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SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER

**Steve Smith's Eye on Digital Media, with min's Inaugural "Likes" Chart:
STOP THE PRESSES! SEX, CELEBS, AND "SOCIABILITY" SELL WELL ON FACEBOOK.**

Take a fleeting glance at some of the most successful magazine brands on Facebook and it is clear that being popular in the biggest virtual high school of them all is not exactly rocket science. In our first rundown of how min's digital boxscores members fare on the social network, it is not surprising to find that the brands that genuinely engage FB as a real publishing platform (not just a traffic driver) are dominant. Cosmo-politan's 1.7 million "Likes" come simply from doing well in this space what it has delivered well for years in print, online and even in apps: sex and surveys. The "sex position of the day" posts are among the most widely "liked," and you don't need to click through the illustration to get the point. But we also enjoy the flash polls that populate the "Timeline" format. Readers are asked frequently for their responses to posts and even surveys on what helps to form Cosmo's sex blogger. (continued, with chart, on page 4)



STEVE SMITH'S MAY 8 min WEBINAR IS MAKING FREEMIUM PAY

Converting "free" content to paid is the continuing challenge, and min digital media editor Steve Smith has brought together a distinguished faculty to give solutions. The 90-minute *Making Freemium Pay: How Magazines Can Learn the Art of the Upsell* begins at 1:30 p.m. (Eastern) on Tuesday May 8. For further information, go to http://www.minonline.com/webinar/Making_Freemium_Pay/.

**Guest Commentary, by Nxtbook Chief Inspiration Officer Michael Biggerstaff:
WHY I HATE VC FIRMS.**

As Folio: reported on March 29, Nxtbook's long-time competitor Texterity was acquired by Godengo. That same day, a venture capital firm contacted me and asked if they could help me "keep up with the great things that Texterity and Godengo were going to do together." The question made me pause and take stock in what indeed had happened. Then it brought a smile to my face.

- ♦ In my opinion, venture capital is definitely one direction a company can go when it needs money and wants to grow. Many great companies have started that way and went on to do great things. However, I also believe this same strategy is a reason many companies have failed over the years. What follows the influx of cash from VC firms is generally a call to grow the company via customer acquisition, with little regard to making a profit. The model dictates that if you only get more customers, the rest will take care of itself. (continued on page 11)

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"TIME" IS 2012 "MAGAZINE OF THE YEAR."

Time's keepsake 2011 covers on the killing of Osama bin Laden (May 20) and the death of Steve Jobs (Oct. 17) were factors in its selection at the May 3 **National Magazine Awards**. Go to [minonline](#) for a complete recap.

This Week (May 6-8):

AMEX PUBLISHING'S 10TH LUXURY SUMMIT IS FOR THE CATERERS TO THE RICH.

Fittingly, it is at the **Breakers** in Palm Beach, and the purpose, says **American Express Publishing Co.** president/ceo (since June 2000) Ed Kelly, "is to update our friends on developments in the luxury market." The circa-250 attendees from around the world are paying \$4,150 for the three days/two nights (room and meals are included; airfare is not), and aside from a May 6 golf outing, this is work and not play. Each of the three AmEx Publishing editors-in-chief will be conducting interviews, with **Food & Wine's** Dana Cowin speaking with chef Emeril Lagasse being the best known.

- ◆ **MSNBC** anchor Chris Matthews will be on hand, but the "hardball" here comes from his wife, **Marriott International** head of global communications Kathleen Matthews, who will lead a panel on AmEx Publishing's co-produced *Survey of Affluence and Wealth in America*. Potentially most intriguing is the appearance by Nelson Mandela's personal chef (since 1993) Xoliswa Ndoziya, whose book *Ukutya Kwasekhaya* (*Tastes from Nelson Mandela's Kitchen*) in the Xhosa language means "home cooking."
- ◆ **In memoriam:** to 1995-2006 **F&W** publisher Julie McGowan, who passed away last week. Go to [minonline](#) for more.

"MEN'S JOURNAL" MARKS ITS 20TH ANNIVERSARY WITH A "CHESTY" LANCE ARMSTRONG.

When Jann Wenner launched **Men's Journal** in May 1992 (the 1967 **Rolling Stone** founder's answer to **Outside**, which he launched--but couldn't afford--and sold to Larry Burke in 1977-78), Lance Armstrong was an aspiring triathlete. Twenty subsequent years that included a testicular cancer scare, winning seven **Tours de France**, and fending off accusations that he used performance-enhancing drugs, Armstrong is on the June 2012 anniversary cover (his ninth) as...an aspiring triathlete who will compete in the **Hawaii Ironman** in October. Wenner calls Armstrong "unstoppable."



The June issue is the fourth since editor Jason Fine engineered a logo-changing redesign ([min](#), February 6, 2012), and the first for publisher Chris McLoughlin since succeeding now-**The Week** publisher Michael Wolfe.

"I'm pleased with June," says McLoughlin, the former **Golf for Women** publisher and **Redbook** associate publisher. "Ad pages are +9% [roughly 91.5 ad pages versus 84], putting us even for the year. New advertisers include **Chanel**, **Issey Miyake**, **Bulgari**, **Stella Artois**, **Canon**, **State Farm**, and **South African Tourism**. The issue's May 11 release comes four days before the **MensJournal.com** relaunch, where 85% of the content will be original with a heavy focus on gear. We are projecting 1.23 million unique visitors by year-end."

McLoughlin himself is a triathlete (he will be competing this summer in New York and Boston), which makes it endemic to him and **MJ** that he established partnerships with **Streamline Events** (Northeastern triathlons in Boston, Nantucket, etc.), **Spartan Race** (obstacle-course events throughout the country), and **Hybrid Adventure Games** (decathlon events in the Pacific Northwest). Says he: "We will leverage these relationships to promote the **MJ** brand and create event sponsorship opportunities for our customers."

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MEDIA STOCKS HAD A TEPID APRIL AND EARLY MAY.

The prosperous first quarter stalled last month, with poor magazine-sector financials from **Meredith Corp.** (-14.8%) and **Time Warner** (-0.4%) contributing. **Apple's** surge stalled, too (-4.6%), in advance of the ballyhooed initial public offering from **Facebook**, which is forecast to open at between \$28 and \$35 per share (a projected \$96 billion value) when trading starts on **NASDAQ** on May 18 (we'll be tracking it). Through all this, Rupert Murdoch remains the contrarian with **News Corp.** prospering (+1.4%) in spite of all the heat he and the company continue to take in the U.K. over the News of the World scandal.

Overall, conditions were worsening at Friday's (May 4) min close with Wall Street reacting negatively (the **Dow** fell by 168.32 points) to the poor jobs report.

STOCK WATCH (May 3, 2012, Wall Street close)

COMPANY [SYMBOL]	PRICE	%Change		COMPANY [SYMBOL]	PRICE	%Change	
	5/3	5 wks#	2012@		5/3	5 wks#	2012@
APPLE INC. [AAPL]	\$ 581.82	- 4.6	+43.7	NEWS CORP. [NWSA]	\$ 19.71	+ 1.4	+10.5
BELO, A.H. CORP. [BLC]	6.50	- 9.6	+ 3.2	REED ELSEVIER PLC (ADR)## [RUK]	33.65	- 4.2	+ 4.3
CBS CORP. [CBS]	34.06	+ 3.7	+25.5	ROVI CORP. [ROVI]*RESTRUCTURE (11/09/2011)	28.25	-10.9	+14.9
COMCAST CORP. [CMCSA]	30.36	+ 1.8	+28.0	R.R. DONNELLEY & SONS CO. (RRD)	11.43	- 9.9	-20.8
WALT DISNEY CO. [DIS]	43.81	+ 1.9	+16.8	SCHOLASTIC INC. [SCHL]	30.01	-15.0	+ 0.1
GANNETT CO. [GCI]	13.78	- 9.0	+ 3.1	SCRIPPS, E.W. & CO. [SSP]	9.05	- 8.6	+13.0
GOOGLE INC. [GOOG]	611.02	- 5.8	- 5.4	TIME WARNER CABLE [TWC]	80.85	+ 0.6	+27.2
INTERPUBLIC GROUP OF COS. [IPG]	11.76	+ 3.5	+20.9	TIME WARNER INC [TWX]	36.98	- 0.4	+ 2.3
LEE ENTERPRISES [LEE]	1.13	-11.0	+61.4	VIACOM INC. [VIA]	52.59	+ 0.1	- 1.4
MARTHA STEWART LIVING OMNIMEDIA [MSO]	3.41	-11.0	-22.5	WASHINGTON POST CO. [WPO]	376.15	+ 1.7	- 0.2
McCLATCHY CO. [MNI]	2.60	-11.3	+ 8.8	XO GROUP (THE KNOT) [XOXO]*	9.27	- 1.5	+11.2
McGRAW-HILL COS. [MHP]	49.25	+ 3.5	+ 9.5	YAHOO! INC. [YHOO]	15.40	+ 0.7	- 4.5
MEDIA GENERAL [MEG]	3.39	-33.7	-16.7	min MEDIA INDEX	\$2,161.69	- 3.4	+ 9.6
MEREDITH CORP. [MDP]	27.64	-14.8	-15.3				
MICROSOFT CORP. [MSFT]	31.76	- 1.1	+22.3	NASDAQ COMPOSITE	3,024.30	- 2.3	+16.1
NEW YORK TIMES CO. [NYT]	6.06	-10.4	-21.6	DOW JONES INDUSTRIAL AVERAGE	13,206.59	+ 0.5	+ 8.1

= From March 29, 2012; @ = From December 30, 2011; ## = ADR = American Depositary Receipts); * = **The Knot** changed its corporate name to **XO Group** on June 28, 2011

JENNIFER ANISTON RESUMES HER BEST-SELLING WAYS IN "INSTYLE."

Her incredible newsstand success began with the March 7, 1996, Rolling Stone *The Girl Friend* and continued through the joy-turned-sympathy by her marriage to (2000) and divorce from (2005) Brad Pitt. But last year, Aniston was on worst-selling duds in In Touch, Life & Style Weekly, and OK!, which for her was good because the marketplace disliked the phony boyfriends, marriages, and pregnancies.

But all is well with InStyle reporting that Jen being on the March 2012 "Spring Fashion Preview" issue sold 777,000 newsstand copies, 110,000 more (+17%) than that produced by March 2011 cover Julianne Moore. Aniston's *Workout Plan that Keeps Her So Hot IS* cover line proved apropos.

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EYE ON DIGITAL MEDIA

STEVE SMITH



CHARTING THE FACEBOOK "LIKES" (continued from page 1)

People (1.5 million-plus Likes) has always used its key franchises well on **Facebook**. For last November's *Sexiest Man Alive* issue, comedians provided FB-exclusive videos. But **People** Digital managing editor Janice Morris says that a careful understanding of usage patterns has proven important, too. "We've even researched and identified optimal posting times for interacting with them throughout each day of the week," and she finds that popularity of stories also can vary among the social nets. Her argument is that a hot FB post will not necessarily work on **Twitter**.

The new Timeline format on Facebook is giving publishers a much bigger canvas that is also appealing to advertisers. Now, sponsor messages and images can flow naturally into the feed, with lush and engaging images that almost feel like magazine placements rather than Web banner ads. At the popular **Parents** magazine FB page (660,000+ Likes) a recent sponsored post for **Hostess'** new Chocolate Crème Twinkies commemorated *National Twinkie Day* (we didn't even get them a card) attracted about 600 user likes. In the new format, clicking into an image like this from the photo gallery pops up a full-screen window with attached user comments. Suddenly a photo post looks and feels like a full page user-initiated interstitial ad.



But with bigger views comes bigger responsibility. "Our metrics clearly show that less is definitely more on Facebook," says **Us Weekly** Digital executive producer Romina Rosado. **Us** keeps its 675,000-plus fans happy by not overwhelming their feeds (just five to six times per day), especially now that the Timeline structure has made the canvas larger. "Users are more selective about not having their Timeline clogged up," she says.

For the **Oscars** this year, **Us** decided to reverse the usual polarity and use its Facebook publishing as a source for the main site. Images from the Red Carpet were posted directly to the FB page, where users competed to provide the best caption. "The best captions were used for a gallery on our Web site the next day, and those images were some of the most shared, liked and commented ever," says Rosado.

Rosado drives the main point about Facebook home when she points out the folly of treating this important new channel as merely a link feed. "The most important thing is to look at Facebook as another platform," she says. The point is not to link and lure them back to some mother site. The point is to engage them where we already know they are at their most, well, engaged.

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 is also chairing **min's** June 5 **Digital Media Summit**.

TOP 30 MAGAZINE SITES ON FACEBOOK BY "LIKES" (as of April 26, 2012)

Media Sites/Parent	Facebook URL *	Likes as of 4/26	Media Sites/Parent	Facebook URL	Likes as of 4/26
Cosmopolitan/Hearst	/Cosmopolitan	1,705,842	Martha Stewart Living/MSLO	/MarthaStewartLiving	381,976
People/Time Inc.	/peoplemag	1,562,586	Wired/CN Digital	/wired	369,021
Seventeen/Hearst	/seventeenmagazine	1,480,472	Vanity Fair/CN Digital	/vanityfairmagazine	364,145
Reader's Digest	/ReadersDigest	1,111,233	Runner's World/Rodale	/runnersworldmagazine	327,916
Car and Driver/Hearst	/caranddriver	763,478	Men's Health/Rodale	/MensHealth	309,453
Glamour/CN Digital	/glamour	761,317	Fitness/Meredith	/fitnessmag	292,387
US Magazine/Wenner	/UsWeekly	675,552	All You	allyoumagazine	275,602
Parents/Meredith	/parentsmagazine	664,332	GQ Fashion/CN Digital	/gq	256,700
Maxim Digital Group	/maximmagazine	570,266	Sports Illustrated/Time Inc.	/SportsIllustrated	242,059
Time/Time Inc.	/time	512,153	Food & Wine	/foodandwine	223,598
Better Homes & Gardens/Meredith	/mybhg	489,235	Parenting/Bonnier	/Parenting	221,166
Rolling Stone/Wenner	/RollingStone	457,354	Real Simple/Time Inc.	/realsimple	210,191
New Yorker, The/CN Digital	/newyorker	430,821	Entertainment Weekly/Time Inc.	/entertainmentweekly	203,366
InStyle/Time Inc.	/InStyle	384,238	Epicurious/CN Digital	/epicurious	198,543
Taste of Home/Reader's Digest	/tasteofhome	383,220	Self/CN Digital	/selfmagazine	197,380

Source: **min** data collected from **Facebook** sites ***Facebook** URL start with: <https://www.facebook.com>

MIN'S WEEKLY BOXSCORES (week of May 7, 2012)

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
AMERICAN PROFILE	5/06	9.25	5/08	9.32	-0.75	170.22	177.68	-4.20
BLOOMBERG BUSINESSWEEK	5/07	35.55	5/09	24.33	46.12	527.79	467.55 y	12.88
CONGRESSIONAL QUARTERLY	5/07	6.00	5/09	8.50	-29.41	79.00	137.83 y	-42.68
ECONOMIST, THE (N.A.)	5/05	28.49	5/07	35.00	-18.60	651.98	688.89 y	-5.36
ENTERTAINMENT WEEKLY	5/04	14.01	5/06	18.35	-23.65	359.48	389.40	-7.68
GOLF WEEK	(no issue)		4/29	18.00	—	322.07	423.16 y ³	-23.89
" "	5/04	24.41	5/06	16.59	47.14	346.48	439.75 y ³	-21.21
" " (Best Courses)		54.00		57.00	-5.26	400.48	496.75 y ³	-19.38
GOLF WORLD	5/07	27.89	5/09	32.31	-13.68	307.07	413.13 y	-25.67
IN TOUCH	5/07	10.65	5/09	14.81	-28.09	223.36	324.48	-31.16
LIFE & STYLE WEEKLY	5/07	11.49	5/09	6.33	81.52	185.54	171.54	8.16
NATION, THE	5/07	7.66	5/09	3.75	104.27	111.73	84.49	32.24
NATIONAL ENQUIRER	5/07	16.33	5/09	12.89	26.69	301.08	314.52	-4.27
NATIONAL JOURNAL	4/28	13.50	4/30	4.00	237.50	123.00	150.50	-18.27
" "	5/05	6.50	5/07	12.50	-48.00	129.50	163.00	-20.55
NEWSWEEK	5/07	11.66	5/09	11.26	3.55	246.80	205.41 y ²	20.15
NEW YORKER, THE	5/07	13.39	5/09	13.17	1.67	333.40	364.91	-8.64
NEW YORK MAGAZINE	5/07	87.04	5/09	94.93	-8.31	836.40 R	843.50	-0.84
NEW YORK TIMES MAGAZINE	5/06	36.30	5/08	21.17	71.47	664.13 R	719.58	-7.71
" " " " (T Living)	—	43.60	—	43.67	-0.16	707.73 R	763.25	-7.27
OK!	5/07	21.15	5/09	25.48	-16.99	459.91	375.54	22.47
PARADE	5/06	10.17	5/08	9.76	4.20	178.07	197.85	-10.00
PEOPLE	5/07	85.19 BEAUTY	5/09	50.29	69.40	1,083.12	1,207.80	-10.32
SPORTS ILLUSTRATED	5/07	29.16	5/09	27.28	6.89	512.00	536.81	-4.62
STAR	5/07	21.49	5/09	22.33	-3.76	485.37	518.04	-6.31
TIME	5/07	15.90	5/09	19.46	-18.29	398.06	498.74	-20.19
TIME OUT NEW YORK	5/02	41.44	5/04	50.19	-17.43	536.61	596.13	-9.98
TV GUIDE	5/07	22.44	5/09	11.27	99.11	241.12	282.41	-14.62
USA TODAY	4/27	88.88	4/28	40.17	121.26	610.63	634.24	-3.72
USA TODAY SPORTS WEEKLY	4/28	0.46	4/27	0.89	-48.31	8.41	24.39	-65.52
US WEEKLY	5/07	25.00	5/09	30.32	-17.55	566.44	685.06	-17.32
WEEK, THE	5/04	11.96	5/06	16.68	-28.30	176.59	257.59 y	-31.45
WOMAN'S WORLD	5/07	5.00	5/09	7.00	-28.57	118.06	124.43	-5.12

MIN'S BIWEEKLY BOXSCORES

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
AUTOWEEK	4/30	30.60	5/02	37.05	-17.41	283.67	291.06	-2.54
ESPN	4/30	51.98	5/02	38.57	34.77	315.75	372.17	-15.16
FORBES	5/07	100.95	5/09	115.23	-12.39	578.62	515.69	12.20
FORTUNE	4/30	54.66	5/02	59.78	-8.56	389.80	376.62	3.50
JET	4/30	7.00	5/02	10.00 WK	-30.00	125.30	135.50 y ⁴	-7.53
ROLLING STONE	5/10	31.16	5/12	29.33	6.24	253.03	310.63	-18.54

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

WK = Jet published weekly (and frequently biweekly) in 2011; BEAUTY = People's World's Most Beautiful Woman (Beyoncé/2012)

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WOMEN'S BEAUTY/FASHION MAGAZINES' ADVERTISING "GUESS" FOR SUCCESS.

The one positive constant for 2012 is beauty/fashion's cumulative growth, and in May that was shown by nine out of the 16 charted magazines being ad-page up. They are reprinted from [min's boxscores](#) (April 23).

BEAUTY/FASHION MAGAZINES IN MAY							
		May 2012	May 2011	% Diff	YTD 2012	YTD 2011	% Diff
ALLURE		146.23	103.58	41.18	550.72	464.58	18.54
COSMOPOLITAN		136.72	153.93	-11.18	519.75	538.91	-3.56
ELLE		213.84	204.96	4.33	937.04	940.62	-0.38
ESSENCE		80.61	116.55	-30.84	398.98	507.96	-21.45
GLAMOUR		164.70	162.35	1.45	593.92	593.90	0.00
HARPER'S BAZAAR		133.71	112.93	18.40	649.66	618.57	y 5.03
INSTYLE		260.11	258.60	0.58	1,055.62	1,001.05	5.45
LATINA		74.18	76.76	-3.36	243.69	219.69	10.92
LUCKY		97.44	95.76	1.75	345.00	407.88	-15.42
MARIE CLAIRE		190.46	133.25	42.93	623.33	515.10	21.01
SEVENTEEN		58.76	69.80	-15.82	250.43	312.45	-19.85
STYLEWATCH (PEOPLE)		122.36	129.51	-5.52	453.09	464.14	-2.38
VANITY FAIR		103.79	110.72	-6.26	587.83	539.16	9.03
TEEN VOGUE		68.02	70.35	-3.31	300.24	315.68	-4.89
VOGUE		177.00	164.16	7.82	1,024.68	994.45	3.04
W		71.58	69.72	2.67	452.68	387.90	16.70
TOTALS		1,868.94	1,782.06	4.88	7,848.16	7,654.75	37.51
Source: min's Boxscores							

Per **MagazineRadar**, **Guess** was the sector's most prolific advertiser with 35 pages in the 16 titles. Twelve of the 35 are in **Elle**, with the jeans specialist marking its 30th anniversary in 2012 being the catalyst. Here is the "top 12":

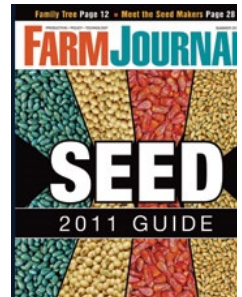
Top Advertisers in May 2012 Issues Measured in 16 Top Fashion Magazine Brand Ad Pages					
Advertiser		Ad Pages		Advertiser	
1	Guess	35	7	L'Oreal Paris Infallible Never Fail Collection	15
2	Revlon	28	8	J'adore	14
3	JC Penney	25	8	L'Oréal Paris Magic by Studio Secrets	14
4	Ralph Lauren Big Pony Fragrance	21	10	Estée Lauder Cosmetics	13
5	Dillard's	16	10	Lancôme Teint Idole Ultra Collection	13
5	Sally Hansen	16	10	Lancôme Visionnaire	13
Titles Measured: Allure, Cosmopolitan, Elle, Essence, Glamour, Harper's Bazaar, InStyle, Latina, Lucky, Marie Claire, People StyleWatch, Seventeen, Teen Vogue, Vanity Fair, Vogue and W SOURCE: MagazineRadar					



Looking ahead, [min](#) is told that the June **Elle** will be among the "biggest ever" for the month as **Hearst Magazines** and Kevin O'Malley mark their first anniversaries as owner and publisher, respectively. More to come.

INSIDE b2b

Cathy Applefeld Olson

**DEEP UNDERSTANDING OF YOUR AUDIENCE CAN MAKE TWITTER FLY.**

If the thought of a farmer putting down his feedbag to check his Twitter account sounds intriguing, read on. Farm Journal and several other b2b publishers that scored significant gains in Twitter followers last month, are proof that paying attention to readers' varied lifestyles can mean a big "harvest."

In April, Farm Journal increased followers by 6.32%. Other significant b2b gainers were **Access Intelligence's** (and min sister pub) PRNews, with nearly a 10.2% rise; Entrepreneur with a 6% jump; and **Cygnus Business Media's** Firehouse, which added almost 587 followers for a 6.39% gain.



Farm Journal's average Twitter users are over 40, according to social media editor Anna-Lisa Giannini. But that doesn't mean they aren't interested in new technology.

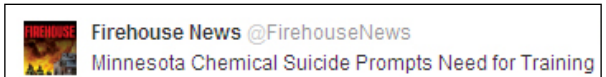
To facilitate the adoption of social media, **Farm Journal Media** recently started offering Twitter tutorials both online and onsite at live events. Editors also started heavily surveying readers about when, how, and why they use Twitter, and they have amended their strategy accordingly.

Farmers use twitter **primarily as a newsfeed**, Giannini explains, and a select one at that. "They might only follow five people or news sources, so the lifetime of a tweet is much longer than the average," she says. They tend to rise and check in bright and early, so Farm Journal now averages four tweets before 7 a.m., a midday tweet and then a smattering at 7, 9, and 10 p.m.

Content-wise, 98% of tweets are links to a story. "It's really hard to track, but I have a theory that the farmer who goes on Twitter is the same one who watches our television show, goes to our events and to our Web site," she says. The key is using Twitter to facilitate cross-pollination. A recent success story: A tweet linked to an interactive online map that shows state-by-state planting trends. Of the 8,400 followers of the account, 940 clicked on the link, Giannini says.



On the other hand, Firefighters might find "down time" to check their Twitter feed literally any time of day, so Cygnus' **FirehouseNews** twitter account is staffed around the clock. "It's a 24/7 industry," says **Firehouse.com** editor Peter Matthews. "You could get career firefighters coming back from a call at 3 a.m., and they're wide awake, so they hop on Facebook or Twitter."



Matthews says although Firehouse uses **Facebook** to highlight just a few sections or stories from **Firehouse.com** each day, every headline finds its way to Twitter to total about 25 tweets a day. He believes firefighters are checking in for news and names because the industry is inherently so tight-knit.

"There are 1.3 million-to-1.4 million in the industry, but when something happens in Montgomery County, Md., chances are someone from Contra Costa, Calif., trained with one of the men or women in the story," Matthews says. "You can almost look at Twitter is the new Google, where people do searches right off the bat."

Building on the communal nature of the fire service industry, Matthews during Q1 began encouraging the roster of firefighters, officers and others in the field who contribute to Firehouse to get their own Twitter account, retweet stories, and tweet about what they do for the publication.

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

INSIDE b2b: FACEBOOK BEATS TWITTER IN ENGAGEMENT FOR FIREFIGHTERS.

While charting the monthly **Twitter** followers for April, we decided to check out **Facebook** "likes" for the same top 16 b2b URLs. **Firehouse.com** (with 9,187 Twitter followers) took the top spot with a burning 162,547 "likes" on its Facebook page. We asked editor Peter Matthews what sends the target audience of approximately 1 million firefighters (in the United States) to Facebook at the end of their trying day. Engagement is the answer, as much of the time they are "wired" when they get home and take to their phone or computer to check out what their colleagues are saying. Matthews postulates each of his Facebook posts with a "Who are you and where are you from?" question such as, "What was your most memorable call?" And the shared stories grow throughout the night. — Greer Jonas

TWITTER WATCH 4/26/2012: TOP 16 B2B SITES BY INCREASED FOLLOWERS						
B2B	4/26/2012	3/21/2012	% Gain	More Followers	Twitter URL	
1 Women's Wear Daily (CN Digital)	2,009,945	1,987,485	1.12	22,460	http://twitter.com/womensweardaily	
2 Inc./Mansueto Ventures	396,936	375,156	5.49	21,780	https://twitter.com/#!/Inc	
3 Fast Company/Mansueto Ventures	474,220	454,734	4.11	19,486	http://twitter.com/fastcompany	
4 Entrepreneur	143,883	135,197	6.04	8,686	http://twitter.com/EntMagazine	
5 PC World/IDG	112,143	107,560	4.09	4,583	http://twitter.com/pcworld	
6 PR News Online/Access Intelligence*	43,695	39,241	10.19	4,454	https://twitter.com/#!/PRNews	
7 Adweek/Prometheus Global Media	59,450	57,864	2.67	1,586	http://twitter.com/adweek	
8 Computerworld/IDG	38,544	37,093	3.76	1,451	http://twitter.com/computerworld	
9 CIO/IDG	31,321	30,163	3.70	1,158	http://twitter.com/CIOonline	
10 Information Week/UBM Technology	29,810	28,826	3.30	984	http://twitter.com/informationweek	
11 Spectrum IEEE	19,286	18,573	3.70	713	https://twitter.com/ieeespectrum	
12 Brandweek/Prometheus Global Media	25,845	25,137	2.74	708	http://twitter.com/brandweek	
13 NetworkWorld/IDG	19,347	18,659	3.56	688	http://twitter.com/networkworld	
14 Firehouse/Cygnus Business	9,187	8,600	6.39	587	http://twitter.com/FirehouseNews	
15 Farm Journal	8,416	7,884	6.32	532	http://twitter.com/FarmJournal	
16 Officer/Cygnus Business	5,537	5,228	5.58	309	http://twitter.com/OfficerCom	

FACEBOOK LIKES FOR ABOVE TOP 16		
b2b Magazine/Parent	Likes as of 4/26	Facebook URL
1 Firehouse/Cygnus Business	162,547	facebook.com/Firehousecom
2 Entrepreneur	156,991	http://www.facebook.com/EntMagazine
3 Women's Wear Daily (CN Digital)	133,432	http://www.facebook.com/womensweardaily
4 Inc./Mansueto Ventures	89,872	https://www.facebook.com/Inc
5 Fast Company/Mansueto Ventures	70,038	https://www.facebook.com/FastCompany
6 PC World/IDG	54,682	http://www.facebook.com/PCWorld
7 Spectrum IEEE	27,313	http://www.facebook.com/IEEE.Spectrum
8 Adweek/Prometheus Global Media	26,501	http://www.facebook.com/Adweek
9 Officer/Cygnus Business	18,499	http://www.facebook.com/officercom
10 Computerworld/IDG	13,834	http://www.facebook.com/Computerworld
11 PR News Online/Access Intelligence*	13,620	http://www.facebook.com/prnews
12 CIO/IDG	7,984	http://www.facebook.com/CIOfacebook
13 NetworkWorld/IDG	6,147	http://www.facebook.com/NetworkWorld
14 Brandweek/Prometheus Global Media	5,510	http://www.facebook.com/Brandweek
15 Farm Journal	5,246	http://www.facebook.com/FarmJournal
16 Information Week/UBM Technology	4,266	http://www.facebook.com/informationweek

Source: [min](#) data collected from **Facebook** sites; * = [PR News](#) is a sister publication of [min](#).

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GUEST COMMENTARY
MICHAEL BIGGERSTAFF

WHY I HATE VC FIRMS (continued from page 1)

Unfortunately, it doesn't work that way. Profits are really what allow that company to pay back investors or make the company so successful that the venture capital people will get the payday they so desperately seek. If and when that doesn't happen, then you are expendable and subject to a merger, with the goal of the repackaged asset looking more valuable than it was before.

My partners and I determined long ago we were going to grow our business organically; taking anything we made and pouring it back into the company to grow Nxtbook into what we know it could be. It's not always easy to do that, given the promises of easy cash that can be achieved now through VC funding.

Since 2003, I have received calls or e-mail from 27 different VC firms, most of them multiple times over the years. These calls hit a frenzy in 2008 when we were named 303 on the **Inc. 500** list of fastest-growing companies in America. Calls have ranged from *I just wanted check in and see if Nxtbook was ready for an investment yet* to *We will stay out of your way and let your team run the business* and my favorite: *You won't even know we are around*. Each time, we turned them down because we knew what the investment would ultimately mean: We would lose control over our own business.

Like any industry but especially prevalent in ours (digital b2b publishing), most of our competitors are funded by venture capitalists and seem to work hard at customer acquisition while not working at all to generate a profit. I draw this conclusion based on how many are providing software almost for free or charging very little for their product. Obviously, customer acquisition is paramount to their play, since they long ago abandoned profitability as a core to their business.

This lack of profit translates directly into a lack of customer service. How can you have any, much less good customer service when you aren't making money to pay the people who provide it? Over time, this results in the changing of what was once a feared competitor. That change begins when the people who were the core of the company leave or are asked to leave because the company can no longer afford their talents. The knowledge they have about the company and the industry is lost forever. Who sees it most are the customers who expected certain service levels to be maintained, yet those levels certainly erode over time.

I strongly believe that as a your company's business life is made of choices, what you do and how you grow is all part of your business. It is the core fundamental belief in where you will travel as an organization. Nxtbook as a company is here to make a profit. Not a crazy rich profit, but one that provides an ability to grow as a company and keep up with the demands of the rapidly changing technology sector. We make that profit simply because that profit allows all things to be. Without it, we would be just another failed digital supplier being combined with another company with the hopes of something relevant coming out the other side.

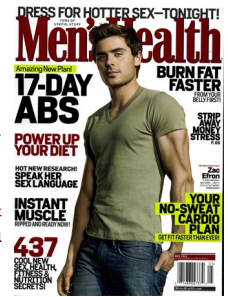
We know that we are relevant right here and right now. Our customers depend on us to have a great product backed up by service that is second to none. Our employees depend on us to be around a long time and provide great benefits and good solid living potential for each and every one. And, our Lancaster, Pa., community depends on us to be a shining example of a hometown technology company. These are responsibilities that we don't take lightly.

We feel all of these things are important to us as an organization but most important to us are you, our customers. We want you to know that we will continue providing strong product offerings backed up with customer service that is the best in the business. We are built for the long haul and I want to personally assure you that we will be here for you as our industry continues to move and shift. We won't let you down.

Michael Biggerstaff is Nxtbook Media chief inspiration officer.

"MEN'S HEALTH" SHOWS OFF ZAC EPHRON'S MUSCLED TRICEPS.

His fans know him as the lithe star of *High School Musical*, but Ephron physically did a 180 to prepare himself for *The Lucky One* as a Marine who experiences post-war trauma after he returns from Iraq. min is told that Ephron's four-month regimen of protein shakes (3,500 calories per day) and weight-lifting produced an 18½-pound weight gain and stunning triceps on the May MH cover. At a time when many celebrity appearances are "doctored" (14-year-old Seventeen reader Julia Bluhm petitioned the magazine to stop doing so and traveled from Maine to pay a May 2 "house call" to editor-in-chief Ann Shoket), the folks at MH assure us that as odd as Ephron's arm muscles may look to some, they are the real deal.



LAURA SCHROFF'S MAGAZINE-TWINED AN INVISIBLE THREAD.

It is a safe presumption that had Laura Schroff chosen any career, she would have still had that chance encounter in September 1986 with 11-year-old Maurice Maczyk, who lived



with his mother in a welfare hotel just two blocks away from Schroff's West 56th Street apartment and was begging for money. That Labor Day, Schroff took Maurice for lunch at **McDonald's**, and over the next 25½ years, her many acts of kindness helped turn his life around from someone destined for drugs and jail into a married man with a family,

home, and a contracting business. This is a wonderful story, and Schroff's *An Invisible Thread* (Simon & Schuster imprint **Howard Books**) blends the challenges that Maurice was facing with her own.

That is where magazines and media come in, because in 1986, Schroff was a USA Today account manager reporting to then-senior vp/advertising director Valerie Salembier. The now-Town & Country senior vp/publisher/chief revenue officer's friendship and support is shown by her writing the book's foreward.

And her two USAT sales colleagues in the book named Lou and Paul "grow up" to become **Condé Nast** chief marketing officer Lou Cona and **Time Inc.** chief revenue officer/**Style & Entertainment Group** president Paul Caine. "Lou's first act of kindness was donating two bagfuls of children's clothing when Maurice really needed it," says Schroff. "Paul's latest gesture was his buying 50 copies of the book to give to industry leaders."

Schroff went on to work for YM, InStyle (for Cona), Teen People (for Caine), People, People StyleWatch, and Brides (she was associate publisher when she stepped down in November 2009). Salembier, meanwhile, had moved to **Hearst Magazines** in 1996 (Esquire and Harp-er's Bazaar vp/publisher before T&C), and her friendship with 1994-2006 Good Housekeeping editor-in-chief Ellen Levine (now HM editorial director) led to a May 1997 feature.

It was at People where Schroff met senior writer (now contributor) Alex Tresniowski, and that is how *An Invisible Thread* germinated. "I found the words on a birthday card as an expression 'to connect those that are destined to meet,'" says Schroff. "*An Invisible Thread* applies directly to Maurice and me, but I also see meaning with family, friends, and colleagues."

After publication, Tresniowski wrote a summation in the October 30, 2011, Parade, where editorial director (since May 2010) Maggie Murphy is a past People executive editor. (That helped put *An Invisible Thread* on The New York Times nonfiction/hardcover best-seller list for 14 weeks.) On May 9, Schroff and Maczyk will receive The Pajama Program's *Dreamcatcher* award, which will be followed May 24 with Schroff and Tresniowski being recognized by **The Christophers** for their humanitarianism.

Congrats to Laura Schroff for *An Invisible Thread*,

The Editors

Steven Cohn, Editor-in-Chief
Greer Jonas, Managing Editor
Steve Smith, Digital Media Editor

