

PROPAGANDA  
Crotty/Monk  
NY + LA  
[www.monk.com](http://www.monk.com)  
[www.jamescrotty.com](http://www.jamescrotty.com)

**THE MONKS**

"The world of travel writing has seen some big bylines. Chaucer, Kerouac, and, of course, Kuralt. Now some might add the Monks."

-- Ed Bradley, CBS TV

"Jim Crotty and Michael Lane never planned to change the world. But in 1986, when they quit their jobs, bought an over-the-hill van and hit the road with two cats and a Macintosh, they began a journey that would forever alter the bounds of technology and entrepreneurialism."

-- Portable Computing

"Reading these guys is like watching a grainy, irreverent film about America--real, unreal, surreal."

-- The Boston Globe

"Forget all those travel writers you've been reading, the Monks are the real article."

-- CNN

"[The Monks] don't simply document a chosen city or region. They dissect it, demystify it, revel in its oddities."

-- San Diego Union Tribune

"No matter where you go in the U.S., chances are these two guys have been there."

-- CNN

"Modern troubadours"

-- New York Times

"Kerouacs of the 90's"

-- Seattle Times

"The coolest guys ever to emerge from a 1986 Fleetwood Bounder motorhome."

-- USA Today

## **MONK: THE MOBILE MAGAZINE**

"Their motto might be: Have word processor, will travel. Jim Crotty and Michael Lane ride around the country writing about themselves and America on a solar-powered Macintosh. The whimsical magazine they publish about their travels is called Monk. And unlike a lot of other homemade publications, theirs actually sells. With its glossy appeal and an intense word-of-mouth campaign Monk has grown to a paid circulation of more than 40,000"

-- CBS News

"This is Travel + Leisure written and photographed by a duo that ... mixes personal revelations with descriptions of offbeat tourist attractions"

-- USA Today

"A magazine like no other this side of the astral plane"

-- Boston Globe

"For purveyors of American subculture, Monk has become the definitive travel guide, each issue allowing its readers the opportunity to vicariously live life as a nomad"

-- RV

"Monk is the most successful of a new genre of publications known as 'perzines'--personal magazines ... While all of these publications are entertaining, none seems to have the ambition of Monk, and the few that accept advertising can't match Monk's success"

-- Folio Publishing News

"The start-up capital was \$500. Today Monk brings in \$40,000 per issue in ad revenue"

-- Folio Magazine

"Monk has hit the big time!"

-- Village Voice

"'Monk is the on-the-edge-type book we're looking for,' said Reatha Braxton, associate media director at the TBWA ad agency, which represents Absolut. Besides, she said, 'the idea of these guys traveling around is so great, and they are so excited about it, that you want to buy an ad just as a vote of confidence'"

-- New York Times

"The David Lynch version of Travels with Charley"

-- Whole Earth Review

"A cross between Jack Kerouac and Charles Kuralt, with a little Laurel and Hardy thrown in.' And perhaps a bit of Oscar Wilde."

-- Newsweek

"Exhilarating and hilarious"

-- Washington Post

"Mad, merry and defiantly indefinable"

-- The Advocate

"An unshaven version of Travel and Leisure."

-- Utne Reader

"Michael Lane and Jim Crotty get a serious hunk of credit for pioneering the whole recent zine scene."

-- Out Your Backdoor

"These guys have attitude like you won't believe -- lows and highs are all bowled straight at us, with more candor than in any other national magazine."

-- Out Your Backdoor

"Hot Magazine of the Year"

-- Rolling Stone

### **MAD MONKS' GUIDE TO NEW YORK CITY**

"[The Mad Monks' Guide to New York City is] as astute and oddball a guidebook as that heavily over-guidebooked megalopolis could hope for."

-- Los Angeles Times

"Talk about alternative guides. The Mad Monks' Guide To New York City is truly alternative. Witty, subversive and profane, it brims with life, like the city it so passionately chronicles."

-- Chicago Tribune

"Unlike traditional travel books, The Mad Monks' Guide to New York City cuts right to 'the soul of the city.' Along with the sublime and the bizarre is a cornucopia of the great city's diverse culture, from bars and restaurants to entertainment spots, making it probably as useful for those who live in the city as for those planning to visit it."

-- Reuters News Service

"Tired of typical, snoozy guidebooks? Looking for something with more enthusiasm and a skewed vision of the world? Then check out The Mad Monks' Guide to New York City .... This is not a guide for the easily offended or humor-challenged. It's intended for those who like to experience more than the Tourism Bureau recommends. It's fun, exciting and delivers the twisted spontaneity that is the Monks' trademark."

-- Trips Magazine

"These Monks know NYC"

-- New York Daily News

"Even if you've lived in New York your whole life, you can always discover something new. That's where the Mad Monks come in."

-- New York Daily News

"The Monks definitely get beyond the usual tourist blah-blah."

-- New York Daily News

## **PINK HIGHWAYS**

**by Michael Lane**

"Lane's love for people is unabashed, unconditional and gorgeous. His cast of kooks, weirdoes and psychos become -- in the best literary manner -- beloved friends."

-- Los Angeles Times

"A wild and funny odyssey."

-- Willamette Week

"Lane's encounters with old friends and total strangers inspire reflections on the endless quirks in the American psyche. His vision of America -- both strange and engrossing -- is worth discovering."

-- Publishers Weekly

## **THE USA PHRASEBOOK**

**co-written by Jim Crotty**

Favorably reviewed in Time, USA Today and on the BBC.

"The most entertaining travel book to come down the pike"

-- Oakland Tribune

## **MAD MONKS' GUIDE TO CALIFORNIA**

"Within the pages lies, no doubt, one of the best defenses of L.A. ever published in a travel guide."

-- The Seattle Times

"Local schoolchildren should be made to memorize the Monks' list of 33 reasons to love L.A."

-- Seattle Times

### **HOW TO TALK AMERICAN by Jim "the Mad Monk" Crotty**

"Hip and refreshing"

-- San Diego Union-Tribune

"Savvy and very funny"

-- Willamette Week

"A rollicking read"

-- Minneapolis Star-Tribune

"Crotty hits a home run."

-- San Francisco Bay Guardian

### **MONK.COM**

"Monk is a real combo plate — part spirited travel guide, part spiritual journey, part goofy fun. The Web provides a perfect venue for such nomads, and the monthly Monk.com doesn't disappoint. This nicely designed site shows off what the Monks do best: uncover offbeat locales and people. They're open-minded and even-handed, as interested in David Duke and Arianna Huffington as in Kurt Cobain and Andrei Codrescu."

-- Apple.com

"Self-described mad monks Michael Lane and Jim Crotty quit their jobs, sold everything they owned and hit the road, publishing a mobile travel magazine. Now online, these searingly offbeat dispatches eviscerate the seamy underbelly of America and celebrate the nation's bizarre contradictions."

-- SFGate.com

### **READER FEEDBACK ON MONK MAGAZINE**

"Why do I read Monk? Outlaw/outsider, cutting-edge view, alternative, essential American voice, love of camp and kitsch and the authentic, way cool politics, rad fantasy, hip aesthetic, my hunger for the genuine and disdain for the Disneyfication of pop culture, a good laugh, fun irreverence and appropriate reverence, my kind of travel info, the regional Monk lexicons. DON'T STOP. We need you. Freedom, funk, and creative intelligent spirit must survive."

-- Michele Szymkiewicz, Norwood, MA

"I read Monk because I've always wanted a Pink Winnebago. Because, secretly, I believe in the American spirit. Because sometimes it's the only way to get out of this city, this neighborhood, this house, this head. I read Monk because life's too short not to."

-- Tara Blaine, Kansas City, MO