

VICES IN VOGUE

MOVE OVER, *PENTHOUSE*. WITH SEXY pics widely available on the Web, old-line skin magazines are suffering—and the number of porn publications launched annually has fallen more than 70% since 1997. But the publishing industry still has plenty of vices to cater to. Here's a sampling of new magazines championing formerly disreputable pastimes. —By **Jeremy Caplan**



◀ **DRINKING'S DELIGHTS**
Modern Drunkard pays tipsy tribute to the joys of Heineken and hangovers with a brazenness likely to drive MADD mad. The 8-year-old mag has just been redesigned and expanded; next up, a spin-off book and national convention.



▲ **IN YOUR FACE**
New Beauty celebrates plastic surgery (a.k.a. "aesthetic medicine") with pics of puffed-up lips, tucked-in tummies and ballooning breasts. In January's debut issue: "Botox: Your Face Was Just the Beginning."



◀ **THEY'RE BETTING YOU BUY IT**
Featuring celebrity gamblers like Ben Affleck, *All In* launched in the fall to cash in on the poker craze. The bimonthly recently covered a \$40 million game and featured a pictorial of a poker-star babe. Find tips on how to win too.



▶ **ENVIRONMENTALISTS BE DAMNED**
Gas guzzlers, rejoice! *Ultimate Hummers* revels in the pleasures of cars that make tree huggers cringe. Read about "anti-SUV terrorists" and the lifestyle they threaten. A recent cover line: "Diesel Fuel: Here to Save the Day?"



Designated drivers: on call, on scooters

Coloradans caught a lift with NightRiders, a designated-driver service that safely deposits the inebriated—along with their cars—back home after a big night out. The company, like others popping up across the country, relies on collapsible scooters small enough to fit into a backseat or trunk to get its employees from one customer pickup to the next. CityScoot in Louisville, Ky., offers prepaid cards and a catchy phone number (56-NO-DUI). Home James, a ritzy service in Los Angeles that features drivers in mod suits with fake British accents, has even won that ultimate stamp of media-age approval: a reality-TV-show pilot.

NightRiders, founded three years ago by a trio

of college seniors in Boulder, initially aimed at the town's large student population but has since found more of its clientele among an older crowd. With a VIP service that includes discounts on drinks, the company, which expanded into Denver in September and plans to move into at least five other cities this year, is endorsed by the Colorado State Patrol and sponsored by the likes of local beer Goliath Coors, which agreed to pay the first \$20 of every ride on New Year's. But NightRiders' most effective marketing tool is a poster comparing its fees—a \$15 flat rate plus \$2 a mile—with the price of a single DUI conviction, which can run up to \$8,866 in Colorado when fines, legal fees and auto-insurance penalties are included.

"The sad fact of it is," says NightRiders co-founder Brad Dickerhofe, "people are more concerned about being busted than about putting lives at risk." —By **Hope Reeves and Julie Rawe**



And One More For the Road

EVERYONE KNOWS IT'S NOT cool to drink and drive, but rounding up a designated driver can be a drag. Now it's becoming surprisingly hip to hand over your keys to a stranger on a scooter. On New Year's Eve, for instance, some 350

NUMBERS

74 to 1 Senate vote certifying the victory of George W. Bush in the presidential election. California Democrat Barbara Boxer dissented because of voting problems in Ohio

118,457 Votes in Bush's margin of victory over John Kerry in Ohio, according to a recount completed last month

1.3 billion Population of China, reached when a boy was born in Beijing last Thursday, a level officials say would have been hit four years ago without the country's controversial one-child policy

119 to 100 Ratio of Chinese boys to girls, attributed to some parents' making sure their one child is a boy by aborting female fetuses



3.5 million Number of flu shots still available in the U.S.

32.5% Percent of Americans older than 65 trying to get a flu shot last fall who were turned away because of a perceived shortage

7 Average number of points by which children exposed to high levels of secondhand smoke score lower on standardized tests than those exposed to little or no smoke

40% Percent of U.S. children exposed to smoke at home

Sources: New York Times (2); AP (2); Forbes; CDC; USA Today; Environmental Health Perspectives