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SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER

Kim Kelleher's Leaving "Time" for Say Media is Further Proof that ELITE MAGAZINES AREN'T "PARADISE PUBLISHING"...

Back in the 1980s, the late Bernie Gallagher used his Gallagher Report to call Time Inc. Paradise Publishing. Yes, he was sarcastic (the company was in its first throes of change with the 1989 **Warner Communications** merger), but during the 1923-1967 era of founder Henry Luce and beyond, there were no magazine jobs more prestigious than being publisher or editor of Time, Life, Fortune, Sports Illustrated, and later Money and People. Nobody left voluntarily—the next and presumably last job was something cushy on the corporate level—unless you were as distinguished as the late 1968-1977 Time managing editor Henry A. Grunwald to be appointed U.S. ambassador to Austria in 1988 by President Ronald Reagan.

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...AND WHAT IN THE WORLD IS SAY MEDIA?

Without a doubt, the news that Time worldwide publisher (since May 2011) Kim Kelleher was leaving to lead **Say Media** was met with a chorus of "Say what?" The company, as Kelleher points out herself, has certainly been flying under the radar. Yet, upon closer examination, that flight does appear to be charting a promising, if nontraditional, path.

Say Media was formed in 2010, 18 months after the originally named (2004) **VideoEgg** acquired **Six Apart**, makers of a leading blog platform. During

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Steve Smith's Eye on Digital Media:

STEAL THIS IDEA: SUMMER IS APP-ON US EDITION.

The smartest magazine publishers recognize that the app platform on smartphones and iPads (even on smart TVs) is something more than another "place our brand needs to be." Although digital editions and mobile Web sites have their place in every media brand portfolio, the real opportunity in the app environment is to reimagine your brand relationship with a consumer.

(continued on page 4)

TWO GREAT min CONTESTS END ON JULY 20

Time is running out to enter our Departures contest, where publisher (since June 2010) Steve DeLuca is offering three **Canon EOS Rebel T4S SLR** digital cameras to randomly selected winners. Log on to minonline.com/departures_contest.html for details.

Ditto for your chance to win a \$2,000 **Specialized Roubaix** road bike from Bicycling, which is about to "transition" from the **Tour de France** (ends July 22) to the **London Summer Olympics** (starts July 27). For your chance to be a happy rider, log on to...

www.minonline.com/tdf_contest/

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"ROLLING STONE'S" NEXT NEWEST ROCK & ROLL STAR WILL BE A WOMAN WHO ROCKS.

Last year, Rolling Stone received plenty of attention from its six-month-long *The Newest Rock & Star* competition that resulted in 700 million media impressions and 1 million-plus votes cast, with the winning Canadian band Sheepdogs appearing on *Late Night with Jimmy Fallon* (August 2, 2011) and the August 18, 2011, RS cover. This year's "star is born" is guaranteed to be female, as the "discovered" artist will be on the back cover of the October 10 RS. The main cover will be someone in the genre of Lady Gaga, whose July 8, 2010, appearance was RS' newsstand best-seller that year.

"Women are coming to the forefront of the music space," says RS publisher (since April 2010) Matt Mastrangelo. "This competition gives us the opportunity to work with [also Wenner Media-owned] Us Weekly, which will showcase the contenders in print and on-line [UsMagazine.com]. Our audience is predominately male and Us Weekly's is predominately female, so the two of us complement each other very nicely."

The format has similarities to *The Newest Rock & Roll Star*, with the two top vote recipients coming from the six artists and groups posted on RollingStone.com (they were selected by RS editors). Next, they perform head-to-head August 3-4 in the RS Rock Room at Chicago's Lollapalooza (Tennessee's Bonnaroo Music Festival was the venue for *The Newest Rock & Roll Star*), and RS.com user will be able to see the linked videos to help them determine the winner.

Lead sponsor: Garnier Fructis, which also backed *The Newest Rock & Roll Star*.



HIGH MILLENNIAL MAGAZINE READERSHIP GETS AD-AGENCY SUPPORT.

We reported June 4 on Condé Nast senior vp/marketing research Scott McDonald finding that today's 18-to-24-year-old "Millennials" read more magazines in several sectors (including women's beauty/fashion and celebrity) than their "Gen Y" counterparts at that age a decade ago. Backing comes from Sandy Thompson, who in her two-year capacity as Venice Beach, Calif.-based Y&R global planning director says that "I have been living the lives of teens and young adults, and I find almost consistently that this is a generation of 'short fixes'—be they entertainment, fashion, or health—and magazines allow them to have these 'short fixes.' Be they digital or print, magazines can be among the four or five things going on among Millennials at any given point in time."

- ♦ Thompson's expertise on youth dates back to her 15 years at Saatchi & Saatchi, where in the late-1990s she spent several months driving through China to study teens. "I found then and now that kids do not like focus groups. You can't put them in a box and say, 'OK, done.' You have to know them on a personal level." For more on her research: go to money-somethings.com.

AN INVISIBLE THREAD'S VERY VISIBLE (AND IMPRESSIVE) RESULTS.

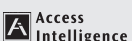
Author and veteran magazine sales executive (USA Today/People/InStyle/Brides, etc.) Laura Schroff's book on her chance 1986 encounter with 11-year-old panhandler Maurice Maczyk (which would change the lives of both; see min, May 7, 2012) has been on New York Times best-seller lists 15 times through July 8. Twelve of them are on e-books/nonfiction, and Schroff tells min that the "response around the country has been overwhelming." Whether or not a movie deal is made, the spiritual and financial enrichment for her, co-author Alex Tresniowski (ex-People), and the now-37-year-old Maczyk has been significant. That Maczyk used part of the residuals to buy a car is a big deal.

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EX-PUBLISHER DOUG FIERRO ADVANCES THE TECHNOLOGY OF PETRY MEDIA.

CEO (since March 2011) of New York-based television rep firm **Petry Media** is Fierro's second major career move (2001-2009 **Women's Marketing Inc.** president/ceo was the other) since leading **Food & Wine/Automobile/Chicago** (as publisher) and **Modern Bride** (as group president) in the 1990s. "Petry's specialty is 'spot tv'—buying time in 25 or fewer of the 150 stations that we represent for either regional advertisers or national brands with a regional message," he says. "Even though we are doing well in 2012 because political spending is +40%, I am in a slow-growth business. My mission when I got here was to find new technology and opportunities."

- ♦ Fierro believes he took a major stride during the spring with Petry's partnering with Denver-based **Televisual Media Works** to form **Petry AdWorks**. "Televisual has the technology to turn a 30-second spot into 3½ minutes of interactivity. Here, it is done not with an 'outside' Internet-connected device like the **iPad**. Rather, Televisual can transmit data electronically from the set-top box to the user's remote control. I see Petry AdWorks as a start-up with 80 years experience" (the now 150-employee company began as a rep firm for radio stations). For more: go to **PetryAdWorks.com** and click **Interactive**.

REDESIGNED "HOT ROD" WILL HAVE AN "EXCHANGE" WITH ICELAND.

The **Source Interlink Media**-owned monthly, which has championed "performance" cars since the late Robert ("Pete") Petersen launched it out of his Los Angeles garage in 1948, extended its two-month-old digital "new look" to print with the just-released September issue. "We are integrating the two and doing more 'wilder and thinking-out-of-the box' stories," says Los Angeles-based **Hot Rod** editor-in-chief (since 2001) Dave Freiburger. Including, in a future issue, highlights from an August trip to Iceland when Freiburger and his staff will meet with locals to drive specially built four-wheel-drive **Ford** vans into the volcanos. "That's a return visit by us, because this spring, Iceland's 17-member **Shelby Mustang** club shipped their cars to the U.S. to participate in our seven-day **Power Tour** drive from Detroit to Arlington, Tex."



Right now, the big cross-media hit is Freiburger's 200-plus miles-per-hour test drive of the 2012 **Chevy Camaro ZL1** with **Lingenfelter** performance modifications. Last week, he went to Detroit to compare the **ZL1** with the 1969 original. That will be featured in November.

RICHARD BECKMAN'S PROMETHEUS EXIT AGAIN INTERTWINES HIM WITH TOM FLORIO.

Beckman's end-of-June departure as **Prometheus Global Media** ceo was no surprise because his falling out with PGM chairman Jimmy Finkelstein (whose **Pluribus Capital** teamed with **Guggenheim Partners** to pay \$70 million for **Adweek/Billboard/The Hollywood Reporter** in December 2009) was well-reported. His leaving came exactly two years after Florio left **Condé Nast**, where he had succeeded Beckman as **Vogue** (2002) and **Gentlemen's Quarterly** publisher (1998). But it was Beckman who succeeded Florio at **Condé Nast Traveler** (1994). It is likely that in both circumstances, their contracts expired on June 30. In February 2012, Florio joined b2b publisher **Advanstar** as president of its newly formed fashion group (Menswear, the **MAGIC** apparel trade show, etc.), and time will tell whether Beckman's next stop is equally unexpected.

WOULD LINDSAY LOHAN PLAY IT "SAFE" IN "COUNTRY LIVING"?

The end of the often-in-trouble actress' probation (also applicable to her June 7 car accident) produced this "advice" in **AM New York** (March 30):

Instead of Playboy, do the cover of something a little less controversial, like Country Living.

That induced CL editor-in-chief (since November 2008) Sarah Gray Miller to quip: **Who says Country Living isn't controversial? "Country" is almost synonymous with "outlaw." We can claim some of America's most famous bad girls: from gun-toting Calamity Jane to Little House on the Prairie's nefarious Nellie Oleson. Lindsay's welcome in the country anytime. Besides, some fresh air and clean farm livin' would probably do her a world of good.**

Of course, Lohan has apparently been very good this summer in filming the biopic of the late Elizabeth Taylor, whose career was replete with controversy, too.

EYE ON DIGITAL MEDIA

STEVE SMITH



SUMMER STEAL THIS IDEA (continued from page 1)

Bonnier R&D's Teemo game-ified exercise app for **iPhone** is a case in point. It is one part personal exercise trainer and one part adventure game. You are put into various scenarios such as being lost in the jungle. To achieve objects needed to make progress you have to perform short bursts of exercise. The routines, from lunges to toe circles, are illustrated in video before a built-in timer counts down the times sets. Complete the exercises as outlined and you advance in the adventure. This is a novel way to leverage the unique utility and portability of the device and change the nature of the virtual coach.

Conventional wisdom dictates that you don't want to put a magazine on a phone. Once the iPad appeared, most magazines shifted away from the smartphone for digimag publishing. But **Bloomberg Businessweek+** has masterfully shown that there is a place for a full issue on a phone. But you have to blow the doors off the content. In addition to making the magazine issue eminently readable, save-able and share-able on a phone, Bloomberg supercharged it with real-time charts, stock quotes and dynamic feeds of relevant news around all the companies mentioned. In this way, the weekly digital magazine becomes a portal into up-to-the-minute information.

"Enhanced" magazines on the iPad usually suggest fancy animations and embedded video. But enhanced can also simply mean that you get more of the magazine more often. **American Media Inc.'s Enquirer Plus** (pictured) comes closer to getting the dynamic magazine model right than most. Publishers are trying to figure out how to get beyond the static content of a digital edition with fresher dynamic content from the Web. **Enquirer Plus** drops a new issue for download each week, but it also sends fresh content to the app (with app alerts to the reader) each day. In fact, the app issue has a section dedicated to each day's content refresh. In many ways the **Enquirer Plus** app demonstrates how the app format combined with its alert mechanism realizes the content push model the Web never had.



Or, just dazzle the hell out of them. Sometimes, a one-off app that uses the technology is a genuinely novel fashion actually has a purpose. **Popular Science's Inside the Collider** app for iPad is a one-trick pony of a high order. The central feature is an interactive first-person video tour of the **CERN Large Hadron Collider** in which moving the tablet itself changes the view during the walkthrough. (CERN is the Geneva-based laboratory where scientists announced the possible breakthrough to discovering the **Higgs boson** subatomic particle on July 4.)

PopSci uses immersive video tech from a startup called **Condition One**. Move the iPad to the side and you get the side wall view. Move it upwards and you see the ceiling. The sense of virtual reality is remarkable. Complements the trick (a really good trick, though) with informative illustrations of the Collider and the installation. This is the kind of one-shot that has a real branding purpose. **PopSci** gets some huge wow cred from it.

Much is being made of HTML5 and the purported obsolescence of the app. But there is a tremendous amount of functionality and creative possibility here that won't be available through simple Web code for some time. And even so, the reality of the app platform is that it changes the mode of thinking for media companies. Now they think more like software companies, building features, functionality and purpose, not just creative content. In App-land, editors need to be creative engineers.

Steve Smith (POPEYESMITH@COMCAST.NET) is digital media editor for [min/min's b2b/MINONLINE.COM](http://min/min's.b2b/MINONLINE.COM). He posts regularly on **minonline** and directs the **min** Webinars. Smith also co-chairs **min's Digital Summits** and, as ceo of **Roving Eyeball Inc.**, he consults for a number of publishers in the digital space.

KIM KELLEHER'S STUNNING DEPARTURE FROM TIME... (continued from page 1)

How surprised Luce and Grunwald would have been by Time worldwide publisher (since May 2011) Kim Kelleher's July 10 decision to leave for the presidency of **Say Media**. That she believes there is more potential in a digital unknown that she promises will make known (see accompanying story) versus a brand with global influence and prestige says much. How different the world is in 2012.

- ♦ **Pre-Time Inc.**, Kelleher was 2004-2010 Self vp/publisher, and the monthly's parent **Condé Nast** was "paradise publishing" for decades under chairman (since 1959) S.I. Newhouse, Jr., when budgets and bottom lines purportedly did not matter. That was so "20th Century," and the latest reality of the 21st was the July 11 **Condé Nast Media Group** shake-up that cost the jobs of, among others, former publishers Tom Hartman (Gourmet) and Linda Mason (Details).

...FOR THE "WHAT IN THE WORLD IS SAY MEDIA?" (continued from page 1)

the past year, **Say Media** has acquired **Remodelista** and **ReadWriteWeb**, which is helping it make inroads into new media content creation. It has since launched **Gardenista** (May 2012) and a U.K.-specific version of the online community **xoJane** (June), that was launched by **Sassy** (1987) and **Jane** (1997) founder Jane Pratt.

- ♦ **Say Media** co-founder/ceo Matt Sanchez believes that "it's this intersection of technology and media that represents the future of publishing. Increasingly, the industry's brightest [and most creative] minds are working at companies like Say Media, where they are creating unique and memorable content and ad experiences that reach today's socially connected consumer."
- ♦ He might be on to something. Kelleher is the most recent addition in a string of management and editorial hires, including coo Sam Parker (ex-**CBS/NBC/Cnet**) who joined about a year ago. Others include Kourosh Karimkhany (ex-**Condé Nast Digital**) and David Richter (ex-**DivX** and **Rovi**).
- ♦ Sanchez and Parker bolstered the **ReadWriteWeb** editorial staff by adding Ted Greenwald (ex-**Forbes/Fast Company/Wired**). And they snagged ex-New York Times columnist Michelle Slatalla to edit **Gardenista**. The co-author of several books with husband/**Flipboard** editor-in-chief Josh Quittner, she is also an alumna of Time, Newsday, and Real Simple.
- ♦ When she starts at Say Media on September 4, Kelleher will be joining a growing technology and new-media company that already has nearly 400 employees in four countries, with headquarters in San Francisco and 10 offices in North America (including New York, where Kelleher will predominately be based), the U.K., and Australia. Say Media is clearly on a growth trajectory, boasting double-digit percentage revenue increases in each of the last three years as well as profitability—achievements that any media company new or old—would be pleased about.

CAMPAIGN 2012'S "DOUBLE-NEGATIVE."

As stated cleverly by syndicated columnist Mark Shields on the **WJLA-TV** and **PBS**-carried *Inside Washington* (July 7):

I look at the economy and there is no way that Barack Obama can be reelected.
And then I look at Mitt Romney and there is no way Obama can lose.

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MIN'S WEEKLY BOXSCORES (week of July 9, 2012; end of first half where indicated by a *)

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
AMERICAN PROFILE	7/08	9.40	7/10	9.47	-0.74	247.03	255.15	-3.18
BLOOMBERG BUSINESSWEEK	7/09	15.00	7/11	28.56	-47.48	707.77	727.70 y	-2.74
CONGRESSIONAL QUARTERLY	7/09	8.00	7/11	11.50	-30.43	119.00	235.99 y	-49.57
ECONOMIST, THE (N.A.)*	6/30	30.24	7/02	15.25	98.30	958.10	991.39 y	-3.36
ENTERTAINMENT WEEKLY	7/06	10.03	7/08	24.35 D	-58.81	537.55	592.38	-9.26
GOLF WEEK	7/06	(no issue)	7/08	21.58	————	602.43	724.90 y ⁴	-16.89
GOLF WORLD	7/09	5.33	7/11	23.16	-76.99	450.34	623.37 y ³	-27.76
IN TOUCH	7/09	15.16	7/11	13.64	11.14	360.56	469.68	-23.23
LIFE & STYLE WEEKLY	7/09	9.33	7/11	7.32	27.46	276.77	272.21	1.68
NATION, THE	7/02	4.83 D	7/04	6.33 D	-23.70	163.48	135.55	20.60
NATIONAL ENQUIRER	7/09	10.00	7/11	13.80	-27.54	439.29	443.88	-1.03
NATIONAL JOURNAL	7/07	(no issue)	7/09	15.00	————	224.50	301.66 y	-25.58
NEWSWEEK	7/02	12.56 D	7/04	15.00 D	-16.27	356.75	334.81 y ²	6.55
NEW YORKER, THE	7/09	31.69 D	7/11	32.84 D	-3.50	553.98	576.42 y	-3.89
NEW YORK MAGAZINE	7/09	19.88	7/11	26.96	-26.26	1,227.03	1,264.59	-2.97
NEW YORK TIMES MAGAZINE	7/08	8.39	7/10	11.70	-28.29	952.44	1,008.70	-5.58
OK!	7/09	21.33	7/11	26.40	-19.20	680.59 x	586.15	16.11
PARADE	7/08	6.52	7/10	7.92	-17.68	249.14	281.70	-11.56
PEOPLE	7/09	46.08	7/11	49.57	-7.04	1,636.80	1,795.22	-8.82
SPORTS ILLUS. (Where Are They Now?)	7/09	26.83 D	7/11	49.00 D	-45.24	729.73 x	775.09	-5.85
STAR	7/09	23.15	7/11	22.90	1.09	727.69	770.43	-5.55
TIME	7/09	19.31	7/11	17.40	10.98	578.91	717.85	-19.36
TIME OUT NEW YORK	7/04	25.12	7/06	22.12	13.56	869.29	861.32 y	0.93
TV GUIDE	7/02	19.30 D	7/11	18.14	6.39	362.78	412.25 y	-12.00
USA TODAY*	6/29	33.96	7/01	24.19	40.39	824.21	952.17	-13.44
USA TODAY SPORTS WEEKLY*	6/27	0.44	6/29	0.67	-34.33	12.85	35.48	-63.78
USA WEEKEND	7/08	8.02	7/10	9.14	-12.25	255.45	275.20	-7.18
US WEEKLY	7/09	21.99	7/11	29.82	-26.26	854.05	1,026.78	-16.82
WEEK, THE	7/06	10.00 D	7/01	10.33 D	-3.19	273.71 x	365.39	-25.09
WOMAN'S WORLD	7/09	5.00	7/11	5.83	-14.24	172.75	183.73	-5.98

MIN'S BIWEEKLY BOXSCORES (Forbes' first issue in the second half will be on July 16)

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
AUTOWEEK	7/09	42.52	7/11	30.86	37.78	504.09	480.06	5.01
ESPN	6/25	70.70 D	6/27	79.25	-10.79	512.86	595.41	-13.86
FORTUNE	7/09	40.00	7/11	59.88	-33.20	694.04	688.94	0.74
JET	7/09	11.00	7/11	5.00	120.00	181.80	195.50 y ⁴	-7.01
ROLLING STONE	7/05	57.33 D	7/07	58.12 D	-1.36	437.87	502.51	-12.86

x = One more 2012 issue; y = One more 2011 issue; y^{2/3/4} = Two, three, and four more 2011 issues; D = Double issues

IN ABOUT 35 YEARS, STEVE SWARTZ MAY BE FRONT-AND-CENTER TO HEARST CORP. HISTORY.

On July 5, the **Hearst Corp.** chief operating officer (since March 2011) and 1992 SmartMoney founding editor-in-chief became part of the corporate Family Trust when he was elected to fill the vacancy created by the death of former general counsel Harvey Lipton. The Trust was established by the will of company founder (1887) William Randolph Hearst (1863-1951), and its dictating corporate policy is credited for the company running smoothly over the past 61 years. Hearst's will states that the Trust will be dissolved when the last surviving family member born before his death passes away, and although there is no public knowledge on whom he or she is, that is expected to happen during the 2040s. Before then, Swartz and the other 12 trustees (like Supreme Court justices, they are appointed for life unless they retire, and non-Hearst-family members form the 8-to-5 majority) will have to make a major decision on the company's future. If the 50-year-old Swartz can match the founder's lifespan, he will be a part of it.

TOM WITH KATIE, TOM WITHOUT KATIE...AND CAROL WALLACE LOVED BOTH.

The hoopla over the Tom Cruise-Katie Holmes split is the latest reminder of what 1997-2002 People managing editor Wallace told min on September 4, 2000—right after the August 14, 2000, marriage of Brad Pitt and Jennifer Aniston—that celebrity weddings produce a news-stand "double" because they are so often followed by celebrity divorces. True with Brad and Jen, and now true with Tom and Katie.

MIN'S WEEKLY BOXSCORES (week of July 16, 2012)

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
AMERICAN PROFILE	7/15	9.20	7/17	8.97	2.56	256.23	264.12	-2.99
BLOOMBERG BUSINESSWEEK	7/16	13.00	7/18	28.67	-54.66	748.46	756.37 y	-1.05
CONGRESSIONAL QUARTERLY	7/16	2.00	7/18	7.13	-71.95	119.00	235.59 y	-49.49
ECONOMIST, THE (N.A.)	7/07	20.83	7/09	21.25	-1.98	958.10	1,012.64 y	-5.39
ENTERTAINMENT WEEKLY	7/13	15.00	7/08	24.35 D	-38.40	551.47 x	592.38	-6.91
GOLF WEEK	7/13	24.25	7/15	20.08	20.77	602.43	724.90 y ⁴	-16.89
GOLF WORLD	7/16	19.99	7/18	15.83	26.28	470.33	639.20 y ³	-26.42
IN TOUCH	7/16	17.16	7/18	13.49	27.21	377.72	483.17	-21.82
LIFE & STYLE WEEKLY	7/16	10.49	7/18	8.33	25.93	287.26	280.54	2.40
NATION, THE	7/16	7.75 D	7/18	5.83	32.93	171.23	141.38	21.11
NATIONAL ENQUIRER	7/09	13.33	7/11	16.90	-21.12	452.62	460.78 y	-1.77
NATIONAL JOURNAL	7/14	12.00	7/16	20.00	-40.00	236.50	321.66	-26.48
NEWSWEEK	7/16	14.99	7/18	20.61	-27.27	371.73	355.42 y ²	4.59
NEW YORKER, THE	7/09	31.69 D	7/11	32.84 D	-3.50	554.06	576.42 y	-3.88
NEW YORK MAGAZINE	7/16	41.43 D ^{EAT}	7/18	52.66 D ^{EAT}	-21.33	1,268.45	1,317.26	-3.71
NEW YORK TIMES MAGAZINE	7/15	14.39	7/17	10.60	35.75	966.83	1,019.33	-5.15
OK!	7/16	15.64	7/18	22.14	-29.36	696.23 x	608.29	14.46
PARADE	7/15	7.32	7/17	7.70	-4.94	256.46	289.40	-11.38
PEOPLE	7/16	49.11	7/18	50.16	-2.09	1,688.65	1,845.38	-8.49
SPORTS ILLUSTRATED	7/09	26.83 D ^{WH}	7/18	17.13	56.63	729.75	792.22	-7.89
STAR	7/16	14.32	7/18	17.49	-18.12	742.01	787.92	-5.83
TIME	7/16	17.34	7/18	20.55	-15.62	595.95	738.40	-19.29
TIME OUT NEW YORK	7/11	24.06	7/13	34.62	-30.50	893.35	995.94 y	-10.30
TV GUIDE	7/16	17.97	7/18	18.14	-0.94	363.24	427.41 y	-15.01
USA TODAY	7/06	21.83	7/08	24.19	-9.76	846.04	976.36	-13.35
USA TODAY SPORTS WEEKLY	7/05	0.37	7/06	0.73	-49.32	13.22	36.21	-63.49
USA WEEKEND	7/15	8.10	7/17	8.04	0.75	263.55	283.24	-6.95
US WEEKLY	7/16	33.31	7/18	33.66	-1.04	887.36	1,060.44	-16.32
WEEK, THE	7/06	10.00 D	7/15	6.03	65.78	273.71	371.37	-26.30
WOMAN'S WORLD	7/16	6.32	7/18	6.83	-7.47	179.07	190.56	-6.03

x = One more 2012 issue; y = One more 2011 issue; y^{2/3/4} = Two, three, and four more 2011 issues; D = Double issues;

EAT = New York magazine's food double issues (2012 and 2011);

WH = Sports Illustrated's *Where Are They Now?* double issue (2012)

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ENTHUSIAST MAGAZINE REVIEW: GIMME SHELTER—AND BOTOX.

Odd couple, indeed, but **MagazineRadar** reports that its analysis of advertising in the July and July/August issues of 16 home and shelter magazines (including all but Elle Decor tracked below from min's boxscores, plus The Family Handyman and Midwest Living) showed **Botox Cosmetics** being the page leader with 10.2. One reason, perhaps, is that we're in summer when appearance matters more.



Architectural Digest, in spite of having a -11.85% July, remains the sector's year-to-date leader at +15.68%. Better Homes and Gardens had the best July (+21.58%) and Coastal Living the best July/August (+37.59%).

HOME AND SHELTER MAGAZINES IN JULY							
		July 2012	July 2011	% Diff	YTD 2012	YTD 2011	% Diff
ARCHITECTURAL DIGEST		46.42	52.66	-11.85	550.20	475.61	15.68
BETTER HOMES/GARDENS		103.77	85.35	21.58	773.55	796.67	-2.90
COASTAL LIVING (J/A)		46.89	34.08	37.59	280.69	234.86	-19.51
COUNTRY LIVING (J/A)		55.74	62.92	-11.41	374.92	404.53	-7.32
DWELL (J/A)		66.33	68.67	-3.41	374.67	400.67	-6.49
ELLE DECOR (J/A)		74.61	79.60	-6.27	591.96	604.50	-2.07
GARDEN DESIGN (J/A)		24.50	27.17	-9.83	161.33	140.11	15.15
HOUSE BEAUTIFUL (J/A)		58.81	74.92	-22.20	321.48	351.10	-8.44
MARTHA STEWART LIVING		46.83	59.50	-21.29	391.61	566.25	-30.83
REAL SIMPLE		81.30	97.81	-16.88	688.98	785.84	-12.33
SOUTHERN LIVING		67.47	62.05	8.73	523.64	531.82	-1.54
SUNSET		38.13	37.71	1.11	315.95	353.09	-10.52
THIS OLD HOUSE		45.32	50.41	-10.10	274.22	310.33	-11.64
TRADITIONAL HOME (J/A)		54.40	50.63	7.45	326.91	290.04	12.71
VERANDA (J/A)		54.60	56.97	-4.16	307.77	300.78	2.32
TOTALS		865.12	900.45	-3.92	6,257.88	6,546.20	- 4.40
J/A = July/August issue;		SOURCE: <u>min's boxscores</u>					

Coastal Living, House Beautiful (see page 12), and Southern Living were the Botox beneficiaries. Real Simple took all 10 ad pages from runner-up **JC Penney**, which is mildly surprising because of the department store's investment in and partnership with **Martha Stewart Living Omnimedia**. Third was another pharmaceutical, **Pradaxa**, with its 9.33 ad pages going in BH&G, Country Living, and This Old House.

Top Advertisers in July 2012 Issues Measured in 16 home and shelter magazines					
Advertiser		Ad Pages		Advertiser	
1	Botox Cosmetic	10.2	7	Geico	6.15
2	JC Penney	10	8	Advir Diskus and Aricept	6
3	Pradaxa	9.33	"	Celebrex and ChoiceDek	6
4	Humira	8	"	Lyrica	6
5	Lowe's	7	"	Martha Stewart Living Paint	6
6	Home Depot	6.33	"	Whirlpool Kitchen	6
Titles measured: <u>Architectural Digest</u> , <u>Better Homes and Gardens</u> , <u>Coastal Living</u> , <u>Country Living</u> , <u>Dwell</u> , <u>The Family Handyman</u> , <u>Garden Design</u> , <u>House Beautiful</u> , <u>Martha Stewart Living</u> , <u>Midwest Living</u> , <u>Real Simple</u> , <u>Southern Living</u> , <u>Sunset</u> , <u>This Old House</u> , <u>Traditional Home</u> , and <u>Veranda</u> .					
SOURCE: MagazineRadar					



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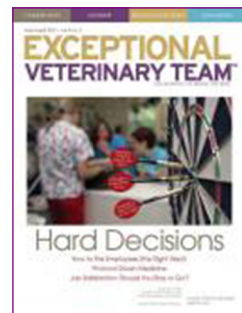
INSIDE b2b

Cathy Applefeld Olson

ANIMAL MAGNETISM: VETERINARY AD SALES SHOW SOME "BARK" AFTER A SLOW 2011

A look at the most recent ad-sales trends in the veterinary publications sector and one can't help but notice, well, a certain animal magnetism.

After all, the veterinary sector is one of only two of the top 20 specialty markets tracked by **Kantar Media Professional Health** that "improved" in their decline in January-May 2012 ad pages compared with the same time period in 2011, according to data min obtained from Kantar (see accompanying chart). Overall, the professional health market posted a slide in ad pages of almost 16% for YTD this May, compared with growth of more than 5% YTD May 2011.



Veterinary publications contributing to the market's 4% decline—this compared with an 18% YTD decline through May 2011—include **Advanstar's** DVM Newsmagazine, Veterinary Economics, and Veterinary Medicine; and **Wiley-Blackwell's** Veterinary Surgery and Veterinary Radiology and Ultrasound. Most impressive was **Educational Concepts, LLC's** Exceptional Veterinary Team, which showed a 28-plus ad-page gain (+340%) for the year so far.



Veterinary Surgery's biggest selling point is its affiliation with one of the industry's most respected associations, the **American College of Veterinary Surgeons**. The prestige of board certified "lends a lot of credibility to the publication," says Mark Mrvica, whose **MJ Mrvica Associates** oversees sales accounts for Veterinary Surgery. Advertising in the journal is the top way vendors can get their message in front of the board members."

Though they may prioritize a high profile with key veterinary decision-makers, digital is not a priority for clients. Mrvica, who notes that Veterinary Surgery's most recent sales numbers are off from last year, says there's been "surprisingly little interest in online advertising in this market. They like print. They like seeing their ads in the magazine."

Mrvica says the only occasional request for banner ads could be a result of the publication taking only baby steps into the digital realm thus far. "We have very traditional advertising, no e-newsletters or anything like that," he says. "This may be something we need to look at."

What the Veterinary Surgery advertisers lack in technological prowess, they make up for in loyalty to the print pub. "We have a very loyal core of advertisers, some have been with us for eight, nine, 10 years," says Mrvica. "And every year we try to add new companies that haven't advertised with us before. A lot of these are companies that exhibit at our annual event, where I can spend time with them and explain the benefits not only of exhibiting but advertising in the journal."

min contributor Cathy Applefeld Olson is based in Northern Virginia. She also writes for our sister publication CableFAX Daily.

Below is the chart for the top 10 veterinary publications for Jan.-May from **Kantar Media**.

Top 10 Veterinary Publications Ad Pages for Jan.-May 2012/2011/2010					
Title/Publisher	Jan.-May 2012 Ad pgs.	% Diff	...2011 Ad pgs.	% Diff	Jan.-May 2010 Ad pgs.
DVM Newsmagazine/Advantar	330.0	-0.2%	330.6	-5.0%	348.0
NAVC Clinician's Brief/Educational Concepts, LLC	175.9	-8.2%	191.6	13.9%	168.2
Veterinary Economics/Advanstar	105.7	2.1%	103.5	-14.6%	121.2
Trends Magazine/American Animal Hospital Assn.	84.1	-28.4%	117.4	-7.0%	126.3
Firstline/Advanstar	74.1	-0.7%	74.6	-5.3%	78.8
Veterinary Medicine/Advanstar	58.9	-14.0%	68.5	-22.6%	88.5
Veterinary Surgery/Wiley-Blackwell	54.0	-9.2%	59.5	4.4%	57.0
Exceptional Veterinary Team/Educational Concepts, LLC	28.7	341.5%	6.5	N/A	0.0
Veterinary Radiology & Ultrasound/Wiley-Blackwell	7.5	0.0%	7.5	-31.8%	11.0
Journal Of Equine Veterinary Science/ W.B. Saunders Co.	6.0	50.0%	4.0	-20.0%	5.0
Total Top 10	924.9	-4.0%	963.7	-4.0%	1,004.0
Total All Veterinary	924.8	-4.0%	963.7	-18.0%	1,175.1
Estimated Gross Ad Spending YTD: \$8 million					

And, from Kantar, here is how the "human" medical and dental magazine sectors fared cumulatively from Jan.-May:

Top 20 Medical/Dental Specialty Ad Pages in Jan.-May (2012/2011/2010)					
Discipline	Jan.-May 2012 Ad pgs.	% Diff	...2011 Ad pgs.	% Diff	Jan.-May 2010 Ad pgs.
Multispecialty	4,194.00	-23.3%	5,466.70	2.6%	5,327.20
Dental	3,657.70	-9.5%	4,042.90	1.4%	3,988.30
Oncology	3,337.90	-16.7%	4,006.30	2.6%	3,906.10
Pharmacy	2,421.30	-13.3%	2,792.50	14.5%	2,439.30
Optometry	2,032.40	-8.0%	2,208.40	5.4%	2,094.60
Cardiology	1,844.30	-14.0%	2,143.30	19.2%	1,797.80
Ophthalmology	1,746.60	-8.8%	1,915.10	-5.2%	2,020.40
Internal Medicine	1,746.10	-17.3%	2,111.90	50.3%	1,405.30
Dermatology	1,596.70	-3.3%	1,650.60	20.3%	1,371.70
Healthcare Business Management	1,544.40	6.0%	1,457.40	-16.5%	1,746.20
Orthopedic Surgery	1,440.60	-1.7%	1,466.00	10.1%	1,331.90
Nursing	1,433.90	-18.2%	1,752.10	3.4%	1,695.30
Gastroenterology	1,194.80	9.9%	1,086.70	15.3%	942.1
Neurology	1,163.80	-16.9%	1,400.20	26.1%	1,110.50
Psychiatry	946.2	-31.9%	1,390.20	-3.7%	1,444.30
Rheumatology	894	-32.2%	1,318.30	56.3%	843.3
Pa/Np	773.1	-29.4%	1,095.30	12.7%	971.9
Laboratory	727.9	-4.2%	759.7	-10.6%	849.8
Extended Healthcare	607.2	-10.9%	681.7	39.5%	488.8
Obstetrics & Gynecology	567.7	-35.6%	881	2.6%	858.8
Total Top 20	33,870.60	-14.5%	39,626.30	8.2%	36,633.60
Grand Total	42,049.00	-15.6%	49,834.80	5.4%	47,275.60

min WELCOMES SENIOR EDITOR MICHELLE MANAFY

She is the ideal staff addition with experience on both the digital and "traditional" sides. Most recently, Michelle was editor-in-chief for U.K.-based **FreePint Ltd.**, a producer of publications covering information practice, content, and strategy. There, the San Francisco native also managed a global team of "VIP bloggers." All important in **min**'s DNA (and hers), as was Michelle's career start at The Village Voice and subsequent decades of publishing experience.



She knows the nitty-gritty of the business, and we welcome her contributions to **min** and **minonline**, as well as everything that is data-centric-led by our box-scores. You will meet her at our events, too.

To reach Michelle: call (203) 899-8479 or e-mail MManafy@accessintel.com.

From July 16-20 in New York,**"HOUSE BEAUTIFUL'S" KITCHEN OF THE YEAR HAS A CHANGE OF ROCK. CENTER ADDRESS.**

It has become a July perennial since **HB** senior vp/publishing director/chief revenue officer (since December 2006) Kate Kelly Smith and associate publisher/marketing (since January 2007) Sean Sullivan put the first *Kitchen* on display in 2008. And each of the first four had the prized location in being on the site of the **Rockefeller Center** Christmas tree. It meant that the *Kitchen* (such as the rendering shown here) was visible to tourists on Fifth Avenue, and no other exhibit had such an honor.



Very neat, says Smith, but "too small. As our *Kitchens* grew, it became a squeeze to get everything in what is a tight space between **30 Rock** and the skating rink. Our solution was put the *Kitchen* one block north on Rockefeller Center—between West 50th and 51st. This gave designer **Mick deGiulio** much more room to really showcase his creativity, and we are only a few yards from where we were before. We are still unique, because outside exhibits in any part of Rockefeller Center are rare."

Inside, visitors will be able to taste the delicacies of many chefs (Carla Hall of **ABC-TV's The Chew**, Julie Elkin of **BLT Restaurant Group**, Adam Sobel of **Bourbon Steaks**, etc.), rather than from the one "host" in previous years. (**Food Network** chef Tyler Florence had the honor in 2011.) Plus, **HB's** partnership with **Digimark** will allow visitors with **iPhone** or **Android** devices to "pin" items that are in signage around the kitchen. "This is an extension of our becoming the first **Pinterest**-enabled magazine in June," says Smith. "We believe it will add a fun layer of interaction while also creating a channel for viral activity around *Kitchen of the Year* and the amazing items showcased."

Ten of the 21 sponsors (**Glidden**, **Shaw Floors**, metal-wear tabletop designer **Michael Aram**, **Frontgate**, **Hickory Chair**, etc.) are new, and two—**Kohler** and **Caesarstone**—have been there since the start. "Both are special, and Kohler is also the sole sponsor of our first e-magazine, *House Beautiful's Ultimate Guide to Kitchens*, which is launching at the July 16 opening," says Smith. "*Kitchen of the Year's* 2012 digital revenues are +37.5% versus 2011, which is proof how we have changed from a print-centric to a truly integrated event. Being able to showcase all of the *House Beautiful* touchpoints is fabulous."

There will be private events each evening through Thursday (July 19), with Monday's (July 16) guest being chef, author, and quasi-New York State first lady Sandra Lee (girlfriend of Governor Andrew Cuomo). *Kitchen of the Year* beneficiary is **Habitat for Humanity**, as products after Friday's (July 20) close will be donated to the organization's **Re-Store** on Long Island.

Congratulations to House Beautiful's Kitchen of the Year,

The Editors

Steven Cohn, Editor-in-Chief
Michelle Manafy, Senior Editor
Steve Smith, Digital Media Editor

