



*the markoff* GOLD



**CHILD'S PLAY:** Apparently, IAC's Very Short List isn't the only new addition to **Jared Kushner's** Observer Media Group. The publisher is hatching a yet-to-be-named New York Observer supplement aimed at all those stroller-wheeling New York City moms. The first edition of what will be a biannual glossy magazine will drop in early September with 40-plus pages. In keeping with the salmon-colored tabloid's gossipy tone, stories will address family-friendly topics for the society set and celebrity parents. Profiles of up-and-coming "Power Parents," as well as road maps for the city's Mommy & Me classes, coveted pre-school slots and wait-listed retail items will also be in the mix. "If You Give a Mom a Martini" author and Divalysscious founder **Lyss Stern** is on board as editor in chief, and former New York magazine staffer **Tara Mandy** is the consulting editor. Mandy is publisher of Strollertraffic.com, a three-month-old site geared for city-minded parents. NYO subscribers and Starbucks drinkers won't be the only ones catching up with the kiddies: The glossy also will be distributed in pediatricians' offices, children's specialty stores, museums, salons and play spaces.

— Rosemary Feitelberg