

Robin Raskin
Editor in Chief and Managing Director
FamilyPC

Robin Raskin's passion for technology began in 1980; while nursing a baby daughter, she watched her husband bond with their other new child -- a big Unix computer. She began to think that computers would become the first non-sexist tool in the history of the world, and that women who took the time to learn computing might someday be able to call their own shots, being able to balance work and raising kids. Her interest in technology never stopped growing.

For the next ten years, Robin's writing career blossomed. In the early 90's Robin wrote three books about kids and computing, which eventually led her to the position of editor of *PC Magazine*. In those days, when few households even dreamed of owning their own computer, anyone with a such a rabid interest in technology was dismissed as a "techhead." The technology featured in the pages of *PC Magazine* was for a specialty audience. "My own parents," Raskin confides, "never got past the byline."

But as the Internet began to grow, and as the base of consumers using PC's began to expand, Robin sensed the need for a new type of magazine. Ever the pioneer, in 1994 she started *FamilyPC* to address the needs of people who feel as passionately as she did about the amazing connective potential of technology. Today *FamilyPC* is the premier publication for today's technology savvy family. In five years, the magazine has grown to a circulation of 500,000, with nearly 1.7 million readers who turn to *FamilyPC* for guidance, inspiration and practical parenting ideas. The magazine, published by Ziff Davis (NYSE: ZD), has garnered praise for its unique FamilyTested™ concept -- where real families evaluate technology in their homes. Robin is also the author of numerous books on computers and kids, including *Parents, Kids and Computers*; *Your Child's Education*, and is the series editor for the *FamilyPC* series of books published by Hyperion Press.

Robin is a frequent industry spokesperson with regular appearances on *CBS This Morning*, *The Today Show*, *CBS Up to the Minute*, *Fox-TV*, *MSNBC* and many other local and national broadcast stations. She lives in the wilds of New York City and in the lovely Hudson Valley with her husband, three children, and a pile of ever-changing computer equipment.