

MEDIAWEEK

AUGUST 21-28, 2006 \$3.99 VOL. 16 NO. 30

www.mediaweek.com

Cable Upfront Falls to Scatter

Flat-to-down business stalls as sales execs prep for end-of-year inventory fest **PAGE 4**

INTERACTIVE

Making Sense of MTVN's Web Play

Wolf: Ad sales and content generation are key **PAGE 5**

TV PROGRAMMING

Cable Takes Off Comedy's Gloss

HBO, IFC, Comedy giving raw comedians a venue **PAGE 6**

MAGAZINES

Stalled on the Launch Pad

Publishers hit the brakes on creating new titles **PAGE 22**



GETTY IMAGES/MEDIA IMAGES

VISIT THE NEW BRANDWEEK.COM TODAY!

#BXNDWJ *****AUTO** 3-DIGIT 078
#MW8329162# CONT E 0032
LAURA CYR
BORDERS EXPRESS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120
P0001

On the Spend

As midterm elections loom, TV stations can expect a bumper crop of political ads fertilized by the ever-deepening manure of divisive partisanship

BY KATY BACHMAN **PAGE 12**

**THE BEST
EVENING NEWSCAST
IN AMERICA.**



Fox Report

with **Shepard Smith**

weeknights at **7 PM/ET**

**SOMETHING DIFFERENT
IN PRIMETIME**

**FOX
NEWS
CHANNEL**

We report. You decide.

At Deadline

■ GM MEDIACOM VET MILES JOINS MEDIACOM

John Miles, a former executive at Interpublic Group's defunct GM Mediaworks, is joining WPP Group's MediaCom as director of implementation, said sources. Miles will oversee all buying operations for broadcast, print and other media, reporting to MediaCom CEO Dene Callas. Miles will be able to put his knowledge of car accounts to good use; MediaCom handles Volkswagen's \$400 million North American assignment.

■ FOX "BLINKS" WITH 2-SECOND RADIO SPOTS

Fox Television is breaking ground today with a radio campaign that uses two-second spots, the shortest length ever, to promote returning network shows *Prison Break*, *House* and *The Simpsons*. Called "Blinks," the two-second spots air hourly (save for *The Simpsons* which airs twice an hour), along with a 60-second spot, on the day the shows premiere on Aug. 21 (*Prison Break*), Sept. 5 (*House*), and Sept. 9 (*The Simpsons*). The campaign will air over all 1,100 Clear Channel stations. In the markets ranked 50 or smaller, the "blinks," a concept developed by Clear Channel, will air without the accompanying 60-second spot.

■ COURT RULES AGAINST ECHOSTAR

Hours after a federal court in Texas ordered EchoStar to halt the use and sale of TiVo's digital video recorders, the satellite service was granted a temporary reprieve by a federal court of appeals. U.S. District Court Judge David Folsom had ordered EchoStar to pay TiVo nearly \$16 million in interest and additional damages on top of the \$74 million award won in an earlier patent ruling. It is uncertain how long EchoStar's reprieve will last. The initial injunction called for EchoStar to shut off service to DISH Network subscribers with the DVRs within 30 days.

■ STARCOM RESTRUCTURES TOP MANAGEMENT

Publicis Groupe's Starcom USA has revamped its executive operations team with four new presidential appointments, CEO John Muszynski announced last week. The move coincides with managerial and structural changes at parent Starcom MediaVest Group. Joining Muszynski's executive suite are: Steven Feuling as president and chief consumer officer; Chris Boothe as president and chief activation officer;

Andrew Swinand as president and chief client officer and Kathy Ring as president and chief Los Angeles operations officer.

■ FOX O&Os TO STREAM SHOWS ON WEB SITES

In an industry first, nine of Fox Television's owned-and-operated stations will stream network programming on their Web sites. Fox on Demand will offer free, sponsor-supported streaming of select episodes of several hit Fox series, including *Prison Break* and *Stacked*. Toyota has signed up as the exclusive sponsor to promote its new subcompact vehicle, Yaris. Fox on Demand will be available on

Fox O&Os, including New York, Los Angeles and Dallas. Plans are to extend Fox on Demand to Fox affiliates, following up on the network's digital media agreement, giving the stations a share in the proceeds from multiplatform offerings.

■ ADDENDA:

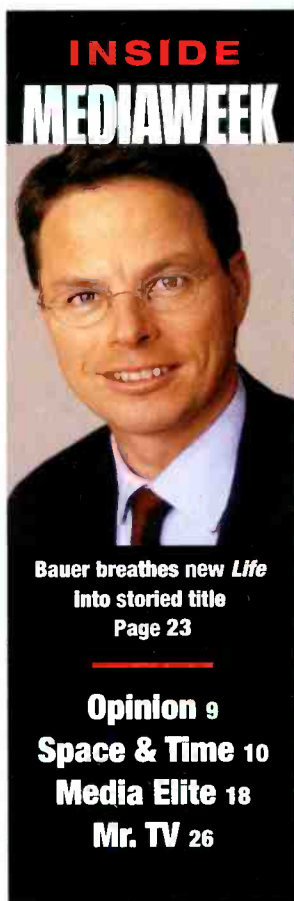
Edward Menicheschi, most recently president of WWD Media Worldwide, was named publisher of Condé Nast's *Vanity Fair*, replacing Alan Katz, who left the company...**Mark Gray** was promoted to president of Katz Media's Katz Radio Group, from president of Katz Radio. Chad Brown, recently vp and general manager of WCBS-FM in New York, will take over as president of Katz Radio...Radio personality **Rick Dees** has signed with Emmis Communications to host mornings on Los Angeles' KZLA-FM, which changed formats last week from Country to a Rhythmic Adult Contemporary format known as "Movin'"...**Eastman Kodak** has launched a review to consolidate its global media buying and planning activities at one agency, sources said.

■ CORRECTIONS:

In the Aug. 7 Table of Contents, the name of *Cookie's* vp, publisher was misspelled. It is Eva Dillon. In the same issue, a story on celebrity circulation numbers, *People's* cover price bump to \$3.99 was for its June 19 "Brangelina" baby issue. The regular cover price is \$3.49.

■ MEDIaweek TAKES A BREAK

Mediaweek's next issue will be Sept. 4, after which the magazine will resume its weekly frequency. For breaking news coverage, go to Mediaweek.com.



Market Indicators

NATIONAL TV: MIXED

Third-quarter scatter continues to limp along, but the less-expensive morning dayparts are seeing activity. Movies, pharmaceuticals and wireless are popping.

NET CABLE: STEADY

Although most networks have put a fork in their respective upfronts, there remain a few holdouts. Scatter looks to be holding up in the third quarter, with many ad sales execs reporting year-over-year dollar increases in the high-single digits.

SPOT TV: HOLDING

Buyers anticipate political will intensify after Labor Day. San Francisco, Philadelphia, Dallas, Chicago and Washington, D.C. are already tightening. Auto up, but still slow. Retail makes gains with back-to-school campaigns.

RADIO: SLOW

The soft market persists across the board, with only slight improvement due to back-to-school campaigns and tune-ins for fall. Fast food, home improvement, financial, telecom steady. Auto, retail remain volatile.

MAGAZINES: FLAT

Print remains sluggish, but bright spots like travel, apparel and tech are moving pages. Pharmaceuticals continue to build in the second half, making up for laggards in auto, health and beauty.

MEDIA WIRE

Time Moves On-Sale Date Up to Friday from Monday

Time will change its Monday publishing schedule to Friday, with a midweek close. The shift will begin in January 2007.



The schedule shift will begin in 2007.

The reaction drew applause in the editorial meeting when the announcement was made, according to a staffer who was present. But some Time employees expressed concern about the pace of newsgathering, since the Web site will likely become even more aggressive about breaking and covering news events. Plus, they say it will be hard to relax on weekends since stories will be due shortly thereafter. "It's going to be 24/7," the staffer grumbled.

The change comes not long after veteran editor Rick Stengel rejoined Time in June as managing editor. Time's paid circulation for the second half of 2005 was flat at 4 million, compared to the same period the year prior, according to the Audit Bureau of Circulations. Newsstand sales fell 16.3 percent to just 145,079 copies. It's not the first time Time Inc. greenlit a publishing schedule change. Time Inc. CEO Ann Moore did just that when she oversaw People, moving its publishing day to Friday from Monday in 1997 to get a jump on weekend sales. People sells more than 1.5 million single copies. The on-sale date for both Newsweek and U.S. News & World Report remains Monday. —Lisa Granatstein

Time (along with Time International) will return to its original Friday on-sale date established by the magazine's founding editor Henry Luce in 1923. The move will allow for a more seamless flow of news between the print edition and its companion Web site.

Depending on which part of the pachyderm you're tugging on, cable will wrap up its most protracted upfront in five years somewhere between flat to down 2 percent from last year's \$6.5 billion marketplace. If you believe the final tally will fall at the low end of that range, that's \$130 million that has disappeared from the table.

If indeed the skies over the cable marketplace are as grey as an elephant's hide, both buyers and sellers remain generally optimistic about the next few quarters, thanks in large part to a scatter market that shows no signs of fizzling out. Ad sales executives at cable's powerhouse networks have been reporting third-quarter scatter increases of around 10 percent versus a year ago and many see the same holding true for the last three months of 2006.

Radio Broadcasters to Add 140 HD2 Sidechannels

Hoping to speed consumer purchases of HD radio receivers, radio broadcasters plan to multicast (Continued on page 6)

THE MARKETPLACE BY ANTHONY CRUPI

Cable Sales Focus Shifts to Scatter

With September nigh and the upfront stuck in neutral, nets eye an inventory-heavy year-end

Like the proverbial group of blind men trying to ID an elephant by touch (It's a snake! It's a tree!) getting an accurate read on this year's cable upfront has been an exercise in warring perspectives.

Other volume shifts were less remarkable, and a few networks were flat versus 2005. In any event, cable ad sales execs didn't seem overly concerned about inventory discrepancies, given that they had fair warning going into this year's upfront. "Advertisers told us in no uncertain terms that they would be holding back money, and that their calendars have changed," said Spike TV senior vp, ad sales David Lawenda. "So we're adapting, developing opportunities for them throughout the year. Whenever they decide to come to the table, we'll be ready."

However much additional inventory will be out there in scatter, some ad sales execs say it's difficult to divine what, if any, effect the extra volume will have on scatter pricing. Bruce Lefkowitz, executive vp, ad sales at FX Networks, said there were too many factors in play to get a true picture of how the next few quarters will play out. One factor that particularly stands out is the fuzzy math that is sometimes used when final sales tallies are added up. "If someone says they sold 60 percent, it may actually be closer to 40," Lefkowitz said. "If everyone announces that their final numbers were up, but the top four [media buying] agencies say they were down in volume between 6 percent and 12 percent, then the math just doesn't add up." For his part, Lefkowitz said he doesn't have any extra inventory lying around, saying that FX ended flat on volume, while National Geographic Channel was up 20-25 percent. David Levy, president of Turner Entertainment ad sales and Turner Sports, also reported volume increases, saying that his networks finished up in the mid-single-digits and saw cost-per-thousand rate hikes that were "flat to slightly up" versus last year's upfront. And while Levy agreed with the assessment that cable would finish flat-to-down, he said that he believed that third- and fourth-quarter scatter would be strong. "There's going to be tons of extra inventory, no question about it, and we're all going to have to work a little harder for that dollar, but if you have the brand clients you want and if you have the digital extensions you want, you're going to get that money down," Levy said. In the long term, Levy said he sees the 2006 upfront as a harbinger of what future markets are going to look like. "This really was a watershed year. Negotiations were far more intricate, and clients had an unprecedented number of options," Levy said. "We're going to look back and say that this was the year we

began moving to a 52-week marketplace.”

While conventional wisdom says a weak upfront leads to a strong scatter-market, at least one media buyer said upfronts aren't suited for the role as the industry's chief prognosticator. “I believe strongly that there is way too much emphasis placed on the upfront and what it means,” said Rino Scanzoni, chief investment officer at Mediaedge:cia. “It's a futures market, and people invest in futures markets when they expect tightening. If anything, it's a rearview look at the marketplace.”

Rather than looking to the upfront as a portent of future performance, Scanzoni suggests a more macro outlook. “The next few quarters will be a bit more of a challenge for cable,” he said. “Clearly, they have more inventory to sell than broadcast...If the economic situation results in significant reduction of growth rates in consumer spending and there's pullback in advertising, cable will take a bigger hit than broadcast.”

In order to anticipate such a hit, Levy is keeping his eye locked onto a few economic pressure points. “I always watch a couple things. Christmas, oil prices—those are the scary things we all need to look at,” Levy said. “But sometimes advertising weathers those storms very well.”

Presumably, clients would be able to react to the vicissitudes of the national and global economies more adeptly in a marketplace that's not beholden to the rigidities of the upfront. This alone could force a shift away from the traditional sales model, said Chris Boothe, newly minted president and chief activation officer at Starcom. “In line with the growing trend of 52-week programming schedules and careful yet timely investment decisions made on client's behalf, we could possibly see the emergence of a ‘perpetual scatter’ marketplace,” said Boothe.

While the future remains murky, most ad sales execs agree that they don't see the upfront disappearing altogether. Steve Gigliotti, senior vp of ad sales, Scripps Networks, said, “as there is a limited amount of good programming, there's going to be a demand to get in ahead and lock it up at a good price.” (Nor would Gigliotti necessarily want to see the upfront paradigm fade completely. Bucking the trend, Gigliotti said his upfront volume increased at a rate “approaching double digits.”)

In the near term, scatter looks solid. “Unless the business has totally changed since I woke up this morning, money chases ratings points,” said one ad sales exec. “Since ratings points are down, scatter should be healthy. Simple as that.” ■

INTERACTIVE BY MIKE SHIELDS

Gaining My Religion

Despite skeptics, MTV Nets follows its own Web creed

There have been no multibillion-dollar Murdochian splurges, and no overnight game-changing deals for a MySpace or a YouTube. But over the last year or so, Viacom's MTV Networks has strung together a series of doubles in the face of News Corp.'s new-media home runs. The company's Aug. 10 \$200 million acquisition of Atom Entertainment—which specializes in short films and casual gaming—was its fifth major Web purchase since June 2005. And while the headlines have been muted, most credit the cable giant for amassing a potential-filled online portfolio.

To review, in 2005 the company snatched up virtual pet Webverse Neopets, the video hub iFilm and GameTrailers.com. Also this year, MTV acquired Xfire, a social-networking platform for gamers.

According to MTVN president Michael Wolf—while some might see a disjointed effort to buy Web leftovers—these properties have been carefully selected. “Each of these fits into an overall plan—building and broadening MTV Networks' presence on the Internet,” Wolf said.

Specifically, Wolf said that sites like Neopets boost online ad revenue, while properties like Atom could serve as talent farms for future TV shows. But clearly, the company sees an urgent need to tap into three of the more pervasive trends among the 18-34 demo: viral video, social networking and video games.

Greg Smith, COO for North America at Neo@Ogilvy, said MTVN's recent moves are indicative of a recent, top-level shift in thinking vis à vis the Web. “It's pretty clear now that [Viacom CEO Tom] Freston got the religion the way [News Corp CEO Rupert] Murdoch got the religion,” he said.

In fact, it's difficult to look at Viacom's moves without citing Murdoch's deals for MySpace, IGN and several other Web brands. “News Corp raised the stakes,” said Yankee Group analyst Adi Kishore. “MySpace is the MTV demo.” Kishore said the big question going forward will be how the company plans to mix together its old and new brands.

Wolf said MTV doesn't plan to MTV-ize its growing network of sites. “This is how we've managed everything,” he said. “We have 26 networks in the U.S. and each brand has a

distinct personality. In the back room, we may be creating a network for advertisers...but to consumers it really should be invisible.”

Scott Witt, vp, concept director at Denuo, a digital strategic division of Publicis, cited Atom, iFilm and Neopets as being solid “offensive moves,” but wondered about Viacom's gaming pickups. “Gaming was one of its blind spots,” Witt noted.



Along with social-networker XFire, MTV Nets this year acquired Atom Entertainment, which produces short films.

Some observers would call social networking another blind spot for MTVN, and questions persist over why company didn't land MySpace—now one of the most trafficked sites on the Web. Yet Jeff Logsdon, analyst, BMO Capital Markets, doesn't think such a bold move was necessary. “News Corp. went in a totally different direction,” said Logsdon. “MTV is not trying to catch up with anyone. They are being disciplined and deliberate.”

Rumors persist that Viacom is cooking up a social networking play of its own—perhaps melding that trend with the virtual reality phenomenon. Wolf wouldn't get specific, but hinted something was in the works using avatars (virtual representations of people). “We're about the next wave of social networking,” he said. Still, some observers expect MTV to make a push for MySpace rival Facebook or for red-hot YouTube. Wolf didn't declare MTVN's acquisition phase over, but said the immediate focus is on “organic growth.”

As for YouTube, Wolf said he believes the more controlled environments of iFilm and Atom are “a lot more attractive to advertisers and much more attractive to owners of professionally produced content.” ■

this fall an additional 140 HD2 sidechannels in 18 markets. In total, 600 stations in 68 of the top 100 markets offer HD2 multicast channels featuring commercial-free formats not normally heard on commercial radio; 961 stations broadcast in HD.

The 18 markets scheduled to get HD2 sidechannels are ranked No. 42 to No. 65 and include markets such as Austin, Texas; Raleigh, N.C.; Nashville, Tenn.; West Palm Beach, Fla.; Buffalo, N.Y.; Richmond, Va., and Tucson, Ariz.

The rollout of sidechannels is moving faster than expected, according to the HD Digital Radio Alliance formed last year by the nation's largest broadcasters to coordinate the selection of sidechannel formats and accelerate the adoption of digital radio by consumers, automakers, retailers and manufacturers. In addition to the rollout, broadcasters recently launched an advertising campaign using \$200 million of their own air time.

HD radio receivers are currently manufactured by 18 companies and are available from major electronics retailers.

Estimates of consumers with HD radio sets are in the tens of thousands, growing to hundreds of thousands by the end of the year. —*KB*

Brand Connections Buys Outdoor Agency SkiView

It may be deep summer and hotter than Hades, but Brand Connections is thinking snow with its purchase of SkiView, an outdoor advertising company. By combining SkiView with its own Keeplan Winter Sports, the Montclair, N.J.-based media and marketing company has created the largest snow sports media company in North America.

Outpacing the booming outdoor industry, place-based media networks—as an alternative to traditional media—have become increasingly popular with advertisers looking to target consumers when they are most receptive.

During the winter season, the Brand Connections Snow Sports network will reach 50 million visitors to 137 mountain resorts, for a total of more than 400 million media impressions.

Among the premiere venues in the network are resorts in Vail, Colo. and Sun Valley, Idaho. —*KB*

WASHINGTON BY TODD SHIELDS

Fake Out

FCC warns stations about airing video news releases

Broadcasters, including some of the biggest TV-station owners, have two months to reply to federal regulators about airing corporate videos as local news.

The Federal Communications Commission sent formal letters of inquiry to 42 owners of stations identified earlier in a report compiled by the Center for Media and Democracy, based in Madison, Wis., and Free Press, based in Northampton, Mass. The nonprofit groups said they had found newsroom use of 36 video news releases by 77 stations that collectively serve half the U.S. population.

The letters of inquiry that went out Aug. 11 mark an increase in scrutiny by the FCC. After news emerged that commentator Armstrong Williams had accepted undisclosed payments for backing Bush administration education policy, the agency last year issued a public notice reminding media of disclosure rules. "Listeners and viewers are entitled to know who seeks

to persuade them," the agency said. In a statement last week, FCC member Jonathan Adelstein said, "The public is misled by individuals who present themselves to be independent, unbiased experts or reporters, but are actually shills promoting a...corporate agenda." Letters were sent to companies including Sinclair Broadcast Group, News Corp./Fox Television Stations, Clear Channel Communications, Tribune Co. and Viacom/CBS Corp. Possible penalties include fines of up to \$32,500.

Several TV execs said use of VNRs stemmed from errors of judgment, rather than willing violations of federal law. While CBS stations aired tens of thousands of news stories during the nonprofit groups' study period, "human error" caused six stations on one occasion to breach policy against use of VNRs, the network said in a statement. Tribune spokesman Jeff Reiter acknowledged some of the company's 25 stations had used VNRs against policy that has since been tightened. "We support the FCC's action," Reiter said. Another TV exec, who requested anonymity, posed news directors' dilemma. "This thing shows up. You say, 'We don't have enough time to cover that. It's public service.'...They're just [deciding] this is worth putting on," the exec said.

That won't be good enough for some. "TV stations don't need to receive payment directly in order to trigger [the] disclosure requirements," said Diane Farsetta, senior researcher with the Center for Media and Democracy. She said nondisclosed use of VNRs continues. "And that's another reason the FCC needs not just to investigate, but to take action." ■



TV PROGRAMMING BY A.J. FRUTKIN

Cable Pushes Buttons

New sitcoms highlight comedians' unvarnished views

For broadcasters, finding comics with distinct points of view was always the holy grail of sitcoms. But following *Seinfeld's* 1998 finale, the format seems to have vanished. That is, until the recent cable launches of HBO's *Lucky Louie*, IFC's *The Minor Accomplishments of Jackie Woodman* and Comedy Central's upcoming *The Sarah Silverman Program*.

Of course, these particular comics—*Louie's*

Louis C.K., *Woodman's* Laura Kightlinger, and Silverman—frequently veer into territory that either is too dark or too risqué for broadcasters. But so do most comics.

"The networks pick these people because they have a great voice, and then they try to change that voice to make it palatable for everyone," said Lauren Corrao, executive vp of original programming and development for

A colorful new era has begun.



INTRODUCING CATALINA CONNECTIONS

The precision targeted, full-color, behavior-based in-store media.

- Target the shopper segments you want to reach based on current and past purchase behavior
- Tailor your message to each segment, delivering just the right motivation
- Connect with up to 230 million shoppers each week with full-color

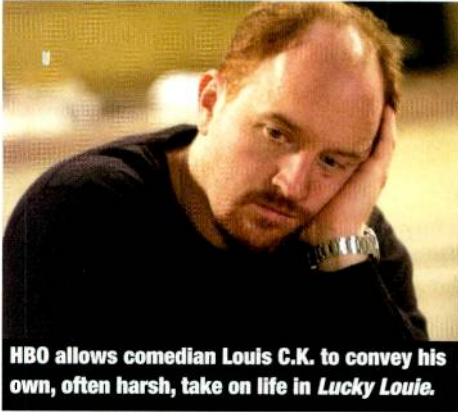
Contact Catalina toll-free
at 888-798-2106 or visit
CatalinaConnections.com

 **CATALINA
CONNECTIONS™**
IN-STORE MEDIA NETWORK

Comedy Central. "So you end up with something that's bland and that no one likes."

Corrao said cable nets often act in direct contrast to those practices, largely because cable's ratings needs are lower than those on broadcast. "The advantage on cable is that we take a person, and while we know he may piss someone off, we also know other people will like him."

Whereas networks often must sand the edges off a comic, cable execs find they can sharpen them. Case in point: *Woodman's*



HBO allows comedian Louis C.K. to convey his own, often harsh, take on life in *Lucky Louie*.

RANDY TERPENEHO

Kightlinger. Having most recently been a featured actor on *Will & Grace*, the veteran comic was familiar enough with network standards that when she landed at IFC, execs there sensed she was holding back. "I told her to keep going," said Evan Shapiro, IFC's general manager and executive vp.

What's more, Shapiro is confident that the evening's sponsor, Heineken, has no problem with the show's subject matter. A longtime advertiser on IFC's Friday night movie block, Heineken "knows what's going on," Shapiro said. "Viewers appreciate the risk these sponsors are taking, and there's a warmth toward the brand as a result."

With cable offering comics platforms free of nearly all constraints, most advertisers believe it will become increasingly difficult for the networks to find, let alone sign, comedians with enough broad appeal to reach the masses.

"The three—even the four—network universe forced conformity on so many comics," said John Rash, Campbell Mithun's chief broadcast negotiator. "But the truth is, humor is very personal, and individual, and demographically distinct. And technology finally has caught up with that truth." ■

INTERACTIVE BY MIKE SHIELDS

SI Calls Out Competition

MySI to offer customized desktop app for sports nuts

SI.com, *Sports Illustrated's* Web site, is attempting to build a far more intimate relationship with its readers while also letting them see what the competition has to offer.

On Aug. 30, the sports site will launch MySI, a downloadable desktop application that provides a customized and constant brand experience—complete with a minimizable toolbar displaying up-to-the-minute scores, along with a photo-rich screen saver.

At the same time, SI.com has quietly become an open-source environment for devout fans—one that incorporates content from non-SI properties. Last week, the site's 30 National Football League team pages began featuring a group of eight "Recommend Stories" that linked to articles from multiple sources using an SI-built algorithm that includes rivals such as ESPN.com, local newspapers sites and even fan blogs.

According to SI, both the desktop app and the RSS-like customization features are aimed at the estimated audience of 10 million "team enthusiasts"—fans that consume everything written online about their favorite teams.

The links-to-competitors approach is a daring step that only a handful of traditional publishers have been willing to take. Still, customization is nothing new in the online sports arena, as sites like ESPN.com and Yahoo Sports have for several years allowed fans to preset their favorite teams.

But SI officials believe that the one-stop-shopping nature of the new desktop application offers a distinctive value. "Even for a smart fan on the Web, they don't have the time to create what we've created," said Jeff Price, president, SI Digital. "There's not another experience that is anywhere close to this."

Melissa Romig, associate media director, Carat Fusion, credited SI for its willingness to relinquish some editorial control. "Users are going to do what they want anyway," she said. Romig's client, Radio Shack, signed on as a category-exclusive sponsor for the MySI launch along with Nissan, Comcast, Circuit City and Miller Lite. The platform's proximity to users was particularly compelling, Romig said: "The desktop is something we haven't been able to explore very deeply." ■

MEDIAWEEK

Editor: Michael Bürgi
Managing Editor: Jim Cooper
News Editor/Editor, Mediaweek.com: Lisa Granatstein
Editor, Special Reports: Patricia Orsini
Copy Editor/Media Elite Editor: Lauren Charlip

Senior Editors: Katy Bachman, Marc Berman, John Consoi, Alan J. Frutkin

Washington Editor: Todd Shields
Senior Reporters: Anthony Crupi, Mike Shields
Associate Editor: Robin Eldridge
Media Person: Lewis Grossberger
Contributing Editor: Catharine P. Taylor
Contributing Writers: Tony Case, Keith Dunnivant, Eric Schmuckler

Design Director: Paul Virga
Senior Photo Editor: Kim Sullivan

Director of Operations: Adeline Cippoletti
Production Director: Elise Echevarrieta
Production Mgr: Cindee Weiss
Asst Mgr: Noah Klein, Michele Deroche
Production Coordinator: Eileen Cotto
Asst. Class. Prod. Mgr: Gene Williams

Executive Vice President/Sales: Wright Ferguson, Jr.

Publisher: Geraldine FitzGerald
Online Advertising Director: Samantha Jacobs
Regional Sales Director Midwest: Tina Balderas,
Regional Sales Director West: Eric Scott
Account Managers NY: Liz Irving, Kevin Johnson, Scott Stewart
New England: Scott Stewart
Sales Assistant: Amy Blod 646-654-5106

ADWEEK CUSTOM MEDIA
Account Manager: Barbara Riehl

CLASSIFIED: Sales Director: Brian Chester 646-654-5301
Sales Mgr: Malvin Moore, Karen Sharkey
Asst: Sales Michele Golden

Vice President/Marketing: Mary Beth Johnston

Marketing Services Director: Robert Kuwada
Senior Graphic Designer: Ehren Seeland
Marketing Manager: Jennifer Rudolf
Asst. Marketing Manager: Courtney Kraft
Marketing Services Coordinator: Hannah Doblack

Information Marketing: Director: Mary Barnes;
Assoc. Dir: Michael Nass; **Mgr:** Nathan Mickelson
List Rental Info: JJ Single 845-731-2731
Subscriber Services: 1-800-562-2706
Customer Service: mediaweek@espcomp.com
Reprints: Wright's Reprints 877-652-5295
Advertising: Amy Blod 646-654-5106

Mediaweek Online Group Brand Mgr: Boris Park
Directories/Publishing Dir: Mitch Tebo
Director of Conferences and Special Events: Donna Lowenfish
Conferences and Special Events: 1-888-536-8536
Mgr. of Conferences and Special Events: Rebeka Dolid
Online Address: www.adweek.com/adweekconf

MARKETING/MEDIA & DESIGN GROUP
President: Michael E. Parker
VP General Manager: H. Todd Hittle
Business Manager: Akira F. Sugihara

vnu business publications
usa

President & CEO: Robert L. Krakoff
Group Presidents: Mark Holdreth (Retail), John Kilcullen (Music & Literary), Richard O'Connor (Travel and Performance), Michael E. Parker (Marketing/Media & Design), Tony Uphoff (Film & Performing Arts)
Editorial Director: Sid Holt
Vice Presidents: Jennifer Grego (Manufacturing and Distribution), John Lerner (eMedia), Joanna Wheatley (Information Marketing)

vnu business media

President & CEO: Robert L. Krakoff
Chief Financial Officer: Derek Irwin
President - VNU Expositions: Greg Farrar
President - eMedia and Information Marketing: Toni Nevitt
Senior Vice President/Human Resources: Michael Alicea
Vice President/Communications: Deborah Patton
Vice President/Licensing and Events: Howard Appelbaum
Vice President/Business Planning and Development: Jonathan Gordon

URL: www.americanheritage.org
 Year/Brand Established: 1924
 Product/Service Category: Political/Social/Religious/Charity/Non-Profit Org.
 2004 Media Expenditures: \$32,887,900*
 Lead Advertising Agency: Campbell-Ewald, Warren, MI (586) 574-3400
 Multicultural Agencies: GenerH, Torrance, CA (310) 212-0041
 Latino Force, LLC, New York, NY (212) 813-6760. Monica Villalobos-Cuellar, Acct. Dir.
 Key Personnel:
 Chrmn. Robert Eckel
 Pres. Alice Jacob
 CEO M. Cass Wheeler
 Exec. Vice Pres., Cor. Ops./CFO Walter D. Bristol
 Dir. Mktg./Promo Bryan H.

AMERICAN HERITAGE MAGAZINE

Forbes
 60 Fifth Ave.
 New York, NY 10011
 (212) 620-2200 Fax: (212) 620-2245
 URL: www.americanheritage.com
 Product/Service Category: Publishing/Print
 2004 Media Expenditures: not reported.
 Key Personnel:
 Chrmn. Caspar Weinberger
 Vice Chrmn. Christopher Forbes
 Pres./CEO/Editor-in-Chief Steve Forbes
 Pres., Forbes FYI/Forbes Global Robert Forbes
 Pres., Forbes Magazine Grp. James Bernien
 Vice Pres., Sales Devel. Ed Hughes
 Vice Pres., Mktg. Kendall Crolius
 Vice Pres., Bus. Devel. Miguel Forbes
 Vice Pres./Chief Adv. Officer
 Vice Pres., Cor. Commun. William J. Platley
 Vice Pres., Cor. Sales. John Weisgerber
 Research Mgr., Forbes.com Fred Dinscher
 Exec. Dir., Mktg. Nancy Beninson
 Acct. Exec., Cor. Integration Randi Zacherberg

AMERICAN INCOME LIFE INSURANCE

American Income Life Insurance Co.
 PO Box 2608
 Waco, TX 76797
 1200 Wounded Acres Dr.
 Waco, TX 76710
 (254) 761-6400 Fax: (254) 761-6637
 URL: www.aile.com
 Ultimate Parent Organization: Torchmark Corp., Birmingham, AL (205) 325-4200
 Product/Service Category: Insurance
 2004 Media Expenditures: not reported.
 Key Personnel:
 Chrmn. Mark McAndrew
 Pres./Chief Mktg. Officer Roger Smith
 Sr. Vice Pres., Agency Debbie Garbrie
 Vice Pres./Treasurer Ramsall D. Mull

AMERICAN INSTITUTE OF CPA'S

American Institute of CPA's
 1211 Ave. of The Americas
 New York, NY 10036-8775
 (212) 596-6200 Fax: (212) 596-6121
 E-Mail: mail@aicpa.org
 URL: www.aicpa.org
 Product/Service Category: Associations/Foundations

2004 Media Expenditures: \$226,200*
 Key Personnel:
 Pres./CEO
 Sr. Vice Pres., Finance/Admin.
 Sr. Vice Pres., Pub. Aff.
 Dir., Adv./Commun.

AMERICAN LEGACY FOUNDATION

American Legacy Foundation
 2830 M St., NW, Sixth Floor
 Washington, DC 20036
 (202) 454-5555 Fax: (202) 454-5555
 E-Mail: info@americanlegacy.org
 URL: www.americanlegacy.org
 2004 Media Expenditures: \$100,000*

THE 2006 BRANDWEEK DIRECTORY

- 7,300+ U.S. Consumer Brands.
- 19,000 Personnel (Corporate and brand level).
- Top 2,000 SuperBrands ranked by media expenditure.
- 44 Industry categories.

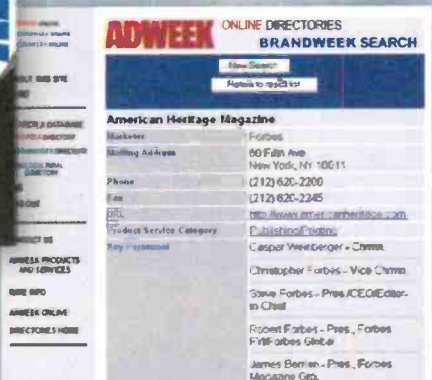


Key Personnel:
 Pres./CEO
 COO
 Exec. Vice Pres.
 Exec. Vice Pres./Partner
 Vice Pres.
 Vice Pres.
 Vice Pres.
 Asst. Vice Pres.
 Asst. Vice Pres.
 Sr. Dir., Corp. Comm.
 Dir., Dev.

AMERICAN INSTITUTE OF CPA'S

Forbes
 60 Fifth Ave.
 New York, NY 10011
 (212) 620-2200
 URL: www.aicpa.org
 Product/Service Category: Insurance
 2004 Media Expenditures: not reported.
 Key Personnel:
 Chrmn.
 Vice Chrmn.
 Pres./CEO/Editor-in-Chief
 Pres., Forbes FYI/Forbes Global
 Pres., Forbes Magazine Grp.
 Vice Pres., Mktg.
 Vice Pres., Bus. Devel.
 Vice Pres./Chief Adv. Officer
 Vice Pres., Cor. Commun.
 Vice Pres., Cor. Sales
 Pub.
 Research Mgr., Forbes.com

Sample Listings Like These, Right On Your Desktop!



UPDATED DAILY!

Available in Print, Windows Compatible CD-Rom and Online!

Order All 3 Formats and Save \$199!

THE 2006 BRANDWEEK DIRECTORY

ORDER THE DIRECTORY IN THE FORMAT THAT WORKS FOR YOU!

- Print and CD: \$399 Online: \$699 Print/CD/Online: \$899
BEST OFFER!

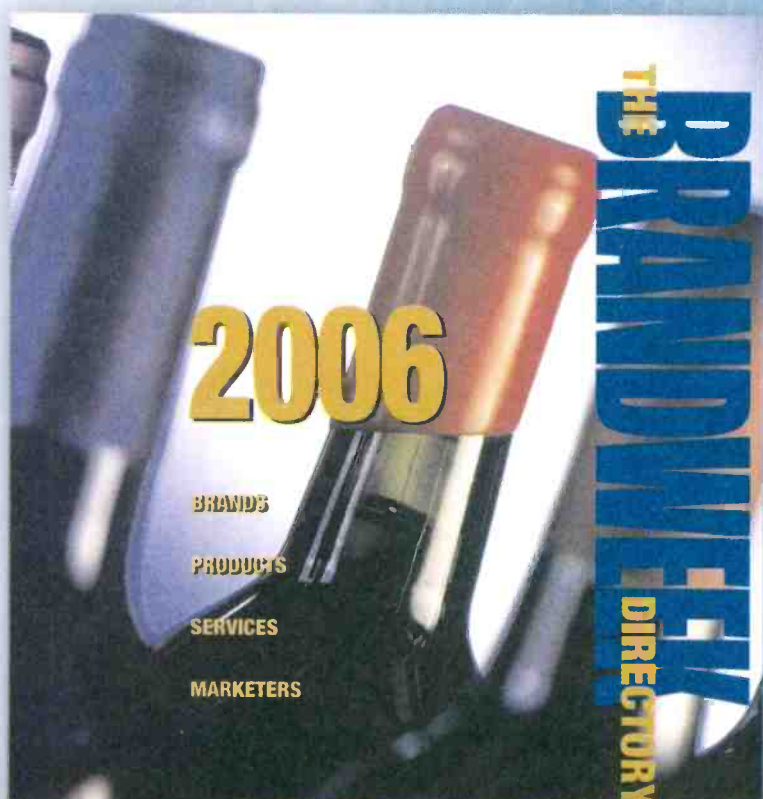
Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-Mail (Necessary for Online Access) _____
 Nature of Business _____

Payment Enclosed (Make check payable to ADWEEK Directories)
 Bill Me
 Charge My: VISA MasterCard AMERICAN EXPRESS
 Card # _____
 Exp. Date _____
 Signature _____

Add appropriate sales tax in CA, DC, FL, GA, MD, MN, MO, OH, SC, TN and TX. Canada add GST.

Please add \$15 for shipping and handling.

For faster service, order online at: www.adweek.com/directories, call toll-free 800-562-2706 or fax 646-654-5518



THE 2006 BRANDWEEK DIRECTORY

- Packed with distinct information on 7,300 U.S. consumer brands and 19,000 personnel.
- Nielsen supplied annual media expenditures.
- Year brand established and parent company.
- Lead, multicultural and roster agencies.



Media Expenditure Data

ADWEEK ONLINE
 BRANDWEEK ONLINE
 MEDIAWEEK ONLINE

ABOUT THIS SITE
 DEMO

SEARCH A DATABASE
 ADWEEK DIRECTORY
 BRANDWEEK DIRECTORY
 MULTICULTURAL DIRECTORY

FAQ
 LOG OUT

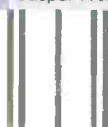
CONTACT US

ADWEEK ONLINE DIRECTORIES
BRANDWEEK SEARCH

New Search
 Return to result list

American Heritage Magazine

Marketer	Forbes
Mailing Address	60 Fifth Ave. New York, NY 10011
Phone	(212) 620-2200
Fax	(212) 620-2245
URL	http://www.americanheritage.com
Product/Service Category	Publishing/Printing
Key Personnel	Caspar Weinberger - Chmn.



Postage
 Required
 Post Office will
 not deliver
 without proper
 postage.

THE 2006 BRANDWEEK DIRECTORY

PO BOX 17018
 NORTH HOLLYWOOD CA 91615-7018

Call
1-800-562-2706,
 Fax
646-654-5518
 or Order Online at

www.adweek.com/directories





OPINION
JOANN HABISREITERINGER

Back From the Brink

A New Orleans media director details the challenges since Katrina

IT IS HARD TO BELIEVE, particularly for those of us in the New Orleans area, that the anniversary of Hurricane Katrina is upon us. Looking around at my friends and neighbors as they work, play and go about their daily lives, I can't help but wonder if we have overcome the pain and heartache we all experienced on Aug. 29, 2005. More likely, we have found a way to repress our personal sorrows in order to move forward.

Colleagues from other parts of the country have asked what the days and weeks following Katrina were like at the agency—located in the heart of New Orleans—where I have worked for the past five years. I was one of the lucky few able to quickly find temporary housing in Baton Rouge and work from our satellite office there. The initial response we received from clients was to put most of their campaigns on hiatus. Our media team spent most of its time canceling insertion orders utilizing methods probably not seen since prehistoric days. Fax machines and phone lines were down, e-mails were returned as undeliverable and mail-delivery services were unavailable in several areas.

After several weeks of doing little more than canceling media placements, I told one of our buyers we would have to do something outrageous to celebrate our first post-Katrina media approval. After careful consideration, we sounded an air-raid siren in the office. Despite our cramped quarters, the revelry was well received—one small sign of progress in our post-Katrina world. Even though the media team has long since returned to New Orleans, we still sound the air-raid siren with any approval. The staff comes heading down the hall every time to get details on the good news, reassuring new employees along the way that we are not under attack.

As marketers, we faced unprecedented challenges: working with a lack of accurate population and demographic estimates, the need to somehow increase sales for our clients dealing with labor shortage issues and planning and buying media without current Arbitron or Nielsen ratings, among others.

Nevertheless, our region has not only survived, it's thrived in relation to the local advertising industry. Fundamental in this success has been the application of a common-sense perspective to ad efforts. Campaigns that moved the needle for clients resulted from strategic, adapted thinking and an increased level of agency-client interaction. Within all agency departments, we have had to closely analyze how to reach consumers, as many of them live in one media market while working in another. We continue to see displaced New Orleanians commuting in to work from Baton Rouge or lesser-impacted communities in Mississippi. Whereas this creates a mul-

titude of challenges for us in the advertising world, it clearly indicates the commitment these residents have to returning to their former hometowns.

Thankfully, these consumers continue to contribute to the economy, reinvesting their insurance settlements and substantial tax refunds. The increased need for certain goods and services has boosted ad spending among these categories and resulted in a subsequent strain on broadcast inventory. Categories such as furniture, construction and automotive continue to be extremely active. Another challenge in the broadcast arena came with the launch of the "best rate" pricing system by Clear Channel Radio, which eliminates any possibility for negotiation or added value. Buyers pay rates based on the number of spots left in inventory at the time the schedule is being placed. If the stations are sold out, agencies and clients must accept buys that potentially do not contain key stations in the market.

Some advertisers have attempted to divert some broadcast dollars into outdoor billboards with limited success. Billboard inventory throughout the affected markets is in short supply with many damaged structures still not repaired. Despite the reduced inventory, the demand for out-of-home advertising has increased, as consumers spend more time than ever before commuting. Upcoming elections and runoffs in September, November and December will make securing good boards difficult if not impossible for at least the next five months.

The only easy ads to buy right now seem to be visitor media. Print publications and hotel in-room channels targeting visitors have offered deeply discounted rates and bonus space. While the state of Louisiana has bolstered spending to attract visitors, regional businesses have reallocated dollars targeting leisure travelers into local outlets in hopes that residents will make up for some of the lost tourism income. Will it replace the millions lost? No. Will it keep some local business open? Hopefully.

Along with the anticipated increase in tourism and conventions this fall, there are many positive signs of progress. One major development has been a widespread improvement to emergency operations plans. Companies have opened regional offices, expanded their trade areas to ensure diversity of customer and income bases and implemented more sophisticated data backup systems.

But we've come a long way, and judging from how our industry has rebounded from Katrina, I know that we can weather any storm. ■

Joann Habisreiteringer is media director for Zehnder Communications, a full-service agency headquartered in New Orleans.



CHRIS CASABURI

SPACE & TIME
BILL GLOEDE

Punt, Kick and Pass

Time Warner Cable played by the numbers and got beat by the NFL

ON THE MORNING OF Aug. 1, I switched on my interactive TV guide and went hunting for upcoming reruns of preseason NFL games on the NFL Network. It was gone.

At midnight, Time Warner Cable had taken over my local cable system from the beleaguered Adelphia Communications, and its first decision was to summarily drop NFL Network from the channel lineup. There was no notice that TW planned to do this, so I moved over to my computer (where incidentally I found the Internet to be working intermittently, which it has been doing since the takeover) and e-mailed customer service. I got a reply several hours later that said the company thought it in the best interest of its customers to place NFL Net on a pay sports tier. Of course, they offered no information on what that sports tier may comprise nor about how it could be obtained.

The FCC promptly spanked Time Warner and ordered it to put NFL back on, which it did. But I have since been told by a customer service representative that it will remain on only into September and that "we are still negotiating."

What hubris! Not only does Time Warner up and decide to pick a fight with the most powerful sports league there is, it also decides that it, Time Warner, will be the first media entity in history to get away with charging viewers for NFL games (DirecTV's Sunday Ticket, which is an entirely different proposition, excepted).

The NFL Network this year will, for the first time, air games live, exclusively, in most of the country, including several that look to be key late-season matchups. I suspect hoards of TW subscribers will not be pleased by the prospect of having to pay for a new sports tier, onto which the company will no doubt attempt to hang the glut of regional sports nets that air such barn-burning events as high-school football games and women's spelunking.

What is so shocking about this is that TW is doing it just as DirecTV is running a most compelling promotion: a free HD box, its top-of-the-line movie net package and NFL Sunday Ticket for 70 bucks a month for four months, then \$99 thereafter. Does TW not understand that its most coveted customers will find this attractive? Do they want to lose subscribers who pay almost \$200 a month for their services?

The good news, as I see it, is that Time Warner is not powerful enough to pull off its intended coup. It is a broken company. It became clear that it was broken back when Gerry Levin, before he was deposed as TW CEO, spoke to *The New Yorker's* Ken Auletta in October 2001. "I'm a hawk on margins," Levin told Auletta. Auletta also reported that Levin told analysts earlier in July, "We're running the company through the financial function."

Indeed. The merger with AOL was a numbers-driven enterprise. At the time the deal was done, even my pet orangutan knew that AOL was toast once broadband became readily available (okay, I admit, I do not have a pet orangutan). Time Warner, which owns a cable company that was just then starting to roll out high-speed Internet service, didn't see this?

The problem with Time Warner is that it is overrun with bean counters. The Luces, Warners, Rosses, Turners, Daleys, Semels, Moonveses, Erteguns and dozens of other people of talent and vision are gone, replaced by paper shufflers with MBAs who "do everything by the numbers." Apparently, they are not very good at that either. They can't seem to budge the stock price, which should be their specialty. (Full disclosure: I purchased a relatively small amount of TW stock for my retirement account when I was an editor in Primedia's consumer magazine division. It remains in my account.)

What Time Warner needs is new management drawn from its stable of movie makers, TV producers, writers, artists—zounds, even editors! Bean counters are, unfortunately, a necessary accessory in corporate life, but they should be herded back into the accounting department, forced to wear green eyeshades and stripped of all line management responsibility. A media company is, by definition, a creative enterprise, and MBAs are, by definition, not creative (come to think of it, maybe they actually are, but not in a good way: see Enron).

Meantime, Time Warner has succeeded in making a pretty good argument for à la carte cable programming. I would gladly pay for the NFL Network if I could choose not to pay for TBS, TNT, CNN and Court TV. I would be keep TCM, which, incidentally, would not exist were it not for Ted Turner, who, naturally, was unceremoniously dumped by TW.

In its battle with the NFL, I think, TW will be forced to punt. And it will probably shank the ball, to boot. ■

Bill Gloede, the former group editor of Mediaweek and Editor & Publisher, lives in Camden, Maine, where he can be reached at billgloede@adelphia.net.

A media company is by definition, a creative enterprise, and MBAs are, by definition, not creative.

Google is looking for people with great aspirations. Take Caroline Dehnert, for example. An advertising executive in Google's Chicago office, Caroline is a symphonic violinist who has played at concert halls in Leipzig, Vienna, Prague, Budapest and Berlin. Caroline grew up wanting to be a neurologist, but her interests changed and she earned B.S. and M.S. degrees in mechanical engineering from Stanford (where she received the Fuchs Memorial Prize for designing a hand-powered elevator for a disabled person). A fitness buff who bicycled through France's Loire Valley and the Swiss Alps, Caroline climbed Machu Picchu in the Peruvian Andes, backpacked through Patagonia and competed in triathlons. And then she joined Google.

These days, Caroline earns accolades for helping our restaurant clients discover how online search can help drive diners into their physical store locations. We're privileged to have Caroline Dehnert at Google, but we need more people like her – people with passion and goals and an incredible work ethic. Right now we're looking for people with stellar credentials for a number of positions in our North American advertising sales organization.



If you've ever aspired to great things, Google might be the place for you. One of our goals is to create the most inspiring work environment on the planet. If that appeals to you, maybe we should talk. We have offices in Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Irvine, New York, Phoenix, Seattle and Toronto, and at Google headquarters in Mountain View, California.

Check out www.google.com/aspirecaroline for current opportunities. If you see something that seems to have your name written all over it, we'd love to hear from you. Cute childhood pictures optional.

The Google logo, consisting of the word "Google" in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', red 'l', and green 'e'.



**WITH THE LIEBERMAN
PRIMARY DEFEAT
A HARBINGER OF
THE TONE AND SPENDING
PACE OF THIS FALL'S
MIDTERM ELECTIONS,
LOCAL MEDIA IS READY
TO CASH IN ON
POLITICS AS USUAL**

PARTISAN PAYDAY

BY KATY BACHMAN

IF ANY EVENT PREDICTS THE UNPREDICTABILITY of political advertising, it's Sen. Joseph Lieberman's defeat in the Democratic primary in Connecticut two weeks ago. A race that was supposed to be a shoe-in became contentious. No one was expecting the veteran Senator from Connecticut to face opposition in the primary, let alone lose to upstart cable executive Ned Lamont. Now, Lieberman is vowing to run as an independent, setting up a three-way race that promises to flood the Nutmeg State with even more political ad dollars.

What is predictable is that every two years, political advertising brings a basket of goodies to the media business, especially TV stations that reap as much as 85 percent of those dollars. Since 1996, political ad dollars have more than tripled, a major contributor to the cyclical revenue pattern in TV. But it's the local dynamics of politics, which practically institutionalizes surprises, that keeps TV stations and buyers guessing about how it will all shake out.

"You know the money will be there, what you don't know is what will come out of the woodwork," says Sue Johenning, executive vp and director of local broadcast for Initiative. "You don't know about the runoffs and primaries. Every election, there is some race or proposition that takes off and you don't know what will catch the attention of the voters."

DOUGH-MENTUM

An acrimonious three-way runoff among Lieberman, Democratic primary winner Ned Lamont and Republican challenger Alan Schlesinger this fall would certainly fatten Connecticut TV stations' ad coffers.

New York, a state usually flush with political money, is softer than usual, with only Eliot Spitzer dropping some cash in his bid for the governorship. All is quiet on the Senate front, which is likely to roll come September. "We'll be lucky to get half of the \$70 million we got last time," says one New York broadcaster who requested anonymity.

While this year is an off-election year, it has the potential to surpass spending in the 2004 presidential-election year due to the sheer number of political races across the U.S.: 36 governor posts, all 435 seats in the House of Representatives and 33 Senate seats. And nearly half of the gubernatorial races, 10 to 13 Senate races and as many as 60 House seats are considered "in play."

There are also numerous down-ballot races, including mayors (in New Orleans, for example, where Ray Nagin is being challenged), lt. governors, attorneys general, state houses, judges and ballot initiatives.

In 2004, Florida, Ohio and Pennsylvania drew most of the action. This year, governor's races in several states are expected to generate strong political spending: Florida, California, Wisconsin, Arkansas, Massachusetts, Maryland, Iowa, Ohio, New York, Michigan, Pennsylvania, Colorado, Tennessee, Illinois and Minnesota. Many of those states also have the prospect for lively Senate and/or House races, in addition to down-ballot races in California, Ohio and Pennsylvania.

TNS Media Intelligence's Campaign Media Analysis Group is forecasting this year's TV political spending will come in between \$1.5 billion and \$2 billion, topping the \$1.4 billion spent in 2004. Of

**SPENDING
TRENDS
ACROSS
MEDIA**
(in millions)

	1996	1998	2000	2002	2004
Spot TV	\$336.1	\$677.1	\$735.5	\$823.0	\$711.6
Cable TV	3.8	2.3	0.8	0.8	25.8
Spot Radio	0	21.9	20.7	20.8	17.9
Outdoor	2.0	3.2	3.8	7.4	11.2
Newspaper	10.5	15.1	9.5	9.3	10.4

SOURCE: NIELSEN
MONITOR-PLUS

the total, Evan Tracey, COO for CMAG, is forecasting \$500 million will be spent on governor races, \$200 million each on House and Senate races, \$200 million on ballot initiatives, \$150 million on down-ballot political seats and \$400 million on public policy issues.

Other prognosticators are more conservative. Bear Stearns analyst Victor Miller is forecasting \$1.25 billion, while BMO Capital Markets' Lee Westerfield is forecasting spot TV will total \$970 million—about the same as 2002—and account for 3.7 percent of total spot dollars this year.

Spending depends on the state of political desperation among the political parties and advocacy groups. As the last election leading up to a wide open race for the White House, the stakes are high. That realization could generate more dollars than usual in an off-election year.

"There are a lot of people looking past these midterm elections to 2008," says Tracey. "People will realize there is just as much at stake now to prepare for the presidential election, so you'll see a lot of late-breaking money. It will be fast and furious down the stretch, due in large part to the extremely competitive Congressional races and some important governor races that will be extremely valuable to control for the presidential election."

The big wild cards are the 527 advocacy groups. Although such organizations tend to focus on presidential elections, they could see 2006 as the opening skirmish for 2008. "You never know how much

Combine one part Harvey Weinstein
with one part Charlie Rose.

Add Jerri DeVard. MIXX.



David Verklin
CEO, Chairman
Carat Americas,
Carat Asia Pacific



Paul Dioguardi
CEO
ONE.org



Jerri DeVard
SVP, Marketing &
Brand Management
Verizon Communications



Tim Kopp
VP, Global Interactive
Marketing, The Coca-
Cola Company

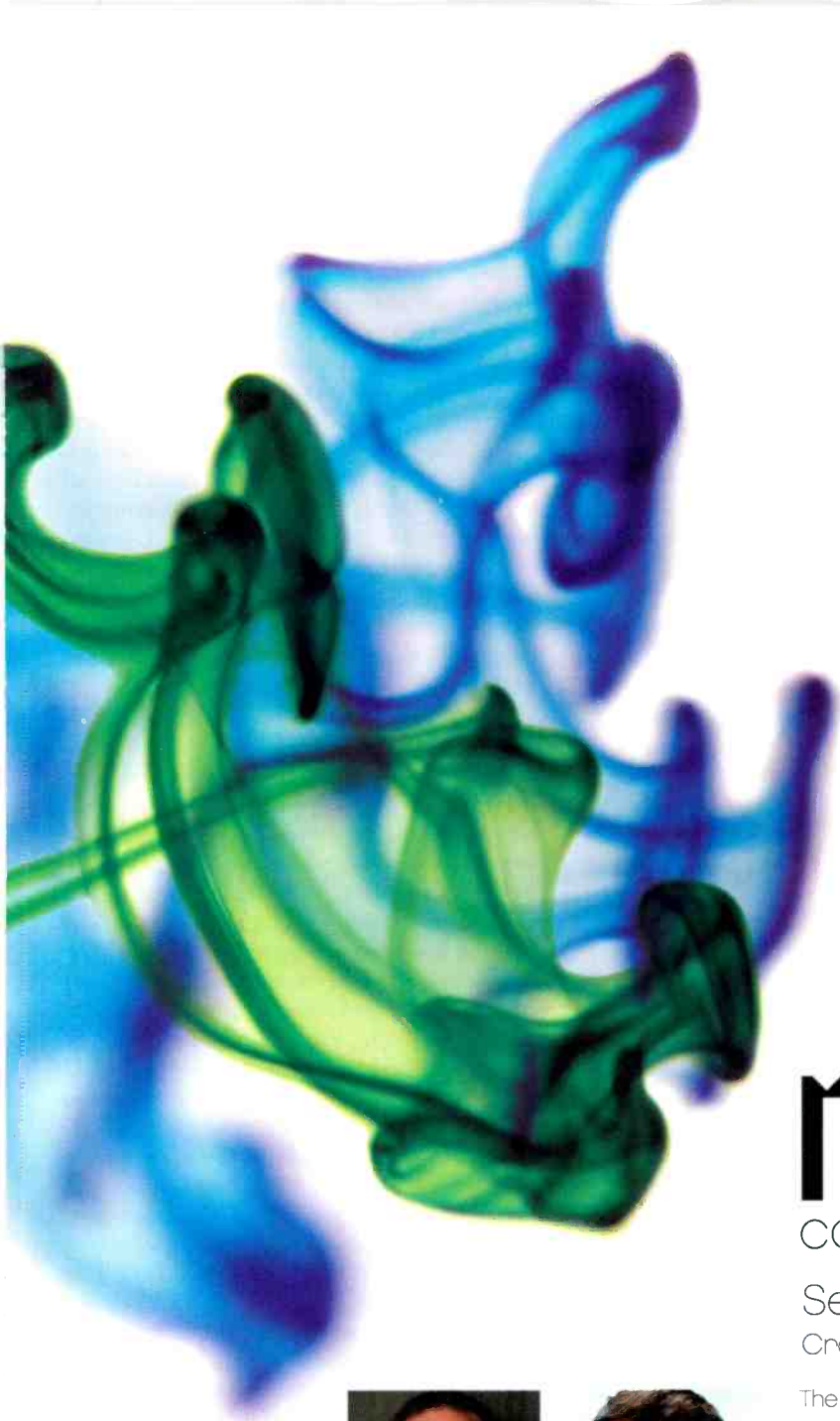


Mary Bermel
Director,
Interactive
HP



Christopher Payne
Corporate Vice
President
MSN Search





msn.
presents

The official interactive event
of Advertising Week 2006

MIXX

conference & expo >> 2.6

September 25th - 26th, 2006

Crowne Plaza Hotel >> Times Square, New York

The top names in interactive media and marketing are converging at MIXX. Hear Charlie Rose interview Harvey Weinstein, Co-Chairman, The Weinstein Company, one of the most innovative entertainment executives in the world.

Join them and other top execs for talks and panels focusing on today's most pressing issues. And check out a showcase of the latest advertising and marketing technologies and solutions in the Exhibit Hall.

Can you afford not to be in the MIXX?



Harvey Weinstein
Co-Chairman,
The Weinstein
Company



Charlie Rose
Journalist



ADWEEK

Register today at www.mixx-expo.com

Don't forget to register for the MIXX Awards at www.mixx-awards.com

money they have or what their strategy will be. It's not like the old days when it came from parties and candidates. They tend to spend in a more unpredictable manner," says Jack Poor, vp of marketing for the Television Bureau of Advertising.

Even before the biggest concentration of spending in September and October, more than \$637 million has been spent through the first week in August, with 75 percent of the dollars so far going to spot TV (see chart below). "You have literally close to \$500 [million] to \$600 million alone sitting on the sidelines between the political parties, 527s and labor unions," Tracey adds.

Estimates of just how much TV stations will get is not easy to pin down given the volatility of spending. But one thing is certain: The second-largest ad category in spot TV after auto will be a real factor, boosting the industry's year-end growth performance into the high single digits.

"People keep saying political is becoming a category; it's been a category for the last 10 years," says Julio Marengi, president of sales for CBS Television Stations. "With partisan politics the way they are, the price of running for office has jumped sky high. This cycle has controlled a lot of revenue that comes into our world."

In 2004, political spending accounted for 5.2 percent of local TV revenue in third quarter and nearly 10 percent in fourth quarter. TVB's Poor expects that percentage to be higher this year since presidential year spending spreads out more evenly throughout the year beginning in first and second quarter. "The cycle compresses itself more every time and it gets later and later. The candidates know that advertising has more impact closer to election," Poor says.

How tight inventory will be depends on the health of the overall ad market and the individual regions. While a few areas, particularly those in California, have already experienced some tightness, in the nonpolitical markets, revenue growth is in the 2 to 3 percent range. "The swell of political will offset the erosion of auto and retail categories, but it won't be enough to put pressure on rates nationwide," Westerfield says.

Tracey's group has identified several cities as "perfect storm" markets, which will likely benefit from multiple and contentious races: Phoenix; San Diego; Denver; Hartford; Tampa, Fla.; Miami; Atlanta; Chicago; Cedar Rapids, Mich.; Cincinnati; Cleveland; Charleston, S.C.; Providence, R.I.; Philadelphia; Louisville, Ky.; Baltimore; Minneapolis; Manchester, N.H.; Charlotte and Greenville, N.C.; Seattle; Burlington, Vt., and Oklahoma City.

Although the largest markets (such as Los Angeles, San Francisco and Chicago) will get the biggest dollars, markets outside the top 10 tend to be more affected by political spending, causing tighter inventory conditions at TV stations.

Many agencies have intricate software systems in place to navigate the influx of dollars from elections, primaries, ballot initiatives and issue campaigns to help their clients plan around the political crunch. Some markets have already experienced tight conditions, but agencies expect

the tightest conditions from about Oct. 10 on, when both political and another American pastime—baseball—will collide to soak up a lot of inventory. But while some advertisers can afford to avoid periods when spending is heaviest, others—such as retailers running back-to-school campaigns, or advertisers with new product launches—simply can't.

Buyers are also keeping an eye on more sophisticated spending practices. Political campaigns, which traditionally flood the news day-parts to target voters 35 and older, are also segmenting buys by targeting specific demographic or ethnic groups. "In the California primary, they were targeting women—buying more non-news early fringe,

late fringe and in programming such as *Sex and the City* and *Oprah*," says Initiative's Johenning.

Of all the TV groups, CBS, which has backed up its newscasts with programming leading into news, has the most to gain, analysts believe. Bear Stearns calculates the CBS owned-and-operated stations will bring in more than \$116 million in political this year. Other groups in good position to attract political dollars include Gannett at \$86.4 million, Hearst-Argyle at \$69.7 million, ABC at \$62 million and Belo at \$42.6 million.

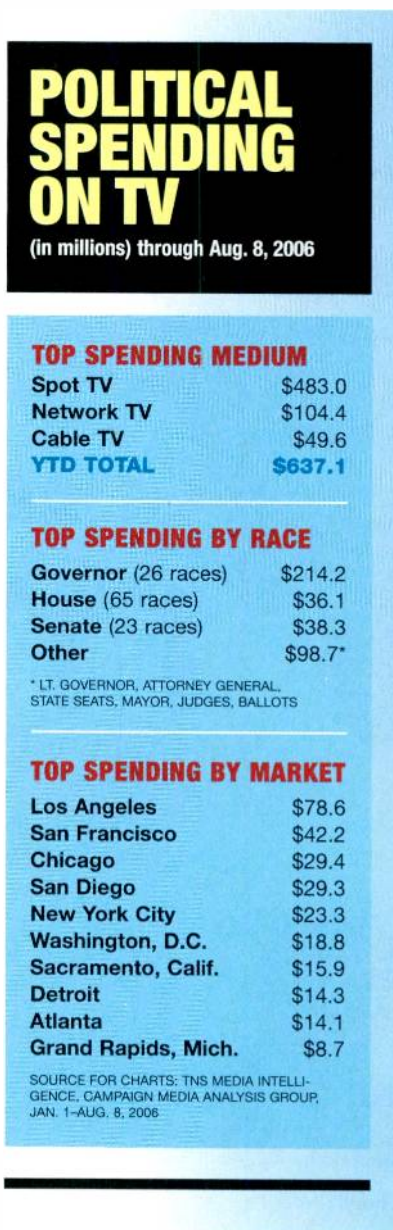
Hearst-Argyle, Belo and Gannett have forecast spending levels more in keeping with 2002 rather than exceeding 2004. Hearst-Argyle, for example, is projecting \$50 million to \$60 million versus the \$87 million it took in for 2004. "The gubernatorial races are going to be significant. The variable, though, that makes me a little bit more measured here is some of the Senate races, which in past years have generated very significant money," says David Barrett, president/CEO of Hearst-Argyle. "There's more uncontested elections going on, much more limited activity than we've seen in the past on the Senate side."

Other media generally receive only 10-15 percent of political dollars. In 2004, only 9 percent of political and issue ad-spending went outside of broadcast TV, according to CMAG. This year, that could creep up to 18 to 22 percent. There will be some spillover to cable, which draws more and more dollars each election, especially with the growing popularity of Fox News and its healthy rivalry with CNN and MSNBC. Candidates, wanting to get on TV earlier and earlier, go onto cable because it's less expensive. "It's a poor man's way of getting onto TV earlier," says Tracey. "They're spending more than ever on TV and going on longer. We're starting to see the threshold get pushed further out—in some cases more than a year."

If TV is tight enough, radio may get more dollars, but it's still a relatively small percentage of the total, amounting to only 1 to 2 percent, says Tracey. News/Talk stations tend to get some ads in the final days leading up to an election and for propositions.

The Internet, while drawing interest, is also not causing any dramatic shifts in spending. Candidates may have their own Web sites, but they aren't rushing to place banner or display ads just yet.

For now, TV tends to be the politician's medium of choice. Says Kathy Crawford, president of local broadcast for MindShare: "Political will probably make the year for TV." ■



DOUBLE-WEB ISSUE. SIX-FIGURE AUDIENCE.

Adweek Magazines' Sept. 11 issue will be an exciting Web-stravaganza of the hottest sites, players and technologies in the online world, delivering 250,000 high-level decision-makers in the advertising, marketing and media fields.

2 GREAT SPECIAL SECTIONS: (BOTH IN PRINT AND ONLINE)

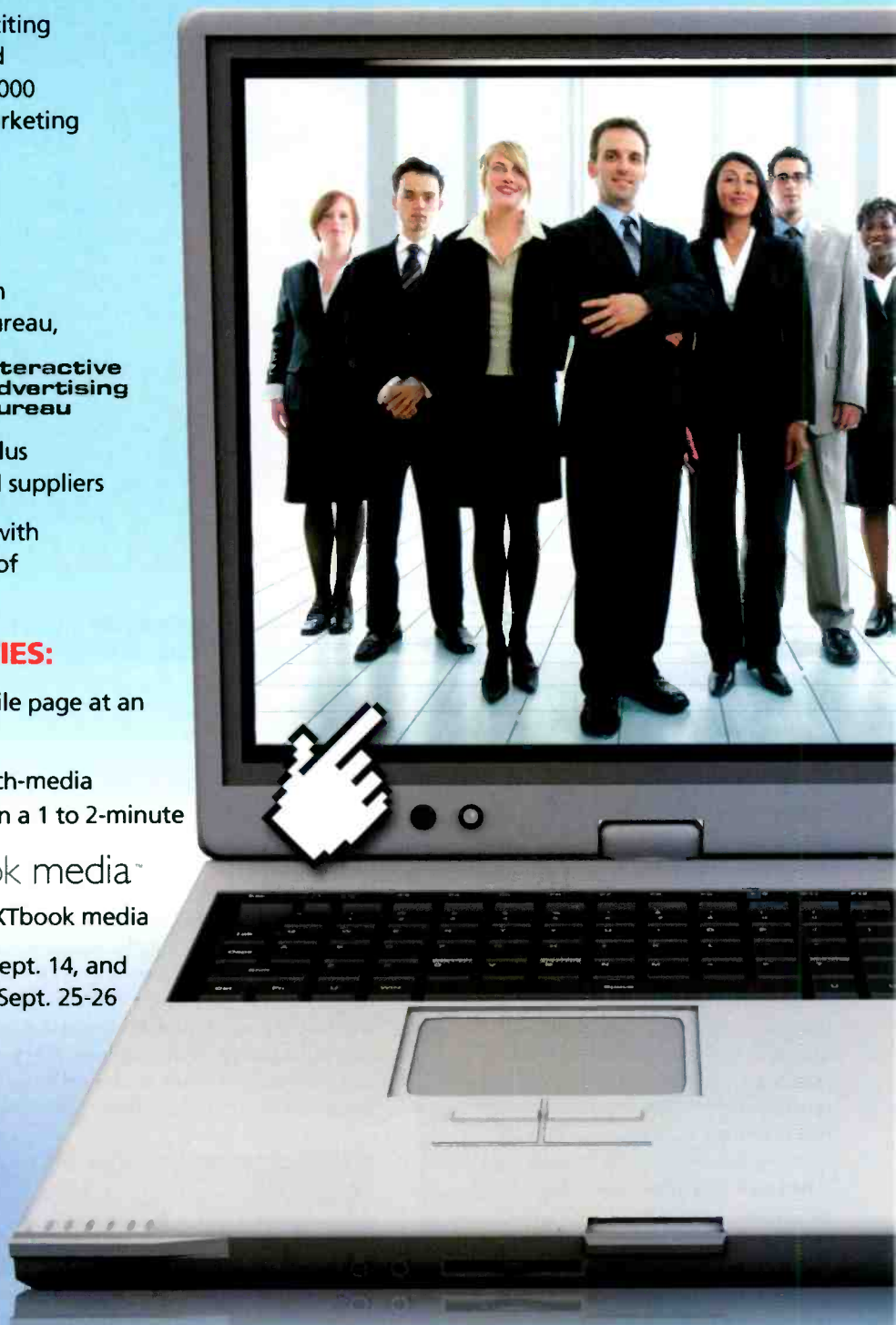
- **IAB INTERACTIVE PROFILE GUIDE:** Created in conjunction with the Interactive Advertising Bureau, it's the Who's Who and What's What in Interactive—how brand marketers and agencies can leverage across all interactive media vehicles, plus info-packed profiles of key interactive sites and suppliers
- **WEB SITE HOT LIST**—The top 10 "hot-coms" with consumers and media buyers from the editors of Adweek Magazines



2 GREAT ADVERTISING OPPORTUNITIES:

- Book one page in the Guide, get one free profile page at an unbeatable rate
- The Guide appears online as an easy-to-read rich-media publication, featuring your CEO, CSO or CMO in a 1 to 2-minute online video, and includes interactive survey, hyperlink and tracking report capabilities powered by **NXTbook media**™
- Bonus distribution at Adweek's Buzz Awards, Sept. 14, and the IAB's MIXX Conference, Expo and Awards, Sept. 25-26
- 12 months of promotion on Adweek.com, Brandweek.com and Mediaweek.com

ISSUE DATE: Sept. 11
AD CLOSE: Aug. 25



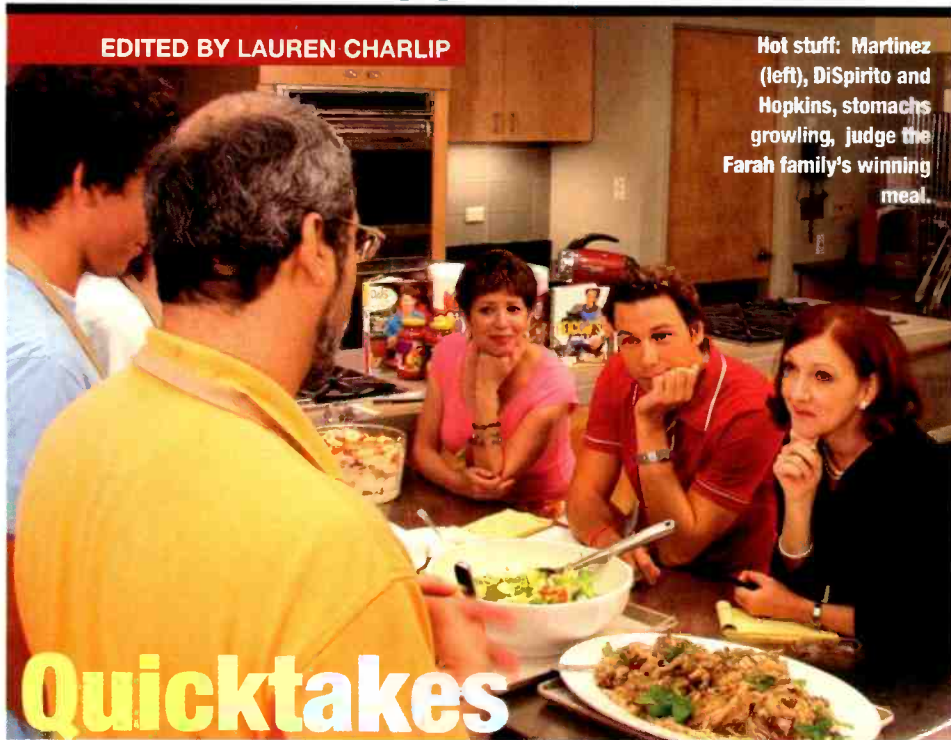
TAKE ADVANTAGE OF THIS OPPORTUNITY!
CALL 646-654-5106 OR E-MAIL ABL0D@ADWEEK.COM.



ADWEEK MAGAZINES

EDITED BY LAUREN CHARLIP

Hot stuff: Martinez (left), DiSpirito and Hopkins, stomachs growling, judge the Farah family's winning meal.



Quicktakes

MOVERS

MAGAZINES

J.P. Kyrillos, associate publisher of American Express Publishing's *Food & Wine*, was promoted to vp, publisher. Kyrillos succeeds **Julie McGowan**, who was named vp, publisher of the company's *Travel + Leisure*... **Steve Lerch**, most recently vp manager, print media at Campbell Mithun, has been named a sales manager at Time Inc. Business and Finance Network's Chicago office... **John Stevenson** has been named publisher of *Time for Kids*. He has been director of consumer marketing at *In Style* since 2003... **Laura Sequenzia** has been named associate publisher of *Golf World*. She was previously national travel director for *Golf World*, *Golf Digest* and *Golf for Women*... **Barbara O'Dair** was named executive editor at *More*. She was most recently director of *More.com*.

RADIO

Joanne Hill was promoted to vp of marketing for CBS Radio, from director of marketing, a position she's held since 2005... **Jeffrey Wolinsky** has been named director of national sales and sports sales for Bonneville International's stations in Washington, D.C., News WTOP-FM, Washington Post Radio, Classical WGMS-FM and News WFED-AM. He was most recently local sales manager for WCBS-AM, CBS Radio's News station in New York... **Chris Forgy** has joined Radio One as vp and general manager of the company's four radio stations in Cleveland. He was most recently director of sales for Saga Communications... Katz Radio, a division of Katz Media, promoted both **LaTonya Chenault** and **Trish Cunningham** to vp positions in Philadelphia/Washington, D.C., and Atlanta, up from senior account executives.

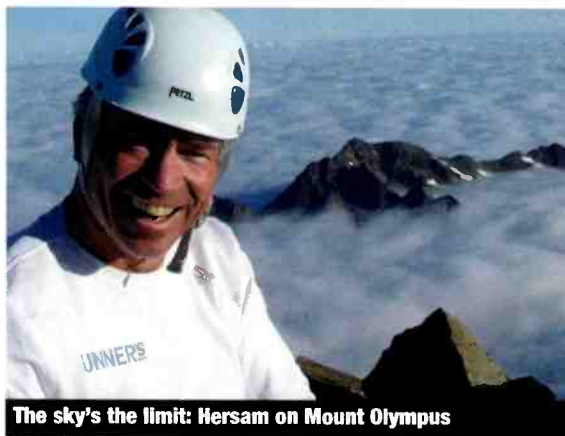
INTERACTIVE

Greg Stuart, the longtime head of the Interactive Advertising Bureau, is leaving the organization at the end of 2006 to pursue other opportunities. A replacement has yet to be named for Stuart, who has been with the IAB since 2001... **Julie Shumaker** has been named vp of worldwide sales at the

FOOD HAS ALWAYS BEEN a priority at *Better Homes and Gardens*; the eponymous cookbook is the No. 1-selling cookbook of all time. The magazine has once again stepped into American kitchens with a second run of its Family Cook-off contest this year, which wrapped in New York on Aug. 11. The final round was filmed in the *BH&G* test kitchen, with celebrity judges Rocco DiSpirito; Daisy Martinez, of *Daisy Cooks!* and **Nancy Hopkins**, *BH&G* deputy food and entertaining editor, for a half-hour television special to air in syndication this fall. To narrow the field, *BH&G* staffers made house calls to 20 semifinalist families—out of over 8,000 entries—around the country who submitted holiday menus, recipes and essays to enter. They evaluated not only the food, but how the families interacted in the kitchen. West Coast editor

Paige Porter was charmed by the "generosity and graciousness" of the families she met judging a Mexican Easter meal in San Antonio, Texas, and a Southern New Year's Day lunch in Tucson, Ariz. "It's like all the walls come down in the kitchen," she said. The Farah family of Minneapolis beat out three other finalist families for \$15,000 cash and other prizes, with a traditional Lebanese holiday meal... By his own admission, the closest *Runner's World* publisher **Andrew Hersam** had ever come to mountain climbing was running up Heartbreak Hill in the Boston Marathon. He is well-versed in raising money, though, so when the opportunity to climb Washington's Mount Olympus and raise funds benefiting the children of his late *Sports Illustrated* ad sales colleague, Jim Houran, appeared, he knew he was up for at least half the task. Houran, 42,

passed away after a heart attack in April, days before the birth of his second son, Michael. "His short life was marked by an uncanny ability to attract legions of friends, and I figured it was up to all of us to do something positive in his memory," Hersam said. He enlisted the help of **Jon Dorn**, editor in chief of Rodale sibling *Backpacker*, for the 7,500-foot climb. Dorn put him on a crash-course program which included daily Stairmaster sessions with 50 pounds of weight plates in a backpack. "I heard the word 'wacko' whispered a few times" at the



The sky's the limit: Hersam on Mount Olympus

DON'T MISS THIS
ULTIMATE BRANDS & BANDS
NETWORKING OPPORTUNITY!

ADWEEK MAGAZINES & Billboard

present

In association with
ADVERTISING
WEEK 2006
SEPT. 25-29

THE music UPFRONT

SEPTEMBER 26, 2006 • BB King Blues Club, NYC

Get the inside track on the hot-button issues
facing the industry today from

Label Presentations Include



Keynote Presentation



Mark-Hans Richer
Director of Marketing
Pontiac Division
of General Motors

Performances by



Mat Kearny
Aware/Columbia



Stefy
Wind-up
Records

Additional labels and artists to be announced shortly. Please visit our Web site for an up-to-date agenda.

Visit our Web site to Register

www.INSIDETHEMUSICUPFRONT.COM

For more information, contact 646-654-5162 or conferences@adweek.com.

MOVERS

in-game advertising firm Double Fusion. Shumaker was most recently the national director of sales, videogame advertising, Electronic Arts... **Peter Daboll** has been named to the newly created position of chief of insights and global market research at Yahoo. Daboll was formerly the CEO at comScore Media Metrix... **Howard Manus** joined CNN-Money.com as vp, marketing and operations. He had been with *BusinessWeek* for over 13 years, most recently as vp of operations for its Web site... **Eric Rayman** has been named senior vp of marketing and sales for the online community company Quepasa Corp. Rayman was previously president and COO of *Budget Living* magazine... **Steve Sordello** has been named senior vp and chief financial officer at TiVo. Sordello was most recently executive vp and CFO of Ask Jeeves, Inc.

CABLE

British broadcasting veteran **Jamie Roberts** is joining GSN as senior vp of programming, effective Aug. 21. Roberts comes to GSN after a 10-year stint at Sky Networks in the U.K., where he served in development and programming... Rainbow Media music network Fuse has elevated **Fernando Romero** to vp, advertising sales, digital media. Previously he was director of interactive sales... Discovery Networks has upped **Fred Norris** to vp, Southeast sales region, where he'll oversee the Atlanta ad sales office. Norris joined Discovery in 2002 as an account executive for the New York region... Gospel Music Channel tapped **Molly Rahiya**, former TBS and WE: Women's Entertainment research executive to head up its new research department.

RESEARCH

IAG Research upped **Steve Walsh** to executive vp, director of sales. Walsh joined IAG in 2001... Nielsen Media Research announced that **Jack Oken** was named to the newly created position of general manager of strategic measurement initiatives, from gm of local business. **Catherine Herkovic** was upped to replace him, from senior vp, sales and marketing, for the local TV service.



Sherman and LaBelle try not to wilt.

gym," Hersam noted. Within 48 hours of sending an e-mail throughout the ad sales industry asking for pledges of "a penny per foot climbed," on behalf of the Jameson and Michael Houran Trust, more than \$12,000 had been pledged, and by the time Hersam came down on July 30, the total had jumped to more than \$17,000... The heatwave New York City endured was no match for music legend Patti LaBelle at VH1's The Summer of Soul Party at Crobar. On hand to introduce multiplatinum recording artist Kelis' half-hour set, LaBelle joked during a photo op with **Eric Sherman**, gm, senior vp VH1 Classic and VH1 Digital Television that "only real men and women can stand the heat."

DISH

► All trumped up: *Stuff* threw a fall fashion preview luncheon with cover model and boardroom beauty Ivanka Trump at NYC's Cafe Gray Aug. 9. From left: Megan McIntyre, senior manager, emerging media and print buying, Anheuser-Busch; Trump; John Lumpkin, publisher, *Stuff*.



◀ Screen pass: (from left) Howie Long, Joe Buck, Curt Menefee, Terry Bradshaw and Jimmy Johnson at a New York press conference announcing the addition of Buck and Menefee to Fox's NFL Sunday team.

The 2006 Executive Summit:

Marketing and Technology

The Next Frontier

*Mobile Marketing, Podcasts, Blogs,
Search Engines, Social Networking,
Interactive TV, Licensing Technology,
Retail Applications, Next Wave
Internet. . .*

**Are you running a
20th century business
in the 21st century?**

**September 15, 2006
One Pace Plaza
New York, NY**

*For more information please visit:
www.pace.edu/executivesummit*

SPONSORED BY:

ADWEEK

**Mc
Graw
Hill**

**McGraw-Hill
Irwin**

M | E | N | G
MARKETING EXECUTIVES
NETWORKING GROUP

PACE
UNIVERSITY

NIELSEN MEDIA RESEARCH

TOP ONLINE

WEB MEDIA ADVERTISERS

U.S., Home and Work

Week ending August 8, 2006

Company	Impressions (000)
1. NexTag, Inc.	1,483,049
2. QuinStreet	533,279
3. Monster Worldwide, Inc.	427,707
4. IncentiveLeader.com	245,422
5. DADAmobile Inc.	230,829
6. Flingweb.com	217,356
7. YourGiftCards.com	216,629
8. FunnyFreeClips	143,704
9. ShermansTravel.com	129,862
10. OnlineRewardCenter	111,566
TOTAL	6,423,614

SOURCE: Nielsen //NetRatings AdRelevance

Note: AdRelevance reporting data reflects advertising activity served on pages accessible via the World Wide Web and not within AOL's proprietary service.

ALBUMS: THE BILLBOARD 200

COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE SALES.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	-	1	PORT OF MIAMI	RICK ROSS
2	-	1	PHOBIA	BREAKING BENJAMIN
3	1	5	NOW 22	VARIOUS ARTISTS
4	-	1	CASSIE	CASSIE
5	-	1	CHRIST ILLUSION	SLAYER
6	-	1	STEP UP	SOUNDTRACK
7	3	2	KIDZ BOP 10	KIDZ BOP KIDS
8	7	14	ST. ELSEWHERE	GNARLS BARKLEY
9	2	2	YEAR OF THE DOG...AGAIN	DMX
10	10	45	ALL THE RIGHT REASONS	NICKELBACK

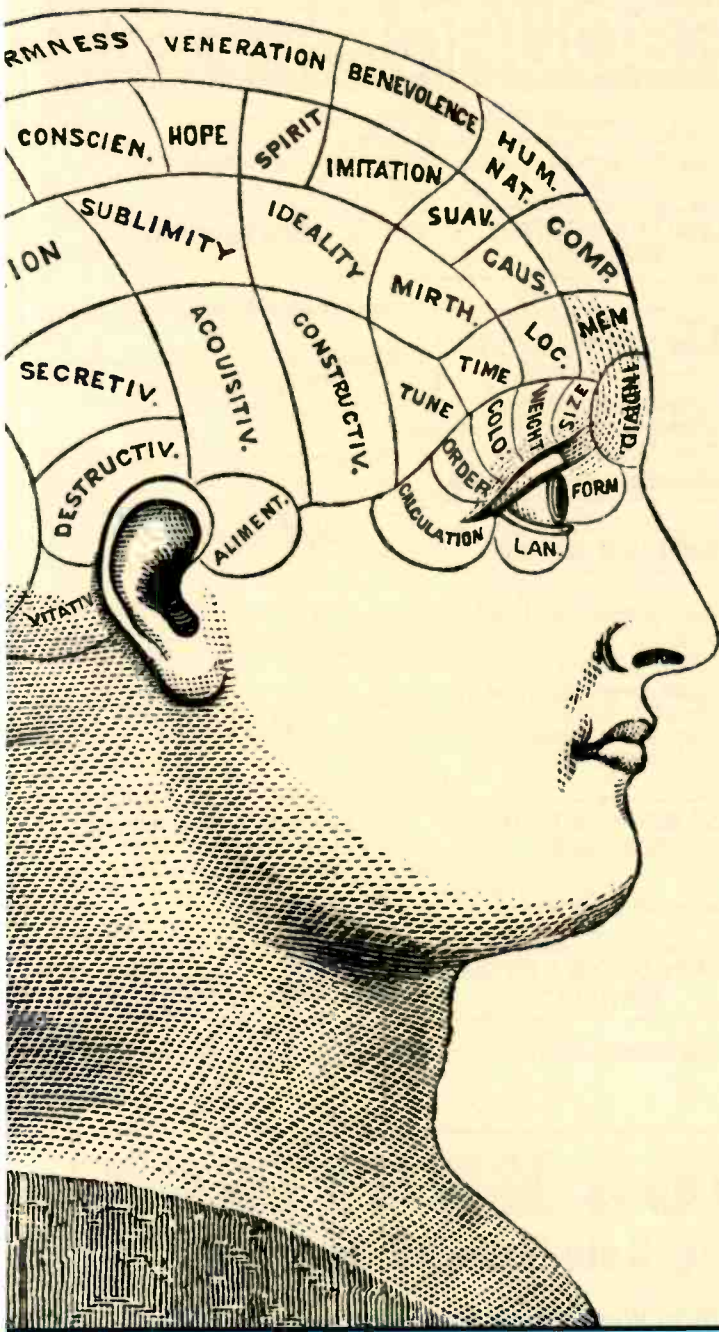
SOURCE: BILLBOARD, NIELSEN SOUNDSCAN

SINGLES & TRACKS: THE BILLBOARD HOT 100

COMPILED FROM A NATIONAL SAMPLE OF AIRPLAY SUPPLIED BY BROADCAST DATA SYSTEMS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	1	4	LONDON BRIDGE	FERGIE
2	2	15	CRAZY	GNARLS BARKLEY
3	3	15	PROMISCUOUS	NELLY FURTADO F. TIMBALAND
4	4	18	ME & U	CASSIE
5	5	14	BUTTONS	THE PUSSYCAT DOLLS F. SNOOP DOGG
6	7	12	GIVE IT UP TO ME	SEAN PAUL F. KEYSHIA COLE
7	10	24	I WRITE SINS NOT TRAGEDIES	PANIC! AT THE DISCO
8	8	10	AIN'T NO OTHER MAN	CHRISTINA AGUILERA
9	14	10	SEXY LOVE	NE-YO
10	12	11	SHOULDER LEAN	YOUNG DRO F. T.I.

SOURCE: BILLBOARD, NIELSEN SOUNDSCAN



Consumer Engagement Hope or Hype?

Find out at the AAAA|ARF Consumer Engagement Conference, during Advertising Week 2006

*The Crowne Plaza Times Square Manhattan
Sept. 28-29, 2006*

*For more information or to register online,
visit www.aaaa.org or www.thearf.org, or call
AAAA Conferences & Special Events,
212-850-0733.*



Speakers Include:



Gerald Zaltman
Harvard Business School



Bob DeSena
Mediaedge:cia



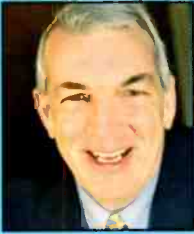
Amy Shea
Ameritest



Robert Passikoff
Brand Keys, Inc.



Lisa Baird
National Football League



Mike Hughes
The Martin Agency



Mark McLaughlin
Yahoo!



EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$57 per line monthly; \$343 per half-inch dis-**

play monthly. ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Karen Sharkey at 1-800-7-ADWEEK. Fax 646-654-5313.

ACCOUNT PLANNING

Qualitative Thinking & Research for Positioning & MarCom Strategy. Non-linear, non-formulaic, intuitive. 25 years of exp.; U.S. & worldwide www.StrategyWorks.com

ADVERTISING BOOKS

The Copy Workshop Workbook. www.adbuzz.com - all credit cards. Free Advertising Books For Ad Instructors.

ADVERTISING SERVICES

Affordable Newswire Services and Press Release Writing www.Send2Press.com

ART/DESIGN SERVICES

MikeHolmesAdDesign.com

INVISION GRAPHICS

INVISION GRAPHICS offers the most creative and dynamic graphic concepts from start to finish.

- ➔ WEB DESIGN
- ➔ COMPANY PRESENCE
- ➔ CAMERA READY ART
- ➔ ADVERTISING

Call STEVE At: 718-544-7670

ART STUDIO

10 Macs. Zero hacks. www.tengastudio.com/aw

BANNERS & EVENT SUPPLIES

FREE 68 PAGE CATALOG OF BANNERS, TENTS, FLAGS, T-SHIRTS, ETC. 800-426-9496 WWW.BRITTENBANNERS.COM



COPY/CREATIVE

Copy: funny, serious. Smartwords@aol.com

COPY/HUMOR SPEECHES

www.thecorporatecomedywriter.com

COPYWRITING

Have Pen, Will Travel Seasoned copywriter seeks new freelance challenges: web, print, broadcast. Meets deadlines, budgets: jfnora@optonline.net

www.BordenWritesCopy.com

DIRECT MARKETING

CONSULTING/CREATIVE www.EdwardNash.com

DIRECT RESPONSE TELEVISION



for more information, visit www.backchannelmedia.com

INFOMERCIALS

InfoWorx Infomercial Production for the Trade. 888-326-DRTV > WWW.INFOWORX.COM

INTERNET MARKETING

Intuitive, Engaging, Dynamic! The Digital Marketing Specialists The Glovin Group, LLC 917.670.2944/ mglovin@theglovingroup.com

JINGLES

PARODY JINGLES - ParodyJingles.com Impact your target demo with the music of their generation! 954-483-3654

LOYALTY & INCENTIVE PROGRAMS

Performance Driven Marketing Complete program design, development & reward fulfillment on state-of-the-art web platform. www.incentivegroup.com 914-948-0904

MARKETING SERVICES

Brochures that Brand (203) 698-1478

HEALTHCARE ADVERTISING SPECIALIST To the Consumer. To the Trade. To the Point. David Upright: 973.726.9655 uprightadvertising@hughes.net

MEDIA BUYING & TRAINING SEMINARS

www.mediabuyingacademy.com

MEDIA PLANNING & BUYING SERVICES

www.DirectResponseTV.com

MEDIA SEMINARS

paragonmedia.com/mediaseminars.html

PUBLIC RELATIONS

www.presscounselgroup.com

RADIO PRODUCTION

DAVE n' JER's COMEDY RADIO Now Playing at: www.princeradio.com 310-508-4020

SWEEPSTAKES

SWEEPSTAKES, GAMES & CONTESTS Call Marta Altberg at Ventura Associates (212) 302-8277 ext 3003 or maltberg@sweepspros.com

SWEEPSTAKES: FOR TURNKEY SERVICES CENTRA MARKETING & COMMUNICATIONS Contact Bob Bell, COO 516-997-3147, ext 12 or bbell@centramarketing.com

JOB HUNTING?

Log Onto Adweek Online Today

- Help Wanted Ads – by job type – from all six classified regions of Adweek, Brandweek, & Mediaweek
- Contacts – the names and addresses you need from fully searchable databases
- Stay Up - to - date on current news, people moves, key industry issues, account changes

Visit our Website at: <http://www.adweek.com>
e-mail: adweek@adweek.com

Catch a Creative Genius
ADWEEK CLASSIFIED

OFFERS & OPPORTUNITIES

OFFERS

West Palm Beach, FL

Profitable, thriving West Palm agency is seeking a partner with strength in new business development for 5 year buy-out, or strategic partnership with compatible New York agency. Open to creative discussion
Email: mlwile@yahoo.com

NOTICE

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, **you need to advertise now.** Call for info 1-800-7-ADWEEK.

EMPLOYMENT

Senior Photo Art Director

L.L.Bean, a Gold and Silver Catalog Age winner and leader in multi-channel sales of Outdoor-inspired Apparel, Footwear and Gear is looking for a Senior Photo Art Director to join its Creative team.

As a member of this dynamic team, you will art direct photographic assets for assigned catalog pages, package inserts, advertisements, and work on other graphic projects.

The successful candidate will possess excellent aesthetic sense, creative experience and be proficient in creative software. A demonstrated understanding of business strategies, objectives and strong project management skills are critical to the success of this position. A BA/BS, or the equivalent, and at least 6-8 years directly related experience is required.

To apply and view benefits, visit our Employment page on www.llbean.com

L.L.Bean®

L.L.Bean is an equal opportunity employer.

Hate radio advertising? Love radio advertising? Have we got a job for you.

If you think most radio advertising sucks, but still like the challenge of writing work that doesn't, you'll fit in nicely over here. Our group of writers, producers and musicians is out to change how people think about radio. Every day, we create extraordinary work for clients across the country.

Show us you have talent, and we'll show you the most freedom a writer can have in advertising. Just send your resume and reel (scripts are okay for your really great ideas that never made it to production) to VP/GM bobcase@clearchannel.com

Clear Channel's Creative Services Group offers competitive pay and benefits. Relocation to Atlanta, Georgia, required.

EOE. Women and minorities are encouraged to apply.

EMPLOYMENT

Associate Media Director

Harrisburg, PA Thinkbank is in search of an Associate Media Director to help drive winning media strategies. We're currently looking for someone that has mastered planning and buying all traditional media but is not beyond thinking about non-traditional opportunities and creating new media.

Can get the lowest CPP in the market? Great. Even better for us is someone who can develop unique value-added ideas that enable our clients to win (for free!).

Ideal candidate should be able to oversee personnel and will be responsible for meeting with clients, developing strategies and serving as a media authority for our busy shop. B2B and consumer experience a must. **Please send resume, salary requirements and three references to: jwebb@pavone.net.** No phone calls, please.

P a v o n e

Random House - NYC

Fodor's travel guides seeks **Business Dev. Mgr.** Develop & generate non-retail revenue, including licensed content, affiliate programs & e-commerce. Identify & prospect new clients, relationship build & develop program concepts. Devise sales strategies, develop programs & campaigns for our brand. Oversee contracts & negotiate terms. Min 5 yrs sales/mktg exp. & track record in developing new business through integrated programs. Familiarity w/ selling on web is important. Book/travel experience is a + but not essential. Min. travel required. EOE

www.careers.randomhouse.com

Hungry Sales Executive

Join a fast growing NYC company!

Entrepreneurial environment with BIG company resources. High-powered marketing/ distribution firm, sells and markets Fortune 500 goods. 5+ years sales experience in business to business. Sales Manager must be driven, creative, customer service oriented & have a professional demeanor. Strong written & verbal skills. Competitive base + high commissions.

wilners@netvision.net.il

ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means to confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISIT ADWEEK.COM

In print and online,

ADWEEK MAGAZINES Classified is

THE HIRE AUTHORITY

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK

Classified Manager: Karen Sharkey Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$221.00, 1/2 inch increments: \$110.50 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples. The identity of box number advertisers cannot be revealed. Confidential Service: To answer box numbers ads and protect identity: (1) Seal your reply in an envelope addressed to the

box number; (2) In a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Adweek, Classified Advertising, 770 Broadway, New York, NY, 10003. If ADWEEK must typeset ad, charge is \$25.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filed prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.

HELP WANTED



Director of Media Measurement & Analysis - NYC

Are you a media planning or research professional looking for a rewarding career to put your skills towards supporting important social causes?

The Ad Council, the country's leading producer of public service campaigns (Smokey Bear, McGruff the Crime Dog, "A Mind is a Terrible Thing to Waste") is seeking a Director of Media Measurement & Analysis in its New York Office. The Director of Media Measurement oversees monitoring, reporting and analysis of all media time and space donated to the Ad Council and its campaigns. The successful candidate will have a bachelor's degree and 5-7 years of media planning, media research, or other analytical experience in a variety of media (broadcast, print, O-O-H, online). Applicants should also possess superior analytical, database and computer skills (i.e. PowerPoint and Excel - formulas, formatting and linking) and a strong ability to work in a fast-paced, hectic environment is key.

We offer a competitive salary, excellent benefits package, and a dynamic team environment. Please email your resume and cover letter with salary requirements to careers@adcouncil.org. We will only contact qualified applicants.

The Advertising Council, Inc
261 Madison Avenue, New York, NY 10016
We are an Equal Opportunity Employer.

Work in Fortune 100 marketing departments.

As a contract marketer with the world's largest marketing staffing company, you will enjoy the same benefits and perks as a full-time employee, such as:

- Full health coverage
- 401(k) "Opt-In" plan
- Professional Development
- Flexibility

Please call **800 650 0550** or visit us at aquent.com to learn more and register online.

A Q U E N T
Marketing Staffing

THE CONVENIENT CLASSIFIED CONTACT FORM

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

**ADWEEK
BRANDWEEK
MEDIWEEK**

CLASSIFIED MANAGER: KAREN SHARKEY

MAIL TO : ADWEEK CLASSIFIED 7TH FL.

770 BROADWAY, NEW YORK, NY 10003-9595

PHONE: 1(800) 7-ADWEEK OR FAX (646) 654-5313

REGION: East ___ New England ___ Southeast ___

Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) _____

NAME _____ ADDRESS _____

PHONE _____ FAX _____

PAYMENT

- CHECK MASTERCARD VISA AMER.EXP.

Signature _____

Cardholder's Name _____

Card # _____ Expires _____

JOBHUNTERS:
Find Hundreds of Great Jobs In Adweek Online!

Search ads from all six classified regions of Adweek, Brandweek, & Mediaweek. Visit our Website at: <http://www.adweek.com> e-mail: adweek@adweek.com

ATTN: ADWEEK CLASSIFIED ADVERTISERS:

ADWEEK Classified closes on **Wednesdays at 4:30 p.m.**

All copy and artwork must be in our New York office **no later than WEDNESDAY**. Copy received after Wednesday will be held and run in the next available issue. We appreciate your cooperation.

UNLIKE SUPERHEROES AND ROCK STARS, ADVERTISING ICONS ARE MADE, NOT BORN.

ADVERTISING & MARKETING 101 – THE ONLY SERIES OF ITS KIND.

The ADVERTISING Club provides a great opportunity for those just entering the business, or for seasoned pros. This is a chance to attend a course that offers a thorough overview and introduction to the advertising and marketing process. The range of topics covered and the casual class setting provide a rich opportunity to learn and connect with industry leaders.

September 20

A VIEW FROM THE TOP

Mary Baglivo, CEO, Saatchi & Saatchi

September 27

No course due to Advertising Week

October 4

THE ROLE OF ACCOUNT PLANNING

Speaker TBA

October 11

MEDIA TRENDS

**Audrey Siegel, EVP, Director of Client Services,
TargetCast tcm**

October 18

CAMPAIGN DEVELOPMENT

Chris Wall, Chief Creative Officer, Ogilvy & Mather

October 25

NEW BUSINESS

**Michael Duda, SVP,
Director of Business Development, Deutsch**

November 1

INTERACTIVE

Brad Kaye, EVP, GM, FCBi New York

November 8

PRESENTATION SKILLS

**Anne Miller, Professional Development Coach,
Chiron Associates**

November 15

THE CLIENT/AGENCY RELATIONSHIP

**Thom Gruhler, EVP, McCann Erickson
John Harrobin, VP Advertising & Digital Media,
Verizon Wireless**

Classes are held at
The ADVERTISING Club
235 Park Avenue South, 6th Floor
(Corner of 19th Street)

6:00 – 8:00 pm

Classes begin promptly at 6:00 pm

AD Club Members: \$250 / AD Club Young Pro Fee: \$100
Non-Member: \$300

INDIVIDUAL SESSIONS

AD Club Member: \$50 / Non-Member: \$75

No refunds will be given but substitutions will be allowed.

**RSVP to The AD Club www.theadvertisingclub.org. Click on Upcoming Events.
Questions call The AD Club 212.533.8080**

To receive a certification of completion for the course you must attend 7 out of the 8 courses.



WHAT HAVE WE DONE FOR YOU LATELY?

Join us at www.theadvertisingclub.org

REGISTER TODAY!

HOSTED BY >>> **ADWEEK BRANDWEEK MEDIAWEEK Billboard THE REPORTER**

the next big idea CONFERENCE [east]

Learn from creative minds including:



OPENING KEYNOTE
Karin Timpone
Head of Marketing,
Yahoo! Media Group



Brian Monahan
Senior Vice President,
Director, Emerging
Media Content Practice,
Universal McCann



Nick Law
Executive Creative
Director, R/GA



Robin Kaminsky
Head of Global Brand
Management,
Activision Publishing, Inc.



Samantha Satum
Senior Vice President,
New Media,
Columbia Records



Paul Miraldi
Vice President,
Marketing,
Clear Channel Online
Music & Radio



Linda Goldstein
Partner, Manatt,
Phelps & Phillips

The future of nontraditional marketing

September 14, 2006 Millennium Broadway Hotel

New York

The 5 top reasons to ATTEND this landmark event

1. Learn how to increase revenue with experiential marketing
2. Learn how to work in a time-shifting world
3. Learn how to measure alternative marketing campaigns
4. Learn how to master the branded entertainment space
5. Network directly with companies making the big deals

www.thenextbigidea.com

CONTACT US
Registration 646.654.7268
conferences@vnubusinessmedia.com

Sponsorships
Cebele Marquez: 646.654.4648
cmarquez@vnubusinessmedia.com

General Information
Jaime Kobin: 646.654.5169
jkobin@vnubusinessmedia.com



For Excellence in Integrating Brands and Media

A special bonus for all attendees: Adweek's 2006 BUZZ Awards will be presented during a celebratory luncheon at The Next Big Idea conference.

Hotel Information
Millennium Broadway Hotel, New York
145 West 44th Street New York, NY 10036
To reserve your room call 212.789.7546 and mention "The Next Big Idea."



SPONSORED BY manatt AIRMEDIA

vnu conferences

Your Marketing Information Source

Leading source of news and information in the U.S. marketing industry with saturation coverage at all levels of the brand-activation process.

Subscribe Today!
Savings of over \$34!

REASONS TO SUBSCRIBE:

- Special Reports including Marketer of the Year, Superbrands and Next Generation Marketers.
- Valuable competitive information and insights for bringing new products and ideas to the global marketplace.
- 24/7 access to exclusive web content with your print subscription.



YES!

Please sign me up for one year (46 issues) of **BRANDWEEK** at the special price of **\$149!** That's a \$34.50 savings off the cover price. My subscription will include one year access to "Subscriber Only" content on **BRANDWEEK.com**.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail (Necessary for Online Access) _____

Nature of Business _____

Payment Enclosed

Bill Me

Charge My:

Card # _____

Exp. Date _____

Signature _____

- Canadian subscriptions \$199; Foreign \$319 (Canadian residents please add GST)
- U.S. subscriptions add appropriate sales tax in DC, GA, MA, MO, SC, & TN.
- Your subscription may be tax deductible.
- U.S. funds only.

For faster service, subscribe online at:
www.brandweek.com/subscribe
Call toll-free 800-562-2706 or fax 646-654-5518

WWW.BRANDWEEK.COM



Brandweek covers the world of marketing from big-budget campaigns to under-the-radar "street" efforts. It provides valuable competitive information and insights for bringing new products and ideas to the global marketplace.

- Out of the Box provides demographic and psychographic trends that drive consumer behavior.
- New Campaigns focuses on breaking creative.
- Special Reports include Marketers of the Year, Next Generation Marketers and Superbrands.

Brandweek.com (relaunched in June 2005) and its e-newsletters provide users with vital competitive news of the marketing business throughout the day. With the relaunch, Brandweek.com now offers more breaking news, trends and data categorized on an industry basis.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 993 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

BRANDWEEK SUBSCRIPTION DEPT
PO BOX 16749
NORTH HOLLYWOOD CA 91615-9465

These examples
are only a
glimpse of
what Brandweek
and
Brandweek.com
have to offer.

**SUBSCRIBE
TODAY!**



CALENDAR

■ The **Mobile Entertainment Summit** takes place in Los Angeles on Sept. 11. The conference and showcase covers mobile entertainment from games to music to multimedia, messaging and marketing. Leaders in the mobile arena from both the U.S. and abroad are slated to attend. For more info, see ihollywood.com.

■ The **CTIA Wireless I.T. & Entertainment 2006** conference will be held at the Los Angeles Convention Center Sept. 12-14. The event focuses on mobile entertainment—including games, music and video—as a key source of new revenue for content providers. The conference will address customized content and personalization. Go to ctia.org/wirelessIT06 for more info.

■ The **ANA's Agency Forum** convenes Sept. 13 at The Grand Hyatt in New York City. The event explores ways to enhance the client/agency relationship to attain the best results. Besides addressing the advertising agency, the event will also consider newer marketing/advertising initiatives. For more, see ana.net.

■ **The Next Big Idea (East): The Future of Nontraditional Marketing** takes place Sept. 14 at the Millennium Broadway Hotel in New York. Hosted by *Adweek*, *Mediaweek*, *Brandweek*, *The Hollywood Reporter*, *Billboard*, and *Sporting Goods Business*, in association with NYU's Stern School of Business, the third annual event examines the convergence of marketing, music, Hollywood, sports and gaming. It will also showcase marketing visionaries and their media and agency partners. For more, visit thenextbigidea.com.

■ At the Crowne Plaza Hotel in New York, the **MIXX Conference and Expo** will run for two days, Sept. 25-26. The "official" interactive event of Advertising Week 2006, the conference is geared toward marketing and agency professionals, as well as the publishers and technology firms that help drive their efforts. The event culminates in a multi-media creative awards show, MIXX Awards, judged by an independent panel. See mixx-expo.com.

CBS to Stream Seven Top Shows for Free
CBS has announced that starting in September, it will begin offering fans, at no cost, the ability to stream episodes of seven leading shows on its broadband Web channel, innertube. The shows are available the day after airing and include all three versions of *CSI*, as well as *Survivor*. Each show will carry a limited amount of advertising, with most episodes available on the site for one month after their original air date.

DirectTV Offers an Interactive U.S. Open
USA Network will introduce a variety of interactive elements tied to its broadcast of the U.S. Open this year for DirecTV subscribers. When the tennis tournament begins Aug. 28, DirecTV subscribers will have access to additional channels that air every match from the tournament's first five days. In addition, a special "Mix Channel" will feature visual feeds from all of the event's matches on multiple screens. Fans can also opt to display an on-screen scoreboard during match play.

ABC Nabs Comedy Pilot, *Miss/Guided*
After a bidding war with NBC, ABC has greenlit the single-cam comedy pilot *Miss/Guided*. Revolving around a woman who returns to her high school as a guidance counselor, the project was created by Caroline Williams (*The Office*), through Ashton Kutcher's production company Katalyst. Todd Holland (*Malcolm in the Middle*) will direct the pilot, set to film in September, with Gabrielle Allan (*Scrubs*) on board as showrunner.

Fox Sports en Español Scores InterLiga
Fox Sports en Español has re-upped with rights holder Soccer United Marketing, locking in exclusive rights to televise the annual InterLiga Tournament through 2010. Under the terms of the deal, Fox Sports en Español and sister net Fox Latin America will carry all 14 InterLiga Mexican soccer club matches. The deal includes online, wireless and video-on-demand rights. Last year's second final between Veracruz and Guadalajara scored a 3.4 national Hispanic rating among men 18-49.

Harvard Alums Gain a New Mag, *01238*
Named for Harvard University's zip code, *01238*, a magazine aimed at Harvard alumni, debuts in October. The startup is funded by *The Atlantic Monthly* parent Atlantic Media.

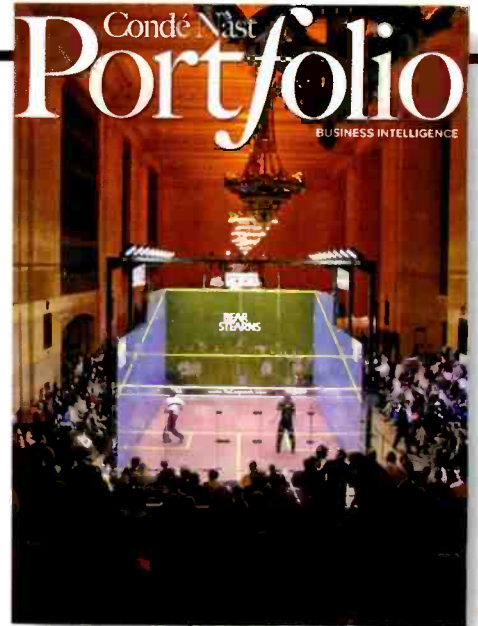
The first issue, at 120 pages, will feature a cover story on "The Harvard 100," a ranking of the university's most influential living graduates. The first two issues will be mailed to 50,000 alums and distributed at select Harvard events.

Radio Disney Expands Its Base to iTunes
In keeping with Disney's strategy to extend its brands to new media platforms, Radio Disney is now available on iTunes, where the kids radio network is streamed live on the iTunes radio tuner. Radio Disney can be accessed under the Top 40/Pop section. In addition to iTunes, Radio Disney plays on more than 50 radio stations, on both satellite radio channels, on digital cable's and Verizon's music channels, on DirecTV and on its own web site at RadioDisney.com.

AMC Enters World of Dramatic TV Series
Rainbow Media's AMC greenlit its first dramatic series, committing to 13 episodes of *Mad Men*, a one-hour period piece about a 1960s-era Madison Avenue advertising agency, set to debut in June 2007. AMC execs Vlad Wolynetz, vp of production, series and movies, and Christina Wayne, vp of scripted series and movies, will oversee development and production.

NY's Public Television Aligns With NBCU
WNBC-TV, NBC Universal's owned-and-operated New York flagship, will air programming from one of the market's public TV stations NYC-TV. This pact is the first of its kind between commercial and non-commercial television stations. Beginning Sept. 4, WNBC will broadcast five NYC TV series on its station for three months. Its digital channel, WNBC 4.4, will run those programs for six months, plus two others. In exchange for the content, NYC-TV will gain broader distribution and four minutes per day of advertising inventory.

IAC Buys Stake in CollegeHumor.com
IAC/InterActiveCorp said it has acquired a 51 percent stake in Connected Ventures, the parent company of CollegeHumor.com, a fast-growing comedy Web site geared for college students. The site will become the first property housed within IAC Programming, an initiative launched earlier this year by the company to develop Web properties built around branded content. ■



Failure to Launch

Publishers, slow to roll out new magazines, focus their efforts on growing established brands **By Tony Case**

WHERE ARE THE NEW MAGAZINES? FOLLOWING A FLURRY OF MAJOR LAUNCHES last year—among them, Condé Nast’s *Domino*, *Cookie* and *Men’s Vogue*, Rodale’s *Women’s Health*, Hearst Magazines’ *Quick & Simple* and *Weekend* and Northern and Shell’s British import *OK!*—publishers have put the brakes

on developing new titles, focusing instead on growing their established brands.

A handful of high-profile startups that have hit the market this year include Martha Stewart Living Omnimedia’s *Blueprint*, Disney Publishing’s *Wondertime* and Hachette Filipacchi Media’s French import *Shock*. On the launchpad is Condé Nast’s business title *Portfolio*, slated for next April. Otherwise, startups are few and far between.

Samir Husni, the University of Mississippi journalism professor who tracks new magazines, confirmed there are far fewer launches this year than last. Even the number of startups in 2005, considered an active launch year, “declined dramatically” from the previous year, he said. “The numbers are going down and down and down.”

To be sure, market forces—including escalating production and distribution costs, a depressed ad market, saturated magazine categories and an ever-crowded newsstand—are principal factors. It’s tougher than ever to make a launch fly, even for the big publishers.

Witness the number of recent startups,

including Condé Nast’s *Cargo* and *Vitals* and American Media Inc.’s *Celebrity Living*, that quickly came and went.

It’s no wonder publishers are more cautious about launching, considering that a mass magazine rollout today can run anywhere from \$30 million to over \$100 million, according to those in the know.

“The barrier for entry, because of industry consolidation, only gets higher and higher every year, leaving a lot of launch activity to the majors,” explained David Carey, group president, publisher at Condé Nast Business Media, who oversees *Portfolio*. “To launch a magazine today, you need a great editor, a solid business team and world-class circulation resources,” Carey said. “The odds of coming up with all three as an independent venture are much harder to do.”

To Carey’s point: Maer Roshan’s indie *Radar*, the celebrity-skewering startup that’s had its plug pulled twice already and is making a third run with the backing of Integrity Media, whose investors include Yusef Jackson, son of the Rev. Jesse Jackson. *Radar*’s

Condé Nast is one of the few publishers daring to launch a new magazine next year.

Web site starts up next month while the magazine hits early next year, said Roshan.

When it comes to growing their businesses now, the major publishers are playing it safe rather than risking multimillions on startups.

Burned from jumping into hot categories that quickly became overpopulated and edged out the weakest players, publishers are concentrating instead on extending proven brands via online and mobile offerings, events, merchandising, TV programming and print spinoffs.

Several recent launches, including *Men’s Vogue* and *Women’s Health*, were, in fact, offshoots of established titles. That lack of big, new ideas is distressing to some. As Husni put it, “Uniqueness is becoming rare.”

One top editor who has shopped around magazine proposals expressed frustration that publishers seem less willing to take chances. The editor, who did not want to be identified, complained that the first thing a publishing exec asks when presented with a business plan is, “What’s it like that’s been successful?”

Robin Steinberg, senior vp, print director at MediaVest, added, “I would agree there’s probably saturation within most categories, and it would be ideal when launching if we could identify something new and different that creates consumer demand and doesn’t cannibalize something already out there.”

John Loughlin, executive vp, general manager at Hearst Magazines, mused, “I think you’ve seen a marketplace that has rewarded both truly new ideas but also has rewarded fragmentation and the slicing of a category into subcategories.” Hearst launched 10 titles over the last seven years, three in 2005 alone. No launches are on the horizon, however.

MEDIaweek		MAGAZINE MONITOR						
BIWEEKLIES AUGUST 21, 2006								
	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	28-Aug	76.14	29-Aug	77.15	-1.31%	943.66	1,052.33	-10.33%
Forbes	14-Aug	77.26	15-Aug	60.99	26.68%	1,847.07	1,775.31	4.04%
Fortune®	21-Aug	65.20	22-Aug	102.58	-36.44%	1,693.15	1,705.62	-0.73%
National Review	11-Sep	14.30	12-Sep	17.30	-17.34%	282.60	278.20	1.58%
Rolling Stone	24-Aug	75.30	25-Aug	80.65	-6.63%	867.75	917.58	-5.43%
CATEGORY TOTAL		308.20		338.67	-9.00%	5,634.23	5,729.04	-1.65%

®=One less issue in 2006 than in 2005.

MONTHLIES SEPTEMBER 2006

Meredith Corp., publisher of *Better Homes and Gardens* and *Parents*, has focused on special-interest publications and custom publishing over launching new brands.

Time Inc., which turned out three startups in the fall of 2004, including *All You*, *Cottage Living* and the relaunch of *Life* (see story below), has unveiled no new titles since, focusing instead on growing its digital businesses. This year, Time Inc. launched online men's magazine *Office Pirates*. Ned Desmond, president of Time Inc. Interactive, explained, "Launching a new media brand is often a rocky, iterative, nail-biting kind of experience. But it's gratifyingly smooth to apply the editorial energies and acumen of existing titles to online."

Roshan believes the lure of interactive—so much easier and cheaper than producing a magazine—has kept many entrepreneurs like himself away from print as well. That's a mistake, he said: "There's great synergy they'll miss out on by focusing just on online."

For his part, Condé Nast's Carey is confident we will see a rash of magazine launches again. "If you look over long periods of time, you will find upticks and slower periods," he said. "But there are a lot of products in some form of development and growth all the time."

Life Goes On

Iconic mag turning corner

Despite a range of incarnations and a rocky relaunch as a newspaper supplement nearly two years ago, Time Inc.'s iconic *Life* has begun to grow its reach and ad business.

Much speculation has swirled about Time Inc.'s commitment to the reborn *Life*—indeed, it fell short of initial ad-page benchmarks. But Nora McAniff, Time Inc.'s co-COO, said, "During all our recent strategic planning discussions, the subject of closing *Life* has never been part of the conversation. There are no plans to close *Life* now or in the future."

McAniff's avowal is backed up by *Life*'s latest performance. Despite initial tepid support from advertisers, ad pages are growing, up 21.6 percent to 259 year-over-year through Aug. 25, reports *Mediaweek* Monitor. Publisher Peter Bauer boasts 41 new accounts this year, including Wal-Mart and Frito Lay. Drugs/remedies has been especially fertile, with clients including Pfizer upping their investment. *Life* has also scored unique placements, including a single-sponsor issue last December promoting ABC's midseason shows.

	RATE BASE (2ND HALF '05)	CIRC. (2ND HALF '05)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECH/NEW ECONOMY								
Business 2.0 ¹¹	600,000	673,457	55.07	67.77	-18.74%	532.62	503.10	5.87%
Entrepreneur	575,000	606,966	93.00	96.24	-3.37%	890.85	878.39	1.42%
Fast Company [®]	725,000	750,728	39.08	36.41	7.33%	267.82	345.79	-22.55%
Fortune Small Business ¹⁰	1,000,000	1,006,564 ^B	52.09	63.54	-18.02%	351.43	377.98	-7.02%
Inc.	665,000	698,267	99.32	92.07	7.87%	576.26	582.77	-1.12%
Wired	575,000	603,259	151.16	69.51	117.47%	843.74	646.14	30.58%
CATEGORY TOTAL			489.72	425.54	15.08%	3,462.72	3,334.17	3.86%
ENTERTAINMENT								
Blender ¹⁰	630,000	693,230	86.08	72.37	18.94%	505.25	472.57	6.92%
People en Español ¹¹	450,000	469,110	119.18	98.05	21.55%	683.38	578.66	18.10%
Premiere ¹⁰	500,000	502,442	45.67	68.00	-32.84%	330.17	398.65	-17.18%
Spin	550,000	540,901	DID NOT REPORT		N.A.	298.40	341.34	-12.58%
Vibe ¹⁰	850,000	836,611	136.32	149.36	-8.73%	788.17	853.67	-7.67%
CATEGORY TOTAL			387.25	387.78	-0.14%	2,605.37	2,644.89	-1.49%
ENTHUSIAST								
Automobile	550,000	557,655	75.65	64.17	17.89%	554.77	509.88	8.80%
Backpacker [®]	310,000	312,907	55.47	60.90	-8.92%	393.90	383.20	-2.79%
Bicycling ¹¹	400,000	405,121	50.47	44.31	13.90%	549.93	411.79	33.55%
Boating	None	197,343	79.33	92.41	-14.15%	916.47	1,030.07	-11.03%
Car and Driver	1,350,000	1,357,956	99.19	90.56	9.53%	840.81	914.75	-8.08%
Cruising World	150,000	151,338	DID NOT REPORT		N.A.	848.36	770.89	10.05%
Cycle World	325,000	330,140	94.83	78.59	20.66%	736.42	770.23	-4.39%
Flying	None	276,198	68.16	61.33	11.14%	575.46	584.50	-1.55%
Golf Digest	1,550,000	1,575,000	126.83	119.68	5.97%	1,147.76	1,231.33	-6.79%
Golf Magazine	1,400,000	1,416,047	96.83	98.20	-1.40%	969.19	969.19	-11.16%
Motor Boating	None	147,379	59.40	74.75	-20.54%	532.21	685.90	-22.41%
Motor Trend	1,100,000	1,108,501	92.55	94.50	-2.06%	904.42	865.91	4.45%
Popular Mechanics	1,200,000	1,210,126	60.16	85.02	-29.24%	540.12	657.40	-17.84%
Popular Photography & Imaging	450,000	453,475	86.33	96.33	-10.38%	759.32	980.16	-22.53%
Popular Science	1,450,000	1,467,894	54.20	65.50	-17.25%	481.00	522.43	-7.93%
Power & Motoryacht	155,000	159,147 ^B	203.66	212.18	-4.02%	1,865.88	1,863.41	0.13%
Road & Track	750,000	760,020	98.01	91.00	7.70%	831.49	896.27	-7.23%
Sailing World ¹⁰	50,000	50,436	DID NOT REPORT		N.A.	369.67	312.84	18.17%
Stereo Review's Sound & Vision ¹⁰	400,000	400,214	57.33	52.00	10.25%	327.68	378.19	-13.36%
Tennis Magazine ¹⁰	700,000	720,790	78.70	59.52	32.22%	453.34	411.89	10.06%
Yachting	None	129,124	204.07	228.41	-10.66%	1,518.96	1,591.32	-4.55%
CATEGORY TOTAL			1,741.17	1,769.36	-1.59%	16,008.97	16,741.55	-4.38%
FASHION/BEAUTY								
Allure	1,000,000	1,071,700	182.36	146.90	24.14%	1,082.97	961.29	12.66%
Cosmopolitan	2,900,000	3,007,349	209.81	248.81	-15.67%	1,299.68	1,326.13	-1.99%
Elle	1,000,000	1,077,786	371.00	346.93	6.94%	1,583.07	1,372.94	15.31%
Essence	1,050,000	1,054,981	133.14	150.52	-11.55%	977.86	1,017.55	-3.90%
Glamour	2,200,000	2,403,013	274.62	237.88	15.44%	1,339.08	1,246.44	7.43%
Harper's Bazaar	700,000	722,359	311.67	275.00	13.33%	1,157.50	1,091.12	6.08%
In Style	1,700,000	1,772,568	365.00	378.00	-3.44%	2,387.82	2,416.11	-1.17%
Jane ¹⁰	700,000	700,546	120.97	109.03	10.70%	425.42	573.71	-25.85%
Latina ¹¹	400,000	416,162	92.18	119.99	-23.18%	670.41	669.70	0.11%
Lucky	1,050,000	1,094,876	302.08	245.89	0.70%	1,278.19	1,240.14	3.07%
Marie Claire	950,000	970,617	171.35	175.01	-2.09%	921.58	948.66	-2.85%
Shop, Etc.	400,000	N.A.	102.14	106.90	-4.45%	463.87	434.05	6.87%
Vogue	1,200,000	1,301,468	625.66	690.98	-9.45%	2,137.46	2,121.55	0.75%
W	450,000	469,958	390.00	384.00	1.56%	1,378.00	1,334.00	3.30%
CATEGORY TOTAL			3,651.98	3,615.84	1.00%	17,102.91	16,753.39	2.09%
FOOD/EPICUREAN								
Bon Appetit	1,300,000	1,326,198	81.22	97.67	-16.84%	630.17	671.55	-6.16%
Cooking Light ¹¹	1,700,000	1,720,168	143.33	119.60	19.84%	1,056.60	1,069.95	-1.25%
Everyday Food ¹⁰	850,000	898,931	73.50	32.86	123.68%	396.60	281.95	40.66%
Food & Wine	900,000	916,011	116.37	86.34	34.78%	954.86	859.65	11.08%
Gourmet	950,000	984,813	144.71	97.34	48.66%	863.25	782.04	10.38%
CATEGORY TOTAL			559.13	433.81	28.89%	3,901.48	3,665.14	6.45%
GENERAL INTEREST								
Guideposts	2,600,000	2,628,767	46.67	23.00	102.91%	334.10	228.40	46.28%
Harper's Magazine	210,000	226,425	17.50	17.83	-1.85%	178.37	170.46	4.64%
National Geographic	5,250,000	5,376,750	35.25	45.17	-21.96%	305.24	312.30	-2.26%
Reader's Digest	10,000,000	10,094,602	92.98	96.85	-4.00%	745.75	761.58	-2.08%
Smithsonian	2,000,000	2,047,582	54.50	52.39	4.03%	400.83	411.02	-2.48%
The Atlantic Monthly ¹¹	355,000	395,620	60.17	65.73	-8.46%	415.93	441.36	-5.76%
Vanity Fair	1,075,000	1,208,644	331.91	271.03	22.46%	1,264.46	1,339.20	-5.58%
CATEGORY TOTAL			638.98	572.00	11.71%	3,644.68	3,664.32	-0.54%
HEALTH/FITNESS (MEN)								
Flex	None	111,640	198.22	181.57	9.17%	1,791.97	1,512.59	18.47%
Muscle & Fitness	450,000	451,554	150.96	156.18	-3.34%	1,452.81	1,208.42	20.22%
Runner's World	600,000	603,873	73.00	67.86	7.57%	535.79	516.24	3.79%
CATEGORY TOTAL			422.18	405.61	4.09%	3,780.57	3,237.25	16.78%
HEALTH/FITNESS (WOMEN)								
Fitness	1,500,000	1,488,657	81.41	66.17	23.03%	597.25	632.18	-5.53%
Health ¹⁰	1,350,000	1,360,786	115.30	115.90	-0.52%	783.73	778.62	0.66%
Prevention	3,300,000	3,345,214	111.11	105.64	5.18%	885.72	918.84	-3.60%
Self	1,350,000	1,420,543	152.77	119.49	27.85%	909.38	889.79	2.20%
Shape	1,650,000	1,685,262	122.16	128.95	-5.27%	1,042.49	1,018.75	2.33%
Women's Health ^{10/FF/N}	400,000	N.A. ^C	53.99	41.50	17.25%	305.08	157.67	93.49%
CATEGORY TOTAL			636.74	577.65	10.23%	4,523.65	4,395.85	2.91%
KIDS								
Boys' Life	1,300,000	1,130,526	13.35	12.19	9.52%	88.72	96.30	-7.87%
Disney Adventures ¹⁰	1,200,000	1,206,987 ^B	25.73	19.90	29.30%	179.35	164.39	9.10%
Nickelodeon Magazine ¹⁰	1,075,000	1,090,082 ^B	48.40	37.92	27.64%	228.13	220.35	3.53%
Sports Illustrated for Kids	1,000,000	1,004,076 ^B	33.85	34.52	-1.94%	205.58	180.79	13.71%
CATEGORY TOTAL			121.33	104.53	16.07%	701.78	661.83	6.04%
MEN'S LIFESTYLE								
BestLife ^{10/FF}	300,000	333,720	63.95	44.50	43.71%	258.10	174.63	47.80%
Details ¹⁰	400,000	426,239	252.39	200.91	25.62%	807.45	799.53	0.99%
Esquire	700,000	708,774	151.92	165.53	-8.22%	772.28	705.08	9.53%

	RATE BASE (2ND HALF '05)	CIRC. (2ND HALF '05)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
FHM11®	1,250,000	1,262,788	61.00	89.66	-31.97%	525.74	646.72	-18.71%
Gentlemen's Quarterly	800,000	854,155	320.53	293.92	9.05%	1,144.36	1,112.35	2.88%
Maxim	2,500,000	2,503,218	115.00	94.42	21.80%	672.16	716.99	-6.25%
Men's Fitness	650,000	668,572	73.82	77.72	-5.02%	520.53	497.66	4.60%
Men's Health ¹⁰	1,700,000	1,775,503	144.86	140.16	3.35%	681.90	763.52	-10.69%
Men's Journal	650,000	682,502	97.06	95.97	1.14%	713.88	690.82	3.34%
Playboy	3,150,000	3,005,753	39.06	44.74	-12.70%	333.78	422.06	-20.92%
Stuff	1,300,000	1,310,900	70.33	70.31	0.03%	483.20	486.39	-0.66%
CATEGORY TOTAL			1,414.95	1,341.12	5.51%	7,158.21	7,272.01	-1.56%
OUTDOORS								
Field & Stream ¹¹	1,500,000	1,543,678	65.96	78.37	-15.84%	408.47	487.29	-16.18%
National Geographic Adventure ¹⁰	500,000	522,091	54.96	54.02	1.74%	412.51	393.22	21.61%
Outdoor Life ¹⁰	925,000	948,410	52.77	67.84	-22.21%	283.78	340.32	-16.61%
Outside	650,000	657,725	62.76	57.97	8.26%	655.20	638.93	3.36%
CATEGORY TOTAL			236.45	258.20	-8.42%	1,759.96	1,800.76	-2.27%
PARENTING/FAMILY								
American Baby	2,000,000	2,003,367 ^B	50.86	68.37	-25.61%	482.69	524.32	-7.94%
BabyTalk ¹⁰	2,000,000	2,002,441 ^B	53.57	59.31	-9.68%	376.33	392.25	-4.06%
Child ¹⁰	1,020,000	1,030,371	99.17	119.40	-16.94%	617.22	734.73	-15.99%
FamilyFun ¹⁰	1,900,000	1,956,553	83.52	91.78	-14.31%	467.85	490.53	-4.62%
Parenting ¹⁰	2,150,000	2,160,190	127.92	158.16	-19.12%	879.66	1,043.71	-15.72%
Parents	2,200,000	2,204,037	134.10	149.11	-10.07%	1,006.77	1,063.45	-5.33%
CATEGORY TOTAL			549.14	646.13	-15.01%	3,830.52	4,248.99	-9.85%
PERSONAL FINANCE								
Kiplinger's Personal Finance	800,000	871,436	45.53	50.57	-9.97%	399.54	439.37	-9.07%
Money	1,900,000	2,036,237	73.33	80.43	-8.83%	674.73	725.35	-6.98%
SmartMoney	800,000	809,038	52.43	58.96	-11.08%	503.72	516.71	-2.51%
CATEGORY TOTAL			171.29	189.96	-9.83%	1,577.99	1,681.43	-6.15%
SCIENCE								
Discover	850,000	846,712	20.67	22.67	-8.82%	177.58	204.87	-13.32%
Natural History ¹⁰	250,000	252,073	23.71	22.71	4.40%	187.22	175.53	6.66%
Scientific American	555,000	580,071	50.72	32.51	56.01%	323.86	345.21	-6.18%
Spectrum, IEEE	None	341,050	32.92	40.66	-19.04%	243.53	272.15	-10.52%
CATEGORY TOTAL			128.02	118.55	7.99%	932.19	997.76	-6.57%
SHELTER								
Architectural Digest	800,000	813,495	165.20	181.67	-9.07%	1,161.65	1,203.22	-3.45%
Coastal Living ^{10/+}	625,000	636,515	120.24	125.15	-3.92%	647.47	588.01	10.11%
Country Home ¹⁰	1,250,000	1,307,303	104.52	76.80	36.09%	649.45	597.36	8.72%
Country Living	1,700,000	1,741,462	100.76	115.04	-12.41%	810.55	899.57	-9.90%
Domino ^{10/L}	400,000	N.A. ^C	98.00	61.35	59.74%	455.25	168.37	170.39%
Dwell ⁹	250,000	269,710	158.89	108.88	45.93%	817.50	643.38	27.06%
Elle Decor ¹⁰	500,000	508,343	142.29	118.63	19.94%	728.98	730.32	-0.18%
The Family Handyman ¹⁰	1,100,000	1,154,969	71.67	66.67	7.50%	416.54	463.49	-10.13%
Home ¹⁰	1,000,000	1,002,391	76.87	92.38	-16.79%	499.92	552.88	-9.58%
House Beautiful	850,000	861,704	67.78	93.66	-27.63%	457.47	561.01	-18.46%
House & Garden	900,000	922,482	106.81	89.81	18.93%	633.51	515.78	22.83%
Metropolitan Home ¹⁰	600,000	618,438	127.90	127.58	0.25%	623.44	688.77	-9.49%
Southern Living ¹³	2,700,000	2,736,389	132.72	139.37	-4.77%	1,014.74	1,126.07	-9.88%
Sunset	1,450,000	1,479,618	92.83	87.85	5.67%	811.88	792.96	2.39%
This Old House ¹⁰	950,000	964,601	71.95	104.95	-31.44%	492.07	610.34	-19.38%
Traditional Home ⁹	950,000	981,752	114.63	124.56	-7.97%	573.55	590.43	-2.86%
CATEGORY TOTAL			1,753.06	1,714.35	2.26%	10,793.97	10,731.93	0.58%
TEEN								
CosmoGirl! ¹⁰	1,350,000	1,371,108	136.72	120.54	13.42%	591.46	580.90	1.82%
J-14	550,000	500,033	26.98	31.33	-6.86%	171.28	163.34	4.86%
M Magazine	350,000	375,556	89.93	19.33	365.24%	200.51	129.67	54.63%
Seventeen	2,000,000	2,031,466	132.44	126.90	4.37%	733.58	752.56	-2.52%
Teen People ¹⁰	1,450,000	1,500,119	131.90	139.39	-5.37%	522.20	608.58	-14.19%
Teen Vogue	850,000	1,293,227	268.88	171.24	57.02%	897.79	725.14	23.81%
Twist	200,000	244,424	21.31	22.00	-7.43%	133.56	131.85	1.30%
CATEGORY TOTAL			808.16	630.73	28.13%	3,250.38	3,092.04	5.12%
TRAVEL								
A. F.'s Budget Travel ¹⁰	525,000	558,576	69.67	84.95	-17.99%	494.58	580.01	-14.73%
Condé Nast Traveler	750,000	782,551	185.58	163.21	13.71%	1,120.67	1,059.25	5.80%
Travel + Leisure	950,000	957,849	185.21	150.68	22.92%	1,311.94	1,156.14	13.48%
CATEGORY TOTAL			440.46	398.84	10.44%	2,927.19	2,795.40	4.71%
WEALTH								
Robb Report	None	104,233	140.83	145.00	-2.88%	1,199.14	1,013.42	18.33%
Town & Country	450,000	456,455	186.44	198.28	-5.97%	1,091.34	1,151.34	-5.21%
CATEGORY TOTAL			327.27	343.28	-4.66%	2,290.48	2,164.76	5.81%
WOMEN'S LIFESTYLE								
Martha Stewart Living	1,800,000	1,972,337	127.54	74.89	70.30%	882.33	553.24	59.48%
More ¹⁰	1,100,000	1,120,313	120.22	104.65	14.88%	634.43	560.35	13.22%
O, The Oprah Magazine	2,200,000	2,403,917	232.30	148.51	56.42%	1,346.98	1,197.97	12.44%
Real Simple ¹¹	1,800,000	1,862,069	212.50	163.70	29.81%	1,204.80	1,114.20	8.13%
CATEGORY TOTAL			692.56	491.75	40.84%	4,068.54	3,425.76	18.76%
WOMEN'S SERVICE								
All You	500,000	N.A. ^C	107.23	101.56	5.58%	760.78	607.94	25.14%
Better Homes and Gardens	7,600,000	7,607,694	170.03	188.28	-9.69%	1,400.91	1,510.38	-7.25%
Family Circle ¹⁵	4,200,000	4,294,841	146.84	109.38	34.25%	1,108.39	1,028.44	7.77%
First for Women ^{17/+}	1,350,000	1,437,020	33.45	37.29	-10.30%	393.22	412.98	-4.78%
Good Housekeeping	4,600,000	4,662,725	135.41	149.91	-9.67%	1,248.69	1,260.77	-0.96%
Ladies' Home Journal	4,100,000	4,112,010	163.97	136.81	19.85%	1,123.73	1,094.61	2.66%
Redbook	2,350,000	2,429,127	138.08	128.47	7.48%	1,068.04	1,085.41	-1.60%
Woman's Day ^{17/S}	4,000,000	4,086,381	169.42	181.58	-6.70%	1,316.96	1,277.15	3.12%
CATEGORY TOTAL			1,064.43	1,033.28	3.01%	8,420.72	8,277.68	1.73%
MEDIAWEEK MONITOR TOTALS			16,234.27	15,458.31	5.02%	102,742.28	101,586.91	1.14%

Footnotes: Rate base and circ. figures according to the Audit Bureau of Circulations for the 2nd half of 2005; B=Audited by BPA Worldwide; C=Non-audited; X=Did not file by deadline; F=Frequency changed from a bimonthly in 2005 to a monthly in 2006; H=Two more issues in 2006 than in 2005; L=Launched April 2005 with a frequency of 5 times per year, now with frequency of 10 times per year; S=September had two issues—numbers reflect total of both; 9=Publishes 9 times per year; 10=Publishes 10 times per year; 11=Publishes 11 times per year; 13=Publishes 13 times per year; 15=Publishes 15 times per year; 17=Publishes 17 times per year; +=Will publish one more time in 2006 than in 2005; @=Has published two less times in 2006 than in 2005.

Distributed in 75 papers when it debuted in October 2004, *Life* today puts out 12 million copies through 90 papers every week. By next year, the title expects to add another 1 million circ. Its reach, however, is still dwarfed by Advance Publications' *Parade* (circ 33.9 million) and Gannett Co.'s *USA Weekend* (22.7 million). "There is value in being more targeted, in focusing on top markets," Bauer said. (But in fact, *Life* runs in towns as far-flung as Duluth, Minn., as well as New York City.)

Anthony White, vp, marketing at Hallmark Channel, said, "We understand the circulation is 12 million, but we think it's a good 12 million. It's a perfect match for us."

Business for supplements as a group,



The Time Inc. weekly has added 41 new accounts this year, including Wal-Mart and Frito Lay.

including *The New York Times Magazine* and a range of local and regional titles, is booming, with ad pages growing by double digits year-to-date.

Driving much of that business: strong support from direct-response marketers, promoting everything from vacuum cleaners to tacky porcelain collectibles.

While it does business with the likes of Dell and Bose, *Life* doesn't carry as many DR ads as other supplements—by design, according to Bauer. Many potential advertisers, he explained, are turned off by the supplements' DR-heavy environment.

Another key difference: *Life's* pre-weekend distribution. Most supplements are distributed on Sunday, but more than 90 percent of *Life* copies are carried on Friday, allowing advertisers to grab readers before making weekend buyers, a characteristic that has attracted media buyers like OMD print supervisor Ailee Sia.

On the edit side, *Life* purveys much the same warm-and-fuzzy, family-friendly fare of other weekend inserts. Sia points to features like *Life's* Picture Puzzle, which challenges readers to spot differences in side-by-side photos that, at first glance, seem identical.

"It's about lifestyle," Sia said, "reading that simple article to better your life." —TC

WEEKLIES AUGUST 21, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	21/28-Aug	5E.23	22/29-Aug	44.66	23.67%	1,589.34	1,616.65	-1.69%
The Economist®	12-Aug	2E.00	13-Aug	27.00	-3.70%	1,274.00	1,283.00	-0.70%
Newsweek ^E	21-Aug	35.20	22-Aug	35.91	9.16%	1,093.08	1,105.90	-1.16%
The New Republic	28-Aug	3.24	DOUBLE ISSUE	N.A.	N.A.	161.78	187.29	-13.62%
Time ^E	21-Aug	31.20	22-Aug	31.38	-0.57%	1,215.92	1,242.94	-2.17%
U.S. News & World Report	DOUBLE ISSUE	DOUBLE ISSUE	DOUBLE ISSUE	N.A.	N.A.	959.49	955.60	0.41%
CATEGORY TOTAL		154.87		138.95	11.46%	6,293.61	6,391.38	-1.53%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	21-Aug	17.83	22-Aug	20.87	-14.57%	764.54	752.14	1.65%
Entertainment Weekly	18-Aug	40.15	19-Aug	53.00	-24.25%	960.40	1,060.88	-9.47%
Golf World ^P	18-Aug	6.87	19-Aug	32.16	-78.64%	825.24	881.87	-6.42%
In Touch	21-Aug	19.32	22-Aug	13.83	39.70%	542.77	388.64	39.66%
Life & Style ⁺	21-Aug	10.33	29-Aug	9.83	5.09%	272.98	249.79	9.28%
New York	21-Aug	36.09	22-Aug	35.57	1.46%	1,906.92	1,682.11	13.36%
People	21-Aug	48.67	22-Aug	69.33	-29.80%	2,266.84	2,312.63	-1.98%
Sporting News	25-Aug	16.87	26-Aug	15.83	6.57%	492.33	480.57	2.45%
Sports Illustrated	21-Aug	46.54	22-Aug	29.85	55.91%	1,254.75	1,257.32	-0.20%
Star	21-Aug	18.17	22-Aug	18.33	-0.87%	631.15	562.24	12.26%
The New Yorker [@]	21-Aug	17.87	22-Aug	19.44	-8.08%	982.73	1,175.79	-16.42%
Time Out New York	16-Aug	58.38	17-Aug	49.06	19.00%	2,004.06	2,003.98	0.00%
TV Guide (redesign) ^T	21-Aug	24.08	N.A.	N.A.	N.A.	498.55	N.A.	N.A.
Us Weekly	21-Aug	4.08	22-Aug	35.00	17.37%	1,164.06	1,133.15	2.73%
Woman's World	22-Aug	6.00	23-Aug	6.67	-10.04%	234.98	226.48	3.75%
CATEGORY TOTAL		406.25		408.77	-0.13%	14,802.30	14,167.59	4.48%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
WEEKEND MAGAZINES								
American Profile	20-Aug	12.27	21-Aug	8.80	39.43%	342.65	324.59	5.56%
Life ^{@@}	25-Aug	8.33	26-Aug	7.55	10.33%	259.40	213.12	21.72%
Parade	20-Aug	17.15	21-Aug	15.27	12.31%	430.34	408.71	5.29%
USA Weekend	20-Aug	12.27	21-Aug	11.59	5.87%	459.47	434.60	5.72%
CATEGORY TOTAL		50.02		43.21	15.76%	1,491.86	1,381.02	8.03%
TOTALS		613.14		590.93	3.76%	22,587.77	21,939.99	2.95%

*"DOUBLE ISSUE"=Double issue with numbers reported in last weekly Magazine Monitor; @=One less issue in 2006 than in 2005; E=Estimated page counts; P=PGA Championship coverage; +=One more issue in 2006 than in 2005; T=Relaunched Oct. 17, 2005 with a different rate base; @@=Three less issues in 2006 than in 2005.

WEEKLIES AUGUST 14, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	14-Aug	23.16	15-Aug	35.33	-20.29%	1,534.11	1,571.90	-2.40%
The Economist®	5-Aug	24.00	6-Aug	22.00	9.09%	1,248.00	1,256.00	-0.64%
Newsweek ^E	14-Aug	23.20	15-Aug	19.80	17.17%	1,053.88	1,069.99	-1.51%
The New Republic	DOUBLE ISSUE	DOUBLE ISSUE	22/29-Aug	3.16	N.A.	158.54	187.29	-15.35%
Time ^E	14-Aug	32.00	15-Aug	43.54	-26.50%	1,184.72	1,211.56	-2.22%
U.S. News & World Report	14-Aug	33.37	15-Aug	27.37	10.96%	959.49	955.60	0.41%
CATEGORY TOTAL		137.73		151.20	-8.91%	6,138.74	6,252.34	-1.82%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	14-Aug	23.60	15-Aug	19.25	22.60%	746.71	731.27	2.11%
Entertainment Weekly	11-Aug	20.45	12-Aug	31.33	-34.73%	920.25	1,007.88	-8.69%
Golf World ^P	11-Aug	32.33	12-Aug	17.16	88.40%	818.37	849.71	-3.69%
In Touch	14-Aug	14.24	15-Aug	9.17	55.29%	523.45	374.81	39.66%
Life & Style ⁺	14-Aug	7.33	22-Aug	10.33	-29.04%	262.65	239.96	9.46%
New York	14-Aug	59.17	15-Aug	33.53	76.47%	1,870.83	1,646.53	13.62%
People	14-Aug	54.12	15-Aug	58.21	-7.03%	2,218.17	2,243.30	-1.12%
Sporting News	18-Aug	19.83	19-Aug	20.00	-0.85%	475.46	464.74	2.31%
Sports Illustrated	14-Aug	32.59	15-Aug	47.56	-31.48%	1,214.90	1,227.47	-1.02%
Star	14-Aug	18.83	15-Aug	20.17	-6.64%	612.98	543.91	12.70%
The New Yorker [@]	DOUBLE ISSUE	DOUBLE ISSUE	DOUBLE ISSUE	N.A.	N.A.	964.18	1,156.35	-16.62%
Time Out New York	9-Aug	47.88	10-Aug	52.38	-8.59%	1,945.68	1,954.92	-0.47%
TV Guide (redesign) ^T	14-Aug	18.94	N.A.	N.A.	N.A.	474.47	N.A.	N.A.
Us Weekly	14-Aug	37.33	15-Aug	26.00	43.58%	1,122.98	1,098.15	2.26%
Woman's World	15-Aug	6.83	16-Aug	6.83	0.00%	228.98	219.81	4.17%
CATEGORY TOTAL		393.47		351.92	11.81%	14,400.06	13,758.81	4.66%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
WEEKEND MAGAZINES								
American Profile	13-Aug	9.17	14-Aug	11.85	-22.62%	330.38	315.79	4.62%
Life ^{@@}	18-Aug	12.86	19-Aug	4.40	192.27%	251.07	205.57	22.13%
Parade	13-Aug	8.80	14-Aug	9.89	-11.02%	413.20	393.44	5.02%
USA Weekend	13-Aug	13.91	14-Aug	22.43	-37.98%	447.20	423.01	5.72%
CATEGORY TOTAL		44.74		48.57	-7.89%	1,441.85	1,337.81	7.78%
TOTALS		575.94		551.69	4.40%	21,980.65	21,348.96	2.96%

*"DOUBLE ISSUE"=Double issue with numbers reported in last Mediaweek Monitor; +=One less issue in 2006 than in 2005; E=Estimated page counts; P=PGA Championship Preview; +=One more issue in 2006 than in 2005; T=Relaunched Oct. 17, 2005 with different rate base; @@=Three less issues in 2006 than in 2005.

CHARTS COMPILED BY ROBIN ELDRIDGE

60sec. With



Paul Jowdy
Publisher,
Bon Appétit

Q. What was the biggest transition for you after moving in February to BA as publisher from sibling *Details*? **A.** The biggest transition is it's a different sell. *Details* and *Vanity Fair*, where I was earlier, are more of an image-driven sell. Those advertisers are there because they need to be seen. For *Bon Appétit*, it's a more tactical sell, with more endemic advertisers. Also, you can measure the results. **Q.** Ad pages through September fell 6.3 percent to 630. What do you see as BA's biggest challenge? **A.** In an age when epicurean is becoming so big—Food Network has a new show every day, and all these Web sites are cropping up—it seems like advertisers are looking for the new darling. We're celebrating our 50th anniversary in October, and when I came to the magazine we may have been perceived as a little tired. But that's about to change. For instance, Bose is so technologically advanced that they perceived us as not innovative; we had to show them it was not the case. We're getting the business back. We're scheduled to carry Bose in November. **Q.** What impact have the new magazines such as *Everyday With Rachael Ray* had on the epicurean category's established, upscale titles? **A.** Editorially the *Bon Appétits* of the world have paid more attention to creating easier, quicker meals, but the attention those books have gotten has really helped the category overall. **Q.** How are ad pages tracking for October's 50th anniversary issue? **A.** We're up 42 percent over last year, with 126 pages. One of the wins for us is an eight-page poster for Las Vegas. The culinary scene in Vegas is out of control. **Q.** Speaking of food, what's the most daring meal you've had since joining BA? **A.** At Charlie Trotter's I had braised deer heart. And he was sitting with us when it was being served, so I had to eat it. **Q.** O.K., I have to ask, what did it taste like? **A.** [laughs] It tasted like chicken! —LG

BY MARC BERMAN



Serial Killers

MOST OF THE SESSIONS AT THE RECENTLY CONCLUDED TELEVISION CRITICS Association Summer Press Tour dealt with what viewers will be seeing this fall. But in the executive sessions, there was an ongoing conversation about what is happening now, with scripted and nonscripted serialized

shows that are canceled midstream. ABC recently gave the heave-ho—without any warning—to *The One: Making of a Music Star*, which was pulled after just two weeks. The show had about 2.8 million viewers. ABC also canceled *One Ocean View*, a nonscripted docudrama that scored similarly lackluster results. CBS swung the ax this summer after just two episodes of *The Tuesday Night Book Club*, a reality hour that was patterned after ABC's *Desperate Housewives*.

You can't blame a network for canceling a series that is struggling in the ratings. But in the case of *The One: Making of a Music Star*, a musical competition, you have to ask: Is it fair to leave the almost 3 million viewers who tuned in hanging, wondering how their favorite contestants would fare? I don't think it is. And it's not just reality shows. This is a common occurrence among scripted serialized series as well. Five scripted freshman dramas this season—ABC's *Invasion*; CBS' *Threshold*; Fox's *Reunion* and UPN's *Sex, Love & Secrets* and *South Beach*—were unceremoniously pulled, leaving viewers with a slew of questions about what happened to their favorite characters.

You might ask, what's the big deal? There was a time when networks rarely offered conclusions to any series, hit or miss. Aside from *The Fugitive*, which in 1967 pitted Richard Kimble (David Janssen) against the one-armed man who framed him, shows didn't really start tying up loose ends until the 1970s. One

am still angry that I never found out what happened to the characters in 2001 Fox soap *Pasadena*, the couple on the run in 1984 NBC drama *Hot Pursuit*, or young lovers Jeff and Anita on 1974 CBS soap *Sons and Daughters*. This season alone I invested time in the aforementioned *Threshold* and *Sex, Love & Secrets*, and was left dangling when they hit the chopping block.

If a network is going to offer a serial drama or a reality competition, the viewer is entitled to some kind of resolution when that show ends prematurely. And I think it is time for the networks to make contingency plans if the ratings warrant cancellation. So, here are a few suggestions to the networks on how a low-rated serialized or reality/competition could end with some dignity while satisfying viewers:

1. Never pull a show—any show—without airing all the episodes. If you ordered 13, run the 13, and keep in mind that it sometimes takes an audience time to find a series. Canceling any series after only a handful of episodes makes you look desperate.

2. Have a final script ready to shoot. It may be costly, but it sends the message that you care about the viewer. That's critical.

3. If you start a competition, like ABC did with *The One: Making of a Music Star*, you must see it through. In this case, ABC could have found a way to decrease the number of telecasts per week from three to one, which would have cut costs and kept

whoever was watching in the loop.

4. Utilize the Web. If you don't want to invest the time, or money, to film a final episode, at least put something on your Web site explaining how the series will end or who was chosen as the winner.

If the networks want viewers to make commitments to their series, they need to learn to respect the audience. And that's the most valuable lesson anyone can learn. ■

Do you agree or disagree with Mr. TV? Please e-mail mberman@mediaweek.com and let him know if you would like your response published in an upcoming issue.

GRAND FINALE These shows ended in fine style

1. **Newhart** CBS: 1990
2. **The Fugitive** ABC: 1967
3. **The Mary Tyler Moore Show** CBS: 1977
4. **The Wonder Years** ABC: 1993
5. **M*A*S*H** CBS: 1983
6. **Frasier** NBC: 2004
7. **Good Times** CBS: 1979
8. **Family Ties** NBC: 1989
9. **N.Y.P.D. Blue** ABC: 2005
10. **Murphy Brown** CBS: 1998

scripted show, 1987 ABC sitcom *I Married Dora*, officially ended when the lead actor (Daniel Hugh-Kelly) actually told his co-star (Elizabeth Peña) the show was canceled. Then the camera pulled back to reveal the crew waving goodbye to the audience. A bit strange, maybe, but it accomplished something incredibly important: It acknowledged the viewers. Viewers are valuable no matter how big or small the audience—and that is a lesson most network executives need to learn. In today's environment of multiple tuning options, it certainly does not pay to anger a viewer.

As a fan of television who has invested time in dozens (OK, hundreds!) of series, I



Make the Right Connections

at this year's Mobile Entertainment, Content, Commerce and Applications Conference!

CONFIRMED SPEAKERS

Greg Ballard, CEO, Glu Mobile
 Ted Cohen, Partner, TAG Strategic
 Kristin Lindsey Cook, Dir. of Multi Platform, Fuse
 Stephen Davis, President, InfoSpace
 Rajesh Khara, Director of Mobile Solutions, RealNetworks
 Jeremy Laws, SVP, Universal Pictures Mobile Division
 Steve Lerner, CEO, Wind-up Entertainment
 Anil Malhotra, Chief Alliance Officer, Bango
 Brian McGarvey, VP & GM-Americas, Vivendi Mobile Games
 John Najarian, Senior VP, New Media at E! Entertainment Television
 Paul Palmieri, Acta Wireless
 Ray Schaar, COO, Navio Systems
 Adam Sexton, Groove Mobile
 (subject to change)

KEYNOTE ADDRESSES



Paul Reddick
 VP Business Development & Product Innovation
 SPRINT NEXTEL



Mike Wehrs
 Chief Technical Evangelist
 AOL MOBILE



Michael Arrieta
 SVP Digital Sales & Marketing
 Sony Pictures Digital



Anthony Batt
 Founder/CEO
 Buzznet



Andrew Bud
 CEO
 mBlox



Dr. Willms Buhse
 Vice Chair OMA/Dir. Products & Mktg.
 CoreMedia



Alex Campbell
 Co-Founder & CEO
 Vibes Media



Rio Caraeff
 VP & GM
 Universal Music Group



Joey Carson
 CEO,
 Burnim/Murray Productions



Greg Clayman
 VP Wireless Operations & Strategy, M



Mark Donovan
 VP Senior Analyst
 M:Metrics



Michael Galleli
 Director of Product Marketing
 T-Mobile



Mike Gaumond
 VP & GM Digital Media Services
 Motorola



Steve Glasgow
 Dir. Partners & Operations
 Orange



Michael Grossi
 VP of Business Development
 Helio



John Harrobin
 VP Marketing
 Verizon Wireless



Brian Hurst
 CEO
 The Opportunity Mgmt Company



Steve Johnson
 CEO
 Choicestream



Laura Marriott
 Executive Director,
 Mobile Marketing Association



Jon Potter
 Executive Director
 Digital Media Association



Tom Ryan
 SVP Mobile & Digital Development
 EMI



Mika Salmi
 CEO
 Atom Films



John Smelzer
 SVP of Business Dev.
 Fox Interactive Media



Anthony Stonefield
 USA Wireless



Robert Tercek
 Founder
 Venture Intellect



David Ulmer
 Director of Marketing
 Motorola



Tom Wheeler
 Managing Partner
 Core Capital Partners

SEPTEMBER 11, 2006 • THE WESTIN BONAVENTURE HOTEL • LOS ANGELES



THE OFFICIAL ENTERTAINMENT CONFERENCE FOR CTIA - MECCA FALL 2006 will shed new light on the evolving mobile entertainment industry. Network with over 800 key influencers and gain development, marketing and consumer insights from leading analysts and end users from all corners of the converging mobile and entertainment fields.

Learn the latest trends, innovations and insights through MECCA's compelling programming, guided by Billboard's expert editorial team and an advisory board panel representing carriers, content providers, developers and more!

EXTRA VALUE! MECCA FOR GAMES

What's Next for Mobile Games? All MECCA attendees get access to this definitive mobile gaming track, consisting of three concurrent sessions. Get connected with industry professionals as they present their knowledge of the exploding mobile gaming sector.

Powered by Game Developers Conference

Register Today!

\$450 Full Registration Rate

For more info including sponsorship opportunities and how to register visit:

www.BillboardEvents.com

TITLE SPONSOR



IN ASSOCIATION



IRADIO CAR DISPLAY



PRESS ROOM SPONSOR



BASH SPONSOR



MEDIA SPONSORS



CORPORATE SPONSORS



CTIA WIRELESS I.T. & Entertainment 2006

One Show. Two Personalities. The largest wireless data event in the industry that truly embodies the ever-changing, dynamic and innovative world of wireless data in Enterprise and Entertainment.
 September 12-14, 2006 | Los Angeles Convention Center

Never underestimate the PURCHASING POWER of a single, 28-year-old male.

SUIT \$1,400
JACKET \$500
WATCH \$800
RIDE \$32,000
PREMIUM DENIM \$250
LAPTOP \$2,500
MP3 PLAYER \$350
SNEAKERS \$250
ANNUAL SKI TRIP \$2,500
NIGHT OUT \$250
PLASMA TV \$5,000
DVD COLLECTION \$4,000
DIGITAL CAMERA \$400
VIDEO GAME LIBRARY \$1,000
HOME ENTERTAINMENT SYSTEM \$800
GAMING SYSTEM \$350

And never underestimate the STUFF READER'S INFLUENCE on his friends.

People come to *Stuff* readers first for advice before making a purchase (Index 265)*
Stuff readers are #1 in giving advice on auto purchases 5+ times in the past year**

FOR MORE INFORMATION, PLEASE CONTACT JOHN LUMPKIN, PUBLISHER
 Telephone: 212.372.3866 E-Mail: lumpkin@stuffmagazine.com

*Ranked against *GQ*, *Esquire*, *Maxim*, *ESPN*, *Men's Health*, *FHM* and *Rolling Stone*. Source: Fall MRI 2005; base of U.S. Adults.
 **Source: 2006 J.D. Power Car Media Report (ranked against *GQ*, *Esquire*, *Maxim*, *ESPN*, *Men's Health*, *FHM* and *Rolling Stone*).

Stuff
 Magazine

One up.
 Trade up.
 Keep up.