



**SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER**

**min Ad Page Analyses/Reviews:**

**(1) WEEKLIES'/BIWEEKLIES' FIRST HALF NEEDS A CAR ADVERTISING TUNE-UP.**

A common reason why the three newsweeklies, the three business magazines, The Economist, and Sports Illustrated are all down through June is the softening in Detroit. Per **Publishers Information Bureau**, automotive ad spending in magazines dropped 15.8% in March and 2.4% in April before rebounding with a +8.2% May. It is noteworthy that the endemic AutoWeek (-1.36%) and the automotive monthlies (some of which are up in ad pages through July; see last week's min) are less affected.

- ◆ Happier story is the ever-multiplying celebrity magazines. InTouch, National Enquirer, People, Star, and US Weekly are all up, in spite of spun-off new players Inside TV (TV Guide), Life & Style Weekly (InTouch), and Celebrity Living Weekly (Star). Credit to the strong food/packaged goods and beauty categories, and to a thirst for news like the Tom Cruise/Katie Holmes "water-pistoled" engagement.

(boxscores are on page 3)

**(2) EMMIS/WENNER PACE GROUP PUBLISHERS' 1ST QUARTER, WITH MARTHA "LURKING."**

In our 3½-page chart, metro/regional kingpin **Emmis Publishing** and Rolling Stone/US Weekly kingpin **Wenner Media** posted +19.98%/+23.46% ad-page differentials, respectively, through March. **Martha Stewart Living Omnimedia's** -10.54% was second worst among the 30 charted to **Newsweek Inc.'s** -13.26%, but Martha Stewart Living's +120.75% July was first evidence of the president/ceo Susan Lyne predicted "180"-that followed Stewart's release from imprisonment and the closure of her legal problems. With Everyday Food also going strong, MSLO should have a stellar second-half differential.

- ◆ Through March, group publishers were nearly split, 16-up/15-down, which reflects a flat first quarter. Second quarter will do slightly better, but--MSLO notwithstanding--odds favor the second half being worse. (charts are on pages 7, 8, 9, and 10)

**min's ADVERTISING REPORT SALUTES THE BEST IN INTEGRATED MARKETING**

Read all about the winners and finalists in min's Integrated Marketing Awards in the accompanying MAR. It is being mailed with min to print subscribers, and it can be read at [MINONLINE.COM](http://MINONLINE.COM).

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**THE NEXT min: JULY 11**

After a little Yankee Doodle-ing, we resume with an active July that includes the mid-year stock watch and reviews of the women's-fashion magazines September "Fall Preview" ad pages. See you in two weeks.

- HOW TO MAKE STEVE FLORIO'S PROPOSED BOOK ON CN MORE "TASTY".. Page 2
- "BUZZ" IN SOON-TO-LAUNCH BEE IS FROM MONACO (BUT NO ROYALS).. Page 2
- MIDWEST LIVING NOSHING; PAPAZIAN ON AUDIENCE COUNTS... Pages 4 and 6
- BOSS Y JEFE: HERNÁNDEZ-FALLOUS LEADS ESPAÑOL/TEEN PEOPLE..... Page 4
- FIRST SMITHSONIAN SPLIT-RUN KEEPS ELEPHANTS OFF NEWSSTAND... Page 10

### THE DEVIL WEARS FLORIO IS THE EX-CONDÉ NAST PRESIDENT'S "DIET."

News first reported by Women's Wear Daily (June 21) and amplified by The New York Times (June 22) that January 1994-through-January 2004 CN president/ceo Steve Florio is working on a *Managing the Gods* tell-all on the gossip-filled company that he ran could--given the off-the-record reaction to the NYT by staffers--be the "suites" complement to Lauren Weisberger's fictional *The Devil Wears Prada* thrashing of Vogue editor-in-chief (since June 1988) Anna Wintour. But we agree with expected Florio target Ron Galotti (fired by Steve as Gentlemen's Quarterly publisher in July 2003) that few people outside of midtown Manhattan would care. (Self-serving for Galotti, who now lives in Vermont.) They are the only ones who cared about the Fortune slamming of Florio in July 1998.

- ◆ So, our recommendation to Florio is that he take his book proposal to Rodale president/ceo Steve Murphy. Rodale published an ongoing best-seller in *The South Beach Diet*, and Florio's regimen that produced his weight loss and good health (after a tough period at the end of his CN reign) is worth writing about. *The Steve Florio Diet*--with a few morsels on CN--would sell.

### "BEE'S" CÉLINE GUMBINER GOES FROM MONACO TO MAGAZINES.

The 24-year-old is an American citizen, having been born in Los Angeles. But her growing up was in Monaco, because that is where her British-born investment-banker father remains based (mother was born in France). Her life, though, was no Princess Grace-like "fairy tale," and career was on her mind when she returned to the States to attend Dallas-based **Southern Methodist University**. There, she interned for D publisher Wick Allison (ex-Art & Antiques/National Review), and that got her hooked to launch Bee with fellow SMU grad Erik Velez. "I did not see a magazine that gave women advice on careers, personal finance, and their lives in any phase," she says. "What to do, for example, after graduating from college. Or what do to after maternity leave, after a divorce. In Bee, we'll answer them better than anyone." Planned launch of the Dallas-based, 100,000 rate-base quarterly is October.

- ◆ "Bee--Keeping. Gumbiner says she chose the name because "bees are hard-working, organized...and females rule."

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**MIN'S WEEKLY BOXSCORES (end of first half except where indicated by a \*)**

	Issue Date	2005 Ad Pages	Issue Date	2004 Ad Pages	% of Diff.	YTD 2005	YTD 2004	% of Diff.
AMERICAN PROFILE	6/26	11.32	6/27	8.80	28.64	251.57	241.80	4.04
AUTOWEEK	6/27	20.88	6/28	23.58	-11.45	583.77	591.81	-1.36
BUSINESS WEEK	6/27	65.98	6/28	84.21	-21.65	1,326.74	1,476.31	-10.13
CQ WEEKLY <sup>CQ</sup>	6/27	14.33	6/28	6.50	120.46	294.40	186.83	57.58
ECONOMIST, THE (N.A.)*	6/18	39.00	6/19	39.00	0.00	1,060.00	1,119.00	-5.27
ENTERTAINMENT WEEKLY	6/24	71.28 <sup>D</sup>	6/25	81.29 <sup>D</sup>	-12.31	843.97	953.22 <sup>y</sup>	-11.46
GOLF WEEK	6/25	28.24 <sup>OPEN</sup>	6/26	22.86 <sup>OPEN</sup>	23.53	609.57	605.12	0.74
GOLF WORLD	6/24	46.12 <sup>OPEN</sup>	6/25	26.15 <sup>OPEN</sup>	76.37	693.79	641.79	8.10
IN TOUCH	6/27	12.00	6/28	8.30	44.58	298.10	245.60	21.38
JET	6/27	21.50	6/28	17.90	20.11	508.16	521.00 <sup>y</sup>	-2.46
LIFE	6/24	9.95	(relaunched 10/01/04)		—	164.67	—	—
NATIONAL ENQUIRER	6/27	21.01	6/28	21.24	-1.08	494.77	459.61	7.65
NATIONAL JOURNAL	6/25	10.67	6/26	21.67	-50.76	415.36	429.00 <sup>y2</sup>	-3.18
" " ("Capital Source")	—	18.00	—	17.00	5.88	422.69	446.00	-5.23
NEW REPUBLIC, THE	6/27	11.60	6/28	6.08	90.79	152.00	132.46 <sup>y</sup>	14.75
NEW YORK MAGAZINE	6/27	33.20	6/28	88.80 <sup>D</sup>	-62.61	1,345.90	1,285.27	4.72
NEW YORK TIMES MAGAZINE	6/26	24.80	6/27	27.50	-9.82	1,604.90	1,533.40 <sup>y</sup>	4.66
NEW YORKER, THE	6/27	40.82	6/28	43.86	-6.93	1010.41	1005.13	0.53
NEWSWEEK	6/27	53.10 <sup>E</sup>	6/28	34.48	54.00	896.55	1,051.41	-14.73
" ("The Future of Medicine")	—	24.00	—	—	—	920.55 <sup>x</sup>	1,051.41	-12.45
PARADE	6/26	12.13	6/27	8.49	42.87	323.84	331.00	-2.16
PEOPLE	6/27	66.43	6/28	70.44	-5.69	1,853.35	1,693.11	9.46
SOAP OPERA DIGEST	6/28	28.28	6/29	20.50	37.95	592.93	495.45	19.68
SPORTING NEWS, THE	6/24	11.08	6/21	33.00	-66.42	357.58	415.84	-14.01
SPORTS ILLUSTRATED	6/27	34.77	6/28	44.91	-22.58	966.11	1,153.39	-16.24
STAR MAGAZINE	6/27	22.66	6/28	13.76	64.68	434.50	342.75	26.77
TIME	6/27	38.40 <sup>E</sup>	6/28	37.69	1.88	966.82	1,186.82	-18.54
TIME OUT NEW YORK*	6/22	60.25	6/23	68.87	-12.52	1,536.35	1,543.96	-0.49
TV GUIDE	6/26	27.21	6/27	51.67	-47.34	938.69	1,192.60	-21.29
USA TODAY*	6/17	109.11	6/18	120.65 <sup>OPEN</sup>	-9.56	2,241.30	2,311.67	-3.04
USA TODAY SPORTS WEEKLY*	6/15	7.15	6/16	10.12	-29.35	143.94	242.89	-40.74
USA WEEKEND	6/26	12.30	6/27	14.04	-12.39	335.88	326.53	2.86
US NEWS & WORLD REPORT	6/27	23.47	6/28	35.94	-34.70	735.29 <sup>x</sup>	781.47	-5.91
US WEEKLY	6/27	31.50	6/28	34.17	-7.81	908.49 <sup>x</sup>	782.43	16.11
WOMAN'S WORLD	6/27	6.30	6/29	6.70	-5.97	162.41	172.27	-5.72
<b>Totals</b>						<b>4,579.10</b>	<b>4,701.06</b>	<b>-2.59</b>

x = One more 2005 issue; y = One more 2004 issue; y<sup>2</sup> = Two more 2004 issues; E = Estimate; D = Double issue; R = Revised; CQ = Formerly Congressional Quarterly; IDEALS = USN&WR's "American Ideals" (2004); SUM = New York magazine's "summer" double issues; MUST = Entertainment Weekly's "Must List" double issue (2005/2004); OPEN = Golfweek/GolfWorld "U.S. Open Wrap-up" issues (2005/2004); USA Today includes "US Open Preview" issue (2004); SUM = New York magazine "Summer Fun" double issue (2004)

**MIN'S BIWEEKLY BOXSCORES (end of first half)**

	Issue Date	2005 Ad Pages	Issue Date	2004 Ad Pages	% of Diff.	YTD 2005	YTD 2004	% of Diff.
ESPN	6/20	64.06	6/21	68.34	-6.26	718.54	687.91	4.45
FORBES	6/20	167.44 <sup>FYI</sup>	6/21	152.84	9.55	1,526.83 <sup>x</sup>	1,568.70	-2.67
FORTUNE	6/27	110.77	6/28	128.90	-14.07	1,404.19	1,584.30	-11.37
NATIONAL REVIEW	6/20	17.91	6/14	15.25	17.44	199.04	189.07	5.27
ROLLING STONE	6/30	103.17 <sup>D</sup>	6/24	118.62 <sup>ROCK</sup>	-13.02	730.50	671.08	8.85
<b>Totals</b>						<b>4,582.19</b>	<b>4,701.06</b>	<b>-2.53</b>

x = One more 2005 issue; D = Double issue; FYI = Forbes 2005 ad pages and YTD includes "FYI"; ROCK = Rolling Stone's "50 moments that changed Rock & Roll" (2004)

**(first issues of second half)**

	Issue Date	2005 Ad Pages	Issue Date	2004 Ad Pages	% of Diff.	YTD 2005	YTD 2004	% of Diff.
ESPN	7/04	60.16	7/05	45.74	31.53	778.70	733.65	6.14
FORBES	7/04	105.14	7/05	109.51	-3.99	1,631.97	1,678.21	-2.76
NATIONAL REVIEW	7/04	13.83	6/28	13.00	6.38	212.87	202.07	5.34

**Starting Tomorrow (June 28):****"MIDWEST LIVING'S" DAN KAERCHER BEGINS HIS SIX-WEEK FOOD TOUR.**

If all goes well, the founding editor-in-chief (1987) will be pictured on a future book jacket just as seemingly serene as he is here in the just-released *Best of the Midwest* (Globe Pequot Press). Difference is that Kaercher's mouth will be full, as he goes from writing a travel book on ML's 12-state region to writing a food book. Des Moines-based Kaercher's 10,000-mile "road trip" begins tomorrow (June 28) in Chicago, and, in his words, he will be "eating his way" through varied big-city/small-town and--appropriate here--"state fair" cuisines. Results will be a book, a *Taste of the Heartland* series on PBS Midwest affiliates, and highlights in the Meredith-published ML. All similar to last year's *Best of the Midwest* preparation, but one appropriate difference is that Kaercher will be periodically weighed.

When a picture doesn't tell a thousand words. Kaercher looks relaxed viewing Lake Huron from the porch of Mackinac Island's historic **Grand Hotel**. But he was a wreck on the inside, because the video team for the PBS series was late getting there. Mackinac, which separates Michigan's upper and lower peninsulas, does not allow any cars--travel is by horse-back--so waiting for the equipment was tortuous. "I put on a good 'cover act,'" he says.

**In Adding "Teen People" to "People en Español":****JACKIE HERNÁNDEZ-FALLOUS IS MAGAZINES' FIRST "PUBLISHER Y DIRECTORA."**

Publishers have done double-duty before: now-at-Seventeen Jayne Jamison comes to mind when she was in charge of Redbook/Victoria for 1½ years until the latter's folding in April 2003. But think of Hernández-Fallous making a Spanish-language sales call for People en Español, which the **Turner International** alumna has led since March 2004, and then switching to English for Teen People. Can happen, now that she has both jobs following her June 17 promotion from **Time Inc.** Growth Markets Group publisher (since December 2003) Cathy O'Brien. (Hernández-Fallous succeeds now-C publisher Jack Rotherham at TP.)

- ♦ O'Brien, whose corporate domain also includes All You/SI For Kids/Time For Kids, tells min that she was not thinking of precedents when she expanded Hernández-Fallous's responsibility. "Jackie's a great leader who is always full of energy and ideas in print, online, and multimedia. She has the knack of rallying people around her, and she has succeeded brilliantly at People en Español [2005 ad pages are +8.51% through July]. I look forward to the same at TP [-8.38%], where, once Jackie gets immersed, she and her team will execute."
- ♦ Hernández-Fallous says she will have dedicated sales teams, with the one exception being TP associate publisher-turned-TP/People en Español associate publisher/category development Manny Fuentes. "Clients are looking for integrated marketing solutions, and with Hispanic and teen being two of the hottest, we will have plenty to deliver." She and TP managing editor (since April 2003) Amy Barnett, who is African-American, become a rare example of executive diversity outside of "minority" magazines. "TP associate publisher: Diane Malloy, whom Hernández-Fallous moved from People en Español, and, says O'Brien, "works so well with Jackie that they finish each other's sentences."

**IN SEPTEMBER 2005, "SCIENTIFIC AMERICAN'S" POST-EINSTEIN IS TERRA FIRMA.**

Centennial of the first of Albert Einstein's five research papers that led to his historic  $E = mc^2$  "theory of relativity" will occur this July, but both SciAm and Discover jumped the gun with commemoratives last September, because, in SciAm editor-in-chief (since 1994) John Rennie's words, "If we waited until 2005, everything would have been packed dry" (min, August 16, 2004). Rennie was right about Einstein's overexposure this year (also the 50th anniversary of Einstein's death), and "packed dry" proved to be the segúe for Sci Am's September 2005 special, **Crossroad for Planet Earth**, what with widespread drought being one of the effects of global warming. More on Discover and Popular Science to come.

Your min Team



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Greer Jonas  
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June 27, 2005

Dear Readers,

This fall, our min team will continue to honor magazine excellence with two events: (1) min's first-ever awards honoring magazine launches; and (2) our signature "21 Most Intriguing." Our annual issue of min Magazine, published in October 2005, will provide comprehensive coverage of both. Mark your calendars for the following dates:

**October 6, 2005.** We are proud to announce our celebration of Dr. Samir Husni's 20 favorite consumer launches over his two decades of writing *The Guide to New Magazines*. He and the chosen titles will be saluted on October 6 at New York's *Waldorf-Astoria*.

**November 9, 2005.** For the third straight year, we will mark min Magazine's 21 Most Intriguing --encompassing executives in magazines, agencies, and in top brands buying print--with a New York reception at *Michael's*. Our editors are making their selections now, and the "21" will be revealed in min Magazine 2005. Thanks again to returning sponsor *Media Recruiting Group*.

**September 7, 2005.** That's the deadline for min's Best of the Web Awards, saluting magazines with outstanding e-centric initiatives, from editorial excellence online to best sponsored microsite to outstanding blogs. Refer to our website, [www.minonline.com](http://www.minonline.com), to obtain entry information. Winners will be honored in early 2006 at a special "min Day" seminar program and awards luncheon. Look for details on that event soon.

These three will complete an exciting 2005 for min. Our mission has been to recognize magazine excellence, with the input of key print media buyers. In May, min's inaugural Sales Executive of the Year Awards, co-hosted by Steve Greenberger (*Zenith Media*) and Jay Burzon (*The Coach-sultancy*), celebrated min's "Breakfast of Champions" and our first Hall of Fame for consumer magazine and business-to-business sales pros. Thanks again to our keynote speaker: *Carat Americas* CEO David Verklin and to event sponsors, Reader's Digest and *Media Recruiting Group*. Then in June, min's 2005 Integrated Marketing Awards recognized the masters of program sales in consumer and b2b publishing. Thanks again to our keynoter, *Deutsch Inc.* Partner/Chief Media Officer Peter Gardiner, to co-host, *MAGNA Global Trading* Senior VP George Sansoucy, and to our event sponsors, Smithsonian and *Mediamark Research Inc.*

We were honored and thankful to have so many of our loyal readers at our events to celebrate excellence. We are also grateful for the support of our industry partners, *Magazine Publishers of America* and *American Business Media*.

We hope you enjoy our special issues of min's Advertising Report, including the enclosed copy of the **Marketing Masters Integrated Awards** issue. We're proud to recognize the people and programs that are making a difference and raising the bar for magazines.

With all this excitement we are creating a selection of smart advertising packages tailored for branding, lead generation and high ROI to our "top of the triangle" executive audience for this fall. I'm looking forward to speaking with you about our event and min Magazine packages.

Have a happy summer,

*Debbie*

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ED'S FORUM  
ED PAPAZIAN

### WHAT'S NEW? ADVERTISERS/AGENCIES DEMAND MORE SPECIFIC AUDIENCE COUNTS FROM MAGAZINES

One of the newly raised advertiser/agency complaints about magazine audience research concerns the lack of issue-specific measurements. In other words, average issue projections are no longer acceptable; magazines are supposed to provide total audience surveys for every issue they publish--just like network tv supplies telecast-by-

telecast ratings via **Nielsen**.

While there is little doubt that for most publications, audience size and--to a lesser extent--the demographics of readership varies from one issue to the next, the assumption has always been that such differences are relatively minor, probably on the order of +10%.

Obviously, it is not feasible to ask **MRI**, **Simmons**, **Mendelsohn**, *et.al.*, to produce issue-by-issue audience data for all of the books they measure. Their methodologies are not suited to issue-specific studies and, even if they were, the costs of such an undertaking would be prohibitively high.

So, what is the solution?

Electronic measurements--which I discussed in my May 30 column--offer the potential for issue-by-issue distinctions, but serious questions remain about their capability to distinguish between reading and proximity to a copy. The two are not the same. Also, such designs involve considerable cost, plus the cooperation of all publishers to encode their issues (not yet a likely prospect).

This leaves us with the option of circulation-based reader-per-copy projections--a classic formulaic approach that produces *estimates* rather than measurements. Since this is better than not responding at all, it behooves the magazine industry to support such a system (we understand that proposals along this line have been formulated). The numbers may not be real, but at least their availability will indicate a willingness by publishers to meet advertisers and agencies halfway.

Maybe then the ad community can turn its attention back to tv, where there are some really big and solvable issues to resolve (for example, switching from program to *commercial* ratings).

Ed Papazian is president of **Media Dynamics Inc.** ([HTTP://WWW.MEDIADYNAMICSINC.COM](http://www.mediadynamicsinc.com)), publishers of four references--*TV Dimensions*, *Magazine Dimensions*, *Population Dimensions*, and *How TV Commercials Communicate*--the book *Medium Rare: TV's Evolution and Impact*, and the free biweekly e-newsletter Media Matters. (A fifth reference, *Radio Dimensions*, will be released in early fall.) Papazian is a former media director of **BBDO** (where he pioneered the creation of many media planning and research concepts), and is the former co-owner of ad forum magazine, the forerunner to Brandweek. His min column appears nine times yearly.

### "USN&WR" AND "TIME" FOLLOW "NEWSWEEK" TO CHINA.

Has not been this much excitement since February 1972, when President Nixon opened the "Bamboo Curtain" by his visiting the People's Republic of China. Back then, the Newsweek/Time/U.S. News & World Report reporting of China under Mao Zedong and Zhou Enlai was of its being a military threat to the U.S. Now, the respective May 9/June 27/June 20 covers of the China under Hu Jintao is of it being an economic miracle. Downside for the U.S. is that the 1.3 billion-population Chinese demand for oil is a reason why the cost per barrel briefly exceeded \$60 last week. And increased U.S. advertiser spending in China is a factor for the squeeze here.

- ◆ Odd, though, that after more than a decade of no foreign covers in the newsweeklies outside of war (Kosovo, Iraq, Rwanda, etc.) comes a "triple" on China. (Such "me-too" is more common with covers on Jesus Christ.) If they prove to be worst-sellers on the newsstand (as some suspect), it may take another decade to see an encore.

## GROUP PUBLISHERS' JANUARY-MARCH 2005-VERSUS-2004 AD-PAGE REVIEW

## AMERICAN EXPRESS PUBLISHING CORP. \*

Title	Ad Pages '05	Ad Pages '04	% Change
Departures	238.59	224.95	6.06
Executive Travel Skyguide	47.91	60.73	-21.11
Food & Wine	240.37	275.62	-12.79
Travel + Leisure	322.00	330.21	-2.49
T&L Golf	167.36	188.67	-11.29
Total Ad Pages	1,016.23	1,080.18	-5.92

\* = AmEx Publishing business operations managed by Time Inc.

## AMERICAN MEDIA INC.

## National Enquirer/Star

Title	Ad Pages '05	Ad Pages '04	% Change
National Enquirer	253.01	224.20	12.85
Star	201.29	195.51	2.96
Total Ad Pages	454.30	419.71	8.24

## (Ex-Weider Publications)

Title	Ad Pages '05	Ad Pages '04	% Change
Fit Pregnancy	118.67	117.10	1.34
Flex	464.36	426.78	8.81
Men's Fitness	118.13	177.27	-33.36
Muscle & Fitness	335.82	334.15	0.50
" " " Hers	50.82	76.66	-33.71
Natural Health	107.92	129.11	-16.41
Shape	269.04	225.43	19.35
Total Weider Ad Pages	1,464.76	1,486.50	-1.46
Grand Total (AMI)	1,919.06	1,906.21	0.67

## BAUER PUBLISHING

Title	Ad Pages '05	Ad Pages '04	% Change
InTouch	140.08	116.40	20.34
J-14 (PIB)	39.17	35.50	10.34
Life & Style (PIB; launch)@	67.17	—	—
Twist (PIB)	34.33	26.67	28.72
Woman's World	90.15	90.00	0.17
Total Ad Pages	303.73	268.57	13.09

PIB = Data from Publishers Information Bureau; @ = Not counted in group tally

## BRANT PUBLICATIONS

Title	Ad Pages '05	Ad Pages '04	% Change
Antiques, The Magazine	253.00	250.50	1.00
Art in America	248.50	220.50	12.70
Interview	211.00	171.01	23.38
Total Ad Pages	712.50	642.01	10.98

## BUENA VISTA PUBLISHING (Disney Magazines)

Title	Ad Pages '05	Ad Pages '04	% Change
Discover (for sale)	66.18	67.62	-2.13
Disney Adventures	42.05	37.13	13.25
ESPN Magazine <sup>WH</sup>	343.33	320.66	7.07
FamilyFun	114.67	106.92	7.25
Total Ad Pages	566.23	532.33	6.37

WH = with Hearst Magazines

## DENNIS PUBLISHING

Title	Ad Pages '05	Ad Pages '04	% Change
Blender	110.86	108.78	1.91
Maxim (PIB)	188.46	218.38	-13.70
Stuff (PIB)	136.50	150.16	-9.10
Total Ad Pages	435.82	477.32	-8.69

PIB = Data from Publishers Information Bureau

## EMMIS PUBLISHING

Title	Ad Pages '05	Ad Pages '04	% Change
Cincinnati	265.94	252.44	5.35
Indianapolis Monthly	432.00	397.00	8.82
Los Angeles	446.00	366.00	21.86
Texas Monthly	474.56	333.58	42.26
Total Ad Pages	1,618.50	1,349.02	19.98

## ECONOMIST NEWSPAPER GROUP

Title	Ad Pages '05	Ad Pages '04	% Change
CFO	135.60	130.17	4.17
Economist, The (N.A.) (PIB)	534.00	550.73	-3.04
Roll Call	422.00	352.69	19.65
Total Ad Pages	1,091.60	1,033.59	5.61

## ADVANCE PUBLICATIONS

## Condé Nast

Title	Ad Pages '05	Ad Pages '04	% Change
Allure	258.52	219.73	17.65
Architectural Digest	344.56	339.74	1.42
Bon Appétit	193.37	223.33	-13.42
Cargo	104.74	97.35	7.59
Condé Nast Traveler	280.04	303.26	-7.66
Gentlemen's Quarterly	317.99	251.96	26.21
Glamour	320.56	265.37	20.80
Gourmet	219.72	223.86	-1.85
House & Garden	128.57	129.23	-0.51
Lucky	295.91	243.49	21.53
New Yorker, The	447.68	455.33	-1.68
Self	217.52	186.40	16.70
Teen Vogue	175.71	132.66	32.45
Vanity Fair	477.73	444.15	7.56
Vogue	651.96	639.48	1.95
Wired	180.61	198.59	-9.05
Total CN Ad Pages	4,615.19	4,353.93	6.00

## Fairchild Publications (consumer magazines)

Title	Ad Pages '05	Ad Pages '04	% Change
Bride's	932.24	989.59	-5.80
Details	237.36	222.00	6.92
Elegant Bride@	297.89	—	—
Jane	122.02	138.11	-11.65
Modern Bride	518.57	509.89	1.70
W	475.71	461.40	3.10
Total Fairchild Ad Pages	2,285.90	2,320.99	-1.51

@ = Not counted in group tally

Title	Ad Pages '05	Ad Pages '04	% Change
Parade	162.08	160.40	1.05

## Golf Digest Cos.

Title	Ad Pages '05	Ad Pages '04	% Change
Golf Digest (PIB)	330.12	339.38	-2.73
Golf for Women	176.60	140.80	25.43
Golf World	277.35	256.24	8.24
Total GDC Ad Pages	784.07	736.42	6.47
Grand Total Advance Pubs	7,847.24	7,571.74	3.64

## FORBES INC.

Title	Ad Pages '05	Ad Pages '04	% Change
American Heritage	16.16	27.00	-40.15
American Legacy	53.17	50.33	5.64
Forbes (PIB)	626.29	635.45	-1.44
Total Ad Pages	695.62	712.78	-2.41

## GANNETT CO. (national publications)

Title	Ad Pages '05	Ad Pages '04	% Change
USA Today	1,119.61	1,101.85	1.61
USA Today Sports Weekly	70.33	156.74	-55.13
USA Weekend	159.43	151.67	5.12
Total Ad Pages	1,349.37	1,410.26	-4.32

## JOHNSON PUBLISHING CO.

Title	Ad Pages '05	Ad Pages '04	% Change
Ebony	256.21	240.80	6.40
Jet	242.16	258.10	-6.18
Total Ad Pages	498.37	498.90	-0.11

(continued on pages 8, 9, and 10)

## GROUP PUBLISHERS' JANUARY-MARCH 2005-VERSUS-2004 AD-PAGE REVIEW (continued)

## GRUNER + JAHR USA PUBLISHING

Title	Ad Pages '05	Ad Pages '04	% Change
Child*	185.72	173.49	7.05
Family Circle*	312.07	301.49	3.51
Fast Company**	97.59	130.49	-25.21
Fitness*	188.36	188.86	-0.26
Inc. **	152.69	165.23	-7.59
Parents*	298.41	302.99	-1.51
Total Ad Pages	1,234.84	1,262.55	-2.19

\* = Sold to Meredith Corp., May 31, 2005

\*\* = Announced for sale, May 31, 2005

## HACHETTE FILIPACCHI MEDIA U.S.

Title	Ad Pages '05	Ad Pages '04	% Change
American Photo	102.33	111.10	-7.89
Boating	385.11	350.50	9.87
Car and Driver	262.47	274.11	-4.25
Cycle World	209.05	188.67	10.80
Elle	427.58	351.91	21.50
Elle Girl	134.07	53.67	149.80
Elle Décor	157.91	111.67	41.41
Flying	180.66	155.87	15.90
Home	115.54	133.67	-13.56
Metropolitan Home	154.81	206.94	-25.19
Premiere	108.98	89.16	22.23
Popular Photography	342.66	382.83	-10.49
Road & Track	264.37	284.42	-7.05
Sound & Vision (PIB)	134.25	122.33	9.74
Woman's Day	357.54	343.13	4.20
Total Ad Pages	3,337.33	3,159.98	5.61

## HEARST MAGAZINES

Title	Ad Pages '05	Ad Pages '04	% Change
CosmoGirl	116.78	116.22	0.48
Cosmopolitan	368.76	378.11	-2.47
Country Living	203.06	236.44	-14.12
ESPN <sup>BV</sup>	343.33	320.66	7.07
Esquire	186.03	213.50	-12.87
Good Housekeeping	418.92	392.59	6.71
Harper's Bazaar	387.03	350.14	10.54
House Beautiful	145.37	186.21	-21.93
Marie Claire	239.07	248.69	-3.87
O (Oprah Mag)	319.04	292.21	9.18
Popular Mechanics	181.36	200.23	-9.42
Redbook	296.51	253.31	17.05
Seventeen	208.01	214.47	-3.01
Shop, Etc. @ (launch)	102.76	—	—
SmartMoney <sup>DJ</sup>	164.60	188.98	-12.90
Town & Country (PIB)	365.54	329.87	10.81
Veranda	246.94	231.23	6.79
Total Ad Pages	4,190.35	4,152.86	0.90

BV = with Buena Vista (Disney); DJ = with Dow Jones

@ = Not included in group tally

## MARTHA STEWART LIVING OMNIMEDIA

Title	Ad Pages '05	Ad Pages '04	% Change
Martha Stewart Living	139.49	169.64	-17.77
Martha Stewart Weddings	198.03	221.23	-10.49
Everyday Food	68.77	63.28	8.68
Total Ad Pages	406.29	454.15	-10.54

## MILLER PUBLISHING

Title	Ad Pages '05	Ad Pages '04	% Change
Spin	107.53	131.80	-18.41
Tennis (PIB)	66.17	64.92	1.93
Vibe (PIB)	297.95	243.80	22.21
Total Ad Pages	471.65	440.52	7.07

PIB = Data from Publishers Information Bureau

## MEREDITH CORP.

Title	Ad Pages '05	Ad Pages '04	% Change
American Baby	164.25	161.74	1.55
Better Homes and Gardens	400.68	436.84	-8.28
Country Home	148.93	177.31	-16.01
Ladies' Home Journal	326.66	322.01	1.44
Midwest Living	238.44	315.71	-24.47
More	186.24	149.70	24.41
Successful Farming	224.01	227.79	-1.66
Traditional Home	84.73	92.75	-8.65
Wood	45.03	49.65	-9.31
Total Ad Pages	1,818.97	1,933.50	-5.92

## NATIONAL JOURNAL INC.

Title	Ad Pages '05	Ad Pages '04	% Change
Atlantic Monthly, The	137.16	140.05	-2.06
Government Executive	111.58	126.33	-11.68
National Journal (PIB)	177.50	149.67	18.59
Total Ad Pages	426.24	416.05	2.45

## NATIONAL GEOGRAPHIC SOCIETY

Title	Ad Pages '05	Ad Pages '04	% Change
National Geographic (PIB)	96.03	110.85	-13.37
" " Adventure	80.84	71.29	13.40
" " Kids	20.55	24.57	-16.36
" " Traveler	119.03	100.44	18.51
Total Ad Pages	316.45	307.15	3.03

## PRIMEDIA INC. (consumer magazines)

Title	Ad Pages '05	Ad Pages '04	% Change
Automobile	166.62	183.71	-9.30
CarCraft	136.57	131.17	4.12
Circle Track	205.65	214.68	-4.21
Dirt Rider	342.98	295.23	16.17
Four-Wheeler	199.85	192.45	3.85
Guns & Ammo	172.63	132.33	30.45
Hot Rod (PIB)	154.29	111.92	37.86
Motorcyclist	194.00	159.06	21.97
Motor Trend	246.33	243.83	1.03
Petersen's 4-Wheel	238.44	204.43	16.64
Photographic	189.71	253.51	-25.17
Rod & Custom	228.27	251.85	-9.36
Soap Opera Digest	267.97	223.45	19.92
Sport Truck	218.48	232.44	-6.01
Stereophile	262.80	239.51	9.72
Total Ad Pages	3,224.59	3,069.57	5.05

## (Primedia Special Interest Group)

Title	Ad Pages '05	Ad Pages '04	% Change
American History	47.66	51.67	-7.76
America's Civil War	31.16	32.66	-4.59
Aviation History	29.34	39.67	-26.04
British Heritage	23.90	16.19	47.62
Bow Hunter	88.38	65.30	35.34
Canoe & Kayak	71.70	73.36	-2.26
Civil War Times Illus.	74.94	70.99	5.56
Climbing	105.80	113.85	-7.07
Fly Fisherman	50.32	56.25	-10.54
In-Fisherman	197.78	148.87	32.85
Military History	60.51	76.16	-20.55
Paper Crafts (formerly Crafts)	51.34	53.28	-3.64
Power & Motoryacht	638.42	643.48	-0.79
Shooting Times	84.01	86.95	-3.38
Vietnam	50.01	48.76	2.56
Wild West	51.75	53.99	-4.15
World War II	76.16	86.12	-11.57
Total Spec. Int. Ad Pages	1,733.18	1,717.55	0.91
Grand Total Primedia	4,957.77	4,787.12	3.56



## GROUP PUBLISHERS' JANUARY-MARCH 2005-VERSUS-2004 AD-PAGE REVIEW (continued)

**NEWSWEEK INC.**

Title	Ad Pages '05	Ad Pages '04	% Change
Arthur Frommer's...	150.52	114.99	30.90
Newsweek (PIB)	375.01	490.91	-23.61
Total Ad Pages	525.53	605.90	-13.26

**NORTH AMERICAN MEDIA GROUP**

Title	Ad Pages '05	Ad Pages '04	% Change
Cooking Pleasures	15.16	12.47	21.57
Gardening How-To	71.87	60.62	18.56
Handy	81.63	77.14	5.82
North American Fisherman (PIB)	132.89	136.43	-2.59
North American Hunter	90.20	101.84	-11.43
PGA Tour Partners	61.61	39.56	55.74
Total Ad Pages	453.36	428.06	5.91

**TIME INC.**

Title	Ad Pages '05	Ad Pages '04	% Change
All You @ (PIB)	128.58	—	—
BabyTalk	114.80	84.34	36.12
Business 2.0 (PIB)	134.66	115.01	17.09
Entertainment Weekly	360.10	367.97	-2.14
Fortune	577.02	593.33	-2.75
" Small Business	83.61	73.14	14.32
In Style (PIB)	718.37	731.39	-1.78
Money (PIB)	203.81	213.71	-4.63
Parenting	258.92	216.90	19.37
People	875.34	737.40	18.71
" en Español	123.58	100.07	23.49
Real Simple	216.40	240.58	-10.05
Sports Illustrated (PIB)	466.01	558.27	-16.53
SI for Kids (PIB)	42.51	48.24	-11.88
Teen People	113.86	129.69	-12.21
Time (PIB)	463.84	529.65	-12.43
Total Ad Pages	4,752.83	4,739.69	0.28

PIB = Data from Publishers Information Bureau

**Southern Progress Corp.**

Title	Ad Pages '05	Ad Pages '04	% Change
Coastal Living	177.72	190.12	-6.52
Cooking Light	262.46	261.19	0.49
Health	217.75	199.47	9.16
Southern Accents	164.50	182.86	-10.04
Southern Living	293.47	307.61	-4.60
Sunset (PIB)	195.42	189.95	2.88
Total SPC Ad Pages	1,311.32	1,331.20	-1.49

PIB = Data from Publishers Information Bureau

**Time4 Media**

Title	Ad Pages '05	Ad Pages '04	% Change
Field & Stream	106.03	105.97	0.06
Golf Magazine	300.93	302.50	-0.52
Motor Boating (PIB)	284.46	302.20	-5.87
Outdoor Life	84.34	50.25	67.84
Popular Science	148.30	176.80	-16.12
SaltWater Sportsman	319.01	315.56	1.09
Ski (PIB)	208.82	191.81	8.87
Skiing	159.15	157.68	0.93
This Old House (PIB)	125.16	158.37	-20.97
TW Skateboarding (PIB)	419.67	497.46	-15.64
TW Snowboarding (PIB)	440.32	462.54	-4.80
TransWorld Surf (PIB)	214.83	192.83	11.41
Yachting (PIB)	612.33	626.91	-2.33
Total Time4 Media	3,423.35	3,540.88	-3.32

Grand Total Time Inc. 9,487.50 9,611.77 -1.29

PIB = Data from Publishers Information Bureau

**WENNER MEDIA INC.**

Title	Ad Pages '05	Ad Pages '04	% Change
Men's Journal	169.29	170.41	-0.66
Rolling Stone	254.61	197.74	28.76
US Weekly	450.83	340.35	32.46
Total Ad Pages	874.73	708.50	23.46

**READER'S DIGEST ASSOCIATION**

Title	Ad Pages '05	Ad Pages '04	% Change
American Woodworker	43.39	44.33	-2.12
Family Handyman, The	99.84	114.29	-12.64
Reader's Digest	216.40	240.58	-10.05
" Large Type ed. (PIB)	39.08	52.34	-25.33
" Selecciones	90.03	85.86	4.86
Total Ad Pages	488.74	537.40	-9.05

PIB = Data from Publishers Information Bureau

**RODALE INC.**

Title	Ad Pages '05	Ad Pages '04	% Change
Backpacker	97.22	108.11	-10.07
Bicycling	67.71	58.60	15.55
Men's Health	191.26	179.33	6.65
Organic Gardening (PIB)	22.78	41.81	-45.52
Organic Style	95.14	80.68	17.92
Prevention	273.41	278.07	-1.68
Runner's World	139.41	114.00	22.29
Total Ad Pages	886.93	860.60	3.06

**WORLD PUBLICATIONS**

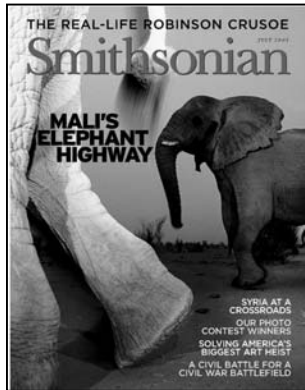
Title	Ad Pages '05	Ad Pages '04	% Change
Boating Life	213.83	209.66	1.99
Caribbean Travel & Life	126.11	103.59	21.74
Cruising World	277.09	276.33	0.28
Destination Weddings & Honeymoons	56.67	43.70	29.68
Fly Fishing in Salt Waters	75.00	78.00	-3.85
Garden Design	43.90	36.30	20.94
Islands	97.67	71.47	36.66
Kiteboarding	78.98	68.40	15.47
Marlin	222.50	119.30	86.50
Power Cruising	113.91	59.56	91.25
Sailing World	118.13	98.72	19.66
Saveur	76.17	60.12	26.70
Spa	136.16	134.50	1.23
Sport Diver	96.99	107.66	-9.91
Sport Fishing	263.00	253.00	3.95
Wake Boarding	177.17	181.09	-2.16
WaterSki	152.17	144.83	5.07
Wind Surfing	46.17	72.75	-36.54
Total Ad Pages	2,371.62	2,118.98	11.92

PIB = Data from Publishers Information Bureau

(computer magazine table is on page 10)

**"SMITHSONIAN'S" FIRST SPLIT-RUN ISN'T "ELEPHANTINE."**

One would presume that **Mali's Elephant Highway** (below left) would have been the ideal July cover for Smithsonian editor-in-chief (since July 2001) Carey Winfrey to put on newsstands, because pachyderms--who were on Smithsonian's launch cover in 1970 (on display



at the **Smithsonian's Museum of American History** on the Washington, D.C., Mall)--are a major part of the monthly's 35-year heritage. But Winfrey tells min that "we don't have to 'sell' elephant lovers; they already subscribe. That is why I put **Inside Syria** [right] on the newsstand. It is a cover not as popular as elephants, but it may attract readers with an interest in the Middle East who normally would not buy Smithsonian." Gap between Smithsonian subs (2,036,453 average in second-half 2004, per **Audit Bureau of Circulations Fas-Fax**) and newsstand (8,403) is wide.



Second split-run, in August, will commemorate the 60th anniversary of the end of **World War II**. There, the newsstand cover of an atomic bomb explosion will contrast sharply with the subscriber cover of letters to home from soldiers from both sides (Allies/Axis).

<b>GROUP PUBLISHERS: JAN.-MARCH 2005-VS.-2004--COMPUTER MAGAZINE COS. (partial listing)</b>							
<b>CMP PUBLICATIONS ("The Auditor/IMS")</b>				<b>INTERNATIONAL DATA GROUP ("The Auditor/IMS")</b>			
<u>Title</u>	<u>Ad Pages '05</u>	<u>Ad Pages '04</u>	<u>% Change</u>	<u>Title</u>	<u>Ad Pages '05</u>	<u>Ad Pages '04</u>	<u>% Change</u>
Computer Reseller News	2,430.00	2,721.40	-10.71	CIO	1,241.50	1,457.20	-14.95
Information Week	2,530.50	2,507.60	0.91	Computerworld	1,267.30	1,509.80	-16.22
Network Computing	1,399.80	1,647.50	-15.03	CSO	286.00	285.90	0.04
Network Magazine	446.30	490.60	-9.03	Infoworld	1,371.60	1,573.10	-12.94
Optimize	581.50	610.00	-4.67	Macworld	685.90	785.90	-12.85
VAR Business	1,450.80	1,524.60	-4.84	Network World	1,963.20	2,085.30	-5.91
Total Ad Pages	8,838.90	9,501.70	-6.98	PC World	1,243.90	1,246.60	-0.22
<b>ZIFF-DAVIS MEDIA (PIB + "The Auditor/IMS")</b>				<b>ZIFF-DAVIS MEDIA (PIB + "The Auditor/IMS")</b>			
<u>Title</u>	<u>Ad Pages '05</u>	<u>Ad Pages '04</u>	<u>% Change</u>	<u>Title</u>	<u>Ad Pages '05</u>	<u>Ad Pages '04</u>	<u>% Change</u>
Baseline	97.90	100.80	-2.88	eWeek	339.60	319.00	6.46
CIO Insight	132.70	143.50	-7.53	PC Magazine (PIB)	390.70	385.04	1.47
				Total Ad Pages	960.90	948.34	1.32
PIB = Data from Publishers Information Bureau							



**Have a Happy Fourth of July! See you July 11!**

*The Editors*

Steven Cohn, Editor-in-Chief  
 Greer Jonas, Operations Mgr.; Ann Cooper, min's Advertising Report Editor  
 Steve Smith, New Media Editor; John Masterton, min's b2b Editor

**min's CORPORATE PARENT HAS A "MOVING" EXPERIENCE**

**Access Intelligence, LLC**, business staff--including min vp/publisher Diane Schwartz and group sales publisher Debbie Vodenos--have relocated to this address:

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