

**A. Richard Langley:** feature on Spa Publisher  
Michelle Gamble

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**Contact Info:** [arlangley@gmail.com](mailto:arlangley@gmail.com)/404.849.9095

## **FEATURE: Michelle Gamble – Publisher, Spa**

“The best part of my job is budgets and crunching numbers,” chuckles Michelle Gamble. After a few moments, she admits, “Honestly, it’s the clients, the industry, and my team.”

The publisher of *Spa*, Gamble and her talented team produce crisp, soothing words and images on spirit-lifting and body-freshening spa locales, products, and personalities. Among myriad key responsibilities, she oversees ad sales; works with circulation to build the rate base; collaborates with *Spa* editor Julie Sinclair on editorial themes and ideas; creates new revenue sources—online and in-book; and further develops *Spa*’s media and consumer events to build revenue and to attract new readers.

Through trying situations and demanding deadlines, the naturally upbeat Gamble is always—and drives her team to be—collaborative, positive, and fun. “Our attitudes, outlook, and personalities are reflected in what we write and shoot,” notes Gamble. “A sincere, proactive approach calms, reassures, and inspires.”

Gamble speaks from experience. With 25 years in publishing, she is a seasoned motivator of colleagues, clients, and readers. Her career began with a semester-long internship at a Dallas newspaper during her senior year of high school, followed by a sales role with the Texas Tech daily newspaper while she was a student. Since then, she has served with many leading magazines.

Ironically, Gamble is not an avid spa-goer—and she works just as hard creating free time for herself as she does producing a quality magazine. When she’s not in the publisher’s chair, Gamble spends time with her family (Greg, her husband of 20 years; Jackson, her seven-year-old son; and their dog, cat, and one fish), plays tennis, and goes biking—and shopping (or, as she calls it, “retail therapy”). She also loves to read books (*The Saint, the Surfer, and the CEO*, by Robin Sharma) and magazines (*Western Interiors* and *Women’s Health*); follow Oprah Winfrey (“she’s been a catalyst for change for so many”); watch food-related TV shows (“anything with Rachael Ray on Food Network”); listen to music (adult alternative, new country, and the group Train); and watch movies (*To Catch a Thief*, with Cary Grant) and football (the Dallas Cowboys and, of course, her Texas Tech Red Raiders).

Gamble acknowledges—and appreciates—that *Spa* and her team are a major part of her life. “I love magazine publishing and being a publisher. There’s no other job I want to do.” But more than success and happiness, Gamble takes pride in her talented team’s work to help *Spa*’s readers with healthy living, travel, and renewal.

“That’s the best perk of my job,” she says.