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Steve Smith's Eye on Digital Media: March 2012-vs.-February 2012 Boxscores:

A MIXED MARCH WITH TRAFFIC WINNERS...AND "HOT" TOMATOES.

Generally March traffic online enjoys a natural bounce back from the shorter and down-trending February. But the self-reported *min*'s digital boxscores metrics among magazine brands in March shows a much more mixed picture of incremental gains and losses for many sites. Nevertheless, seasonality will win out...as will tomatoes. Yes, tomatoes, because at Rodale's **OrganicGardening.com** (+114.04% page views, +98.28% unique visitors versus February 2012) users planning for the growing season drove
(continued, with boxscores, on pages 7, 8, and 9)

JOIN US JUNE 5 AT *min*'s DIGITAL MEDIA SUMMIT

There is a reason why *min* digital media editor Steve Smith will be hosting our eighth **Digital Media Summit** on Tuesday, June 5 at New York's **Marriott Marquis**. To paraphrase Carly Simon, *nobody does it better* than Steve in guiding publishers and editors through a digital space that is always evolving. Which is why he has recruited two keynoters: **Glam Media** chief digital marketing officer Erin Matts on *Using Technology to Create Communities--and the Next-Gen Media Company* and **Flipboard** editorial director Josh Quittner on *How Flipboard Is Changing the Way Content is Consumed*. Plus, a distinguished faculty from the magazine, advertising, and digital sectors will comprise eight panels. Go to minonline.com/minsummit for further information, and we look forward to your joining us.

Guest Commentary, by GfK MRI President/CEO Kathi Love:

NEW MAGAZINE AUDIENCE METRICS OFFER SOMETHING FOR EVERYONE.

For many years, leading magazine publishers and media agencies have been advocating a shift from circulation rate-based guarantees and their attendant cost-per-thousand metric to more relevant measures of accountability and return on investment. With the development of vastly improved print audience and advertising data, and the recent release of GfK MRI's **Audience Risk Manager** system, all the necessary tools for such a paradigm shift are upon us.

- ♦ In 2008, the **MPA--Association of Magazine Media** (formerly the **Magazine Publishers of America**), informed by dozens of interviews conducted on its behalf by **McKinsey & Co.**, called for new measurement metrics that would provide:
 1. Exposure to the magazine with syndicated issue-by-issue data and key demographics such as age, gender, income, ethnicity and family status.
 2. Engagement with ads based on issue-by-issue recall measurement for individual ads.
 3. Consumer action as a result of the ad.
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"FAMILY CIRCLE" IS ON A NEWSSTAND REBOUND.

The single-copy differentials have not been good for FC in recent **Audit Bureau of Circulations** reporting periods: -13.3% in second-half 2011; -16.2%, first-half 2011; and -15.6%, second-half 2010. (Its rivals--led by Woman's Day--have also been down.) But editor-in-chief (since September 2005) Linda Fears and publisher (since June 2011) Lee Slattery tell min that the now-monthly is on a +13% newsstand clip through May. Here, from **ABC Rapid Report**, are the data:

Family Circle Newsstand Sales

Year	Jan.	Feb.	March	April	May
2012	551,000	657,000	612,000	594,000	556,000 ^{EST.}
2011	650,426	651,398	442,363	N.C.	510,332

EST = Estimate; N.C. = Not Comparable (FC published two April issues in 2011)



Fears credits "familiarity. Soup covers are a mainstay for February, because of the cold weather. And 'mini-desserts' are now an April fixture with Easter." The big winner (+38%) was March's *Slow Cooker Comfort Foods* (pictured), so expect to see that again in 2013.

- ◆ Concurrently, FC has teamed up with the **Partnership for a Healthier America** (First Lady Michelle Obama is the honorary chairperson) to raise awareness of childhood obesity. Fears has moderated a series of roundtables, with the next one set for June 15 in Nashville. It will be done with **Meredith Corp.**-owned **WSMV-TV** (NBC affiliate), and among the panelists will be cardiologist and former Tennessee U.S. senator Bill Frist.
- ◆ Also... Slattery tells min that FC will be doing initiatives with the anti-bullying **Peace First**. More to come.

"OUTSIDE'S" TV NETWORK TO AIR ON COMCAST.

Effective in June, the two-year-old **Outside Television** will be carried on **Comcast's Xfinity** digital tv service that goes to many of the company's 24 million subscribers. The initial rollout will go to those who receive the Xfinity sports and entertainment package in several major markets (Chicago, Detroit, San Francisco, etc.), but Los Angeles and New York are not among them. min is told that the Comcast deal effectively "doubles" **Outside TV's** availability and reach, and **Outside** chairman/editor-in-chief Larry Burke (he bought the monthly shortly after its 1977 launch from Jann Wenner) calls the expansion "very exciting."

- ◆ **Outside TV** is a partnership with **Resorts Sports Network**, and the flagship program is the morning *Outside Today* (6:30 a.m./Eastern), which is an "active" (bicycling/hiking/skiing, etc.) counterprogram to the standard a.m. fare.

min IS A WINNER

On May 21, min digital media editor Steve Smith's *Mobile App Report* (an extension of the reviews he does for min and minonline) received the 2012 **Specialized Information Publishers Association (SIPA)** award for **Best One Topic Special Publication**. Congratulations to Steve, min managing editor Greer Jonas, designer Christina Barnard, and to 2008-2011 editorial director Steve Goldstein. He is now editorial director of **PR News**, which was the SIPA winner for **Best Online Community** and **Marketing Team of the Year**. min and PRN are published by **Access Intelligence, LLC**.

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"Us WEEKLY'S" HOT BODIES GET THE SUNSCREEN.

The pre-Memorial Day weekend release (June 4, 2012, issue date) has been an Us Weekly franchise for nearly a decade (began under 2003-2009 editor-in-chief Janice Min) as the flesh is in season with the onset of summer. Makes it ironic, therefore, that sun-care products had not been in the issue's advertising mix for, the words of publisher (since September 2000) Vicci Lasdon Rose, "some time" until their re-emergence this year. "**Banana Boat, Coppertone, and Hawaiian Tropic** are all in the issue after largely being out of print," she says. "That's a good sign."



The category also, pardon the pun, "protected" Us Weekly from not having a down issue, with the 69.98 ad pages slightly above 2011's 69.64. "*Hot Bodies* is our biggest issue, and we're happy in this climate," says Rose, "especially in our having a little more display [beauty is the biggest category] and a little less direct response. Newsstand sales were up by 67,000 last year [to about 882,000] in spite of our raising our cover price by \$1 to \$4.99. We have done the same this year."

Reflecting the "climate" in another sense is Rose's assertion that "these bodies are the real deal. None of the photographs have been altered, and that is can be seen by some of the women having a little more 'meat' on them. That is a sign of good health."

Coming this fall: the Us Weekly newsstand special-interest publication on *Breaking Dawn 2*, which will wrap the *Twilight* Saga series. It will be one of up to 10 SIPs this year, with Justin Bieber, *Hunger Games*, "boy band" One Direction, and the *Will and Kate Anniversary Album* already released. Cover price for each was \$9.99.

MEMORIES OF "M," "MANHATTAN, inc."...

News that **Fairchild Fashion Media** president/ceo (since January 2010) Gina Sanders will re-launch the men's-fashion M in September after a 20-year hiatus wakes up--as they say at **Notre Dame**--the echoes. From 1983-1992, the 200,000-circulation M complemented W during the **Capital Cities** era at Fairchild. The *Civilized Man* tagline fit M's upscale image, but by 1990, it was getting steamrolled by the Art Cooper-edited *Gentlemen's Quarterly* (ironically, then-GQ publisher and current **Hearst Magazines** president/marketing and publishing director Michael Clinton is a Fairchild alumnus) and, to a lesser extent, by the 1986 **Hearst Magazines**-acquired *Esquire*.



Also getting steamrolled was *Manhattan, Inc.*, the business/lifestyle magazine that Herb Lipson launched in 1984 to give the **Metrocorp** chairman a New York presence to complement his ownership of *Boston* and *Philadelphia*. *Manhattan, Inc.* was a hit under editor-in-chief Jane Amsterdam in winning the general excellence **National Magazine Award** in 1985, but Amsterdam quitting in 1987 over differences with Lipson (she briefly served as *New York Post* editor during the Rupert Murdoch "interregnum" in 1988-1989) was a major loss, and successor Clay Felker (1968 *New York* magazine founding editor) could not turn things around.

In 1990, Lipson and Fairchild merged M and *Manhattan, Inc.* into M Inc. (with Jane Lane and Felker as co-editors), which lasted until its closure in August 1992, which was near the end of recession that badly hurt upscale magazines. Exactly the opposite in 2012, with upscale faring best in this troubled economy, which is why M returns (replacing the trade-magazine *Menswear*) as a 75,000 controlled-circulation quarterly. In charge are FFM editorial director (since July 2010) and M alumnus Peter Kaplan and vp/publisher Neal Berger, who was the final publisher of *Men's Vogue*, which shut down in October 2008.

..."DETAILS," WHEN IT CHANGED "GENDERS"...

It was a "downtown" women's magazine when launched in 1982 by Annie Flanders. **Condé Nast** chairman S.I. Newhouse, Jr., purchased *Details* in 1989, and the M closure induced him and then-CN president Bernie Leser to hire James Truman as editor-in-chief and change the readership to "downtown" male. Now, as the *New York Post* reported (May 23), conditions are back to square 1 with the Newhouse-owned M competing with the Newhouse-owned *Details*.

...AND THE ALSO-RETURNING "BEST LIFE."

This "less-exerting" five-year spinoff of **Rodale's** *Men's Health* (BL targeted an older male audience) was an April 2009 casualty of the recession. Now, BL gets an encore with its October 2012 release as a special-interest publication and iPad app. Returning as editor is Stephen Perrine, but BL's final publisher Michael Wolfe has since moved to *The Week*.

GUEST COMMENTARY ON AUDIENCE METRICS

KATHI LOVE



NEW MAGAZINE AUDIENCE METRICS OFFER SOMETHING FOR EVERYONE

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Additionally, Jack Kliger, the former **Hachette Filipacchi Media U.S.** president/ceo (1999-2008) and chairman of the MPA board of directors (2005-2007), observed that "advertising effectiveness measurement in other media is derived from an audience, viewership or readership metric, and it is therefore important that magazine measurement is comparable to other media. Using readership metrics is a better model, not only for advertisers but for our magazines relationship with their readers."

Now, four years later, the industry essentially has everything that the MPA determined it should have. Moreover, early pioneers have made great strides putting these new metrics into place. For example:

- In 2010, **Starcom MediaVest Group** and **Time Inc.** announced a partnership called the **Alliance for Magazine Accountability**, the goal of which was to promise advertisers that certain numbers of people would recall their print ad campaigns or take action based on having seen the ads.
- In early 2011, **The Week** magazine began using data from **GfK MRI Starch Advertising Research** to back its performance guarantee to advertisers based on consumer recall of ads in the publication.
- In the summer of 2011, **Meredith National Media Group** launched the **Meredith Engagement Dividend** program that uses panel data to guarantee print advertisers in certain Meredith titles predetermined sales increases.
- Shortly thereafter, Time Inc. unveiled **PinPoint**, which compares Time Inc. subscriber data with shopper information from **Nielsen Catalina** to show a correlation between magazine readership and product purchases.

These bold initiatives should be lauded; they move beyond discussion to action by showing the effectiveness of magazine ads not just at the top of the purchase funnel, but also at the more critical lower points as well.

And now there is **GfK MRI's Audience Risk Manager (ARM)**, which could make it easier for publishers to migrate from their ingrained historic comfort of using only rate-base circulation guarantees. ARM was designed to provide similar comfort by providing the ultimate in flexibility and risk-assessment for publishers wishing to move to audience guarantees. It is the first syndicated solution enabling performance guarantees based on a publication's total audience, total advertising audience, or actions-taken audience.

This Internet-based system uses historical magazine data to generate metrics showing the probability that a given advertising schedule will achieve a given gross audience level. Our hope is that it will make moving to audience guarantees a comfortable shift by allowing buyers and sellers to use historical performance data of magazine titles, magazine genres, and specific creative or advertised brands as the reference point when choosing how to best build an audience guarantee, such as:

1. Guaranteeing the gross audience for issues of a magazine in which a particular ad campaign appears.
2. Guaranteeing the gross audience who will recall a particular ad campaign appearing in given issues of a magazine.
3. Guaranteeing the gross audience who will take an action as the result of seeing a particular ad campaign in given issues of a magazine.

The magazine industry continues to face serious competition for ad dollars with other media. If publishers are willing to begin the migration to better measurements of accountability, they have never been better equipped to rise to the challenge.

Kathi Love (KATHI.LOVE@GFKMRI.COM) is president/ceo of **GfK MRI** (formerly **Mediamark Research & Intelligence**).

MIN'S WEEKLY BOXSCORES (week of May 28, 2012)

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
AMERICAN PROFILE	5/27	6.77	5/29	8.82	-23.24	195.46	203.64	-4.02
BLOOMBERG BUSINESSWEEK	5/28	27.00	5/30	32.83	-17.76	613.10	556.96 y	10.08
CONGRESSIONAL QUARTERLY	5/28	1.00	5/30	5.00	-80.00	92.00	179.83 y	-48.84
ECONOMIST, THE (N.A.)	5/26	29.83	5/28	32.75	-8.92	761.88	807.64 y	-5.67
ENTERTAINMENT WEEKLY	5/25	25.66	5/27	30.49	-15.84	422.45	463.28	-8.81
GOLF WEEK	5/25	18.08	5/27	14.67	23.24	492.06	578.67 y ³	-14.97
GOLF WORLD	5/28	15.33	5/30	15.50	-1.10	355.05	478.12 y	-25.74
IN TOUCH	5/28	16.49	5/30	14.49	13.80	266.82	368.44	-27.58
LIFE & STYLE WEEKLY	5/28	7.16	5/30	10.67	-32.90	207.51	201.07	3.20
NATION, THE	5/28	7.33	5/30	4.00	83.25	133.35	100.81	32.28
NATIONAL ENQUIRER	5/28	17.15	5/30	17.23	-0.46	351.71	356.30	-1.29
NATIONAL JOURNAL	5/27	8.50	5/28	14.00	-39.29	162.50	207.00	-21.50
NEWSWEEK	5/28	19.63	(no issue)		—	298.35	249.16 y	19.74
NEW YORKER, THE	5/28	16.60	5/30	15.66	6.00	411.35	453.69	-9.33
NEW YORK MAGAZINE	5/28	37.99	5/30	34.85	9.01	951.21	956.45	-0.55
NEW YORK TIMES MAGAZINE	5/27	10.40	5/29	23.21	-55.19	854.81	910.09	-6.07
OK!	5/28	23.64	5/30	21.41	10.42	527.87 x	443.26	19.09
PARADE	5/27	6.95	5/29	6.77	2.66	201.75	229.32	-12.02
PEOPLE	5/28	51.08	5/30	53.46	-4.45	1,279.15	1,415.70	-9.65
SPORTS ILLUSTRATED	5/28	25.09	5/30	18.71	34.10	575.90	599.19	-3.89
STAR	5/28	23.64	5/30	28.98	-18.43	460.05	591.16	-22.18
TIME	5/28	22.84	5/30	20.00	14.20	456.23	572.97	-20.37
" (Special on the killing of bin Laden)			5/20	10.00	—	456.23	582.97 y	-21.74
TIME OUT NEW YORK	5/23	25.94	5/25	28.25	-8.18	643.61	728.81	-11.69
TV GUIDE	5/28	19.27	5/30	17.56	9.74	274.16 R	320.46 y ²	-14.45
USA TODAY	5/18	27.82	5/20	29.30	-5.05	628.06	734.34	-14.47
USA TODAY SPORTS WEEKLY	5/19	0.49	5/18	1.12	-56.25	9.68	27.32	-64.57
USA WEEKEND	5/27	8.75	5/29	8.25	6.06	200.13	218.11	-8.24
US WEEKLY	5/28	27.00	5/30	31.65	-14.69	646.44	795.35	-18.72
WEEK, THE	5/25	9.73	5/27	13.00	-25.15	208.08	304.27 y	-31.61
WOMAN'S WORLD	5/28	4.86	5/30	6.83	-28.84	134.42	144.75	-7.14

MIN'S BIWEEKLY BOXSCORES (updates and revisions)

	Issue Date	2012 Ad Pages	Issue Date	2011 Ad Pages	% of Diff.	YTD 2012	YTD 2011	% of Diff.
ESPN	5/28	38.33	5/30	37.00	3.59	396.40	459.64	-13.76
ROLLING STONE (<i>Big Book</i>)	5/31	13.02				306.25 x	348.29	-12.07

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

MIN'S MONTHLY BOXSCORES (update)

	JUNE 2012	JUNE 2011	% of Diff.	YTD 2012	YTD 2011	% of Diff.
INTERVIEW	26.00	19.33	34.51	272.00	232.32	17.08
TOTAL (154 titles)	10,104.39	10,772.97	-6.21	53,837.71	57,275.14	-6.00

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EYE ON DIGITAL MEDIA
STEVE SMITH



MARCH 2012 VERSUS FEBRUARY 2012 DIGITAL BOXSCORE ANALYSIS
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massive traffic gains. And the visitors were looking for the basics. A simple 2½-minute video on how to plant tomatoes was the leader for the month. "Planting potatoes" was the second-most popular natural search term leading to the site, after "organic gardening" itself.

CNTraveler.com (+43.60% page views, +39.13% unique visitors) succeeded in driving traffic from a series of e-newsletter drops during the month as well as linkage from **Yahoo!**. Newsletters were also part of the story for **SouthernLiving.com** (+24.08% PVs, +16.09% UVs) as the site got record traffic from its internal messaging and search growth.

Speaking of planting seeds, **Luckymag.com** (+39.22% PVs, +12.93% UV) set a record in March by sowing the Internet with attractive content. According to executive editor Lauren Sherman, "It was our biggest month ever, and we did no search-engine marketing. The big links came from **Yahoo!**, **MSN**, and **College Fashion**. We also had a huge amount of traffic from **Facebook**, which had a lot to do with our innovative timeline." **Luckymag's** FB timeline took the novel approach of turning it into a real "timeline of shopping," with starting points being 1846, when the first U.S. department store opened, and 1873, when **Levi Strauss** was founded.

In fact, social media has become one of the most important drivers in the past year to many of the magazine brands as their strategies mature. **Inc.com** (+23.71% PVs, +34.64% UVs) execs say that the site has been very active in the social arena with 94,000 FB likes. **Entrepreneur.com's** (+51.88% PVs, +41.69% UVs) huge hike came from special content projects like an entrepreneur interview series and 60-second solution center.

And the aforementioned **SouthernLiving.com** also reports 39% month over month growth from social sources, led by the March 26 announcement of Lafayette, La., as its *Tastiest Town in the South*, a topic that has viral distribution written all over it. There is nothing that gets social media buzzing as local team spirit.

Then, of course, sometimes you get the traffic the old-fashioned Web way--by portal power. **WMagazine.com** (+95.30% PVs, +52.73% UVs) was up a couple of million page views from the previous month, largely from Yahoo! syndication that drove 2.3 million page views.

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MARCH 2012 VERSUS FEBRUARY 2012 DIGITAL MEDIA BOXSCORES

Media Sites/Parent	URL	MAR '12 PV	FEB '12 PV	% Diff.	MAR '12 UV	FEB '12 UV	% Diff.	Source
All You/Time Inc.	allyou.com	14,104,492	13,471,655	4.70	1,312,323	1,304,123	0.63	Omniure
Allure/CN Digital	allure.com	23,097,292	20,022,055	15.36	1,343,052	1,263,819	6.27	Omniure
Architectural Digest/CN Digital	archdigest.com	6,641,751	7,730,600	-14.08	407,063	455,869	-10.71	Omniure
Atlantic, The	theatlantic.com	38,113,838	40,145,958	-5.06	10,878,791	9,939,787	9.45	Omniure
AutomobileSource Interlink	automobile.com	7,875,048	7,788,314	1.11	1,922,917	1,933,078	-0.53	Omniure
Better Homes and Gardens/Meredith	bhg.com	207,329,493	181,162,840	14.44	7,607,912	7,001,156	8.67	Omniure
Bicycling/Rodale	bicycling.com	6,072,095	4,832,980	25.64	738,064	631,627	16.85	Coremetrics
Bon Appetit/CN Digital	bonappetit.com	6,957,272	6,572,068	5.86	1,306,340	1,177,014	10.99	Omniure
Brides/CN Bridal Media	brides.com	15,742,701	14,759,207	6.66	1,589,353	1,436,794	10.62	Omniure
Budget Travel	budgettravel.com	10,476,572	11,606,405	-9.73	1,037,816	932,643	11.28	Google
Car and Driver/Hearst*	caranddriver.com	85,342,290	82,418,001	3.55	4,273,827	3,977,558	7.45	Omniure
Car Craft/Source Interlink	carcraft.com	693,640	874,209	-20.66	299,177	349,454	-14.39	Nielsen
Circle Track/Source Interlink	circletrack.com	349,744	351,151	-0.40	114,188	110,499	3.34	Nielsen
CNNMoney/Time Inc.	cnnmoney.com	142,000,000	132,000,000	7.58	11,600,000	12,600,000	-7.94	Comscore
CNTraveler / CN Digital	cntravler.com	5,293,226	3,686,014	43.60	395,901	284,551	39.13	Omniure

MARCH 2012 VERSUS FEBRUARY 2012 DIGITAL MEDIA BOXSCORES

Media Sites/Parent	URL	MAR '12 PV	FEB '12 PV	% Diff.	MAR '12 UV	FEB '12 UV	% Diff.	Source
Coastal Living/Time Inc.	coastalliving.com	5,705,442	5,252,610	8.62	607,307	570,524	6.45	Omniture
Concierge/CN Digital	concierge.com	3,980,520	4,111,975	-3.20	1,341,654	1,435,418	-6.53	Omniture
Cooking Light/Time Inc.	cookinglight.com	15,226,308	15,913,177	-4.32	2,189,323	2,416,243	-9.39	Omniture
Cosmopolitan/Hearst	Cosmopolitan.com	103,331,602	96,434,073	6.00	7,910,256	7,379,657	7.19	Omniture
Country Living/Hearst	CountryLiving.com	23,029,682	25,195,512	-8.60	1,341,657	1,528,888	-12.25	Omniture
Cycle World/Bonnier*	cycleworld.com	1,029,239	847,575	21.43	312,212	242,501	28.75	Google
Details/CN Digital	details.com	3,124,783	2,866,652	9.00	443,715	422,392	5.05	Omniture
Dirt Rider/Source Interlink	dirtrider.com	1,203,965	1,170,096	2.89	404,214	380,194	6.32	Nielsen
Discover	discovermagazine.com	5,130,145	4,695,506	9.26	2,368,055	2,144,120	10.44	Google
Dwell	dwell.com	3,713,750	3,703,335	0.28	352,607	353,717	-0.31	Google
Economist	economist.com	36,326,836	12,995,878	179.53	7,911,648	7,473,351	5.86	Omniture
Elle/Hearst*	elle.com	32,581,251	30,787,145	5.83	3,467,246	3,079,529	12.59	Omniture
Elle Décor/Hearst*	elledecor.com	7,649,287	8,154,208	-6.19	497,518	523,199	-4.91	Omniture
Entertainment Weekly/Time Inc.	ew.com	102,064,542	109,631,650	-6.90	14,383,299	15,008,495	-4.17	Omniture
Entrepreneur	entrepreneur.com	75,815,759	49,919,338	51.88	7,750,793	5,470,268	41.69	Coremetrics
Epicurious/CN Digital	epicurious.com	36,014,523	39,722,890	-9.34	7,821,506	8,742,620	-10.54	Omniture
Esquire/Hearst	esquire.com	29,163,965	30,470,627	-4.29	4,463,575	4,313,948	3.47	Omniture
Essence/Time Inc.	essence.com	53,734,979	54,367,970	-1.16	1,594,377	1,870,181	-14.75	ComScore
Family Circle/Meredith	familycircle.com	5,008,257	4,829,417	3.70	680,224	576,663	17.96	Omniture
Family Handyman/Reader's Digest	familyhandyman.com	4,874,218	4,552,503	7.07	1,627,382	1,396,600	16.52	Omniture
Fast Company/Mansueto Ventures	fastcompany.com	10,115,432	10,209,495	-0.92	4,248,671	4,254,984	-0.15	Omniture/
Field & Stream/Bonnier	fieldandstream.com	4,582,000	4,780,000	-4.14	816,000	794,000	2.77	Omniture
Fitness/Meredith	fitnessmagazine.com	42,972,766	31,954,189	34.48	5,057,821	3,956,668	27.83	Omniture
Fit Pregnancy/American Media Inc.	fitpregnancy.com	1,320,864	1,064,393	24.10	263,566	233,781	12.74	Google
Food & Wine/AmEx	foodandwine.com	13,884,000	17,287,000	-19.69	2,413,000	2,468,000	-2.23	Omniture
4 Wheel & Off Road/Source Interlink	4wheeloffroad.com	818,518	981,066	-16.57	281,924	299,404	-5.84	Nielsen
Four Wheeler/Source Interlink	4wheeler.com	861,923	987,911	-12.75	360,048	355,293	1.34	Nielsen
Glamour/CN Digital	glamour.com	43,583,651	44,173,871	-1.34	4,566,698	4,624,276	-1.25	Omniture
Good Housekeeping/Hearst	goodhousekeeping.com	39,535,226	39,382,176	0.39	3,560,327	3,590,744	-0.85	Omniture
Golf Digest/CN Digital	golfdigest.com	13,214,190	11,350,527	16.42	1,045,266	860,782	21.43	Omniture
Gourmet /CN Digital	gourmet.com	1,890,565	1,479,405	27.79	610,562	448,531	36.12	Omniture
Gentlemen's Quarterly/CN Digital	gq.com	60,820,794	73,877,653	-17.67	2,496,458	3,044,281	-18.00	Omniture
Grubstreet / New York Media	Grubstreet.com	4,878,348	7,181,710	-32.07	673,206	654,591	2.84	Omniture
Guideposts	guideposts.com	1,327,802	1,337,949	-0.76	210,550	216,745	-2.86	Google
Harper's Bazaar/Hearst	harpersbazaar.com	21,637,071	22,753,745	-4.91	1,282,685	1,389,512	-7.69	Omniture
Health/Time Inc.	health.com	26,671,769	19,673,338	35.57	3,512,505	2,885,977	21.71	Omniture
Hot Rod/Source Interlink	hotrod.com	1,927,703	1,822,066	5.80	566,928	546,251	3.79	Nielsen
House Beautiful/Hearst	housebeautiful.com	31,502,894	39,331,909	-19.90	1,202,212	1,359,118	-11.54	Omniture
Inc./Mansueto Ventures	inc.com	19,802,743	16,007,603	23.71	5,439,761	4,040,118	34.64	Omniture/
InStyle/Time Inc.	instyle.com	82,345,234	86,805,154	-5.14	3,967,170	3,666,252	8.21	Omniture
Kiplinger's Personal Finance	kiplinger.com	14,258,369	15,149,918	-5.88	2,007,278	1,929,890	4.01	Omniture
The Knot	theknot.com	101,796,476	104,673,629	-2.75	5,687,560	5,550,478	2.47	Coremetrics
Ladies' Home Journal/Meredith	lhj.com	6,423,017	8,472,888	-24.19	775,901	1,063,537	-27.05	Omniture
Lucky/CN Digital	luckymag.com	14,778,137	10,615,304	39.22	727,956	644,593	12.93	Omniture
Marie Claire/Hearst	marieclaire.com	19,674,093	20,664,331	-4.79	1,958,724	2,205,721	-11.20	Omniture
Maxim/Alpha Media	maxim.com	65,237,127	63,823,727	2.21	3,393,489	3,450,476	-1.65	Google
Men's Health/Rodale	menshealth.com	80,990,959	84,270,226	-3.89	9,512,414	9,704,325	-1.98	Coremetrics
Midwest Living/Meredith	midwestliving.com	4,658,384	5,096,665	-8.60	451,093	418,298	7.84	Omniture
More/Meredith	more.com	12,240,718	10,602,515	15.45	1,575,259	1,473,944	6.87	Omniture
Motorcyclist/Source Interlink	motorcyclist.com	1,814,059	1,550,998	16.96	644,965	554,642	16.28	Nielsen
Motortrend/Source Interlink	motortrend.com	28,876,756	28,108,136	2.73	5,966,325	5,804,923	2.78	Omniture
My Recipes/Time Inc.	myrecipes.com	89,306,486	84,850,642	5.25	10,135,758	10,044,068	0.91	omniture
National Geographic	nationalgeographic.com	245,938,845	233,959,729	5.12	22,478,379	20,296,294	10.75	omniture
New York Magazine	nymag.com	54,121,065	69,678,245	-22.33	7,782,231	8,510,678	-8.56	Omniture
New Yorker, The/CN Digital	newyorker.com	17,371,119	16,244,157	6.94	4,557,539	4,222,748	7.93	Omniture
Newsmax	newsmax.com	36,170,000	32,919,000	9.88	8,000,000	7,200,000	11.11	Nielsen
Newspaper National Network Top 25	nnnlp.com*	682,576	700,925	-2.62	224,020	219,988	1.83	ComScore
Organic Gardening/Rodale	organicgardening.com	3,094,460	1,445,722	114.04	754,534	380,534	98.28	Coremetrics
Outdoor Life/Bonnier	outdoorlife.com	3,773,000	3,720,000	1.42	378,000	242,000	56.20	Omniture

MARCH 2012 VERSUS FEBRUARY 2012 DIGITAL MEDIA BOXSCORES								
Media Sites/Parent	URL	MAR '12 PV	FEB '12 PV	% Diff.	MAR '12 UV	FEB '12 UV	% Diff.	Source
Parenting/Bonnier	parenting.com	14,702,511	16,335,645	-10.00	3,016,311	2,971,426	1.51	Omniure
Parents/Meredith	parents.com	48,022,735	46,052,635	4.28	5,333,238	5,136,667	3.83	Omniure
Paste	pastemagazine.com	5,097,392	5,748,701	-11.33	2,012,765	2,099,284	-4.12	Google
People/Time Inc.	people.com	893,773,986	1,064,058,294	-16.00	30,517,844	33,803,112	-9.72	Omniure
People en Espanol/Time Inc.	peopleenespanol.com	27,610,817	30,087,619	-8.23	1,808,328	1,706,801	5.95	Omniure
Popular Mechanics/Hearst	popularmechanics.com	17,211,793	16,238,305	6.00	3,665,261	3,328,094	10.13	Omniure
Popular Photography/Bonnier	popphoto.com	2,765,452	2,541,892	8.80	455,302	418,530	8.79	Omniure
Popular Science/Bonnier	popsci.com	9,869,330	10,404,554	-5.14	2,722,613	2,596,367	4.86	Omniure
Prevention/Rodale	prevention.com	19,007,901	17,472,231	8.79	2,937,372	2,696,230	8.94	Coremetrics
Quick & Simple/Hearst	quickandsimple.com	2,144,232	1,909,073	12.32	202,592	177,253	14.30	Google
Everyday with Rachael Ray/RDA	rachaelraymag.com	2,217,168	2,066,572	7.29	2,066,572	782,467	164.11	Omniure
Reader's Digest/RDA	rd.com	33,195,579	41,722,349	-20.44	3,425,270	2,718,697	25.99	Omniure
Real Simple/Time Inc.	realsimple.com	50,263,402	53,587,219	-6.20	4,764,743	5,188,135	-8.16	Omniure
Redbook/Hearst	redbookmag.com	22,036,985	27,174,463	-18.91	1,801,040	1,942,517	-7.28	Omniure
Road & Track/Hearst*	roadandtrack.com	21,170,526	18,875,363	12.16	1,042,663	1,022,414	1.98	Omniure
Rod & Custom/Source Interlink	rodandcustommagazine	437,104	476,534	-8.27	117,553	122,946	-4.39	Nielsen
Rolling Stone/Wenner	rollingstone.com	45,165,316	50,120,946	-9.89	6,461,657	7,055,071	-8.41	Google
Runner's World/Rodale	Scientific American	24,821,528	22,240,924	11.60	4,619,111	3,219,514	43.47	Coremetrics
Running Times/Rodale	runningtimes.com	1,218,773	1,112,240	9.58	363,628	324,819	11.95	Coremetrics
Saveur/Bonnier	saveur.com	4,020,460	4,421,705	-9.07	848,895	922,812	-8.01	Omniure
Scientific American	scientificamerican.com	9,900,000	9,800,000	1.02	4,040,000	3,700,000	9.19	Webtrend
Scholastic	Scholastic.com	84,435,085	83,637,786	0.95	7,903,730	7,488,225	5.55	Omniure
Self/CN Digital	self.com	28,320,515	22,543,638	25.63	4,113,869	3,601,144	14.24	Omniure
Seventeen/Hearst	seventeen.com	46,669,283	41,738,953	11.81	2,917,332	2,956,521	-1.33	Omniure
Shape/American Media Inc.	Shape.com	19,917,824	18,381,102	8.36	2,484,020	1,857,937	33.70	Google
Slate/WPNI	slate.com	54,000,000	49,000,000	10.20	5,500,000	5,300,000	3.77	ComScore
Smithsonian Digital Network	smithsonian.com	7,736,371	5,141,625	50.47	1,707,204	1,494,239	14.25	Google
Sound and Vision/Bonnier	Soundandvisionmag.com	834,706	799,159	4.45	202,421	203,015	-0.29	Omniure
Southern Living/Time Inc.	southernliving.com	15,996,507	12,891,899	24.08	1,931,076	1,663,429	16.09	Omniure
Spectrum IEEE	spectrum.ieee.org	1,365,280	1,256,356	8.67	549,845	491,663	11.83	Google
Spin	spin.com	5,186,349	4,519,919	14.74	797,870	1,155,630	-30.96	Google
Sporting News	sportingnews.com	61,485,552	49,594,295	23.98	13,326,719	13,151,026	1.34	Omniure
Sport Truck/Source Interlink	sporttruck.com	694,455	767,109	-9.47	281,924	198,101	42.31	Nielsen
Style/CN Digital	style.com	185,601,872	247,420,842	-24.99	2,521,006	2,997,016	-15.88	Omniure
Sunset/Time Inc.	sunset.com	10,774,634	8,989,295	19.86	1,373,864	1,210,866	13.46	Omniure
Taste of Home/Reader's DigestNew	tasteofhome.com	34,298,584	34,092,209	0.61	6,655,928	6,529,649	1.93	Omniure
Teen Vogue/CN Digital	teenvogue.com	13,180,434	12,460,016	5.78	1,060,018	953,052	11.22	Omniure
Tennis	tennis.com	21,819,529	10,891,113	100.34	1,266,480	678,043	86.78	Google
This Old House/Time Inc.	thisoldhouse.com	28,694,796	26,673,182	7.58	3,386,237	3,056,853	10.78	Omniure
Time/Time Inc.	time.com	73,900,000	75,000,000	-1.47	8,800,000	9,500,000	-7.37	ComScore
Town and Country/Hearst	townandcountrymag.com	177,409	192,940	-8.05	36,943	40,175	-8.04	Omniure
Traditional Home/Meredith	traditionalhome.com	4,713,444	3,479,578	35.46	362,856	336,669	7.78	Omniure
Travel + Leisure/AmEx	travelandleisure.com	13,308,000	9,529,000	39.66	1,372,000	1,117,000	22.83	Omniure
Us Weekly/Wenner	usmagazine.com	202,096,949	215,389,870	-6.17	14,231,285	14,954,995	-4.84	Google
Vanity Fair/CN Digital	vanityfair.com	32,272,513	19,645,023	64.28	2,906,928	2,019,117	43.97	Omniure
Veranda/Hearst	veranda.com	651,785	642,985	1.37	65,263	68,406	-4.59	Omniure
Vogue/CN Digital	vogue.com	30,194,255	34,577,609	-12.68	1,475,501	1,666,554	-11.46	Omniure
Vulture / New York Media	vulture.com	12,265,015	17,134,787	-28.42	2,807,638	3,340,841	-15.96	Omniure
W Magazine/CN Digital	wmagazine.com	5,224,583	2,675,138	95.30	643,279	421,181	52.73	Omniure
The Week	theweek.com	8,124,219	6,460,977	25.74	1,870,329	1,779,389	5.11	Google
Wired/CN Digital	wired.com	54,772,491	48,764,612	12.32	16,381,480	14,547,461	12.61	Omniure
Woman's Day/Hearst*	womansday.com	17,152,005	19,443,402	-11.78	2,722,268	3,099,855	-12.18	Omniure
Women's Health/Rodale	WomensHealthMag.com	25,405,756	22,701,905	11.91	3,501,666	3,219,514	8.76	Coremetrics
WWD/Fairchild Fashion Media	wwd.com	6,795,356	9,227,298	-26.36	750,514	844,696	-11.15	omniure

PV = Page Views: Total page requests served from the site for the month and generally received from internal logs or third-party audit; UV = Unique Visitors: Unduplicated audience coming to the site this month, often retrieved from third-party-panel-based measurement services;
 nnnlp.com = Corporate website The NNN Top 25 data include the urls of all newspaper sites in the top 25 US markets

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INSIDE b2b: A MARCH MEDICAL AD-PAGE "CHECK-UP."

Below are charts for the top 10 health-care publishers and infectious disease titles for March from **Kantar Media**. Also check out our story on **Dermatology** from last week's issue.

Top 10 Health-Care Publishers on estimated ad revenue for YTD March (2012/2011/2010)					
Publisher	March 2012 Ad pgs.	% Diff	March 2011 Ad pgs.	% Diff	March 2010 Ad pgs.
Elsevier	3,961.00	-16.3%	4,730.40	13.3%	4,174.50
Lippincott Williams & Wilkins	1,571.90	-18.1%	1,919.30	-1.7%	1,953.20
Advanstar Communications	1,220.10	-3.7%	1,266.40	-1.8%	1,289.00
Jobson Medical Group	869.7	-15.1%	1,024.10	1.2%	1,011.60
Slack Incorporated	867.7	-13.8%	1,006.80	-5.8%	1,068.40
American Medical Association	839.2	-13.8%	974.00	-5.1%	1,026.80
Haymarket Media, Inc.	695.4	-12.0%	790.30	6.1%	745.1
HMP Communications	622.8	1.0%	616.50	1.8%	605.5
AEGIS Publications, LLC	411.7	12.9%	364.50	31.3%	277.7
Dentistry Today	264.2	-7.3%	285.10	-0.3%	285.9
Total /Top 10	11,323.7	-12.7%	12,977.40	4.3%	12,437.7
TOTAL All Health-care Publishers	24,324.60	-12.9%	27,916.80	1.1%	27,605.70
Estimated Gross Ad spend YTD: \$151.2 mil					

Infectious Diseases Publications' Ad Pages in March (2012/2011/2010)					
Title/Publisher	March 2012 Ad Pages	% Diff	March 2011 Ad Pages	% Diff	March 2010 Ad Pages
Clinical Infectious Diseases\Oxford University Press	112.0	69.7%	66.0	-30.5%	95.0
Infectious Disease News\Slack	103.0	32.9%	77.5	19.2%	65.0
New England Journal Med-HIV/Aids Demo	55.0	52.8%	36.0	-14.3%	42.0
Journal of Infectious Diseases\Oxford University Press	46.0	67.3%	27.5	71.9%	16.0
AIDS\LWW	29.0	-18.3%	35.5	61.4%	22.0
Journal of Acquired Immune Deficiency Syndromes\LWW	28.0	-35.6%	43.5	8.1%	40.3
Lancet Infectious Disease\Elsevier	13.0	N/A	0.0	N/A	0.0
Total Top 10	386.0	35.0%	286.0	2.0%	280.3
Total All Infectious Diseases	386.0	33.1%	290.0	-5.3%	306.3
Estimated Gross Ad spend YTD: \$1.5 million					

This chart of ad-page totals has been calculated by **Kantar Media**, using the top 10 health-care publishers and infectious disease publications based on estimated ad revenue for YTD March 2012 based on issues received by time of data release. Source: Kantar Media, Professional Health: Journal Ad Review(TM) Data; Copyright 2012 Kantar Media. All rights reserved. Report and report data may not be reproduced or distributed outside of License company without the written permission of Kantar Media Professional Health.

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Guest Commentary/Howard Sholkin



WHAT'S YOUR DIGITAL AGE?

This is my 40th year at work where I began as a broadcast journalist, but for the past 31 years I have made a living in public relations and marketing communications at eight tech-related companies in the Boston area. Early in my tech career, during a six-year period, I had to bounce back from three layoffs.

When I joined **IDG** in 2003 as director of communications, I came battle hardened to the boom and bust cycles in the tech and dot.com industries. But, like you, I could not imagine what awaited us starting in 2008. I remember a veteran IDG media executive saying that fall that the economic situation felt different than anything before. Four years later, too many companies and people have not recovered: the government reports that approximately 13 million people are unemployed with another 6 million who have given up their search. The media industry, especially newspapers and magazines, has been hard hit. Layoffs at **Meredith Corp.**, **The New York Times**, and **Ziff Davis Enterprise** are among the most recent examples of an industry that continues to struggle to make up for its lost print revenues.

Professions in Flux

Some conclusion can be drawn from the media findings below that your best bet is to get smart about digital now or consider another career. Digital is the growth engine fueled first by the connected Web and now by social and mobile. However, there may be an obstacle in your digital path: your age. The international recruitment agency **EMR** recently surveyed 500 marketing professionals and three-quarters over the age of 50 say they have encountered discrimination. **MarketingWeek** said half the marketers felt technology change has led companies to choose the "perceived dynamism of youth over the genuine benefits of experience."

Journalism may be taking its lumps due to an outdated definition. The traditional reporter role has undergone dramatic change, but a writer who can tell a story in print, online, and video is going to succeed. And, when the story is finished, will the writer be able to socialize or distribute it to benefit both the individual's brand and the employer's? Is the writer flexible enough to apply his or her writing skills to content marketing?

Mixed Media Signals

Veronis Suhler Stevenson (VSS) reported in April 2012 that spending in the broadly defined media and communications sector is expected to reach \$1.419 trillion by 2015 at a compound annual growth rate (CAGR) of 5.7%, significantly higher than the increase in gross domestic product (GDP) of 4.4% over the same period. Consumer Internet and mobile services spending is projected to rise 18.1% and business-to-business media 5.6%. Then, there's print media: consumer-magazine revenue may dip 0.8% while newspapers drop 3.8%.

When VSS, a private equity firm, factors in an expected surge in digital for custom publications, b2b media, consumer Internet, and mobile services, the CAGR rises to 8.4%. In the more narrowly defined b2b trade publishing market, **Outsell Inc.** estimates revenue of \$18.7 billion last year, a 3.4% growth over 2010.

From Washington comes a decidedly different view. The U.S. **Bureau of Labor Statistics** (BLS) tracks publishing unemployment, excluding the Internet, which hit a high for last year of 10% in December but improved to 4.6% in March 2012. Looking ahead, reporters and correspondents made the BLS list of 30 occupations projected to have the largest employment declines from 2010-2020 (-7.5%).

CareerCast, in its annual rankings, put broadcaster and newspaper reporter on the "worst" list, the first time two media jobs earned that dubious distinction. Finally, **The Daily Beast** listed journalism in its 10 most useless college majors along with film, video, graphic design, and photographic arts. (continued on page 13)

HOWARD SHOLKIN COMMENTARY: WHAT'S YOUR DIGITAL AGE? (continued)

VSS Communications Industry Segment Performance Index	
Industry Segments vs. Nominal GDP & Total Communications	2011-2012 Revised Growth (as of 1st-qtr. 2012)
Pure-Play Consumer Internet & Mobile Services	18.1%
Public Relations & Word-of-Mouth Marketing	14.6%
Broadcast Television	9.3%
Subscription Television	7.7%
Branded Entertainment	7.5%
Out-of-Home Media	7.2%
Business & Professional Services	7.1%
Outsourced Custom Content	6.7%
Total Communications Spending	5.6%
Business & Professional Information	5.6%
Business-to-Business Media	5.5%
Education & Training Media & Services	5.3%
Nominal GDP	4.4%
Business-to-Business Promotions	4.0%
Entertainment Media	3.5%
Direct Marketing	2.9%
Broadcast & Satellite Radio	2.6%
Consumer Promotions	2.1%
Consumer Magazine Publishing	0.8%
Consumer Book Publishing	-2.2%
Newspaper Publishing	-3.8%
Local Consumer Directories	-5/6%
Source: VSS Communications Industry Forecast 2011-2015 Mid-Term Update	

Where Do We Go from Here?

Media companies and professionals who realize they are in the content business regardless of medium are coming out of the downturn. Many campaigns are custom programs drawing publishers into what can be a very profitable marketing services business. And, digital data that publishers can collect represent a gold mine as media companies do what they have done for decades: bring buyers and sellers together. For example, min found that in March 2012, **People.com** tracked 893,773,986 page views (see consumer digital charts on page 9) and, in the b2b arena, IDG's **Computerworld.com** tracked 7,926,455 PVs. (We will be reporting b2b URL traffic in June.)

As companies transform themselves, media professionals must do the same. The IDG-owned **International Data Corp.**'s **CMO Advisory Service** estimates that there are more than 40 marketing program options. That is a lot of room to grow for among others, writers, content producers, program managers, technologists, and sales pros.

As we pull ourselves out of a large hole, how may media professionals have taken the time to help an unemployed person once a week or once a month? The government cannot do much for some of the more than 19 million people who are not earning wages and not paying taxes, but we can. I have learned not only the importance of networking but also the responsibility to help anyone who needs advice or a career lift.

Need proof of the power of networking (before the social kind)? All but one of my nine jobs had a significant networking component. A person's network, expertise, and reputation may be the most important components for job security in these uncertain times. And these components are largely controlled by YOU.

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BILL WACKERMANN ISN'T DONE FLIPPING HIS SCRIPT.

As we reported last week, the Glamour executive vp/publishing director (since May 2004) went "extracurricular" with his writing his semi-autobiographical *Flip the Script* on achieving business success. That Wackermann has "caught the bug" comes from his telling min that he now has a fiction book in mind, and although he would not disclose any specifics, there is--as we all know--no shortage of plot lines at Glamour parent **Condé Nast's** Four Times Square headquarters. But a Wackermann version of *The Devil Wears Prada* won't come for at least another three years. "Right now, my #1 job is focusing on Glamour's September issue," he says.

- ♦ Perhaps his work will be based on *Flip the Script* feedback that included "Wackermann has such a kind voice." A little Jekyll-and-Hyde there, with the admitted perception of his arrogance and his telling us: "Some people here [at CN] are saying 'What?'"
- ♦ It's a small literary world. Wackermann and *An Invisible Thread* author Laura Schroff (min, May 7, 2012) share the same agent, Laura Miller (**Dupree Miller**), and the same publisher, **Simon & Schuster**. Their magazine careers intersected in 2008-2009, when Schroff was associate publisher of the publishing director Wackermann-led *Brides*, and now their book careers do as well. There is the possibility of *An Invisible Thread* (on Schroff's 1986 encounter with an impoverished 11 year-old that changed his life and hers) being turned into a movie.

"ALL YOU" GIVES ITS SUPPORT TO THE MILITARY MOMS.



This **Memorial Day** weekend, we remember those men and women who died fighting for our country. It is a reminder to also honor those who served and those family members who in their own way went above and beyond the call of duty. The May 25 All You salutes three military wives and mothers who faced these challenges:

1. Cheryl Ganser, whose husband Bryan suffered "multiple injuries" from a 2006 explosion in Iraq that required 20 months of surgery and rehabilitation (both are pictured below).
2. Brianna Cassel, whose Afghanistan-serving husband Josh missed the birth of daughter Elizabeth and now has to acquaint himself with her and reacquaint himself with three-year-old-son Benjamin.
3. Benita Koeman, whose Army chaplain husband's three tours of duty in Iraq and Afghanistan led her to start **Operation We Are Here** to help struggling military families.

They are three of what All You editor (since April 2007) Clare McHugh calls "inspiring military moms" who "bravely meet the daily challenge that [serving your country] presents for so many Americans." It led to McHugh and founding group publisher (August 2004) Diane Oshin to partner All You with **Operation Homefront**, the umbrella nonprofit organization (for **Operation We Are Here** and others) dedicated to assisting military families in need.

McHugh invited readers to nominate other military moms, and some of the early returns include a teenage girl who selected her mother, a mother who nominated her daughter, a husband who honored his wife (calling her his hero), and a woman who met and married her husband after he was wounded. For more, go to allyou.com/OH.

McHugh promises more military mom profiles in future issues. Proper timing would be around November 11: **Veterans Day**.

As we express each year in remembering those who have given their lives from the American Revolution through Iraq and Afghanistan: **War, no matter the time or technology, is hell.** All You reveals that adjusting to the personal challenges created by war is hell and heartwarming.

Saluting All You this Memorial Day,

The Editors

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

