



SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER

IT WAS A TURBULENT FIRST WEEK OF 2009

The bad economic news made it a nonsurprise that **Meredith Corp.**, **McGraw-Hill Cos.**, and **Forbes Media, LLC**, restructured last week--continuing what most magazine/media companies did late last year--with the cost of a magazine (Meredith's Country Home) and the cost of jobs: 250 at Meredith, 375 at MH, and 19 at Forbes. That the latter merged Forbes with **FORBES.COM** after years of "it will never happen" denials by president/coo Tim Forbes came out of necessity, because as brother and chairman/editor-in-chief Steve Forbes told min (December 22, 2008), "These are unique and horrific times."

Also, the New York Post was the first to report (January 7) that Entertainment Weekly managing editor (since September 2002) Rick Tetzeli was stepping down (or "up" to the **Time Inc.** corporate offices to work on "special projects"), with People executive editor Jess Cagle succeeding. Tetzeli's Fortune background made him a questionable hire after Jim Seymore's 1990-2002 reign, but Tetzeli served EW with distinction, and he had his moments. Perhaps none better than the **Dixie Chicks** posing *aux naturelles* in the May 2, 2003, issue to protest the then-nascent Iraq war. Today, many would argue that both the Chicks and EW were ahead of their time.

Yet, in this gloom comes the potentially (at min's press time) resuscitation of the Mitch Fox-led **8020 Media**. For more on that, see the story below.

WE MAY KNOW THIS WEEK IF IT'S A WONDERFUL LIFE FOR MITCH FOX.

On New Year's Day, Fox e-mailed a press release saying that all attempts to sell the Jpg-flagshipped **8020 Media** to "traditional" media companies had fallen through and that the bimonthly--which publishes selected photographs "from the online community"--will fold. But then, as if *It's a Wonderful Life*'s guardian angel were watching, it was Fox's e-mail that led digital-media executives to learn of 8020's plight and to
(continued on page 7)

OBITUARIES: THE LIVES THAT BUCKLEY/ELLIOTT/FELKER/NYLEN/SCHWARTZ LIVED.

We honor them and other magazine/media notables who passed away in 2008 on page 8.



- **TRACEY ALTMAN IS READER'S DIGEST-OPTIMISTIC FOR 2009.....** Page 2
- **SOME EARLY-2009 MEDIA-STOCK OPTIMISM--AFTER A TERRIBLE 2008...** Page 3
- **SMITH ON THE FIRST 30 DAYS; IN STYLE'S "HAIR" SPECIAL..** Pages 4 and 7
- **McPHETERS ON "SHARING THE WORK"; REDBOOK FEB. RECORD...** Pages 6 and 7
- **FC EDITOR & "JUDGE" LINDA FEARS; GH SEAL'S RETRO CENTENNIAL..** Page 10

"READER'S DIGEST" PUBLISHER TRACEY ALTMAN IS A NOT-SO-COCKEYED 2009 OPTIMIST...

She moved in September 2008 after six years as American Profile/Relish/Spry (**Publishing Group of America**) group publisher to fill the vacancy left by Jeff Wellington's May resignation, and--somewhat surprisingly in this climate--Altman likes the timing. "RD is a magazine providing service with a good feeling, with articles like January's *How We Can Renew America's Dream*, and that is exactly what the marketplace is now looking for," she says. "We have a huge reach [8 million rate base and a **Mediamark Research & Intelligence**-measured 35 million audience], and we're in the process of developing smart and attractive platforms. Were it not for the weak pharmaceutical category, which is the reason why our 2008 ad pages were -4%, we would have finished up last year. It is also why our first-quarter differential will be about -5%, which, comparatively, is not bad. [Editor-in-chief] Peggy Northrop is a terrific partner."

- ◆ That Altman was a success at PGA is seen in ceo (since November 2002) Dick Porter "staying the course" by promoting American Profile publisher Amy Chernoff to succeed her as group publisher. "Amy and I were colleagues for eight years, and she is terrific," she says. At RD, where Altman reports to **Reader's Digest Association Community** president (since April 2007) Eva Dillon, her responsibilities extend to the other U.S. brand products, including the demos, the large-type editon, and the Spanish-language Selecciones, where publisher Cindy Hack (ex-Golf for Women) reports to her.
- ◆ Altman's biggest adjustment... directing a monthly. Since moving from the agency side, she worked for **American Media** (before and during David Pecker's since-April 1999 reign) at National Enquirer/Star until joining PGA in 2000. "The difference is that each monthly issue counts at least four times more," she says. "A 'down' advertising issue with a weekly can be quickly forgotten. It's much tougher to forget it here."

...AND WE WERE 350,000 PESSIMISTIC WITH "RACHAEL RAY'S" RATE BASE.

In min's January 5, 2009, story on the RDA-owned Every Day with Rachael Ray's holiday *Gift-Away*, we listed the guarantee at 1.35 million. That was its 2007 level; now, it's 1.7 million.

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MEDIA STOCKS ROSE A BIT IN DECEMBER...

Last month, 16 out of the 28 stocks in the **min Index** posted gains, as investors went bargain-hunting. None more so than **Primedia**, which jumped to \$2.17 per share on New Year's Eve after trading at a mere 77 cents on December 8. But, in the larger perspective, the \$2.17 was a bargain next to Primedia's \$8.50 closing on New Year's Eve 2008.

Also, **News Corp.** switched from the **New York Stock Exchange** to **NASDAQ** on December 29, and with that came a stock-symbol change from **NWS** to **NWSA**, as NASDAQ listings have four letters versus the NYSE's three. This "evens the score" from 1997, when **The New York Times Co.** moved from NASDAQ (as **NYTA**) to the NYSE (as **NYT**).

...BUT 2008 WAS AWFUL...

The reason for all the restructurings and layoffs is shown below. When **Meredith Corp.**'s value drops by 68.9%, **McGraw-Hill Cos.** by 47.1%, and **Time Warner's** by 39.1%, ceos are forced to cut costs to keep their companies alive. While the magazine and media industries face challenges that go beyond the overall economy, if much of the financial sector (**AIG**, **Bear Stearns**, **Lehman Brothers**, **Merrill Lynch**, etc.) had not either gone belly-up or rescued by the Feds to get out of the sub-prime-mortgage mess, we doubt that companies like **Lee Enterprises/McLatchy Co./Source Interlink Cos.** would have turned into under-\$1-per-share "penny stocks." But **Sun-Times Media Group** is nearly worthless because its former boss, Conrad Black, is in jail.

YEAR-END-2008 STOCK WATCH

COMPANY [SYMBOL]	PRICE			COMPANY [SYMBOL]			PRICE		
	12/31	4 wks#	2008@				12/31	4 wks#	2008@
BELO, A.H. CORP. [BLC]	\$ 1.56	- 1.3	- 88.8	NEWS CORP. [NWSA]*	\$ 9.09	+ 9.5	-57.2		
CBS CORP. [CBS]	8.19	+10.7	-69.9	PLAYBOY ENTERPRISES [PLA]	2.16	+30.9	-76.3		
COMCAST CORP. [CMCSA]	16.88	+ 7.0	- 7.6	PRIMEDIA [PRM]	2.17	+181.8	-74.5		
WALT DISNEY CO. [DIS]	22.69	+ 4.1	-29.7	REED ELSEVIER PLC (ADR)## [RUK]	29.84	+ 3.7	-44.6		
GANNETT CO. [GCI]	8.00	- 6.1	-79.5	SCHOLASTIC INC. [SCHL]	13.58	- 6.0	-61.1		
GOOGLE INC. [GOOG]	307.65	+12.1	-55.5	SCRIPPS, E.W. & CO. [SSP]***	2.21	- 4.7	-----		
INTERPUBLIC GROUP OF COS. [IPG]	3.96	+ 2.9	-51.2	SOURCE INTERLINK COS. INC. [SORC]	0.13	- 7.1	-95.5		
LEE ENTERPRISES [LEE]	0.41	-31.7	-97.2	SUN-TIMES MEDIA GRP. [SUTM]	0.05	-16.7	-97.7		
MACROVISION SOLUTIONS CORP. [MVSN]**	12.65	+24.3	-31.0	TIME WARNER INC [TWX]	10.06	+ 6.1	-39.1		
MARTHA STEWART LIVING OMNIMEDIA [MSO]	2.60	-14.2	-72.0	VIACOM INC. [VIA]	20.12	+26.5	-54.3		
McCLATCHY CO. [MNI]	0.80	-61.9	-93.6	WASHINGTON POST CO. [WPO]	390.25	- 2.6	-50.7		
McGRAW-HILL COS. [MHP]	23.19	- 0.1	-47.1	YAHOO! INC. [YHOO]	12.20	+10.4	-47.5		
MEDIA GENERAL [MEG]	1.75	+12.9	-91.8	min MEDIA INDEX	\$946.08	+ 163.8	-54.4		
MEREDITH CORP. [MDP]	17.12	+ 7.1	-68.9						
MICROSOFT CORP. [MSFT]	19.44	+ 1.7	-45.4	NASDAQ COMPOSITE	1,577.03	+ 9.1	-40.5		
NEW YORK TIMES CO. [NYT]	7.33	- 7.7	-58.2	DOW JONES INDUSTRIAL AVERAGE	8,776.39	+ 4.8	- 33.8		

= From December 5, 2008; @ = From December 31, 2007; ## = ADR (American Depository Receipts);

* = **News Corp.** purchased **Dow Jones & Co.** for \$5 billion (\$60 per share) on December 13, 2007; also, **News Corp.** symbol changed to **NWSA** with December 29, 2008, switch to NASDAQ;

** = **Macrovision Solutions Corp.** closed the purchase of **Gemstar-TV Guide International** for \$2.3 billion on May 2, 2008. **TVG** was then sold to **OpenGate Capital** for \$1 on Oct. 13, 2008;

*** = **E.W. Scripps** restructured on June 30, 2008 (**Scripps Networks Interactive** was formed); year-to-date differential is not applicable.

...AND EARLY-2009 VALUES ROSE A BIT MORE.

A quick snapshot of media stocks following last Thursday's (January 8) Wall Street close shows that all gained value since New Year's Eve. **Gannett** closed at \$8.63 per share (versus \$8.00); **Martha Stewart Living Omnimedia**, \$3.43 (versus \$2.60); **McGraw-Hill**, \$23.65 (versus \$23.19); **Meredith**, \$18.55 (versus \$17.12), **Playboy Enterprises**, \$2.30 (versus \$2.16), **Time Warner**, \$10.39 (versus \$10.06), and **Washington Post Co.**, \$420.52 (versus \$390.25).

The **Dow Jones Industrial Average** and **NASDAQ** closed at 8,742.45 and 1,617.01, which were respectively -0.4% and +2.5% from New Year's Eve. The stimulant for the market since the September 15 **Lehman Brothers** collapse has been the government's **TARP** (**Troubled Asset Relief Program**) bailouts, and how Wall Street reacts after January 20 to the Obama Administration's programs will be critical. Will it rival Franklin D. Roosevelt's *100 Days* that launched the **New Deal** in 1933?

EYE ON DIGITAL MEDIA
STEVE SMITH

AT FIRST30DAYS.COM, CHANGE IS THE NEW STATUS QUO



Like an East Coast Arianna Huffington, New York-based **FIRST30DAYS.COM** founder Ariane de Bonvoisin's alluring European accent shows up just about everywhere these days in promoting a new cross-platform media model in venues large and small. "I am doing either tv, radio, print, or speaking events nearly every week...even a local shelter in Baltimore for women," says the former managing director of **Time Warner's Digital Media Venture Fund** and advice author of *The First 30 Days: Your Guide to Any Change* (**Harper One**; see min, May 5, 2008). She extended her "change movement" online a year ago with a site about handling life's many challenges, from divorce to retirement. "I am pretty active in finding and connecting with people."

That people connection has netted de Bonvoisin impressive first-year returns on an initial investment from several magazine industry sources, including ex-**Time Warner** chairman/ceo Dick Parsons and **Hearst Interactive Media**. In fairly short order, **FIRST30DAYS.COM** grew to 1.6 million uniques and 510,000 registered users supporting a 12-person staff. The site has attracted nine major ad brands, including **CitiBank**, **Kmart**, **Weight Watchers**, and test-preparer **Kaplan Inc**. Despite a third-quarter-2008 revenue drop, the fledgling site booked about \$500,000 in revenue for the fourth quarter. "If we hadn't taken the third-quarter hit, we would have been profitable by mid-2009, so now maybe it will be late-2009," de Bonvoisin says.

FIRST30DAYS.COM follows what may be called a post-Web strategy of creating a new content brands that start efficiently online but are designed for portability across all platforms. The site already enjoys partnerships with **MSN**, **BeliefNet**, **Yahoo!**, **Shine**, and even **Huffington Post**. "I am clear that we are not just building a destination site," says de Bonvoisin. "This is more of a **CNet** model--content everywhere. We are building out the distributed content model."

And more. The company recently took onto its board of directors John Kilcullen, founder of brand consultancy **Brand Revolution** and the creator of the *For Dummies* book series at IDG over a decade ago. "The bigger play here is not only having the hub of the brand sit online, but also [extending] into the broader media world," says de Bonvoisin. "What is the book play, the columns [she already writes one for Redbook]? Is there a tv play?"

In addition to crafting distribution partnerships that accelerate the brand and draw monetizable traffic, **FIRST30DAYS.COM** will experiment with hybrid models that include fee-based digital content. In the next few months, the site will aggregate some of its most successful content into downloadable PDF "guides" to major life changes. While the 30-40 page downloads will repurpose existing free content, de Bonvoisin believes that packaging and immediacy add the \$5-\$6 value she expects to charge for the digital books. "People spend money when they go through change and are more open to getting something of value," she says. "The number one thing people have been asking is can they get something right now."

FIRST30DAYS.COM also goes against the conventional online obsession with community and user-generated content. "Content monetizes much more quickly than community" is de Bonvoisin's argument. User-generated content and person-to-person contact constitutes only about 20% of the site, and that is just fine for sponsors. "It is not the place [advertisers] want to put their brands and banners--no way."

Steve Smith (POPEYESMITH@COMCAST.NET) is digital media editor for min/min's b2b/**MINONLINE.COM**. He posts regularly on **The Insider** blog and directs the min Webinars. Smith also co-chairs the annual min Day Summit and as ceo of **Roving Eyeball Inc.**, consults for a number of publishers in the digital space.

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COMMENTARY

REBECCA McPHERTERS



SHARING THE WORK

The loss of jobs within the publishing industry has increased at an alarming rate. As revenues have declined, publishers have rushed to reduce expenses, even as they begin to pursue business models that are less reliant on advertising. Layoffs have become an almost knee-jerk reaction to the bad economy and other ills plaguing our industry and the country.

But is it the right reaction? And, if layoffs are required, is it necessary that they be of the magnitude that we have become accustomed to reading about day after day? It is in the best interest of us all to do whatever we can to minimize or avoid layoffs. One way to do this is to share the work required among a larger number of people.

The economic and social impact of layoffs is staggering. Those laid off lose their ability to support families, as well as status within their communities and their homes. For most, loss of income results in the near elimination of discretionary spending--and a reduced ability to pay for things that are less discretionary. Homes are lost, families are weakened, debts are not paid, and products are not bought. Without income, many can no longer afford premiums for ongoing health-care coverage.

On the other hand, if hours and salaries are only somewhat reduced, discretionary spending is more likely to occur--albeit at lower levels. More products will be bought and more companies can afford to advertise. Families can tighten their belts, but they are less likely to go hungry or lose their homes. The psychic toll is lessened. The cost to society--both monetary and human--is reduced.

In the current environment, spending has been curtailed not only by those who have been laid off, but also by a much larger group of those who are still employed but fear the loss of their jobs. A commitment to retain a larger employee base, even at reduced pay, would increase feelings of security among those working, as well as their willingness to spend the money necessary to restore our economy.

Sharing the work would benefit all industries dependent directly or indirectly on consumer spending, because it would increase demand for their products and services. It would benefit employers by reducing or eliminating severance expenses and the cost of training new employees when the economy improves. It would limit the need for government-provided social services for which we all pay--provided we are lucky enough to still have enough income to pay taxes.

But exactly how would "sharing the work" work? If a company has targeted a reduction in personnel expenses of 5%, employees would be asked to take a reduction in pay in exchange for working fewer hours --enough to produce the needed savings. Given the costs of benefits, the reduction in hours and pay would be somewhat greater than 5%.

Will the best employees leave? Perhaps some will--but many may welcome an opportunity to have an extra day off on a regular basis--or to take a few weeks of unpaid leave. Others will feel increased loyalty and respect for a company that makes the extra effort to keep its employees working and insured during a time when outside opportunities are few for even the best employees.

Sharing the work requires more imagination and leadership than simply reducing staff. But it has the potential to facilitate a faster economic recovery that will benefit us all, allowing more people to maintain their livelihoods, while continuing to buy the products which fuel advertisers' demand for magazine pages. It is both morally appropriate and economically sound.

Rebecca McPheters, the former New York Times Magazine Group group executive and Simmons president, now heads the McPheters & Co. consultancy (RMCPHERTERS@MCPHERTERS.COM). Her Eye on Metrics column appears in min regularly.

RESUSCITATION--SEEMINGLY--FOR MITCH FOX'S 8020 MEDIA (continued from page 1)

express interest to add it to their portfolios. Thus, at min's January 9 press time, Fox told min that he and his attorneys were considering six bids and that a decision may be made by this week. Nothing is guaranteed in this tough economy, but the fact that 8020 has a chance for survival after being all but buried does Fox proud. For more, log onto MINONLINE.COM.

♦ Also... The January 7 deadline for the bids was the first anniversary of Fox's ouster as **Condé Nast** group president, after being with the company (Details/Vanity Fair publisher; **Golf Digest Cos.** president, etc.) for nearly two decades. He became 8020 president/ceo last February.

"REDBOOK" HAS ITS BIGGEST ADVERTISING FEBRUARY EVER (SINCE 1903)...

VP/publisher (since July 2003) Mary Morgan tells min that February's 114.3 ad pages set a 106-year Redbook milestone for the month. Great triumph for her and her staff (differential with February 2008's 97.3 ad pages is +17.5%), but it is still sobering. January Redbook was -20% and March, at this time, appears soft. Morgan gains a key asset with the hire of associate publisher Chris McLoughlin, the former Golf for Women publisher and son of 1980s' **Reader's Digest Association** president/coo and 1990 **Magazine Publishers of America** **Henry Johnson Fisher** award-recipient Dick McLoughlin.

...AND "SCHOLASTIC PARENT & CHILD"/"HALLMARK" HAVE STRONG FEBRUARIES, TOO.

At 16 and three years old, respectively, SP&C and Hallmark lack Redbook's "seniority," but both had a February/March "growth spurt." SP&C publisher (since 2005) Risa Crandall tells min that the issue's 57.99 ad pages were +11.7% versus Feb./March 2008's 51.88, with new business coming from **Mirena/Leap Frog/Sonic/Walgreens/Nestlé**, and her Hallmark counterpart (since the September 2006 launch) Carol Campbell-Boggs (ex-More) reports that Feb./March 2009's 65.17 is an impressive +53.4% versus 2008's 42.29. ("We are fortunate to have many platforms," she says.) Further, SP&C finished 2008 circa +45%; Hallmark, +30%.

"HAIR" IS A 2009 "IN STYLE" SPECIAL.

No connection to the classic 1960s' musical, but, per the theme song, IS publisher (since September 2001) Lynette Harrison says her readership likes hair *shining, gleaming, steaming, flaxen, and waxen*. Those descriptives, and others, are reasons for Hair joining Makeover and four Weddings releases as IS 2009 specials that are predominately newsstand and distinct from the regular magazine's monthly frequency/1.7 million rate base. Hair is a first in this series that began about a decade ago, and Harrison predicts "it will be very popular because women are hair-conscious." Issue, which will be out in May, is wholly sponsored by **Kao Brands** (**Ban, Jergens**, etc.). Makeover, in August, is partnered with **Clinique/Juicy Couture/Max Factor** parent **Ulta**.

♦ Also: (1) Last night (January 11) marked IS' 10th **Golden Globes** afterparty at the **Beverly Hilton** venue (would have been the 11th, were it not for the **Writers Guild of America Strike** last January); (2) IS's 15th anniversary will be marked in New York in September by a *15th on Fifth* retail program; and (3) the January 2009 IS--with Kate Hudson on the cover--marks the beginning of the first full year for managing editor Ariel Foxman (ex-Cargo). Predecessor (since March 2002) Charla Lawhon was promoted to IS group editor in September.

min ★★ ★ *SAVE THE DATE!* ★

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2008 OBITUARIES: BILL BUCKLEY'S MAGNIFICENT LIFE WASN'T "CONSERVATIVE"...

Politically, William F. Buckley, Jr., was literally *On the Right*, with his newspaper column, 50-plus books, *Firing Line*, and, his greatest legacy, *National Review*. His eclecticism (includes his love for sailing), we would argue, was hardly conservative, nor was his influence. Our favorite tribute was *Newsweek* columnist George Will's connecting the dots to determine that Buckley "won the Cold War" (min, November 4, 2005, and March 3, 2008).

That Buckley's also-eclectic son Christopher veered from the right to endorse Barack Obama (min, October 27, 2008) was heresy to some, but we would argue not with his dad, who always liked a good--and eloquent--debate.

...OSBORN ELLIOTT'S MAGNIFICENT LIFE WAS "NEWSWEEK"...

His 1961-1976 *Newsweek* editor's stint encompassed the civil rights movement/Cold War/Vietnam and Watergate, which proved perfect timing for Oz Elliott to "modernize" the 1933 launch with bylines, new columnists (Milton Friedman/Paul Samuelson, etc.), and compelling work such as 1963's *The Negro in America*. Elliott served with equal distinction as 1978-1991 dean of the **Columbia University Graduate School of Journalism**, which oversees the **National Magazine Awards**.

...CLAY FELKER "WAS THE MOST INFLUENTIAL EDITOR OF OUR GENERATION"...

Fans of Bill Buckley and Oz Elliott may disagree, but George Hirsch, who launched *New York* magazine with Felker in April 1968, told min (July 14, 2008) that Felker's *NYM* "personalized journalism, and if you read *The New York Times* and *The Washington Post*, it is clear that they followed his teaching." Felker's later career (*New West/Esquire/afternoon New York Daily News/Manhattan, Inc.*) was less successful, but he will forever be remembered for what 1994-1996 *NYM* editor Kurt Andersen called his "biggest Big Idea."

...BOB NYLEN WENT FROM VIETNAM TO "NEW ENGLAND MONTHLY" TO BELIEFNET.COM...

He served each with distinction. Nylén won both a **Purple Heart** and **Bronze Star** in Vietnam (1960s). His co-founding *NEM* (1984) was the springboard to the careers of partner/1990s *Life* managing editor Dan Okrent and past and present **Disney Publishing** editorial directors Alix Kennedy/Ann Hallock. And he co-launched **BELIEFNET.COM** (1999), which is unique in that it *teaches*, not *preaches*, religion.

...TONY SCHWARTZ ALWAYS GAVE US MORE WITH LESS...

He was a creative genius in developing advertising campaigns with little more than a tape recorder collecting "sounds of the city," and Schwartz's famous nuclear Armageddon *Daisy Ad* for the 1964 Lyndon Johnson presidential campaign was a pickup from his public-service campaign on behalf of disarmament. (Years later, it won the praise of LBJ opponent Barry Goldwater.) Schwartz's *Hear and Now* ran in min from 1968-1993.

...AND JEFF FOLEY LOVED TRAVEL AND PEOPLE.

"Jeff had more energy than 10 people combined and was truly loved by all," says retired **Emmis Publishing** national sales president Helshi Lockwood, of her former colleague, who subsequently was *The New Yorker* European travel manager under Tom Florio and David Carrey (1990s) and *Travel Holiday* publisher under Jack Kliger (2000-2003). "Jeff embodied a maxim he loved: live well, laugh often, love much."

We also remember...

1. *Clive Barnes*, *New York Times* (1965-1978)/*New York Post* (1978-2008) theater critic.
2. *W.C. ("Bill") Heinz*, acclaimed news/sportswriter and author (*Run to Daylight*, etc.).
3. *Rust Hills*, *Esquire's National Magazine Award*-winning fiction editor (1957-1999).
4. *Jim McKay*, **ABC's Wide World of Sports** host (1961-2001).
5. *Olivia Monjo*, ex-*Home/Woman's Day Special Interest Publications* editor-in-chief
6. *Bill Reilly*, **Primedia** founder/ceo (1990-1999), **Aurelian Comm./Summit Business Media**.
7. *Tim Russert*, **NBC News** Washington bureau chief/*Meet the Press* host (1991-2008).
8. *Richard Shortway*, *Vogue* publisher (1969-1987) with editors Diana Vreeland/Grace Mirabella.
9. *Robin Toner*, *New York Times* Washington correspondent (1985-2008).
10. *David Foster Wallace*, author and frequent magazine contributor.

Condolences to *American Baby* editor-in-chief (since 1969) Judy Nolte on the passing of husband Randy Heimer. And to ex-*Better Homes and Gardens/Parents/Woman's Day* publisher Jan Studin on the passing of her father, Abe Studin.

TIP
of the
week

In a down market, know which accounts are the most likely to shuffle their ad schedule. Sales reps who use MagazineRadar know who they are.

Sponsored by **MAGAZINE Radar**
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MIN'S WEEKLY BOXSCORES (last issues of 2008)

	Issue Date	2008 Ad Pages	Issue Date	2007 Ad Pages	% of Diff.	YTD 2008	YTD 2007	% of Diff.
SOAP OPERA DIGEST	12/30	8.60	12/25	11.81	-27.18	774.46 x	1,128.33	-31.36
SPORTING NEWS ^B WEEKLY AS OF 9/01/2008	12/22	16.74 D	12/24	15.57	7.51	492.96	737.92 ^{y8}	-33.20
USA TODAY	12/26	36.91	12/28	47.11	-21.65	3,221.12	3,889.13	-17.18
USA TODAY SPORTS WEEKLY	12/24	1.31	12/26	3.50	-62.57	205.83	270.36	-23.87
TOTAL (35 magazines)						46,959.07	53,966.22	-12.98

(first issues of 2009)

	Issue Date	2009 Ad Pages	Issue Date	2008 Ad Pages	% of Diff.	YTD 2009	YTD 2008	% of Diff.
AMERICAN PROFILE	1/04	7.55	1/06	9.87	-23.51	7.55	9.87	-23.51
" "	1/11	9.99	1/13	8.78	13.78	17.54	18.65	-5.95
BUSINESS WEEK	1/12	18.50	1/14	24.56	-24.67	18.50	24.56	-24.67
CQ	1/05	4.50	1/07	5.00	-10.00	4.50	5.00	-10.00
" "	1/12	6.50	1/14	3.00	116.67	10.50	8.00	31.25
ECONOMIST, THE	1/03	17.33	1/05	32.75	-47.08	17.33	32.75	-47.08
ENTERTAINMENT WEEKLY	1/09	15.04	1/11	17.67	-14.88	15.04	17.67	-14.88
IN TOUCH	1/05	20.65	1/07	17.50	18.00	20.65	17.50	18.00
" "	1/12	14.49	1/14	23.32	-37.86	35.14	40.82	-13.91
JET	1/05	10.00	1/07	12.00	-16.67	10.00	12.00	-16.67
" "	1/12	13.50	1/14	22.00	-38.64	23.50	34.00	-30.88
LIFE & STYLE WEEKLY	1/05	4.00	1/07	15.33	-73.91	4.00	15.33	-73.91
" " " "	1/12	9.82	1/14	15.83	-37.97	13.82	31.16	-55.65
NATIONAL ENQUIRER	1/05	14.50	1/07	17.96	-19.27	14.50	17.96	-19.27
" "	1/12	18.63	1/14	16.16	15.28	33.13	34.12	-2.90
NATIONAL JOURNAL	1/03	9.00	1/05	1.00	800.00	9.00	1.00	800.00
NEW YORK MAGAZINE (Food issue)	1/05	37.00 D	1/07	43.99	-15.89	37.00	43.99	-15.89
" " "			1/14	27.25	—	37.00	71.24 y	-48.06
NEW YORK TIMES MAGAZINE	1/04	9.80	1/06	26.00	-62.31	9.80	26.00	-62.31
NEW YORKER, THE	1/05	11.94	1/07	13.92	-14.22	11.94	13.92	-14.22
NEWSWEEK	1/12	19.35 E	1/28	16.68	16.01	19.35	84.53	-77.11
OK!	1/12	20.33	1/14	18.50	9.89	20.33	18.50	9.89
PARADE	1/04	6.47	1/06	16.84	-61.58	6.47	16.84	-61.58
" "	1/11	9.93	1/13	13.75	-27.78	16.40	30.59	-46.39
PEOPLE	1/12	57.77	1/14	74.79	-22.76	57.77	74.79	-22.76
SOAP OPERA DIGEST	1/06	10.15	1/01	10.76	-5.67	10.15	10.76	-5.67
" " "	1/13	18.72	1/08	10.73	74.46	28.87	21.49	34.34
SPORTS ILLUSTRATED	1/12	20.89	1/14	30.81	-32.20	20.89	30.81	-32.20
STAR	1/05	21.83	1/07	21.33	2.34	21.83	21.33	2.34
" "	1/12	22.99	1/14	31.32	-26.60	44.82	52.65	-14.87
TIME	1/12	11.20 E	1/14	31.35	-64.27	11.20	31.35	-64.27
TIME OUT NEW YORK			1/02	45.81	—		45.81 y	—
" " " "	1/07	38.50	1/09	50.19	-23.29	38.50	96.00 y	-59.90
TV GUIDE	1/05	13.59	1/07	26.48	-48.68	13.59	26.48	-48.68
" "	1/12	16.74	1/14	19.27	-13.13	30.33	45.75	-33.70
USA TODAY	1/02	22.89	1/04	35.07	-34.73	22.89	35.07	-34.73
USA TODAY SPORTS WEEKLY*	12/31	2.33	1/02	3.13	-25.56	206.85	269.99	-23.39
USA WEEKEND	1/04	9.21	1/06	19.20	-52.03	9.21	19.20	-52.03
" "	1/11	8.62	1/13	14.28	-39.64	17.83	33.48	-46.74
US WEEKLY	1/05	23.33	1/07	19.83	17.65	23.33	19.83	17.65
" "	1/12	41.42	1/14	40.00	3.55	64.75	59.83	8.22
WOMAN'S WORLD	1/05	7.00	1/07	6.83	2.49	7.00	6.83	2.49
" "	1/12	7.00	1/14	6.83	2.49	14.00	13.66	2.49

y = One more 2008 issue; D = Double issue; E = Estimate; * = USA Today Sports Weekly's 12/31/2008 issue is counted with 2009 data

ON THE FOOD NETWORK, IT IS "JUDGE" LINDA FEARS.

The Family Circle editor-in-chief (since July 2005) shows her alter-ego each Sunday through February 15 as a judge on the **Food Network's** *Ultimate Recipe Showdown*, which airs at 9 p.m. (Eastern). Viewers will decide whether Fears is as acerbic as Simon Cowell or as sweet as Paula Abdul, but wouldn't it be fun if the *Face the Judges* sign turned into a "gong," with Fears (right) and fellow judges Katherine Alford and Michael Psilakis (a 2008 Food & Wine *Best New Chef*) striking it to show their displeasure with mediocre recipes? That would be a fitting tribute to Chuck Barris, whose 1970s *Gong Show* was the pioneer to the *American Idol*, etc., craze. Hard to believe that first prize was a mere \$516.32 (the **Screen Actors Guild** rate at the time).



ON THE ROAD AGAIN WAS A 52-TIME REFRAIN FOR "DETAILS" PUBLISHER STEVE DeLUCA.

Sum is just for second-half-2008, as ex-Rolling Stone publisher/ex-Vanity Fair associate publisher DeLuca succeeded now-Wired publisher Chris Mitchell in May. DeLuca did not make all 52 events, because some were concurrent, but partnerships with **Bloomingdale's/Macy's/Nordstrom/Saks** meant his going well beyond the usual New York/Miami/Los Angeles to New Orleans/Raleigh/Richmond/San Diego and Troy, Mich. Two of DeLuca's favorites were back-to-back in New York: (1) December 4, with a Brandon Jacobs (**New York Giants**) football-signing at **Perry Ellis**; and (2) a December 5-6 "Block Party" in the city's meatpacking district with more than 50 merchants offering discounts.

HEARST'S LATEST SUPPORT FOR POST-KATRINA NEW ORLEANS IS THIS THURSDAY.

It has been a corporate cause since singer/New Orleans native Harry Connick, Jr., gave an emotional acceptance to Redbook's *Strength & Spirit* award in October 2006--one year after the **Hurricane Katrina** devastation. Since then, **Hearst Magazines** president (since November 1995) Cathie Black took all the company's editors and publishers to New Orleans to help rebuild a house in the Lower Ninth Ward, and Good Housekeeping/Popular Mechanics/Seventeen staffs have volunteered on their own.

- ◆ On Thursday (January 15) at 7 p.m. in New York's **Hearst Tower**, Black and HBO's Bryant Gumbel (a New Orleans native) will host **Jazzed in January** to benefit New Orleans' **Preservations Resource Center**. Among those scheduled to attend are two other "favorite sons": chef Emeril Lagasse and **New York Giants** quarterback Eli Manning. For further information, log onto PRCNO.ORG.

"GOOD HOUSEKEEPING'S" RETRO-LOOKING SEAL IS CELEBRATING ITS CENTENNIAL.

When Good Housekeeping introduced its *Seal* in December 1909, just 21 products were tested, including, as The New York Times reported (January 2, 2009), the then-very novel electric iron and washing machine. The *Seal* has come a long way since (winning "approval" from the **GH Institute** can result in a huge marketing windfall), but to mark the *Seal's* 100th anniversary this December, GH editor-in-chief (since July 2006) Rosemary Ellis and graphic designer Louise Fili chose to have it look "the way it was." So, what is shown below in living black-and-white was good enough for William Randolph Hearst to buy the now-124-year-old magazine in 1911 and good enough for millions of American consumers since.

But, when Ellis and Fili appeared on *Today* last month to promote the *Seal*, the producers inadvertently showed the more colorful 1990s' version. Said Fili to the NYT:

I wanted it to look like it had always been there.

Happy 100th birthday to the Good Housekeeping Seal!

The Editors

Steven Cohn, Editor-in-Chief; Greer Jonas, Managing Editor;
Steve Smith, Digital Media Editor; Iris Dorbian, Group Editor;
Shaila Mentore, Editorial Assistant; Courtney Barnes, PR News Editor;
Steve Goldstein, Editorial Director

