to you? What should investigative journalism achieve in your opinion? Imagine you could have an influence on a news magazine. You could tell a professional editorial team what interests you the most and in what way. Is that pie in the sky? No. That's Nouvelles-Nachrichten.

Nouvelles is striking new paths. We don't just want feedback: we want to include you, the reader, in the conception of Nouvelles-Nachrichten – right from the beginning. Since information on Nouvelles was first made available on the internet, a questionnaire on the concept has informed all further planning. "Which rubrics would interest you? Geographically speaking, which region do you find most interesting? Which sort of feature do you find most captivating?" The

[Survey]

questionnaire gives everyone the chance to participate in the creation of Nouvelles, as of now.

NOUVELLES-NEWSLETTER
A newsletter informs readers about the current status of the news magazine and gives a preview of what is planned. Furthermore, it invites readers to participate in the planning process with questions and suggestions. According to the founding team, "The exchange of information between the editorial team and the readers is to be a fundamental part of



velles why so many men in Germany are not able to take their parental leave, or why there is lack of skilled labour despite there being four million unemployed, you are welcome to suggest the topic to the editorial team. Our intention is to create a news magazine which is geared towards the interests of both female and male readers.

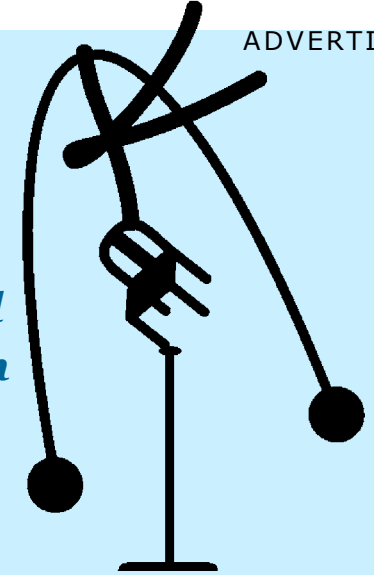
LOOKING FORWARD TO YOU
Have your say in the [survey](#) and tell us what sort of magazine you would like. Would you like to know more about Nouvelles? Then register for

Nouvelles wants to actively include readers when planning which topics to cover

Nouvelles-Nachrichten. It is our wish to actively include readers in our topic planning." So, for instance, if you wish to find out from one of the forthcoming issues of Nou-

the [newsletter](#) newsletter. Or maybe you have had problems navigating the website? Write to us. We look forward to hearing your opinions.

A good business model should have more than one base to rest on



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The „Entrepreneurship Laboratory“ is a method of systematically developing from a raw material (patent, new technology, new idea) a mature business model that has been thought through in all necessary respects: as the illustration shows, it should be composed of several components which are stable enough to be able to withstand impacts from the outside.

We use idea development and idea refinement procedures that have been specially developed with this aim in mind. Practical implementation only begins when this has taken place. The events also offer experienced entrepreneurs the chance to professionally examine their own business models and to significantly improve them.

A detailed programme and further information are available at: www.entrepreneurship.de.



Labor für Entrepreneurship

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All in one The online published magazine

By Magda Gerritsen
Photo by Svea Pietschmann

You value the internet, but do you sometimes find reading long articles on websites a strain? With Nouvelles, you will discover an e-paper that combines the reading quality of a printed magazine with the advantages of the internet. The e-paper simply offers its users the best features of all media. Content is animated or you can experience it directly with the aid of film clips.

TARGETED INFORMATION
Make yourself comfortable and enjoy the convenience offered by a contemporary medium. For instance, if you don't feel like reading at the

time, you can just sit back and listen to the articles with the click of a mouse. Or perhaps you would like to look at and listen to the whole of a quoted speech to gain a deeper understanding of the topic – no problem with an e-paper. Any further information you need is just a click away.

READ BETTER ONLINE
Say finally goodbye to cluttered information sources and complicated navigation. Simply turn the pages as you would with a printed magazine. At last this unique way of presenting information makes annoying scrolling unnecessary and reading longer texts much more enjoyable.

E-papers can replace paper almost everywhere



FREEDOM FROM ADVERTISING

Concentrate on what really matters – the news! Unlike other online magazines, the Nouvelles e-paper presents you with pages which are

completely free of advertising.

Join us in looking at world affairs in the 21st Century – with Nouvelles-Nachrichten in contemporary e-paper format!

Live the contemporary way

In the past, men and women have emancipated themselves together, both at work and at play. And we'll continue to do so in the future, too.

We, three men, are founding a publishing company in order to offer a new perspective on current affairs. We would like women to be able to take over responsibility both behind the scenes and on stage. Because fewer and fewer people find the kind of reporting that reduces women to certain roles appealing.

We've founded Nouvelles for everyone who is ready for more. For everyone who values a contemporary perspective on the world of the 21st Century.

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NACHRICHTEN

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creare! StartUp is a didactic initiative for more self-employment, entrepreneurial engagement and innovations at Berlin universities. Our goal is to motivate students, especially those taking non-business-related courses, to start up business ventures and to equip them with the skills they will need to be successful self-employed people.

creare! Startup stimulates entrepreneurial potential, demonstrating the diversity of entrepreneurial creativity.

The participants develop a sense for innovative ideas, conceive their own career paths into self-employment and test their potential to become creative destroyers.

More information at:
www.creare-startup.de

A stylized landscape illustration. The background is a dark blue sky with lighter blue, rounded shapes representing clouds. Three white wind turbines with light beige cross-shaped blades are positioned in the middle ground. The foreground consists of a dark grey, wavy horizon line. To the right of the turbines, there is a silhouette of a forest of evergreen trees. The word "nouvelles" is written in white, lowercase, sans-serif font across the bottom of the image.

nouvelles