

MEDIAWEEK

NEWS PAPER
#BXBBHL *****3-DIGIT 078
#071159037#P 19990621 ed1 ep S3DG
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Vol. 8 No. 39 THE NEWS MAGAZINE OF THE MEDIA October 19, 1998 \$3.25

A Buyer's Market

Low ratings, show cancellations ease 4th-Q scatter rates **PAGE 6**

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Hard-hit financial clients are moving media budgets around; cable most affected

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Industry has a long way to go on diversity **page 52**

MAGAZINE

SQUEEZE ON THE STANDS

Wholesaler consolidation cuts into single-copy sales, and the old standbys—stamp houses—are off sharply **PAGE 36**

Introducing the Mediaweek Magazine Monitor **PAGE 52**

MARKET INDICATORS

National TV: Heating

Concerned about lower viewership levels, the networks' sales teams are beginning to aggressively push fourth-quarter scatter, at buyer-favorable prices.

Net Cable: Bouncing

Financials are adjusting but fourth quarter is tight across the board. MCI is buying spots every 30 minutes on some networks.

Spot TV: Reviving

Heavy political advertising continues to breathe life into an otherwise dull fourth quarter. Overall spending is apparently on hold until after the elections, but retailers have begun to put buys together for the holiday season.

Radio: Busy

Inventory is still tied up with politicals, retail, cars, .com biz. Cancellations are happening, however, as recession fears have clients rethinking campaigns.

Magazines: Hearty

Food ads are shaping up for a solid '99. The first quarter will see many brands, including Kraft, General Mills and Nestlé, introduce corporate campaigns and product launches.



Photo: Ken Kato

It's why we reach

Brad Pitt doesn't take his looks too seriously and is shocked that everyone else does.
Jon Krakauer's heart-stopping account of tragedy on Mount Everest ascended the nation's bestseller list.
Ivana and Ivanka Trump gaze deeper into the mystery of mother-daughter relationships.

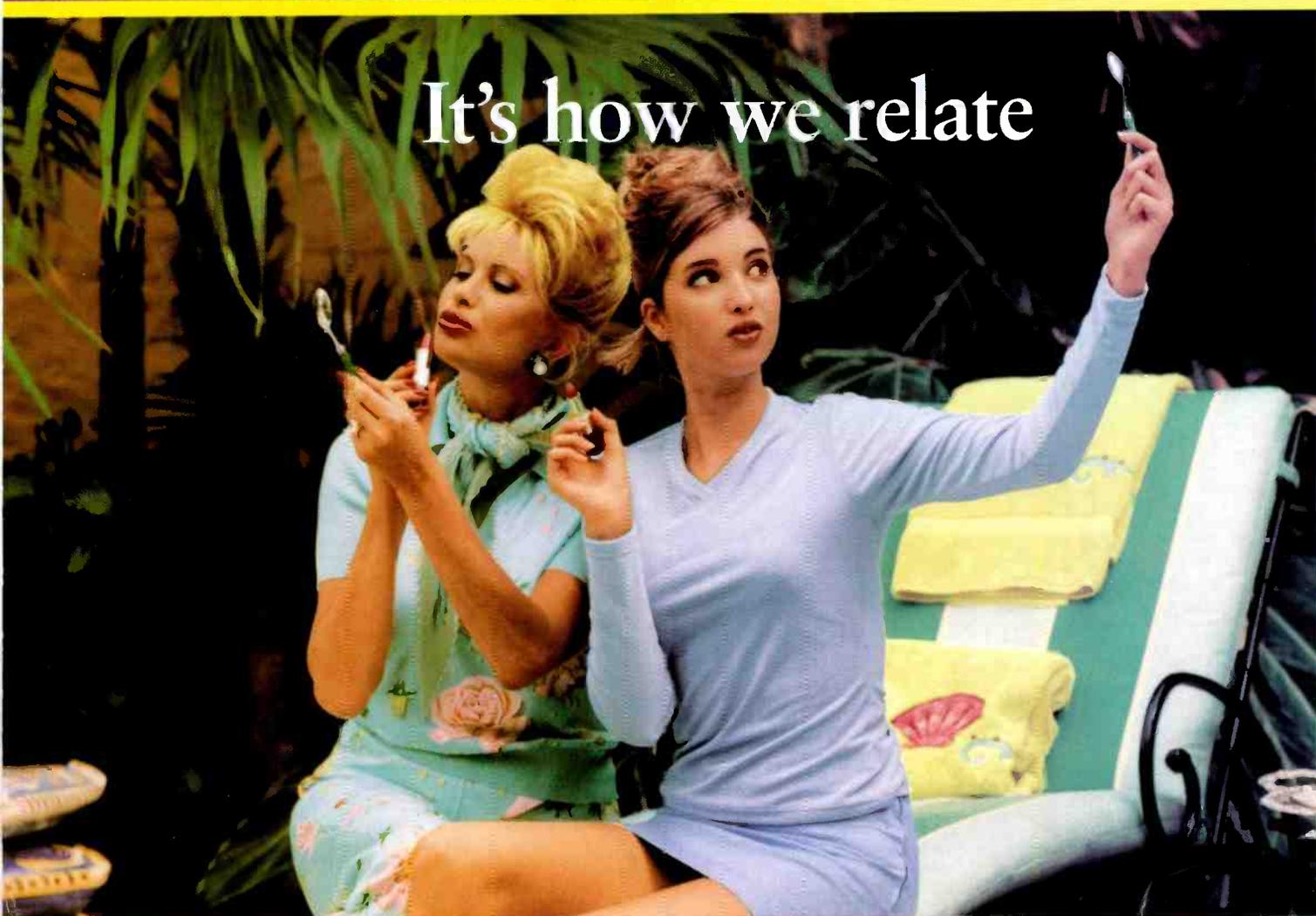
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Laura K. Jones OCT 20 1998

AT DEADLINE

Fox Sports Goes to Japan to Replace NBA

Fox Sports Network is expected to announce a deal today with Major League Baseball to carry the three-week MLB All-Stars exhibition tour in Japan as substitute programming for the delayed start of the NBA season. The games will air in November on 22 regional Fox Sports Networks that have local cable rights deals with NBA teams. Among local NBA broadcast rightsholders, a representative for WGN-TV in Chicago said that the station will continue to carry WB network programming on nights that would have been preempted by Chicago Bulls telecasts.

Maynard Parker Dies

Longtime *Newsweek* editor Maynard Parker died of pneumonia late Friday, following a yearlong battle with leukemia. "Maynard played a central role in shaping what makes

Parker dies at age 58.

us so proud of *Newsweek* today," said Richard Smith, the mag's chairman and editor-in-chief. "This will not be an easy week for us to publish." Parker, 58, joined *Newsweek* in 1967 and became editor in 1982.

\$75M Carsey-Laybourne Venture

Forming Hollywood's newest power couple, Marcy Carsey of prime-time producer Carsey-Werner Productions and Geraldine Laybourne, the primary architect of kids cable king, Nickelodeon last week announced plans to launch a hip cable channel for women with an initial investment of about \$75 million in original programming. Reportedly called Oxygen, a name borrowed from Laybourne's current venture, the cable network will initially launch to a couple of million Tele-Communications Inc. subscribers. The goal is to reach a base of about 7 million subs in three years.

Senior Golfer Is Focus of Lawsuit

The New York Times Co. Magazine Group has filed suit to prevent Weider Publications from selling *Senior Golfer* to Times Mirror Magazines. The suit was filed Oct. 13 in New York State Supreme Court. It claims that the Times mag group had a deal with Weider to purchase the golf magazine's title and subscription list. The lawsuit was filed a day after Times Mirror announced the acquisition of the Weider title (see item on page 32) for a reported \$3.35 million. A "binding agreement with Weider Publications to buy certain assets of *Senior Golfer* was entered on Sept. 29," a Times Co. representa-

tive said. "Two weeks after we entered into this binding agreement, *Senior Golfer* basically sold themselves again to Times Mirror in what was a clear breach of contract." Named in the suit are Times Mirror, Weider Publications and investment banker Jordan Edmiston Group. Wilma Jordan, president/CEO of Jordan Edmiston, said the lawsuit is "wholly without merit."

Toll and Black Link in Expansion Plan

Roger Toll has joined Roger Black Inc. as editorial director and executive vp. The appointment marks the expansion of Black's company beyond publication design and into editorial and publishing. In his 30-year career, Toll has served as editor-in-chief of *Snow Country* and founding editor and publisher of defunct Spanish-language magazine *Más*. Black has helped launch U.S. News & World Report's *Fast Company* and redesigned *Reader's Digest*, among recent projects.

Look to 2025 for Minority Parity

The American Society of Newspaper Editors is expected to approve a new proposal this week calling for national parity for minorities in U.S. newsrooms by the year 2025. If approved, the revision represents a compromise within the ASNE, which earlier this year announced its inability to meet a long-held goal for newsroom parity by 2000. At that time, the ASNE had proposed seeking 20 percent minority newsroom representation by 2010. That was a retreat, said minority journalist groups and some newsroom executives, arguing that parity would represent about one in four U.S. newspaper journalists.

Ax Falls on Success Editor, Publisher

Success magazine owner and Chicago real estate mogul Peter Morris last week dismissed editor-in-chief Steven Slon and publisher Peter Johnsmeyer, naming himself editor-in-chief and former New Jersey Nets exec Jon Spoelstra as publisher. During his one-year stint, Slon redesigned the small business monthly and added a lifestyle service element. But Slon "wasn't able to keep the deep well, the core, that [our] almost fanatic following likes—the motivation, inspiration and actual advice," Morris said. Former editor-in-chief Scott DeGarmo, whom Slon replaced, will return to the editorial board. Slon declined to comment.

Correction: An Oct. 12 Movers item listed an incorrect title for Peter Saad. He is vp, associate group publisher of Hachette Filipacchi Magazines' automotive group. Brian McMahon is the senior vp/group publisher of the automotive group.

INSIDE



Time's Isaacson has had a roller-coaster year

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A ray of hope
for the nets?
Peter Horton in
Fox's *Brimstone*.

Prime Time For Buyers

Flagging ratings and cancellations of new shows are making 4th-quarter scatter less costly

NETWORK TV / By John Consoli and Betsy Sharkey

The lack of a new breakout hit on any of the networks, coupled with a decline in overall viewership, has quickly turned the fourth quarter into a buyer's market. While nervous network sales teams have aggressively begun pitching packages that lump solid ratings performers with mediocre shows, most ad agencies have chosen to hold off on scatter buying. This has created a fourth-quarter market that is even more attractive to advertisers compared to last year.

"Pricing right now is softer than it usually is for scatter," said one agency executive who asked not to be identified. "Deals can be done at upfront pricing levels. Increases are in the single digits. We are getting close to the key holiday season. This does not augur well for the networks." Another agency exec described the market as "orderly, but unsure. There's no panic yet, but it's clear the networks want to move scatter inventory before there's a meltdown."

None of the major network sales executives contacted for this story returned phone calls seeking comment.

What has helped shift the scatter market from a seller's to a buyer's market is the quick hook given to several new shows. The networks' version of a market correction officially began last week with Fox blinking first, cutting three more sitcoms just days after *Costello* was cancelled.

Benched were the Sunday freshman comedy *Holding the Baby* and the 8-9 p.m. Friday block of *Getting Personal* and *Living in Captivity*. Putting a positive face on the Fox cancellations, the network's scheduling/research guru, Giles Lundberg, said the Friday move opens the way for Fox to return to a "scare TV" strategy that has proven successful in the past, pairing its yet-to-premiere new drama *Brimstone*, which will first air in November, with *Millennium*, now in its third season.

Ad agency execs say that thinking is sound. *Brimstone*, no matter how badly it fares on Fridays, is expected to produce better ratings and demos than the two sitcoms. And advertisers are expected to easily shift their *Costello* commitments into reruns of *King of the Hill* that Fox plans to air in the 8:30 p.m. spot on Tuesdays.

Despite the cancellations, Steve Sternberg, senior partner at TN Media, said Fox is not doing that badly overall. While the network's move of *King of the Hill* to Tuesdays has not been as successful as expected, Sternberg noted, Fox is down only 1 share point for the season—just what most agencies had predicted. And baseball coverage

has helped Fox boost its overall ratings.

Sternberg also said that two new Fox animated shows that are expected to do well—*The PJs* and *The Family Guy*—will premiere in January, one after the NFC championship game and the other after the Super Bowl.

In other network programming moves: CBS, where executives are fundamentally pleased with the performance of the new schedule, last week cut the weakest link, *The Brian Benben Show*. *Benben* aired Monday at 9:30 p.m. and was adversely affecting CBS' 10 p.m. freshman, *L.A. Doctors*. CBS will double-pump *Everybody Loves Raymond* on Mondays until Nov. 2, when the new sitcom *Becker*, starring Ted Danson, will premiere.

UPN, which made the equivalent of a programming U-turn this season, has moved quickly to reverse a slow start. The net last week cut its sci-fi hospital drama *Mercy Point* and shifted time slots on Mondays. The 9 p.m. hour will be anchored with the established comedy *Malcolm & Eddie* and the controversial *Desmond Pffeifer* will move to 9:30 p.m.

"We've gotten incredible support from our affiliates and our advertisers, but we have to be responsible and say, 'Guys, we will do better for you,'" said UPN entertainment president Tom Nunan. "We are finally drawing in broader audiences. There's been a great shift in the people who are sampling the shows, so we're

"Deals can be done," said one buyer. "Increases are in the single digits. We are getting close to the key holiday season. This does not augur well for the networks."

'S



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Coyne to Helm *New Woman* As *Glamour* Exodus Continues

Glamour's Judith Coyne has been named editor-in-chief of Rodale Press' *New Woman*. Coyne leaves after spending 12 years at the Condé Nast title, the last five as its executive editor. She begins her new job on Nov. 9, succeeding Clare McHugh, who left the monthly in August. "Right now, [*New Woman*] is emerging as being squarely in the beauty and fashion category," said Coyne. "And we want to develop that, supported by a strong mix of health, relationships, women's issues and various windows on the real world."

Coyne will also have to keep her eye on the magazine's sagging circ numbers. *New Woman's* paid circ through June was flat at 1.18 million; single-copy sales were down 11 percent, to 333,043, though subscriptions did grow 3.9 percent to 848,037, according to ABC.

Coyne is the 15th *Glamour* staffer to leave since former *Cosmo* editor-in-chief Bonnie Fuller took over the magazine last month from longtime editor Ruth Whitney. —Lisa Granatstein

30 Cable Networks on Board For TW's Digital TV Odyssey

Time Warner Cable said last week that Austin, Texas, will be the first test site for its digital television service. The AthenaTV service will initially offer a flight of about 30 networks by yearend, with possibly another 70 networks on the horizon. Meanwhile, Time Warner is talking to MediaOne and Comcast Corp. about forming a partnership that would have TW deliver digital TV to subscribers of both cable companies.

AthenaTV has struck carriage agreements with CNNSI, CNNfn, The Golf Channel, Ovation, Eye On People, Discovery Kids, Discovery Science, BET on Jazz and Game Show Network. In the Austin test, the service will be delivered via HBO's uplink facility in Hauppauge, N.Y. AthenaTV will be packaged with a new digital pay-per-view feed from Viewer's Choice and digital multiplex feeds of HBO and Showtime. The service will then be available to customers after the Austin test is completed.

Until now, (continued on page 10)

getting the right eyeballs to the screen. Now it's about increasing those numbers."

NBC and ABC are staying the course. NBC brass see a clear success in the Monday comedy *Will & Grace*, and with the preemptions for baseball, they believe they haven't had enough time to assess the staying power of Tuesday night's *Encore! Encore!* An NBC executive who would not speak for attribution said the current thinking is to stay with the schedule through the November sweeps.

Buyers generally agree. "It's still so early,"

said Rino Scanzoni, executive vp/director of national broadcast for Televest. "If you look at the shows and the time periods, the numbers are not that far off. We generally don't make wholesale changes until November. That's enough time to see if there's a legitimate trend. The only thing that's surprising is that the networks have been a bit quicker this time around [in cancelling shows]. Everybody is so quick to judge, but when the viewers have so many options, it takes time to see what's working." ■

Financials Shift Dollars

Cable most affected by brokerage advertisers' budgeting moves

THE MARKETPLACE / By Jim Cooper and Lisa Granatstein

Wall Street's turbulent ride in recent weeks has led some financial advertisers to reexamine their television and print advertising schedules. In some cases, brokerage houses are seeking to get out of upfront commitments in the fourth quarter, while other advertisers are shifting media.

Most of the tweaking is with cable budgets. According to sales executives at several cable networks, Merrill Lynch is requesting relief from its fourth-quarter commitments. Charles Schwab, said one network sales exec, is doing the same, though one magazine publisher said Schwab recently shifted money from print to TV. Merrill Lynch declined to comment; calls to Schwab were not returned.

The adjustments come as the securities industry was rocked last week by the layoffs of 3,400 employees at Merrill Lynch. Bear Stearns reported that its quarterly earnings dipped 60 percent and hinted at layoffs.

As for Merrill Lynch, "Sure we let them out," said one cable ad sales exec, requesting anonymity. "We have their marker in our pocket and will call them on it when their business improves." All told, relief requests from financial advertisers should affect only a few cable networks: ESPN, A&E, Discovery, the news channels and the regional sports services.

A CNN representative said the network is shifting some financial clients from fourth quarter to first, but that none of the advertisers are dropping out. CNBC and Fox News Channel, which are experiencing re-

cord ratings growth, reported no changes in their financial clients' commitments.

According to the Cabletelevision Advertising Bureau, financial advertising makes up less than 5 percent of basic cable's total ad revenue. "If they're going to cut, they're going to cut in broadly based media and retain better-targeted media," said Joe Ostrow, CAB president.

So far, that's not really happening. The broadcast nets reported few requests for inventory shifts or cancellations from financial advertisers.

In magazines, *Money*, Time Inc.'s personal finance monthly, has seen some of its larger accounts pull back slightly this year, but not because of the market's gyrations, said publisher Geoffrey Dodge. Fidelity and Schwab have

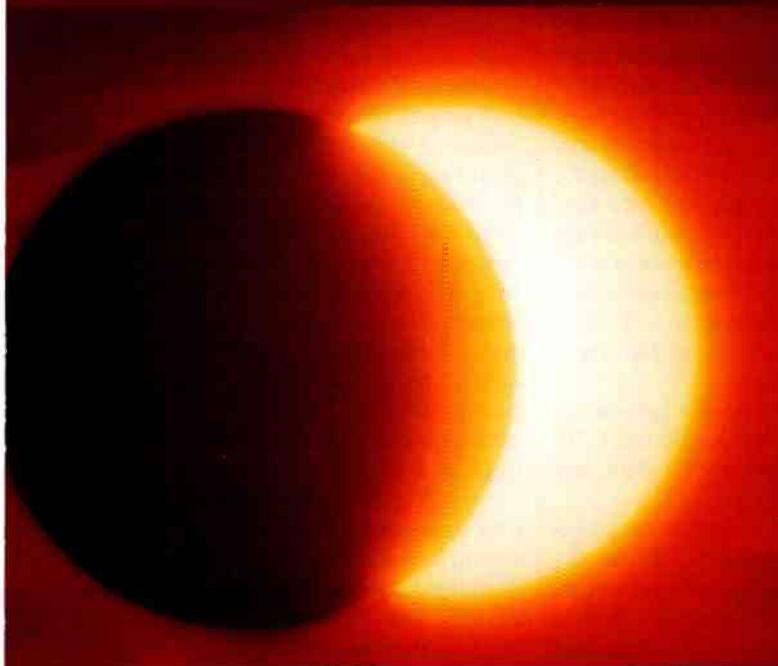


Merrill Lynch may bail out from some cable inventory.

shifted some of their spending over to TV for brand campaigns. "We're pretty steady through the fourth quarter because our accounts had to make their commitments earlier in the year," Dodge said, adding that "for most of our biggest customers, there's uncertainty in [next year's] first quarter. They're budgeting with contingency plans in mind."

"I suspect that it's at least stable, if not moving in the other direction," said *Newsweek* publisher Carolyn Wall of the mag's financial ads. Among newspapers with heavy financial ads, total ad pages for *Barron's* dipped 30.4 percent in September, while *The Wall Street Journal* reported that third-quarter ad linage dropped 6.8 percent. —with John Consoli ■

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Tele-Communications Inc.'s Headend in the Sky (HITS) has been the sole satellite-delivered digital television system rolled out to cable customers. TCI hopes HITS will reach about 1.5 million paying customers by yearend. Cox Communications and Buford Television are HITS affiliates. In announcing the AthenaTV test, Time Warner said it was in discussions with HITS to serve some of its systems. —*Jim Cooper*

FCC Minority Recruitment Rules Attacked by Congress

A bipartisan measure that would prevent the FCC from reviving equal employment opportunity rules for broadcasters caught agency officials by surprise late last week.

Rep. Mike Oxley (R.-Ohio) introduced the Communications Personnel Paperwork Reduction Act. The measure, co-sponsored by Rep. Ralph Hall (D-Texas), would bar the FCC from using federal funds to propose and implement new EEO regulations regarding recruitment practices and hiring.

In April, a federal appeals court struck down most of the FCC's rules requiring stations to maintain detailed reports on minority employment. Since then, FCC chairman William Kennard has repeatedly vowed that his agency would develop a new set of guidelines acceptable to the court by yearend. However, a spokeswoman for Oxley said: "Telecom companies already must comply with civil rights laws. They shouldn't have to fill out more burdensome forms for the FCC." She added that Oxley, who chairs a House finance subcommittee, has been "interested in this problem for a couple of years."

An FCC staffer said the Oxley move was unexpected. However, one commissioner, Harold Furchtgott-Roth, a Republican appointee with close ties to GOP House members, had publicly announced just days earlier that he would oppose the development of new EEO rules at the agency. —*Alicia Mundy*

Adlink Branding Campaign Targets L.A. Demographics

Adlink, the U.S.'s largest all-digital interconnect, last week launched a branding campaign in an (*continued on page 12*)

The 'R' Word Pops Up at NAB

Broadcasters celebrate good times but worry about the economy

RADIO / By Mira Schwartz

Broadcasters at last week's NAB radio convention in Seattle may have agreed publicly that business couldn't be better, with radio revenue at a record high and consolidation creating companies better able to compete with their traditionally dominant foes in newspapers and television. But they still wanted to hear one message: Everything's going to be all right.

"What's on everyone's mind is a recession. If we do see one, it may be a self-fulfilling prophecy because we talked ourselves into it," Jeff Marcus, CEO of Chancellor Communications, said during a panel discussion with industry leaders. "But it's in a recession that people will see the power of radio."

"We will not participate in a recession," proclaimed Larry Wilson, founder and CEO of small-market radio operator Citadel Communications.

Yet even as industry executives remained adamantly positive about radio's 1999 outlook, they continued to admit to fears of an economic downturn and the challenges to radio by new technologies such as the Internet and satellite radio. The answer, they said, was consolidation's power to keep costs low and revenue high.

"By putting together stations we are getting rid of redundancy and welcoming synergies," said Sam Zell, Jacor Communications' principal investor and the convention's keynote speaker.

Zell himself is a symbol of consolidation, in light of this month's sale of Jacor to Clear Channel Communications. That topic dominated nearly every public discussion, with industry leaders calling it an unstoppable but positive force affecting every aspect of their business.

Dan Mason, president of CBS Radio, de-

scribed radio stations in five years to be more like autoplexes where several car dealerships are contained within one building. Station operations, he said, will follow the same model, with several outlets housed in the same place.

Many radio concerns are already adapting their programming to the consolidated market. Westwood One last week announced a programming merger with Fox News that will supply Westwood affiliates with Fox's repertoire of news programs. Although Westwood folded what was left of the old NBC Radio news-gathering operation earlier this year, Denise Oliver, Westwood senior vp in charge of programming, said the Fox deal will not bring cutbacks in Westwood's other news operations. Oliver would not describe the terms of the deal, although a source close to the pact said the two companies will split profits evenly.

"We think Fox will complement what we offer beautifully. It has the [younger] demos we want to attract," Oliver said.

Still, even as industry leaders congratulated themselves on consolidation's effect on the bottom line, there were sober reminders from all sides that monolith broadcasters can make bland product.

After Zell's speech, Dayton, Ohio station owner Ro Nita Hawes-Saunders questioned the speaker closely about consolidation's threat to diverse programming. "I've chosen to stay in despite consolidation, because I believe in diverse voices," said Hawes-Saunders, who is African American. The issue was also addressed by FCC chairman William Kennard during his convention speech. "It's important to find new ways to open doors for free expression, especially as consolidation closes those doors," Kennard said. ■

Arbitron Goes Portable

Personal meters measuring listenership to be tested in the U.K.

RADIO / By Katy Bachman

After 35 years of pencil-and-paper diaries, radio measurement is about to graduate to electronic meters. But don't look for solid ratings figures anytime soon, and it won't happen on U.S. shores for at least a few years.

This week, Arbitron is expected to official-

ly announce the first field test of its personal portable meter (PPM) in Manchester, U.K. Arbitron featured models of the PPM technology at last week's NAB Radio Show in Seattle. Despite giving its sexiest new technology a high profile, company officials were reluctant to provide specific details about the

day care, night life,
cell phones, cellulite,
salsa dips, computer chips,
video games, office politics,
household hints, investment advice,
raising annuals, annual raises,
flannel sheets, spreadsheets,
X-Files, ex-husbands,
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effort to update its sales pitch as the best way to reach targeted demographics in the Los Angeles market. Adlink says its campaign will show the company is "the closest truly targeted television that marketers can get," an advantage not available from local broadcast and cable marketers, said Vicki Lins, marketing director. Adlink reaches about 3 million cable subscribers served by 72 L.A.-area cable systems, using digital technology to segment the market and reach clusters of cable customers. Advertisers, meanwhile, are able to tap an entire market and buy with one tape and one invoice

Adlink users seeking to reach Southern California cable customers include more than 300 top national and regional advertisers. Adlink's cable company equity partners are Tele-Communications Inc., Time Warner, MediaOne, Comcast and Cox Communications. —JC

Fitness Names Mahoney To Lead Editorial Staff

Sarah Mahoney has been named editor-in-chief of *Fitness* magazine, succeeding Sally Lee, who recently moved over to *Parents*. Gruner + Jahr USA Publishing owns both titles. Mahoney has served as executive editor of *Parents* for the past three years.

Mahoney said she expects her transition from a parenting title to one about fitness to be a breeze because both books share a missionary zeal. "Everybody at *Parents* is so into kids, and they're very passionate about it," said Mahoney. "And in a completely different way, that's true of the *Fitness* staff too—whatever their sport or their reason for pursuing fitness, they're very serious about it. They're a very fit crowd." So too is Mahoney, who holds a black belt in karate. Though this will be Mahoney's first week at *Fitness*, she says her game plan for the title will include enhancing the "mind and spirit component of the magazine."

In January, *Fitness* will increase its frequency to monthly from its current 10-times-per-year schedule and boost its circulation rate base to 1 million from 900,000. Condé Nast's *Self* guarantees a circ of 1.1 million. Weider Publications' *Shape* plans to boost its rate base in January by 18 percent, to 1.3 million. —LG

participating stations and the exact start date of the Manchester test.

The meter, about the size of a pager, relies on inaudible codes embedded in the audio signal. For the test, Arbitron has secured the participation of more than 20 U.K. broadcasters, including radio stations, TV stations and cable systems. Continental Research, a London-based research firm that Arbitron purchased last December, recruited a panel of 50 consumers who carry the meter with them wherever they go. Each night, panelists place the meter in a docking station, which transmits the data to a central site for processing.

Actual ratings won't be ready until next year at the soonest. Like the early phases of Statistical Research Inc.'s SMART TV ratings test in Philadelphia, Arbitron is only testing consumer

willingness to participate, as well as the meter's accuracy in detecting the inaudible codes. Test results aside, the acid test will be the cost of the service to broadcasters, advertisers and agencies since the technology is considerably more expensive than the diary methodology.

Meters to measure radio listenership have been a long time coming. Arbitron first touted the personal portable meter in 1992 as a technology that would be too expensive for radio only. So when Arbitron exited the TV business in 1993, development of the PPM technology slowed. It also moved abroad. Manchester was chosen as Arbitron's lab because of its unique market characteristics. Close to London, Manchester is a market with a population of 2.5 million and covered, by U.S. standards, by a small number of broadcast outlets. ■

Primestar DBS Deal Falls

\$1.1 Bil pact to acquire News Corp./MCI satellite slots collapses

SATELLITE TV / By Jim Cooper and Alicia Mundy

Facing protracted Justice Department scrutiny and financial jitters on the part of its ownership partners, Primestar last week scrapped its \$1.1 billion offer to purchase the last remaining high-power satellite slots, owned by the partnership of News Corp. and MCI Worldcom.

Last May, Justice antitrust chief Joel Klein filed suit against Primestar over the company's ownership by major cable companies, including Time Warner, Comcast, Cox Communications and MediaOne. The government argued that the cable operators' joint ownership of a directly competitive technology, satellite television, would be monopolistic and reduces competition.

A Justice official said that talks with News Corp. and Primestar lawyers had not gone anywhere in the past two months. Klein praised the demise of the merger in a statement, calling it "a big win for consumers." Klein has said that a thriving satellite TV industry is necessary to provide competition to cable. A trial on the antitrust lawsuit had been set for February.

Although Primestar lobbyists had argued that the company's satellite service would compete vigorously with cable, the Justice Department had noted in its suit that in regions where Primestar has established satellite service, it has not made serious efforts to recruit customers away from cable. Furthermore, DOJ's suit indicated a deep concern that News Corp. chairman Rupert Murdoch and Tele-Communications Inc. chairman John Malone would collude in shoring up cable operators' businesses—at the

expense of their satellite competitors.

The unstable economy also proved a hurdle to Primestar's plans to acquire the News Corp./MCI slots. Cable operator sources said that efforts last month by TCI subsidiary United Video Satellite Group and News Corp. to buy out Primestar's MSO partners were scotched due to general financial worries and haggling over share prices. Murdoch had hoped that News Corp. would finally become a direct broadcast satellite player in the U.S. with the proposed \$700 million payout to the four cable companies, which own 60 percent of Primestar, cable executives said.

News Corp. is weighing its next move with its DBS holdings. "We're pursuing other options for the sale," said a representative.

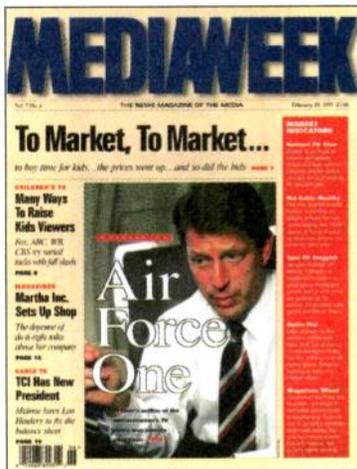
Speculation mounted late last week that DBS providers EchoStar or DirecTV might be interested in acquiring the News Corp./MCI assets. DirecTV officials declined to comment and EchoStar executives did not return calls. A sale of the high-powered slots would end Murdoch's decade-long effort to launch a DBS service in the U.S. A sale to EchoStar might be an easy way for Murdoch to settle a \$5 billion suit between the two companies and to recoup News Corp.'s considerable investment in DBS.

The deal's collapse leaves Primestar as a medium-power dish competitor to high-power services EchoStar and DirecTV. Primestar reportedly has held talks about selling its assets and subscribers to DirecTV, which is owned by Hughes Electronics. ■

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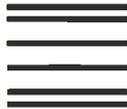
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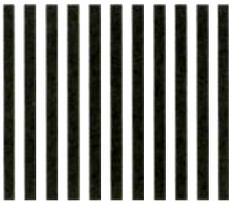
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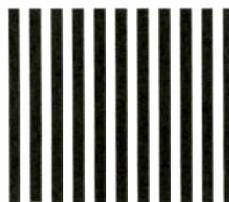
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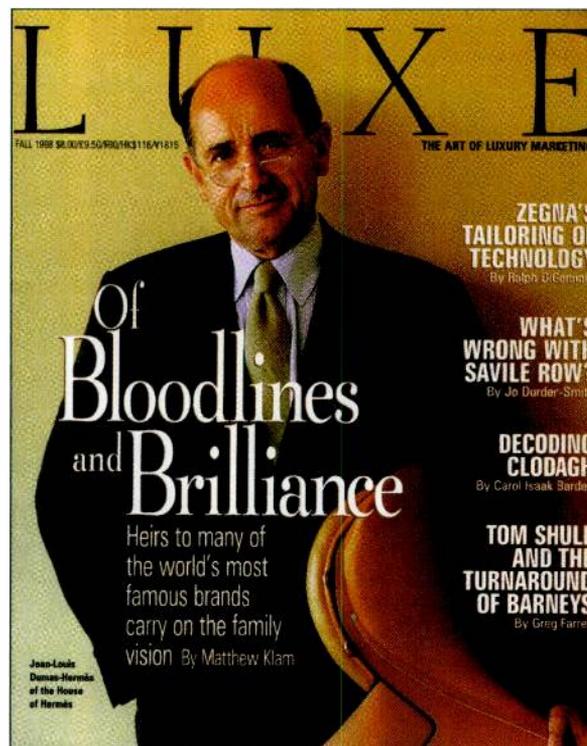
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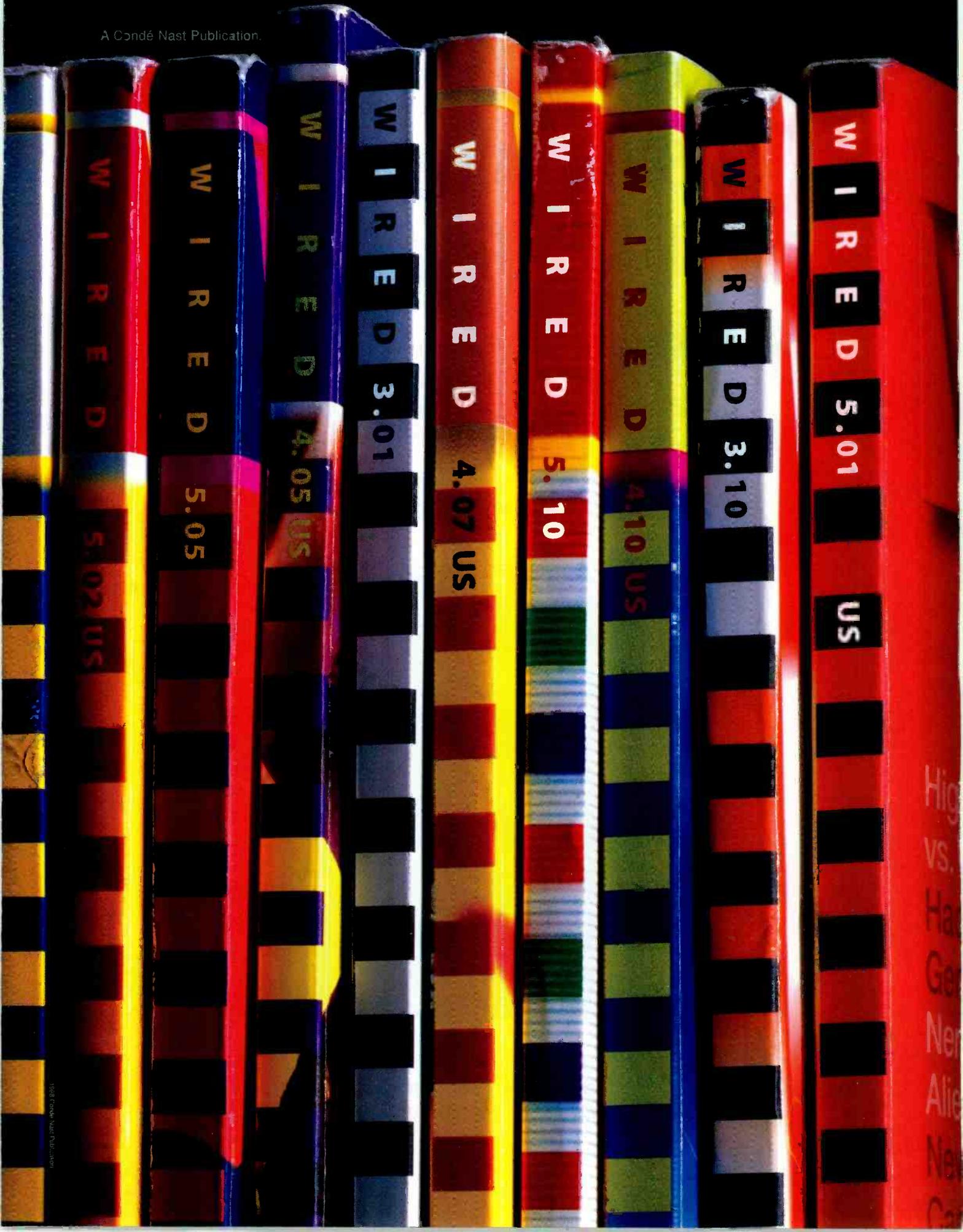
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Who are our readers? Affluent opinion leaders. Early adopters. Active investors.
Okay. Okay. Yeah, there might be a couple of computer geeks thrown in there, too.

CABLE TV

CNN's first three installments of the mega-documentary *Cold War* warmed up the network's ratings for the Sunday 8-9 p.m. time slot. Predictions made by Larry Goodman, CNN president of ad sales, that the series would match the 0.6 rating of *Prime News* and *CNN/51* in the hour are on the money so far. According to Turner's analysis of Nielsen data, the Sept. 27 premiere drew a 0.8 household rating (about 540,000 homes). The following episodes on Oct. 4 and 11 earned a 0.7 and a 0.5 respectively. CNN will air a total of 24 episodes of *Cold War*.

The Nashville Network will soon premiere a weekly Friday-night roller derby series. The two-hour *Roller Jam* will premiere on TNN on Jan 15 at 8 p.m. The rink-rollers will compete with up-to-date in-line skates. The men and women skaters, on teams including the New York Enforcers, California Quakes and the Illinois Inferno, will also skate on a larger, faster track than in roller days gone by. Taking a page from professional wrestling, the series will feature behind-the-scenes color and personalities as part of the show. *Roller Jam* is the first attempt to bring roller derby back to regular-series television since the sport's so-called golden age in the late '60s and early '70s.

MTV last week teamed up with the Department of Justice for a yearlong joint campaign to help young people stand up against violence. Announced by President Clinton at last week's White House Summit on School Violence, the campaign, which also includes the Department of Education and the National Endowment of the Arts, will distribute a Youth Action Guide. The guide outlines five different ways to help young people prevent and avoid violence and will be available via an 800 number. The effort will also feature MTV programming and on-air promotion devoted to violence issues. An MTV viewer study found violence to be the No. 1 concern of the network's primary audience of 12-to-34-year-olds. Both the on- and off-air campaigns will look at violence in schools and violence in the streets, including hate crimes, gang violence and sexual violence. —*Jim Cooper*

Forbes Eyes New Fortunes

Business book's new team sees opportunities with added tech coverage

MAGAZINES / By Lisa Granatstein

As smart young business books continue to flourish, Forbes Inc., publisher of the category's elder statesman, shows no signs of slowing down. In recent years, the 81-year-old company has branched out to tech and lifestyle spinoff titles, the Web, newsletters, conferences and book publishing. Now Forbes is positioning itself for the 21st century, enhancing the flagship's biweekly's tech coverage with a new top editorial team.

"We have some fresh people for what we look to be the continuation and the deepening of the *Forbes* spirit," said Steve Forbes, the company's CEO and editor-in-chief. After 37 years as editor of *Forbes*, James Michaels will pass the torch to managing editor William Baldwin in January and will explore new ventures as



Baldwin (right) takes over for Michaels.

a vice president of the company. Other recent changes include the appointment in July of *Forbes ASAP* editor Richard Karlgaard as publisher of the flagship. Karlgaard will be based in Silicon Valley, a *Forbes* first. In August, *Forbes ASAP* contributing editor Michael Malone was named editor of that title. And last month, Forbes rejoined the Magazine Publishers of America after an 11-year rift.

Michaels led *Forbes'* many adaptations over the years as the global economy evolved from reliance on heavy industry to high technology. "If you don't reflect the changes on Wall Street, you die," Michaels said. "I'll bet a third of our covers this year have been about technology."

Three new writers have signed on to *Forbes'*

high-tech beat since August; a fourth may be added soon. New edit content includes Karlgaard's "Digital Rules" column and Stephen Manes' "Digital Tools" department.

"You ain't seen nothing yet," Baldwin said of the tech expansion. "It's probably the most important thing I'll do in my early stages." But he stressed that the book will not abandon core elements like corporate strategies and investing.

Karlgaard and Baldwin will revive a *Forbes* tradition next year: hitting the road together, as Michaels and former publisher James Dunn once did. "We are going to make a lot of appearances, meeting with advertisers," Karlgaard said. "We'll talk about the direction of *Forbes*, where the economy's going, the technology impact."

Forbes continues to lead rival *Fortune* in both circulation and ad pages. *Forbes'* circ was flat through June at 784,220, according to the Audit Bureau of Circulations; *Fortune* was flat at 767,148. And though *Fortune's* ad pages grew 16.8 percent through September to 2,703, *Forbes* still was way ahead at 3,002 pages, flat with '97.

The company plans to expand into other arenas. "It's just not enough to print [information] on page anymore," said Forbes. "There are various ways you can slice, dice and deliver it."

That's where the 77-year-old Michaels comes in, as he is charged in part with finding fresh opportunities in TV. "It's going to be exciting as hell," Michaels said of his new role. "I think I've proven that a journalist doesn't have to retire at 65. Now I'm going to try to prove you don't have to retire at 75 either." ■

History Channel Plays Ball

Program/promotion tie-in with MSG designed to draw more men

CABLE TV / By Jim Cooper

In an effort to attract more male viewers, the History Channel is teaming with Madison Square Garden Network on a programming and promotional push aimed at New York sports buffs.

Starting later this year and running until fourth quarter 1999, MSG will pepper its coverage of Rangers, Knicks and Yankees games as well as its nightly *SportsDesk* news show with several short-form programs produced

A black and white close-up portrait of Kim Polese, a woman with long, wavy hair, looking upwards and to the right with a thoughtful expression. The image is framed by a thin yellow border.

KIM'S

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She rocketed to the top of the high-tech world by helping transform a nerdy programming language at Sun into the buzzword of the Web. She even named it. Java. Fiercely independent, she then set out to co-found one of the hottest software startups, *Marimba*. Delivering the next generation of Internet technology to a host of blue-chip clients. *Fearless entrepreneurs like Kim Polese find a kindred spirit in Forbes. The business magazine that delivers a point of view. Not conventional wisdom.*

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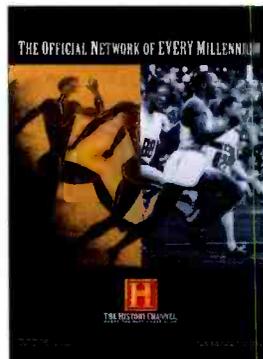
The WB reports that it is sticking with its ratings-challenged *Hyperion Bay* in the Monday 9 p.m. time slot, where it will continue to butt heads with Fox's *Ally McBeal*. "Although it has not shown a 100 percent retention level from its lead-in (the growing *7th Heaven*), it has a certain audience that's watching it," Jordan Levin, WB senior vp of programming and development, said of *Hyperion*. "We're proud of it and we will attempt to improve it and grow it in the time period." Levin also said there is no plan to bring in the WB's hour-long comedy *Zoe Bean* before midseason. "It's a chance to give us a distinctive voice in comedy, and we want to give it a proper launch."

In head-to-head battles between veteran sitcoms, ABC is clearly winning three and CBS is ahead in one, with two others too close to call so far. According to Nielsen Media Research figures, on the two Tuesdays this season when they have aired opposite one another, ABC's *Home Improvement* has averaged an 11.1 in households, compared with a 9.4 for NBC's *Mad About You*. *Home* has tallied a 7.2 in the 18-49 demo and *Mad* a 5.9. On Wednesday, ABC's *Dharma & Greg* is averaging a 10.5 vs. a 7.7 for CBS' *The Nanny* (*Dharma* also is winning the 18-49 battle by about 2-1). ABC's *The Drew Carey Show* is thumping NBC's *Third Rock From the Sun* 10.9 to 7.9 in households and by about the same margin in 18-49. And NBC's *Just Shoot Me* and ABC's *Spin City* are averaging 10.2 and 9.8 respectively, with almost a dead heat in 18-49 ratings. On Monday, CBS' *Everybody Loves Raymond* is averaging a 10.0 in three weeks head-to-head against NBC's *Caroline in the City*'s 7.4. CBS' *Cosby* has averaged an 8.9 vs. NBC's *Suddenly Susan*'s 8.2, with *Susan* ahead in 18-49.

3rd Rock From the Sun, now in its third season and struggling in the ratings, is following a historic pattern for alien-themed sitcoms, according to Marc Berman, associate programming director at Seltel. Berman notes that *My Favorite Martian* (1963-66), *Mork & Mindy* (1978-82) and *Alf* (1986-90) all had successful but short lives. Character and theme development on these types of shows eventually wears thin, Berman said. —*John Consoli*

by the History Channel. Called *This Moment in New York Sports History*, the 30-second vignettes will focus on classic moments in the histories of each of the teams. MSG anchor Marv Albert will narrate. Along with airings on cable, episodes of *This Moment in Rangers History* and *Knicks History* will appear on MSG's Garden Vision big screen in the arena. And History Channel signage will be prominent in Madison Square Garden and Yankee Stadium. History's programming (and its promotional presence) will also touch on the Mets and Islanders and the New Jersey Nets and Devils.

"One of the things that History Channel has in common with sports is that we both have a very heavy concentration of male viewers," said Dan Davids, executive vp/general manager of the History Channel. Davids said that along with the MSG partnership, History will increase the amount of sports-related programming on the network. During second quarter 1999, the service will run *Golf: Links in Time*, a two-hour retrospective on golf. A similar special on gambling called *High Roller: History of Gambling* is also



The History Channel is sprinting into sports.

planned. So far, History has done some Olympics-related programming and has run sports segments on its nightly *In Search of History* series, including a look at baseball's 1919 Black Sox scandal.

"Sports is right in line with [History's] core demographic profile, which is male-oriented and upscale," said Brad Adgate, senior vp and corporate research director at Horizon Media. Adgate noted that History's prime-time audience was 68 percent male in this year's second quarter.

But another buyer noted that History faces an uphill battle to attract younger males. "They do a fairly good male comp that skews a little older, but they're no ESPN with men 18-34 or 18-49," said the sports buyer.

With the delayed NBA season and a less-than-stellar start for the Rangers, History's Davids admitted that the promotion will have a few early hurdles to clear. Davids added that the History Channel at present has no plans to expand the sports tie-in effort beyond the New York market. ■

Preaching From the Pulpit

Tauzin's 'safety net' bill aims to protect consumers from cable

WASHINGTON / By Alicia Mundy

The White House scandal and Congress' election-year recess both intervened to keep legislation on telecommunications from proceeding this fall. But Rep. Billy Tauzin (R-La.), chairman of the House subcommittee on telecommunications, thinks that when the new Congress meets in January, cable TV issues may encroach on the Lewinsky matter.

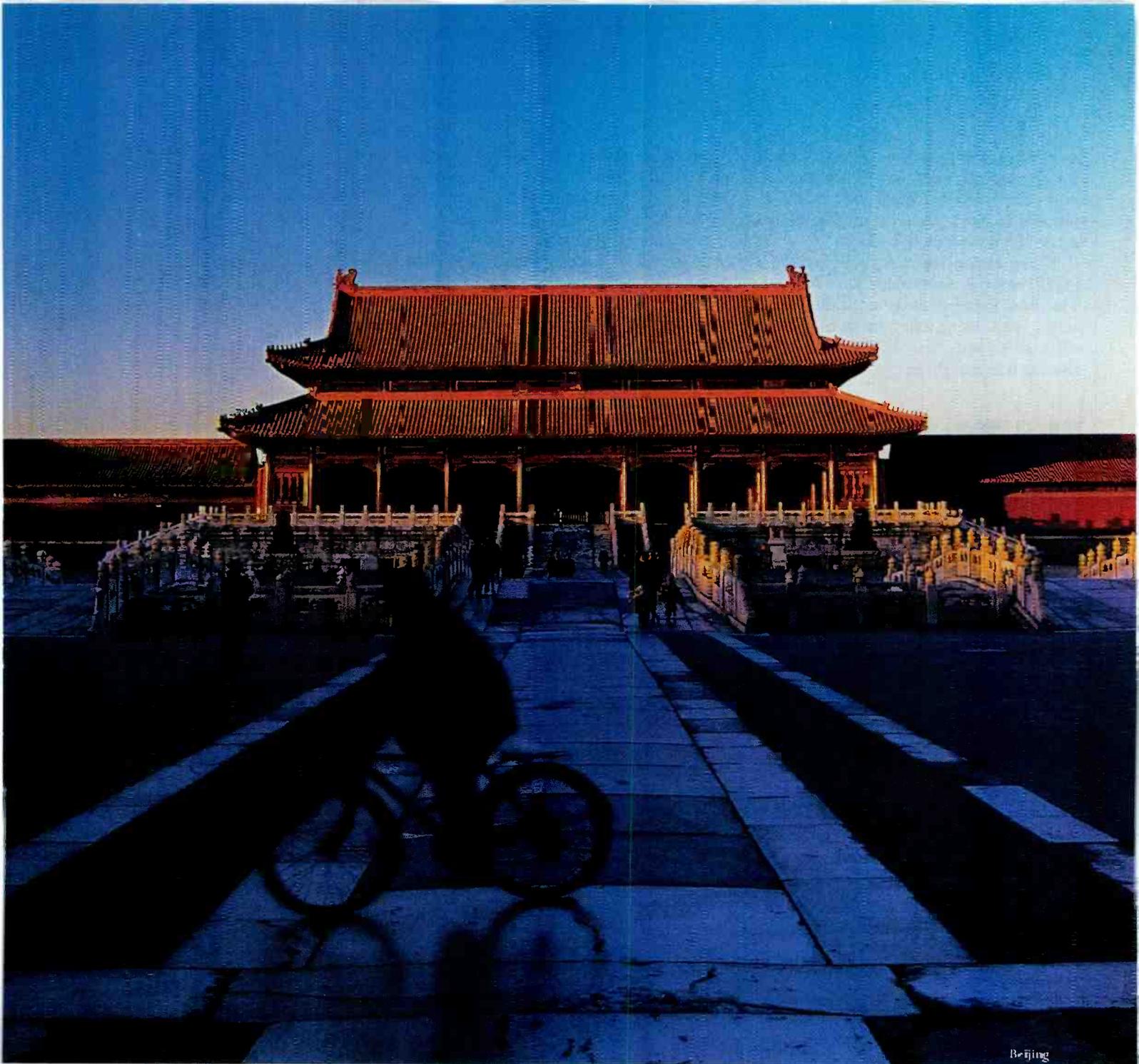
"As it becomes time for us to deregulate cable," said Tauzin, referring to the Mar. 31, 1999, deadline, "this is going to get more attention." Tauzin hopes so, because he is the author of a pending bill providing a "safety net" to consumers that the cable industry vigorously opposes. That bill, which he introduced in late July, is a prime example of politics making "strange bedfellows," wedding Tauzin, a defender of deregulation, and Rep. Ed Markey (D-Mass.), an unregenerate regulator, as the bill's two chief sponsors.

The provision that has caused the most intestinal distress at the National Cable TV

Association is one that would allow deregulation for individual operators only if the local government's cable board certifies that the franchise has provided customers with an acceptable range of programming. "That means consumers will have choices," Tauzin expounded. It means unbundling, a fate worse than death to major cable systems.

Further, Tauzin's language stipulates that the local cable regulator can certify the company only after there has been a public meeting and discussion of the issue. Gene Kimelman, president of the Consumers Union, which opposes cable rate hikes, is particularly fond of this part of Tauzin's bill. "When you look at the way cable prices have gone, and how companies have forced consumers to take packages they don't want, how many people do you think will tell their local government to go ahead and unregulate their cable operator?" he asked.

Tauzin and Markey also have called for the inception of a "skinny tier" by cable compa-



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nies that would allow consumers to get a minimum package of local stations and government outlets. Viewers could then choose to subscribe to either cable or satellite for the rest of their programming packages.

"Congressman Tauzin is trying to make a point," said his spokesman Ken Johnson. "He's been saying all along to the cable companies, 'Stop raising your rates so high, or we will have to act.' Now, he's showing them what the future might be."

No Time for Triggers

Holding viewers in second half hour is keeping most dramas alive

NETWORK TV / By John Consoli

With relative ease, network execs have already cancelled several underperforming new sitcoms, but a tougher time awaits them in deciding which new dramas will survive. Ratings aside, just about all of the new dramas have thus far retained—and in some cases even increased—audience from their first to second half hours.

"The kiss of death for an hour-long drama is loss of audience in its second half hour," said Marc Berman, associate director of Seltel, a programming buyer. "That's an immediate indication that viewers have watched a show and are not interested enough to stay with it."

Only two of 13 new hour-long dramas, WB's *Hyperion Bay* and CBS' *Buddy Faro*, have averaged declines in second half-hour audience. WB has said it plans to stick with *Hyperion* (see Network TV column, page 16). *Buddy Faro* has been hurt somewhat by competing with NBC's baseball coverage. Household numbers fell from 6.8 to 5.8 over three weeks; more disappointing has been its decline in the second half hour in the key 18-49 demo, from 2.7/9 to 2.4/8, according to Nielsen Media Research figures.

While no new drama has produced double-digit ratings (and most have declined in households since their premieres), several have grown audience over the hour in 18-49. CBS' *L.A. Doctors* opened with a 9.9 household rating, but steadily fell to a 7.3 by Week Four. It has held audience in 18-49, however, averaging a 3.9/10 and a 3.9/11 for respective half hours. CBS' *Martial Law* opened with an 8.3 in house-

An NCTA staffer, who declined to speak for attribution, said: "Tauzin's bill was never going to go forward this session. And we don't believe it has much of a chance next year."

Johnson said, "In the current political climate, the bill has an uphill battle. But when the first double-digit rate raise goes into effect somewhere in the United States, all hell will break loose on Capitol Hill." Meanwhile, he adds, "Tauzin can use his chairmanship as a bully pulpit to focus attention on the issue." ■

holds but dropped to a 7.0 after Week Three; still, it has seen its second-half 18-49 audience rating increase from 3.6/11 to 3.9/12.

For ABC, while household ratings for *Fantasy Island* (5.8 average) and *Cupid* (5.2 average) have dropped from their premieres, the 18-49 audience has increased over their second half hours. ABC's *Vengeance Unlimited* (5.4 household average) has also shown a second half hour hike in 18-49, but its 2.7/7 number may be too low to keep it on the air, buyers say.

Just about all of the veteran hour-long dramas produce audience growth as the hour proceeds, and most have done so since their first season. A key to CBS bringing back *Chicago Hope*, which falls in the middle of the overall ratings pack, has been its ability to increase audience throughout the hour.

On Oct. 10, for example, *Hope* increased in households from 7.9/13 to 8.5/15 between the first and second half hours, and in the 18-49 demo for the season it has averaged a 4.3/7 in the first half hour and 4.5/12 in the second. In their premiere seasons and thereafter, successful Fox dramas *Beverly Hills, 90210*, *Ally McBeal* and *The X-Files* each increased audience from first to second half hours. Fox's *Party of Five*, now a staple on Wednesdays, was the one current success that averaged half-hour audience declines in its first season—but the network chose to stick with it. The decision paid off. On Oct. 7, for example, *Party of Five* increased first to second half hour in household ratings from 4.5/8 to 5.6/9 and in 18-49 ratings from 5.6/15 to 5.9/15. ■



Sammo Hung of CBS' *Martial Law*

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Local Media

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LOUISVILLE, KY./TV STATIONS

Lost Kids Make a Dream Come True

• TWENTY-TWO NEW FACES HAVE JOINED WDRB-TV in Louisville, Ky., to serve up something different than the usual network-inspired morning fare. Departing from the norm of offering five-minute local segments

manager John Dorkin. "I've wanted to do this for a long time," he said, "but there was so much money out there in our children's programming... Now that reason is removed."

Launched two weeks ago, *Fox News in the*

ogist Kevan Ramer; former *Fox News at 10* reporter Hamilton Northcutt was promoted to anchor for *Fox First News*.

Until five years ago, WDRB reaped a "couple million dollars" in annual revenue from the ratings-heavy morning kids block, Dorkin said. According to Nielsen Media Research data, the rating for the kids 6:30-9 a.m. lineup hovered at around a 10. It was a time slot that "got 100 percent of the kids ad dollars," he added.

But then the audience fell away—opting for Nickelodeon and the Fox Family Channel. Ratings dropped to a 1 in the mornings and revenue from kid-targeted ads dropped two-thirds, to less than \$1 million, Dorkin said.

The show's timing and counterprogramming psyche "is right on target," said Clem, "because of what the others are carrying, with the politics and the Monica." —Megan Larson



Among WDRB's new morning faces (l. to r.): Northcutt, Oleson, Woolsey and Ramer

as filler for national programming, the Fox affiliate is going all-local with three new a.m. news shows.

Backed by its owner, Toledo, Ohio-based Blade Communications, WDRB has invested between \$500,000 and \$1 million to create the keyed-to-Louisville identity—and to help fill the revenue gap created when WDRB's once-valuable children's franchise lost ratings.

Ad buyers think it's a contender. "Based on all the information I have seen, I am very excited for [WDRB] in this market," said Toni Clem, senior vp of media at Creative Alliance in Louisville.

"I think they are on the right track," added Tom DeMuth, chairman/CEO of Schneider DeMuth, a Louisville ad agency. "It gives the folks of Louisville something to wake up to."

It's a dream realized for WDRB general

Morning airs at 6 a.m.; *Fox in the Morning* runs from 7-9 a.m., and the half-hour *Fox First News* airs at 11:30 a.m. "In the universe we're in now, it's more important for a local station to be truly local," said Dorkin.

WDRB took a page from successful morning-news strategies implemented at other Fox affils, such as the top-rated effort on WBRC-TV, Birmingham, Ala. Aiming to help Louisvillians get through their day, Dorkin said, *Fox in the Morning* offers recipes from the *Louisville Courier-Journal's* food editor on Wednesdays, health hints from the University of Louisville's top physical fitness doc on Thursdays, and gardening tips on Fridays.

Station officials said annual operating costs for the three shows is about \$800,000. *Fox in the Morning* signed co-anchors Stew Oleson and Elizabeth Woolsey and meteorol-

PORTLAND, ORE./RADIO

Hard Line Succumbs To Microsoft Billionaire

• IT'S AN AMERICAN STORY OF MAVERICKS AND money. To many, Les Smith was an iconoclast, a fiercely independent radio operator moved as much by the pioneer spirit in his Pacific Northwest home as the thrill of operating his two, occasionally lucrative, Portland radio stations.

As owner of Portland's KXL-AM/FM since 1955, Smith had always vowed to operate his stations as independents, never selling "to one of the consolidators because they're bad people," he intoned recently.

But huge promotional spending by consolidators made for increasingly tough sledding in Portland's boom market. Moreover, Jacor Communications' buy of the Rush Limbaugh and Dr. Laura Schlessinger shows last year wiped out seven hours of daily programming on Smith's top-rated, 50-kilowatt KXL-AM.

Smith, ever the fighter but feeling the squeeze, rushed in some local talk hosts as substitutes. But the AM continued to lose listenership. Simultaneously, the 100-kilowatt FM sibling, struggling with its own ratings problems, attempted to recoup some losses last February via a format change from '70s oldies to contemporary hits.

HOW TO LOSE YOUR POSITION AS A #1 COMPANY

- 1. Keep telling yourself how good you are.**
- 2. Build a plush new corporate headquarters downtown.**
- 3. Raise your prices every year...**
after all, you're the leader...they'll pay it.
- 4. Keep making your product the same way...**
same sizes...same styles...and keep selling it in the same old distribution channels.
- 5. Continue to explain to your CEO why 1 - 4 above are so critical.**
- 6. Ignore history...its lessons don't apply to you:**
 - Zenith's stock sold for over \$300 a share.
 - Sears' sales used to be larger than its next two competitors' combined.
 - Schlitz was the best selling premium beer.
 - Korvette was the leading discount store.
 - Dow Jones' *Journal* used to have 2.1 million circulation and was a monopoly.
 - Chevrolet was the #1 car in America.
- 7. Follow the herd.**
Blow your budget on an expensive image campaign in the same old publications showing declining readership. Go only for mass reach even when it costs you 200% to 300% more, in terms of effectiveness, and when more efficient new choices are available. Since few companies accurately measure image campaigns or test them in competing media, you'll never know exactly how much money you blew...or why your sales and earnings are slipping.
- 8. Explain all of the above to the new CEO...and the new ad agency.**

IBD'S GUARANTEE:

If you're a national corporate image advertiser, willing to carefully measure your ad results based on equal space in each publication, we guarantee you will pull at least 100% more inquiries with *Investor's Business Daily*, per dollar spent, than in *The Wall Street Journal*, any national business magazine or regional newspaper. *IBD* also guarantees a lower cost per order than cable or network TV.

83% of *IBD's* audience do not read *The Wall Street Journal*, according to Readex Inc., June 1998.

Investor's Business Daily

"For People Who Choose To Succeed"

Local Media

CONTINUED

Then along came another maverick, billionaire Paul Allen, co-founder of Microsoft, who bought the two stations last week in a multimillion-dollar deal. Owner of the Portland Trailblazers NBA team and the Seattle Seahawks NFL franchise, Allen represents some potentially rich programming for news/talk station KXL-AM.

With interests in several computer venture companies and more than 50 new-media startups, the Seattle-based Allen called his newest investment "a chance to become even more involved in the community" where he owns a home.

Said local buyer Diane Barash: "As a buyer, I really appreciate KXL's independence, because the attitude is much more provincial, more homegrown."

Barash said there is talk in Portland of Allen using the AM station as a launching pad for one of his sports enterprises. (Currently, the Trailblazers broadcasting rights are held by a Jacor-owned competitor, KEX-AM.) However, KXL gm Tim McNamara said Allen has no immediate plans to change the stations, other than setting up management company Rose City Radio to oversee them. —*Mira Schwirtz*

PHILADELPHIA/NEWSPAPERS

Gun-Lock Champion To Head *News'* Editorials

• ON THE OPINION PAGES OF THE *PHILADELPHIA Daily News*, a change of editors, not direction, has begun. Morris Thompson, editorial-page editor for 3½ years, left the paper this month to become Knight-Ridder's correspondent in Rio de Janeiro. He was replaced by associate editorial-page editor Frank Burgos.

"My charge was to take an opinion section that was always entertaining and make it more influential as well," says Thompson, 45, a three-time Pulitzer Prize finalist. "We focused more on local and state issues, which were closer to home, and saw ourselves as progressives writing with an enlightened self-interest."

Burgos said last week that the seven-member editorial-page staff will remain largely intact. "What I want to do is to make changes in how our editorial pages are viewed. In-

creasingly, we will be affecting people's lives," says Burgos, 39, who came to the *Daily News* in November 1996 as an editorial writer after a stint as a writer and editor for the John T. and Catherine D. MacArthur Foundation. He previously worked at the *Chicago Sun-Times*, the now-defunct *Dallas Times Herald* and *The Miami Herald*.

Burgos was the guiding force behind the *Daily News'* gun-lock campaign, in which 5,000 free gun locks were distributed through



Burgos (l.), a "pragmatic liberal," replaces the Rio-bound Thompson at Philly's *News*.

coupons in the paper to help stem gun violence. Under Burgos, the editorial page is expected to maintain its progressive stance. "I will say that I am a pragmatic liberal—compassionate but data-driven," he said. "As editorial writers, we will be looking for compassionate and pragmatic solutions."

Thompson has worked as a foreign correspondent for *Newsday* and *The Washington Post*, and an editorial writer at *The Miami Herald*, *Detroit Free Press* and *The Detroit News*. He will become the associate foreign editor in Knight Ridder's Washington bureau on Nov. 2 while waiting for the Rio de Janeiro job to open next September. —*Len Hollie*

NEW YORK/TV STATIONS

Fox O&O Spends Heavily To Boost Sagging Ratings

• AS ONETIME INDEPENDENT-STATION RIVALS, it appears that Fox Television Stations' WNYW-TV has taken oneupmanship to a new level, outbidding Tribune Broadcasting's WB flagship WPIX-TV for rights to New York Yankees baseball and *Seinfeld* reruns.

It's a bold move for WNYW, which has experienced a ratings slump of late. Per the October Nielsen Media Research book, WNYW is down 20 percent in ratings from last year, to a 3.1/8 average sign-on-to-sign-off (6 a.m.–3 a.m.), while WPIX's 3.9/9 is off by only 5 percent.

But Big Apple spot buyers are wondering whether the troubled station could at least break even on its estimated \$78 million *Seinfeld* investment and \$25.5 million-per-year sublicensing deal for Yankees telecasts.

What raised perhaps the most eyebrows was the record \$280,000-to-\$300,000-per-week licensing deal that various sources estimate WNYW made with Columbia TriStar Television Distribution for second-cycle rights to *Seinfeld*. Particularly since, as one buyer noted, the comedy is already beginning to show signs of erosion from its current rerun cycle on WPIX, and WNYW doesn't assume the rights until 2001.

"WPIX has *Seinfeld* for another three years, but it could be expected that its ratings will be down another 30-50 percent by the time WNYW takes over airings" in 2001, said a veteran buyer, requesting anonymity. "It's a real stretch if WNYW thinks it is going to maintain WPIX's current [unit] rates."

During the ongoing October book, *Seinfeld* is posting a healthy, third-ranked 8.9 rating/15 share household average (NSI, Sept. 25-Oct. 12), but it is 11 percent lower in ratings and share from its year-ago average in WPIX's 11-11:30 p.m. time period. (In the same time period, *Living Single*, with a 2.5/5 average, is the highest-rated sitcom in WNYW's late-fringe sitcom block.)

By way of explanation, the buyer said WPIX pays about \$125,000-\$150,000 per week for *Seinfeld*, but earns a robust \$450,000-\$540,000 per week based on typical unit rates of \$7,500 to \$9,000.

Said Michael Wach, WNYW's vp and gm: "We think that *Seinfeld* is an atypical sitcom in this market, where it will have stronger evergreen appeal than *The Honeymooners* or *I Love Lucy*."

On deck for possibly more ratings help is baseball—a strong promotional platform for WNYW. So much so that News Corp. and Fox Inc. chairman Rupert Murdoch directly negotiated the 50-game Yankees deal with Cablevision's Madison Square Garden cable network (*Mediaweek*, Oct. 5).

Ironically, the deal comes during an October sweeps when WNYW is hoping that a major ratings spike from postseason play on the Fox network is a precursor for next season. —*Michael Freeman*

**AMERICANS ARE
BOMBARDED BY
5,000
MESSAGES A DAY.
WANNA GET 'EM AT
WORK TOO?**

Think about it. You can get people on their way to work. You can get 'em on their way home from work. You can hit 'em a bunch of times on the weekend. But there are 10 hrs every weekday when there's only one way to talk to 18 million Yahoo! users. Interested?

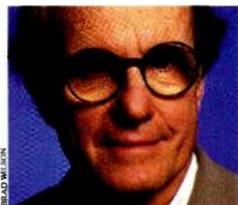
The world's largest online audience.

THE BLUNT PENCIL

Erwin Ephron

Apocalypse, Soon!

The media must
develop a greater
collective concern
about advertising,
or we could fall
into a vicious
downward spiral


REX USA/WIREIMAGE.COM

Sunny, funny advertising has a dark side. Our slogan isn't "Ads work wonders," it's "Half the money's wasted." Only an afterthought, "But I don't know which half," saves the day and lets us smile. As if the simple advertising problem is to make the half that doesn't work look more like the half that does.

Not true. In my experience, even half-working is an exaggeration. Advertising that has a measurable effect on sales is outnumbered by advertising that hasn't by about 3 to 1. That's a terrible track record for a proud business. And it's one that simply can't continue, because TV is becoming too expensive.

That's not cable. It's physics.

The days of cheap TV are over. It's not just advertiser demand and network profit goals driving up price; now it's the economics of fragmentation—big production costs piled on small ratings. So goodbye to large audiences and the low CPMs that made even inefficient TV advertising cost-effective.

And it will get worse. As the number of channels approaches infinity, the average rating will approach zero. That's not cable. It's physics. Conversely, smaller ratings bring a seller's response that makes ratings even smaller. Adding a commercial here and there to meet guarantees further discourages attentive viewing. So we have the makings of a vicious downward spiral.

Advertisers counter higher costs with some shortsighted tactics of their own, reach optimization, which gives a scientific gloss to the well-known fact that it's not rating size but rating points that determine how many different people will be exposed to a message. Sixty 1.0-rated spots can have about the same total reach as five 12.0-rated spots. The big difference is that they cost about half as much. Hence, the flight to cable.

Attention has become precious.

Advertisers, following their pocketbooks, are turning all of television into a commodity, differentiated only by reach. If high-rated, anticipated TV, like *ER* or *The X-Files*, brings a more receptive, more attentive audience to a commercial, that value is ignored in the numbers.

Attention has become precious because it's so hard

to get. Reading is in the waiting room. Some people even read and drive. Time spent looking at the average ad is about three seconds. Radio is when we brush our teeth or rush to make the train, or as background music at the office. We turn on the TV like we switch on the lights. Viewing is when we eat or get a chance to talk or read or pay the bills. Research finds that 70 percent of prime-time viewing is a co-activity.

The only good news is the consumer. Psychologists tell us they notice virtually everything but attend to very little of it. What grabs them is what they fear, what they like, what they need. Consumers make advertising work by bringing a receptivity to the messages we throw at them. So it's only in part our cleverness that sells product. The bigger balance is consumers' shy complicity in our game. Brand advertising appears to work by simply being there with a message for that consumer who is ready to buy the product.

There's a new player called the Internet.

Unfortunately, media sellers are not part of this conspiracy. They don't concern themselves with whether the ads they carry produce sales. They don't worry much about the real value of media. In the 50-year effort to learn more about advertising, close to a billion dollars has been spent on research, mostly by media sellers, mostly to measure audience, arguably the simplest piece of the advertising puzzle. Little has been spent by the media to learn about advertising itself.

As a result, we still don't know how advertising works, whether it's going to work, or how well. It remains one of the few high-stakes games of chance that careful corporations are forced to play.

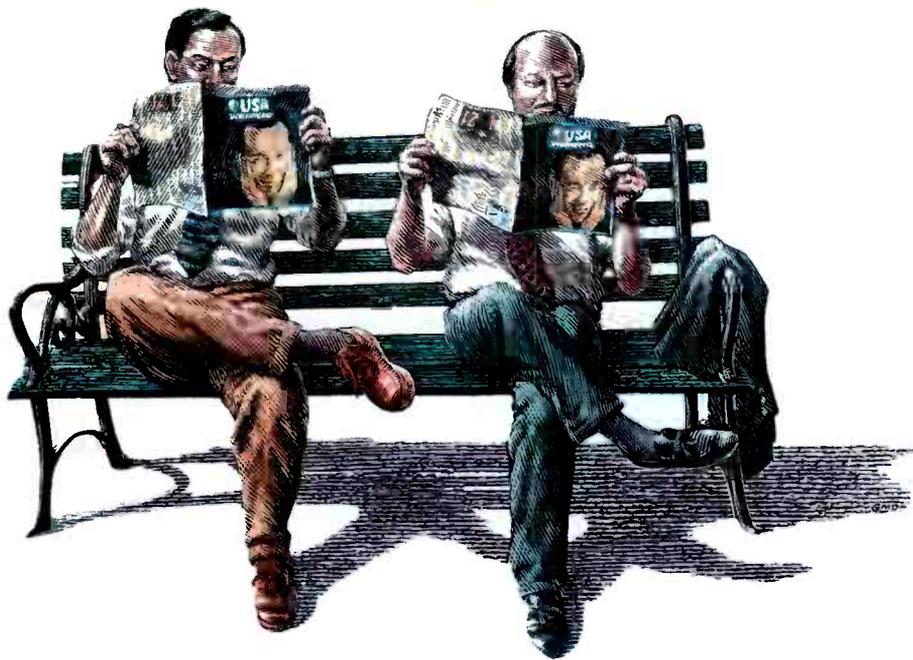
But there's a new player called the Internet. Its industry standard says Web media will be measured by consumer actions—click-throughs—as well as traffic. That means that to get their price, sellers must help advertisers learn how to use the Internet to get consumers to respond. They must focus on advertising, not just audience.

Perhaps that concern with consumer response will filter through and in a few years all the media will be talking about "how to," not just "how much." In Valhalla, baby. ■

Erwin Ephron is a partner at Ephron, Papazian & Ephron, a New York-based consultancy. He can be reached at ephronmy@aol.com.

**We still don't know how
advertising works,
whether it's going to work,
or how well. It remains
one of the few high-stakes
games of chance careful
corporations are
forced to play.**

MORE people read
USA WEEKEND than watch
NYPD Blue.



In fact, more law-abiding citizens read USA WEEKEND magazine than watch any top-rated, prime-time TV series: *Touched by an Angel*, *Frasier*, *The X-Files*, you name it. USA WEEKEND quickly reaches a captive audience of Americans at home, when they're in the mood to plan, to shop, to take action. Deliver your message to 42.7 million readers every week in a response-oriented environment. USA WEEKEND magazine. As big as TV. Call Beth Lawrence at (212)715-2137.



MAYBE YOU'RE LOOKING AT TV TOO MUCH

Source: Nielsen NTI, Sept. 1997-May 1998 MRI, Fall 1998

MOVERS

CABLE TV

A&E Television Networks has promoted **Gerard Grusso** from senior vp, finance, to senior vp and CFO, overseeing accounting, financial reporting, budgets and planning. Grusso joined A&E in 1985 as assistant controller...At Fox News Channel, **Jason Klarman** has been upped from director of marketing to vp of marketing. Prior to joining FNC in 1996, Klarman was director of media relations for CNBC.

RADIO

Steve Swenson was named vp/gm of CBS Radio-owned WCBS-AM. Swenson joins the New York news station from Washington, D.C.'s WTOP-AM, where he has been vp and gm since 1995...CBS Radio has named **Bill Figenshu** senior vp. He will supervise 10 stations in the Detroit and Tampa markets, with responsibility for other stations to be added. He joins CBS from Chancellor Media Corp., where he was senior vp.

AGENCIES

Ira Sussman was named senior vp/national research director at Western International Media. Sussman, who joined the company in 1994 as vp/associate director and head of research for the Eastern region, will run Western's national research operation, reporting to executive vp/managing director of strategic planning and research Nancy Idell...**Priya Narang** has been promoted to senior vp/media planning director at DeWitt Media. Narang joined DeWitt a year ago as vp/associate planning director.

The Media Elite

Edited by Anne Torpey-Kemph

Swanson's Roots

Just think: If Dennis Swanson had never moved to Illinois, Oprah might still be hosting a Baltimore-based morning show.

Swanson, president/general manager of New York flagship O&O WNBC-TV, was just named "Illinoisian of the Year" by the Illinois News Broadcasters Association, so honored for his contributions to his home state.

Born in Los Angeles, Swanson's parents moved to the Land of Lincoln when he was 5. He credits his education at the University of Illinois as the launching pad for his career: "I would

not be where I am in life without it."

Swanson continues to give back to his alma mater by raising funds for its communications college, but his greatest gift to Illinois—and the world—is the darling of daytime TV.

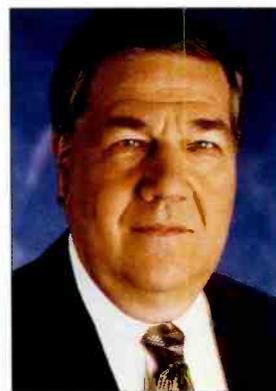
In 1983, during Swanson's tenure as

vp/gm for Chicago ABC O&O WLS-TV, he saw a rough audition tape by Oprah and brought her in to test for the station's *A.M. Chicago* morning show. "I

sat there and watched that audition and I thought, 'Holy smokes, she is awesome.'" WLS' ratings shot up, and two years later, *The Oprah Winfrey Show* was born, under Swanson's guidance.

Needless to say, he can get as many tickets to *Beloved* as he wants.

—Megan Larson



Swanson saw a diamond in the rough cut.

SPOTLIGHT ON...

Terrie Robbins

Director of marketing
St. Louis Post-Dispatch

After word got out about Terrie Robbins' latest marketing coup, a distant industry colleague called to beg, "Could you please, please move to Oregon? I'm sure if you did, a major ball team would follow."

When St. Louis Cardinal Mark McGwire stepped up to the plate on Sept. 8 in front of the hometown crowd to set a new home-run record, the *St. Louis Post-Dispatch* set a record of its own, selling nearly 1 million copies of its Stadium Extra game edition, thanks to a coordinated promo campaign by Robbins. She's now in talks with Major League Baseball to create a premium for new subscribers—a set of glasses bearing the images of the Extra front page and those of other *Post-Dispatch* baseball specials.

Robbins, who joined the *Post-Dispatch* last spring, has scored with baseball before. In a previous marketing job, at

the *Star Tribune* in Minneapolis, she brought in \$2.3 million by selling *Tribune*-tagged "Homer Hankies" during the 1987 World Series there. "Actually, I morphed the idea from the 'Terrible Towels' [that Pittsburgh Steelers fans started waving in the 1970s]. I'll use anything that creates top-of-mind awareness—that's the challenge." That, and renting enough portable toilets to make it worth the wait. "My general manager was skeptical [about renting any], until he thought about the impact of the Series. We had fans waiting in line for hours for the Hankies."

Style matters too, says Robbins, who helped redesign the *Tribune* last year. "The day of the launch, every paper, and every box on the street, was wrapped in yellow with a big white bow, with TV ads and a 3-D outdoor board reflecting the theme," Robbins recalls.

Robbins' creative thinking benefits the entire newspaper business: She was recently re-elected to a second term as head of the Newspaper Association of America's marketing task force.

—Dori Perrucci



The brains behind "Homer Hankies"

WDBO's Gordons Invade Enemy Territory

When you're angling for the public's attention, involved with a blonde bombshell, and liberally spending your personal fortune, you're usually running for president. Or you're WDBO-AM's Gordon brothers, out to take Orlando's talk-radio market by storm. The three brothers—Doug, 34, Scott, 42, and Jason, 38—last week stepped up a campaign to promote their two-hour, Saturday-night comedy show via a strategic media buy: They ran spots on Orlando cable systems, during competitor Howard Stern's syndicated Saturday-night TV show.

The ads, featuring a blonde model talking to her radio, piqued the interest of Orlando viewers to the point where they e-mailed the *Orlando Sentinel* demanding to know why *The Gordon Brothers Show* was

being promoted during Stern's TV program. (Stern's daily radio antics are carried on Orlando talk/music station WTKS-FM.)

"I just thought, we're going to place an ad, and who cares?" said Robert Jensen, *Gordon Brothers* producer. Instead, Jensen said, he's been inundated with calls from program directors across the country wanting to know how he got his politically humorous show promoted during a competitor's TV show. The reason might be the Gordons' apparently bottomless budget. The three not only have committed the money they earned as authors of such humor books as *The Celebrity Who's Who of Losers*, but they're also using funds from their day jobs: Doug is a doctor, Scott's a surgeon, and Jason's a lawyer. —Mira Schwitz

MOVERS



FNC ups Klarman



Narang named DeWitt vp



A&E taps Gruosso as CFO

PRINT

Maxine Davidowitz, former creative director at Gruner + Jahr's *Parents*, has joined News Corp. as design director of *TV Guide* and *The Cable Guide*. Also at *G+J*, *YM* ad manager **Jeanne Sachs** has been upped to ad director... **Clifford Benjamin** and **Susan Gable Sussman** have been named group ad directors at

the Hearst Group. **Benjamin** was ad director at Forbes Inc.'s *Beyond Computing* and **Sussman** was eastern ad director at *TV Guide*. **Michael Krantz**, a *Time* magazine staff writer covering technology, has been named San Francisco bureau chief. The former *Mediaweek* staffer replaces **David Jackson**, who moves to Los Angeles as senior correspondent.

YOU lose. YOU snooze, YOU lose. YOU snooze, YOU lose. YOU snooze, YOU lose. YOU snooze, YOU lose.



WATCH CNBC ALL BUSINESS DAY. **CNBC** WEEKDAYS 5:30AM-7:30PM ET. Profit from it

MEDIA DISH

At the Philadelphia Chamber of Commerce recently for a breakfast celebrating the first anniversary of Comcast SportsNet: (front, l. to r.) Ralph Roberts, Comcast chairman; Ed Snider, chairman, Comcast-Spectacor; Brian L. Roberts, president, Comcast; Fred Shabel, vice chairman external affairs, Comcast-Spectacor; (back, l. to r.) Bill Giles, chairman, Philadelphia Phillies; Jack Williams, president/CEO, Comcast SportsNet; Dave Montgomery, president, Phillies



At the Museum of Television & Radio for the recent kickoff of *ESPN SportsCentury*, an 18-month multimedia event reviewing the greatest sporting events of the century: (front, l. to r.) Robin Roberts, host, ESPN and *ABC Wide World of Sports*; Dick Schaap, host, *ESPN The Magazine's Sports Reporters*; and Sam Lacey, editor, *Baltimore Afro-American*; (back, l. to r.) Mike Lupica, host, ESPN2's *The Mike Lupica Show*; Richard Lapchick, president for the study of sport in Society, Northeastern Univ.; Bob Ryan, columnist, *The Boston Globe*; and Ron Simon, television curator, MTV&R

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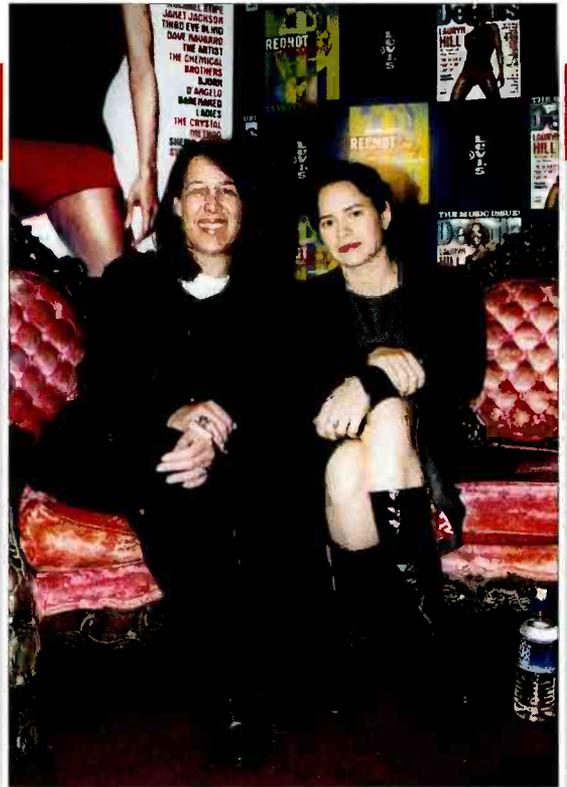
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IRAR044295

Echoes of First TV Acad Haunt Home Depot

It is somehow fitting that a Home Depot, that monument to do-it-yourself nesting, now occupies the spot on Hollywood's Sunset Boulevard where the Academy of Television Arts & Sciences first set up shop, on Nov. 16, 1946. The store is just down the road from what was another industry relic, the independent TV station. KTLA, one of the city's oldest outlets, now has its WB affiliation up in lights. Back at the Depot, a bronze ATAS plaque paying tribute to the medium that describes itself as the uninvited guest in your living room is easy to miss, located as it is on one of the salmon-colored columns that frame the returns/exchanges-only entrance. A burnished profile of the Emmy statue stands in relief at the top, but most people pass by, carts loaded with everything including the kitchen sink. It stands as yet another reminder of television's ever-mutating status and just how hard it is to get noticed when the average 18-to-49-year-old adult clearly has his or her mind on other things. —Betsy Sharkey



On hand for the Television Bureau of Advertising forecasting conference in New York: (l. to r.) Joe Tirinato, svp, TVB; Marv Goldsmith, president of sales & marketing, ABC; Ave Butensky, president, TVB; Peter McCampbell, Media General; and Jeff Roberts, vp, director of sales, Seltel



Travel & Leisure editor Nancy Novogrod (c.) presents Robin and Peter Tauck with Best Outfitters award at *T&L's* recent World's Best Awards gala at New York's Four Seasons Restaurant

Details publisher Linda Mason (l.) with singer Natalie Merchant, one of several artists who performed at the *Details*-sponsored Red Hot + Rhapsody event at New York's Webster Hall benefiting AIDS relief

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CALENDAR

Conde Nast's *GQ* will present the **GQ Men of the Year Awards** Oct. 21 at New York's Radio City Music Hall. Dennis Miller will be the host; award presenters will include Madonna and Whitney Houston. Contact: 212-880-7289 or 212-880-6616.

The Advertising Club of New York and the **Magazine Publishers of America** will present **New York Magazine Day** on Oct. 28 in the Grand Hyatt's Empire State Ballroom. Keynote speaker will be Steven Brill, editor of *Brill's Content*. Contact Jamie Kelmenson at 212-533-8080.

The **Folio:Show** will be held at the New York Hilton & Towers Nov. 2-4. Keynote speakers will include Bruce Barnet, president/CEO, Cahners Publishing; and Edward Lewis, publisher of *Essence*. Contact: 203-358-3751.

Advertising Women of New York will host a luncheon on Nov. 4 at the New York Hilton & Towers with guest speaker Faith Popcorn, chairman of BrainReserve, focusing on how trends affect ad campaigns and marketing strategies. Contact: 212-593-1950.

The American Advertising Federation will present the annual **AAF Leadership in Marketing Communications conference** Nov. 5-8 at the Loews Santa Monica Beach Hotel in Santa Monica, Calif. The conference will focus on the potential of six fast-growing target audiences: youth, women, seniors, gays, Hispanics and African Americans. Contact Marjorie Valin at 202-371-2306.

Media Notes

NEWS OF THE MARKET

Edited by Anne Torpey-Kemph

WB's Foxx in the UPN House

Telepictures Distribution, the boutique syndication division of Warner Bros., has sold the fall 2000 off-network run of the WB's *The Jamie Foxx Show* to 69 television stations (representing 73 percent U.S. coverage), including several Chris-Craft/United Television UPN affiliates. The deal with Chris-Craft/United is an unusual departure for the Warner Bros. division, given that other recent Warner off-network sitcoms and dramas have been sold to Tribune Broadcasting stations (Tribune is a 25-percent owner of the WB network). Chris-Craft/United's UPN flagship WWOR in New York, KCOP in Los Angeles and WPWR in Chicago have all signed up to carry *Jamie Foxx*.

WGN Conjures Up *Sabrina*

WGN-TV, Tribune Broadcasting's Chicago flagship, has picked up the local off-network broadcast rights to ABC's *Sabrina, the Teenage Witch*. Contrary to previous industry speculation, WGN's cable superstition will not give *Sabrina* national exposure and syndicator Paramount Domestic Television is offering broadcast exclusivity to TV stations around the country. *Sabrina* will enter the off-net market in fall 2000.

Business Week Goes to Court

Business Week and Court TV will team up to cover Microsoft's antitrust trial with a weekly, 30-minute TV show, beginning at 7 p.m. on Oct. 22 (the expected opening day of the trial). The two companies will also jointly produce daily trial updates on the Web on their respective sites. The show, *Microsoft on Trial*, will be hosted by Court TV anchor Raymond Brown and will include *BW*

staffers Susan Garland, who covers the Justice Department; legal affairs editor Mike France; computer industry editor Amy Cortese; and Steve Hamm, who covers Microsoft.

Ziff-Davis Kills 3 Titles

Computer magazine publisher Ziff-Davis will delete three titles—*Equip*, *Internet Business* and *Windows Pro*—and cut 350 jobs or 10 percent of its U.S. workforce. The recent downturn in tech stocks led Z-D to bail out of its weaker properties and focus on its high-powered brands such as *PC Magazine* and *PC Week*, and high-growth titles including *Yahoo! Internet Life*.

Toy Story: TV Bests Movies

For the first time in years, toys licensed from hit TV shows are expected to outsell those based on popular theatrical movies this holiday season, according to the annual Duracell Toy Industry Forecast. Kids movies

have had a lackluster year at the box office, clearing the shelves for toys based on TV hits including *Teletubbies*, the BBC series now in U.S. syndication, and Nickelodeon's *Blue's Clues*. Licensed products from *Winnie the Pooh* and *Rugrats* are also expected to sell strongly. Overall toy sales are expected to grow more than 5 percent this holiday season, according to the report, produced for Duracell by Michaels Opinion Research.

TM Acquires Senior Golfer

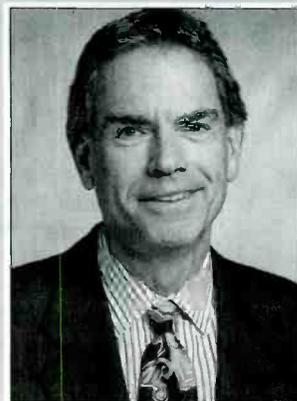
Times Mirror Magazines has acquired *Senior Golfer* from Weider Publications. *Senior Golfer* will join Times Mirror's Golf Magazine Properties group, which includes flagship *Golf*, *Met Golfer* and official publications of the PGA Tour, Senior PGA Tour and the LPGA Tour.

Univision Taps CBS Sales Vet

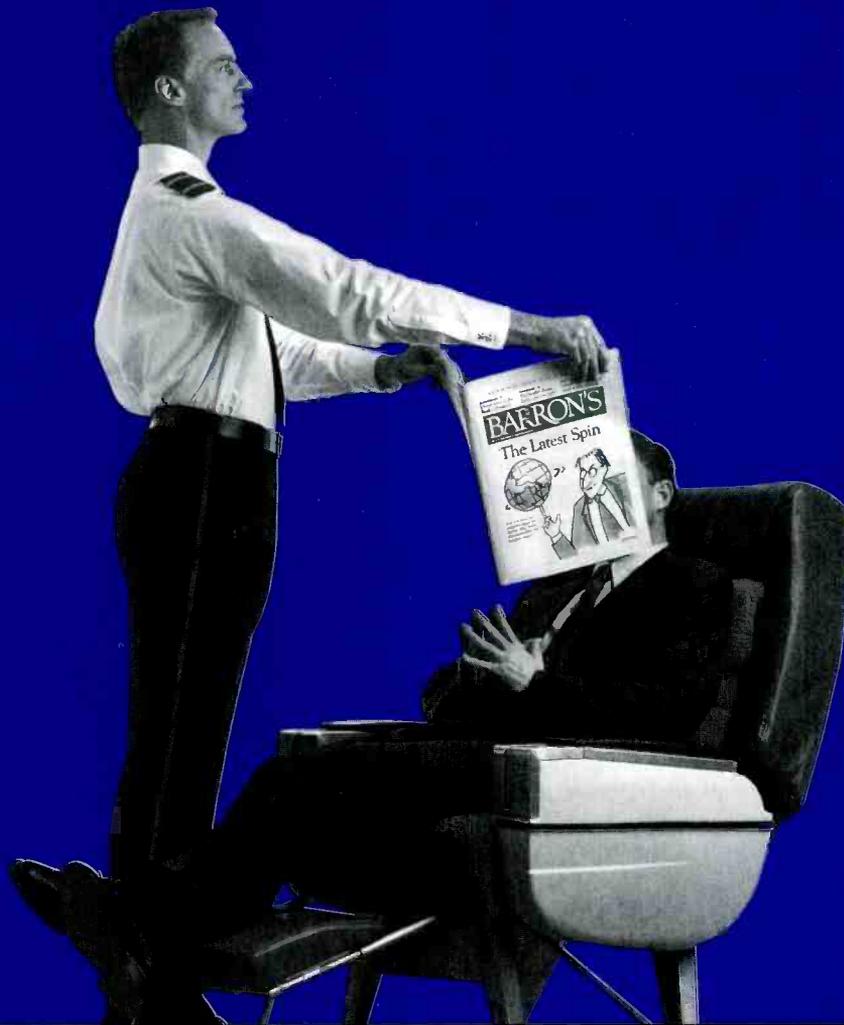
KMEX-TV, Univision's Los Angeles flagship station, has

Forman Tops Times Mags

The New York Times Co. last week named Leonard Forman president and CEO of its magazine group. Forman, who has worked for the Times' planning and corporate development units, most recently as a senior vp, will be responsible for the company's three magazines: *Golf Digest*, *Golf World* and *Golf Shop Operations*. James FitzGerald, who previously held the position, will retire from day-to-day supervision of the group and serve as an advisor for one year. Last year, the Times sold six tennis, sailing and ski titles to Miller Publishing Group.



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Every week, Barron's reaches the rich and powerful in the comfort of their own homes. Nine times a year, it also reaches them in the privacy of their own airplane seats. Barron's readers typically take to the wing 80 percent more often than other affluent adults. They're nearly 50 percent more likely to participate in frequent-flyer programs. And spend almost two-thirds more on luggage. (Not a bad audience if you happen to manufacture fine leather goods.) Making Barron's a remarkable advertising tool: a magazine that delivers large amounts of air time.

Media Notes

CONTINUED

named former CBS national sales executive Mark Dante as East Coast national sales manager. Dante, who has served as CBS TV Stations' national account exec since 1993, will be responsible for developing KMEX's East Coast ad sales, working with his West Coast counterpart Peter Poullopoulos.

RNC Spends \$7 Mil in Spot

The Republican Party is helping to turn around what looked like a lackluster season for political spending at local TV stations. The GOP has launched a \$7 million campaign to promote the party's image and core values. Approximately \$3.5 million has been designated for 15 region-specific ads, said Barry Bennett, a partner at Arlington, Va.-based Strategic Media. The National Republican Congressional Committee has dropped about \$400,000 in Columbus, Ohio and Las Vegas, according to insiders. Until late September, broadcasters had bemoaned a weak third quarter and a slow-starting political season. But rep firm execs, including Alan Britain, vp/sales manager at Blair Television, expect a 10 percent spending increase this year over the 1996 political year.

TNN Schedules Gospel Doc

The Nashville Network last week announced it will run *The History of Southern Gospel Music*, a documentary of the history on the musical genre. The hour-long special will premiere on TNN Nov. 12 at 8 p.m. and will feature more than a dozen rare performances from Southern gospel music luminaries, including the Chuck Wagon Gang, the Blackwoods and Hovie Lister and the Statesmen. The special also features rare gospel photos and footage.

Fox Family Syncs Up Series

Fox Family Channel will premiere a new weekly series called *Great Pretenders* beginning on Nov. 7. The half-hour series, running Saturdays at 11 a.m., will feature young performers lip-synching to contemporary music hits. Girl group Wild Orchid will host the show, which will feature five different acts, backed up by special effects and lighting.

Rate Bases on the Rise

Several magazines have announced rate-base increases. IDG's *PC World* is up from 1.125 million to 1.2 million, effective with the January 1999 issue. IDG's *Industry Standard* has raised its guaranteed circ to more than 100,000, from 60,000. And Lewit & LeWinter/Freedom's *Mode* plans to raise its rate base from 250,000 to 500,000 next March.

AAAAs Signs Smash Client

Smash, a full-service agency based in Boston, has been elected to membership in the American Association of Advertising Agencies. Among Smash's clients are NBC and the cable networks Showtime, A&E, the History Channel and VH-1.

PR Vet Keeps Sweeps in Line

Faraone Communications, a New York-based public relations agency, wants to help TV industry executives figure out when rating sweeps periods end and begin. The agency is offering a 1998-99 sweeps calendar free of charge via fax. To get a copy of the calendar, which includes dates for all seven major rating periods, send an e-mail message with your name, company affiliation and work phone and fax telephone numbers to tfaraon@ibm.net.

CMR TOP 50

A ranking of the top 50 brands' advertising in network prime time

Week of Sept. 28-Oct. 4, 1998

Rank	Brand	Class	Spots
1	MCDONALD'S	G320	72
2	BURGER KING	G320	49
3	1-800-CALLATT	B221	24
	COLGATE TOTAL--TOOTHBRUSHES	D219	24
5	LITTLE CAESAR'S	G320	22
6	WENDY'S	G320	21
7	DOMINO'S PIZZA	G320	20
	PAYLESS SHOE SOURCE--FAMILY	V313	20
9	ADVIL--PAIN RELIEVER LIQUI-GEL	D511	19
	MEINEKE DISCOUNT MUFFLER SHOP	V241	19
	TACO BELL	G320	19
12	SPRINT LONG DISTANCE--RESIDENTIAL	B221	18
13	HOME DEPOT	V376	17
	JC PENNEY--BUSINESS/TECHNOLOGY	V420	17
15	FLAIR MARKETING INTL--SPRT GDS DR	V851	16
	KFC	G320	16
17	AT&T LONG DISTANCE--RESIDENTIAL	B221	15
	LEE--JEANS MEN	A142	15
	OLIVE GARDEN	G320	15
	POLYGRAM--WHAT DREAMS MAY COME MV	B660	15
21	COLOMBO--YOGURT	F311	14
	DISCOVER CARD--CREDIT CARD	B111	14
	NINTENDO 64--CRUISIN WORLD GAME SFTWRG	B511	14
	OFFICE OF NAT'L DRUG CONTROL	B329	14
	SALON SELECTIVES--HAIR PRODUCTS	D390	14
	SINGER ASSET FINANCE--CONSUMER SVCS	B129	14
27	BUENA VISTA--HOLY MAN MOVIE	B660	13
	CAMPBELLS--SOUP	F210	13
	COLGATE TOTAL--TOOTHPASTE	D211	13
	PILLSBURY--REFRIG. COOKIE DOUGH	F141	13
	SEARS--MULTI-PDTS	V490	13
	TOYOTA AUTOS--CAMRY SOLARA	T112	13
33	AT&T BUSINESS NETWORK--ONLINE	B541	12
	BMW AUTOS--3-SERIES	T113	12
	HAIR CLUB FOR MEN	V131	12
	INTEL--COMPUTER COMPONENTS	B522	12
	LENS EXPRESS--DRUGS/TOILETRIES DR	V830	12
	PONTIAC AUTOS--GRAND AM	T111	12
	SEARS--WOMEN'S APPAREL	V410	12
	SONY PLAYSTATION--SPYRO/DRAGON GM SFT	G511	12
	SUBWAY RESTAURANT	G320	12
	TIME LIFE--VARIOUS RECORDINGS DIR RES	V871	12
43	AMERICA ON-LINE	B541	11
	FREE MONEY--VARIOUS BOOKS DIR RES	V823	11
	JC PENNEY--APPAREL MEN & WOMEN	V410	11
	KODAK MAX--CONVENTIONAL FILM	G143	11
	MCI WORLDCOM LONG DIST.--RESIDENTIAL	B221	11
	PARAMOUNT--A NIGHT AT THE ROXBURY	B660	11
	SEARS--AUTOMOTIVE	V480	11
	SPRITE--SOFT DRINK	F441	11

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots. Source: Competitive Media Reporting



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There's only one way to bulk up your media plan without adding flab...it's with newspapers. Adding newspapers to your national television plan, instead of spending an equivalent amount of additional television, will:

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Consolidation
among wholesalers
and a falloff at the
stamp houses
promise to put
substantial pressure
on magazine sales

By Lisa Granatstein

These are fat times for magazines. Some titles weigh more than newborns and multiple rate-base increases draw a yawn. Newsstands are papered with a dizzying array of glossies, while mailboxes overflow with offers of subscriptions for a steal. But beneath this veneer a circulation crisis is brewing. While newsstand sales and subscriptions have always played like a Rubik's Cube, a confluence of ominous events—the rippling effect of wholesaler consolidation and consumer disenchantment with sweepstakes—foretell big challenges. “There will be a tough year in circulation,” predicts Cathleen Black, Hearst Magazines president. “There are tougher pressures on circulation growth, both on the subscription side as well as on newsstand, and going forward probably more so.”

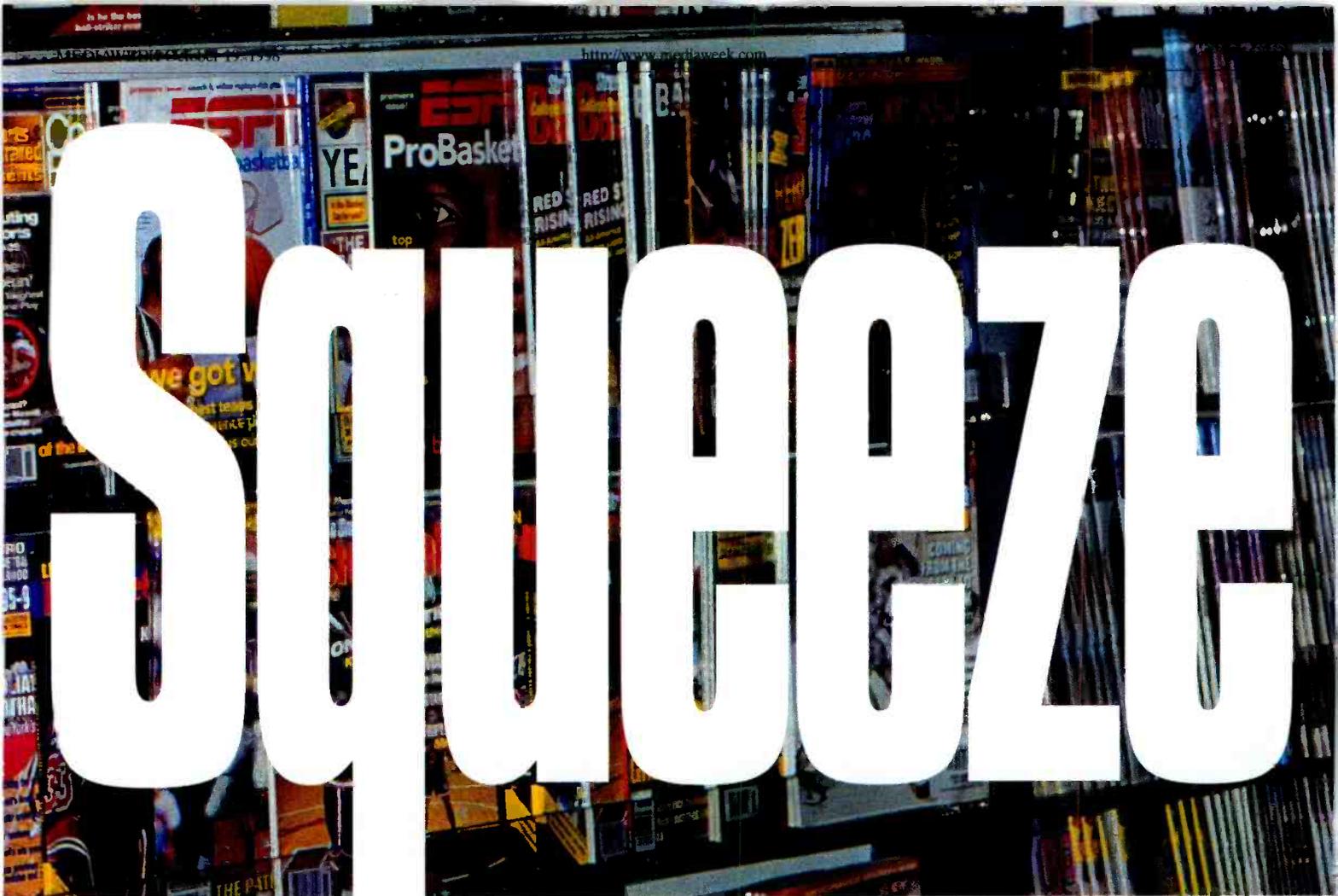
Even as unit sales on newsstands continue to shatter records, several top players have seen a decade of record lows, with sell-through levels (the percentage of copies delivered to newsstand that actually sell) hovering at roughly 40 percent. The causes vary, from the surge of new titles, spinoffs and one-shots cluttering the stands to enticing bargain-basement subscription deals. But lately, the pressing concern for publishers, both large and small, has been the deepening impact of wholesaler consolidation. Recent changes in the distribution process have created a new world order, where cries from both retailers and wholesalers for deeper dis-

counts and higher efficiency rates have forced publishers to rethink newsstand strategies.

Couple the changes in distribution with a current lack of consumer interest in the sweepstakes that are used to sell magazine subscriptions, and the possibility that some if not many titles will experience significant circulation losses looks more real. The pressures to make rate base are intense, and publishers have been known to do *anything* to keep their numbers up. “The issue is, what are publishers supplementing audience turnover with,” explains Alan Jurmain, Loew & Partners/SMS executive director of media services. “And at what cost are these publishers investing in order to drive up their numbers.”

Publishers have long faced something of a Hobson's choice: Keep the circ up at all costs and become less profitable or let it drop and try to maintain profitability as advertisers negotiate lower rates for fewer readers. What's different now is that both newsstand and “stamp-house” circ are getting squeezed simultaneously. And as a result, lower circulation at some titles is a virtual certainty.

The newsstand problem is not particularly new. Historically, publishers have funneled their magazines through their distributors to hundreds of wholesalers scattered throughout the country. Wholesalers have been the key link between publishers and retail outlets, dropping off new issues and picking up unsold ones. Distributors, wholesalers and retailers have each received a share of the



ALAN SCHEIN/THE STOCK MARKET

cover price in the form of discounts. Until recently, many publishers dumped magazines into the marketplace, giving little thought to sell-through rates. Then a little more than three years ago, retailers permanently altered the distribution landscape by first consolidating themselves into powerful conglomerates and then pressing wholesalers into bidding wars to handle their magazine business. Those wholesalers who survived demands for ever deeper discounts absorbed the smaller companies and quickly merged into regional behemoths of their own. Since 1995, the number of wholesalers has dropped from 275 to 55 outfits (and falling), with about seven players accounting for more than 80 percent of the market share. What is new is that these larger wholesalers are now demanding more of the cover price as they try to meet the demands of retailers for a bigger take. The publisher has become the odd person out. "You have large entities who are trying to put large financial and logistical pressures on magazines," says Christopher Little, president of the Meredith Publishing Group.

How are publishers dealing with this? For a start, it helps to put out better products at a price on which retailers can make money. Though single copies for Meredith's *Traditional Home* (775,000-circ) are down slightly by 1.7 percent to 231,667 through June, according to the Audit Bureau of Circulations, Little says a recent upgrade in paper stock, enlarged trim size and steady cover price increases have

helped considerably in adding to the magazine's pocket positions at grocery store checkouts.

Competing With Batteries and Gum

Over at Meigher Communications, readers purchasing *Saveur* and *Garden Design* have paid a stiff price for the magazines' lush photos, premium paper and solid editorial content. Both *Garden Design* and *Saveur* sell for \$5 on the newsstand; in January, *Saveur* will be bumped up to \$6 (chairman/CEO Christopher Meigher also claims that more than 90 percent of subscriptions to the eight-times-yearly *Saveur* (\$30) and *Garden Design* (\$28) are paid at full rate). "At a higher price you have more to give [retailers] and in fact have more profits to keep," Meigher notes, adding this is the factor that gets his titles prime spots at checkout. "We can compete with batteries and chewing gum in terms of the margins we produce and the actual profits per unit we produce." Though both *Saveur* and *Garden Design* have suffered double-digit losses on newsstands in the first half of this year (owing to, among other things, cover price testing, and a bankrupt wholesaler who sat on 4,000 copies of *Garden Design*, Meigher says), the magazines are expected to turn about \$3.3 million in circ profit by year's end.

Still, along with retailers' newfound interest in



Hearst president Cathie Black: "There will be a tough year in circulation."

Who says a
mud bath
only nourishes
your skin

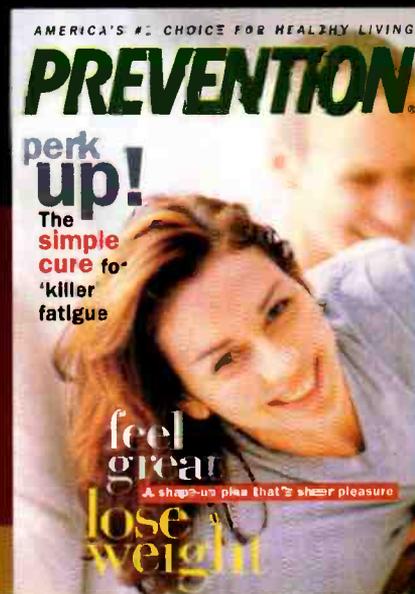
Not our
readers.

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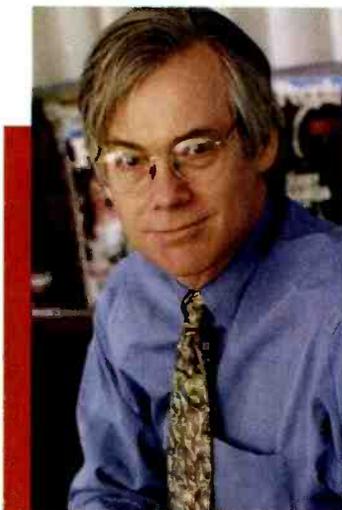


inspiration. That's what makes today's Prevention America's leading health magazine. Prevention speaks to the needs of its readers like no one else. And if that means getting splashed with a little mud, so be it. It's all about living. It's all about Prevention.

It's all about **Prevention**[®]



"It's a new structure, the purpose of which is to bring publisher economics and wholesaler economics into logical sync so we're both pulling in the same direction," says Jeremy Koch, Time Inc.'s head of consumer marketing.



magazines comes added pressures on both wholesalers and distributors to improve their efficiency rates. Magazines must earn their keep on the stands. Wholesalers such as Dublin, Ohio-based United Magazine Co. have fine-tuned operations to meet the needs of the 16,000 retail outlets it now services. To maximize retailer profits (as well as its own), UniMag has developed a psychographic database of lifestyle clusters where titles are married to compatible store accounts. UniMag has also focused on the racks themselves, increasing the number of its display workers from 150 to more than 1,000 in just 18 months. The result is "we have found ourselves in a better position to develop a consumer pull system compared to what used to be a supplier push," says Gene Alfonsi, UniMag senior vice president.

"I look at it as though [publishers] made out pretty well, exploiting the distribution channel for as long as they did," notes Rich Jacobsen, president/CEO of Time Distribution Services, which sells to and supplies wholesalers with titles from Time Inc. and Meredith Corp. "Very few publishers out there are taking active steps to try to better manage their unsold position or their sell-through efficiencies as reflected in the consumer base, or the retailer base...Are we going to get away with that much longer? No way."

Running the Numbers

Retailers once paid wholesalers roughly 80 percent of the cover price, but industry experts say that figure has now dipped to between 70 percent and 75 percent. Wholesalers paid distributors, who sometimes are the publishers themselves, 60 percent to 65 percent of the cover price. Now wholesalers are asking for an extra 2 to 3 percent, which would leave the national distributor with 58 percent to 62 percent to split with the publisher. In the end, the publisher is lucky to net half the cover price. "That's the reality of the marketplace," explains UniMag's Alfonsi. "The name of the game is gross margin dollars, not gross margin percentage...Publishers, whether they like it or not, are really at a crossroads of supporting the system financially so they can have a viable vehicle at retail."

Rumblings of distributors being penalized with additional percentage points for poor sell-through rates, demands for new-title discounts, and extra discounts based on added-value services such as in-store displays are

An [alternative] SPIN on the usual DETAILS.

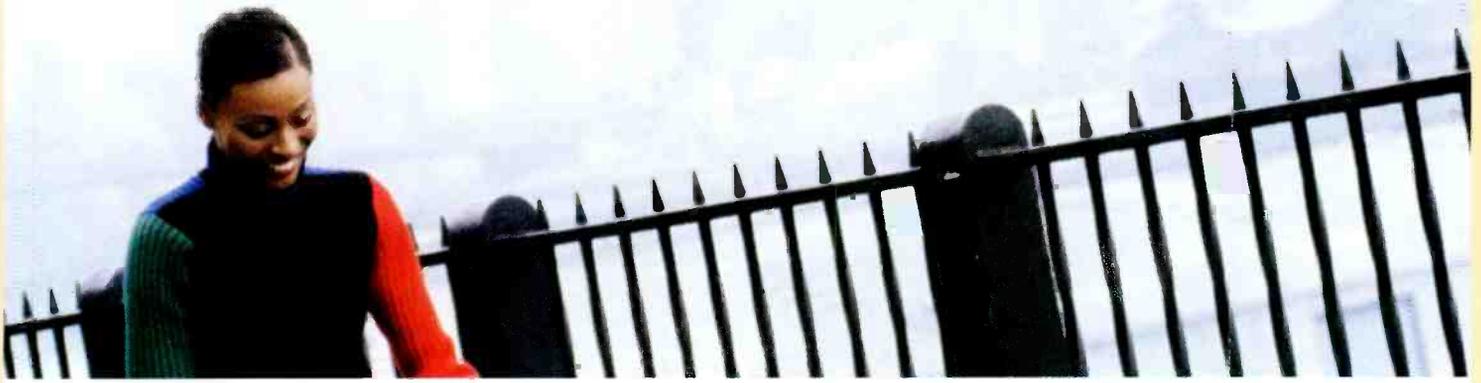
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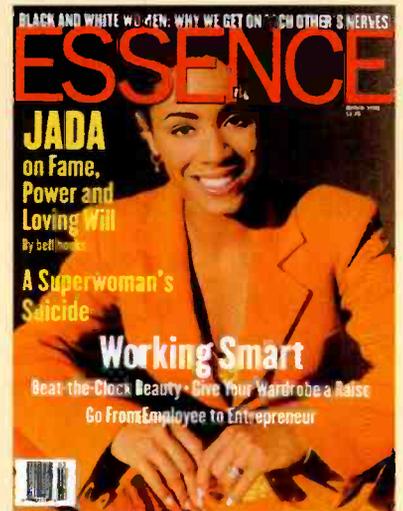
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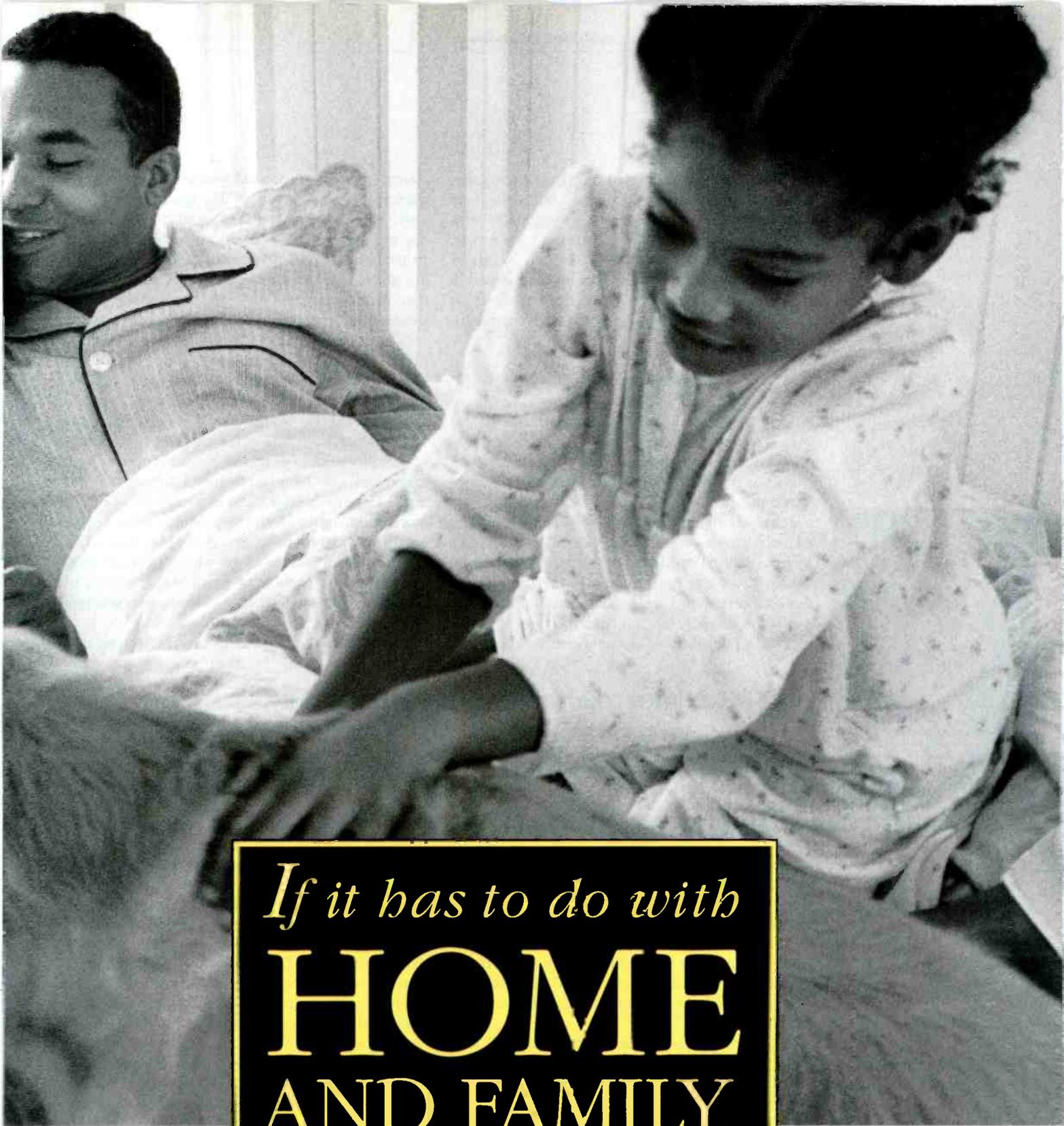
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rampant. UniMag attempted to extract higher discounts from suppliers last year, but publishers balked. Instead the company now negotiates with publishers on a case-by-case basis. Knoxville, Tenn.-based Anderson News Company, a major wholesaler, is said to have recently proposed a sliding scale of discounts based on various levels of efficiency. Anderson News Co. did not return calls for comment.

A Matter of Economics

Some publishers, such as Time Inc., have already begun to change their newsstand strategies. Through its sales arm TDS, Time Inc. has implemented new discount rates based on such factors as its titles' churn rates, breadth of distribution and penetration. "It's a new structure, the purpose of which is to bring publisher economics and wholesaler economics into logical sync," says Jeremy Koch, Time Inc.'s head of consumer marketing. "So we're both pulling in the same direction and responding to the same economic forces, which traditionally has not been the case."

Those publishers that can neither accept nor

"The lines are forming around the block in front of these other sources [such as PDS], where people are into big-time heroin in just trying to prop up the rate base," says Gregory Coleman, Reader's Digest Assn.



afford the new costs of doing business could be knocked off the shelves. "There are going to be winners out of this among publishers and there are going to be losers," says Michael Pashby, the Magazine Publishers of America's senior vice president of consumer marketing. "Those who try to become more efficient ultimately are the ones who will be able to take advantage of the new distribution realities."

While the push for more efficiency will ultimately cut down on newsstand clutter and boost circulation for the larger-circ books, the process is also expected to hurt new titles, as well as weed out smaller and less distinctive ones. For the first half of this year, 57 percent of ABC members saw a decline in newsstand sales, according to Capell's Circulation Report. In all, industry experts have predicted that hundreds of titles may soon be driven off newsstands.

"Small magazines are finding it increasingly difficult to get distribution display," says Bob Guccione, Jr., who launched *Gear*, a 200,000-circ men's magazine in August. Guccione says he poured \$300,000 into newsstand promotions to pull *Gear* through the wholesaler system. While he

claims his startup received special treatment from wholesalers as a result of his track record with *Spin*, he believes that other small magazines one day may not get the protection they once enjoyed from their national distributors. "Individual titles are going to be treated relative to their size, and that means only the big guys are going to get treated well," he explains. "It's business."

These new realities do not spell the end for new titles, says UniMag's Alfonsi. "There is a higher standard of efficiency," he admits. "But if it is a product that wholesalers really feel there is a market for, we would always want to give the new product a try. New titles are [our] lifeblood."

Retailers are in fact earning more profits from magazines, says John Harrington, editor of the *New Single Copy* newsletter, "and have therefore become more enthusiastic about the product, giving it better display and more space." Adds Meredith's Little, the upside "is these larger wholesalers and larger retailers are capable of much bigger display of magazines and much more sophisticated marketing of single copies."

Because of the turmoil in the single-copy distribution system, publishers have increasingly been relying on subscriptions as a sure bet to maintain rate base and keep ad dollars flowing. Each year, millions of direct mailings are sent out to lure prospective readers. By far the biggest efforts are done by the sweepstakes or "stamp sheets." Along with the remote chance of winning up to \$10 million, Reader's Digest, Publishers Clearing House and American Family Publishers offer consumers wildly discounted deals. PCH and AFP account for roughly 25 percent of all new subscription sales. AFP alone sends out 840 million pieces of direct mail each year. And the offers are enticing. Why pay a \$2.95 cover price for *U.S. News & World Report* when you can have 21 issues for \$11.93 through PCH? Deals such as this have also contributed to the long-term shift away from the newsstand and a move towards subscriptions. Though publishers generally keep only 10 to 15 percent of the proceeds, increasingly sweepstakes have played a greater role in sustaining rate bases.

Trouble at the Stamp Houses

As long as subscriptions enabled publishers to offset their unit losses on newsstand, there was no problem. This year, however, may go down as sweepstakes' *annus horribilis*. The bomb dropped in March, when 32 states and the District of Columbia filed a class action suit against Ameri-

Who will be TIME's Man of the Year *for* 1998?



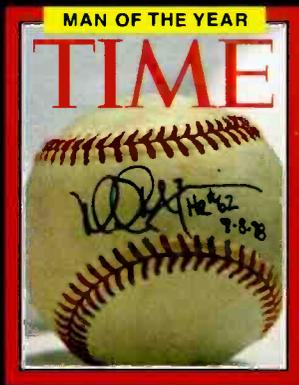
The Usual Suspect?



The Swingin' Economy?



A Super Starr?



A Sultan of Swat?



A Former Pentagon Employee?



Your Guess?

Ready or Not... It's Time to Decide!

We don't know who will take their place in history when TIME's editors select the person who has done the most to affect the news in 1998.

But we do know how your ad can take its place in history: when it's part of TIME's annual Man of the Year issue — one of the year's most talked about publishing events. This special year-end double issue will remain on newsstands for two weeks and enjoy a huge bonus circulation beyond our 24 million regular readers.

Ready or not, the ad close date is November 30. On sale December 21, 1998, for 2 weeks.

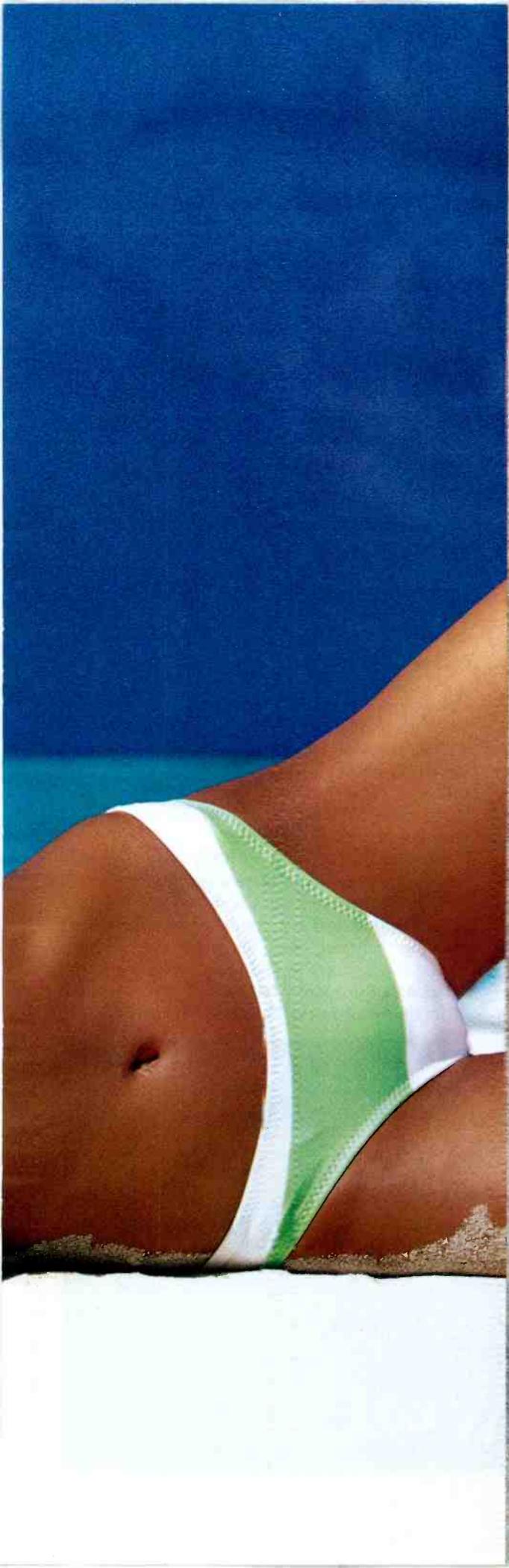
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Reader #57,324,672: Hid in the sand to get near the shoot. Last night. At low tide.





The Swimsuit Issue.
It's print's
biggest event.

**Sports
Illustrated**

58 million readers

"Publishers who don't anticipate or respond to the changes going on in the circulation of magazines will have a much more difficult time than they have in the past."

—Chris Little, Meredith

can Family Publishers, a unit of American Family Enterprises (which is partly owned by Time Inc.) for deceptive practices. The suit was quickly settled, with AFP agreeing to tone down its mailings, but the damage was done. AFP's bad press quickly spread to other sweeps as consumers eschewed their mailings and subscription volume faltered. "In the short term publishers have seen real subscription volume shortfalls based on what's happened this year," admits Susan Caughman, American Family Enterprises' president/CEO. "But it's beginning to recover at this point."

That shortfall may amount to as much as 30 percent this year in subscription volume, says Dan Capell, editor of *Capell's Circulation Report*. And while there may be some recovery next year "in the long term," he notes "stamps won't be as big as they were in the past."

Publishers are increasingly turning to alternative agents, including credit card renewal services and telemarketers, for new subscribers. Agents, such as PDS (Paid During Service), can act as a quick fix. While these services offer customers subscription packages of multiple titles over varying numbers of years, publishers must pay PDS the full subscription price, plus a percentage of that subscription rate. "The lines are forming around the block in front of these other sources, where people are into big-time heroin in just trying to prop up the rate base," says Gregory Coleman, Reader's Digest Association's U.S. magazine publishing president. Coleman adds, however, that using these agents can be a smart short-term strategy but dangerous if relied on for too long. And while the Digest does not use PDS or similar services, "we would consider using it as a very short term plug," notes Coleman.

After years of cashing in on direct mailings through its own sweepstakes, *Reader's Digest* recently took some hits of its own. Through June, its paid circ fell 2.7 percent to 14.7 million—and missed its 15 million rate base, according to ABC. Subscriptions, the company's bread and butter, dropped 1.8 percent to 14 million; newsstand copies skidded by 18.6 percent to 650,394.

Feeling pressures on both the newsstand and with subscriptions, RDA announced in September that it wanted to draw younger readers to its flagship. Direct mailings for *Reader's Digest* will be cut back 20 percent to 25 percent with savings reallocated to selling the magazine through direct-response TV and radio ads. In January 1999, *RD* will begin a two-step rate base decrease that will see its circ lowered by 17 percent to 12.5 million effective with the July issue. Ad rates will be dropped commensurate with the cuts, but the monthly will add its planned 6 percent ad rate increase in the new year.

Also announcing rate base cuts this fall was News Corp.'s *TV Guide* (soon to be owned by United Video Satellite Group), which said it will slash guaranteed circ by 9.2 percent to 11.8 million effective with the weekly's Oct. 17 issue. *TV Guide* will both reduce ad rates and, unlike the *Digest*, bump up its cover price by 25 percent to \$1.49 as a means of offsetting any losses.

Though Hearst president Black says the sweeps softness "has impacted some magazines," the one-two punch delivered from both subscriptions and on newsstands will not result in any of its titles lowering their rate base. Three years ago, Hearst rocked the industry by slashing its magazines' circulations, raising cover and subscription prices, but maintaining ad rates. The move was an effort to



Myth #2

All Southern Californians are trying to sell a screenplay.



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And no one knows how to reach Southern California buyers more effectively than we do. We've been doing it for 90 years. So in January '99, we're celebrating our 90th birthday with an exciting new look and a whole lot more... call 714.885.2395 for all the details!

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–**Kate White, Editor-In-Chief, *Cosmopolitan***

Our concept of home has changed in America. It's no longer a shelter from the elements. It's a shelter for the soul.

–**Lou Gropp, Editor-In-Chief, *House Beautiful***

There's been a great shift in our attitude towards nature in this country. The fact that it's a limited resource has finally sunk in. For the first time in our history, a lot of different groups are on the same side.

–**John Atwood, Editor-In-Chief, *Sports Afield***

We're a country of self-invention. Even when it comes to gardens. American gardens are much less traditional because we're making up new rules.

–**Diana Murphy, Editor-In-Chief, *Gardener***

For Americans, money is very much a game. A spectator sport. Movies, books, baseball. Everything today is reported and discussed as a business story. We're obsessed with the economics of it all.

–**Steve Swartz, Editor-In-Chief, *SmartMoney***



I think American women used to feel that things had to be done a certain way. Now it's figuring out what works for you. It's incredibly exciting. The changing American woman is changing the world.
-Lesley Jane Seymour, Editor-In-Chief, *Redbook*

America is a leader in two things: hair and teeth. They're two of this country's greatest scientific achievements.
-Glenda Bailey, Editor-In-Chief, *Marie Claire*

Americans are going back to handmade things. Soft edges are more popular than hard edges because they're more human. I think it's a response to the machine age and the growth of technology.

-Rachel Newman, Editor-In-Chief, *Country Living*
Editor-In-Chief, *Country Living's Healthy Living*

The biggest dilemma in this country today is what to keep as we go into the next millennium and what to throw away.
-Nancy Lindemeyer, Editor-In-Chief, *Victoria*



Hearst Magazines on

America

also a tremendous
chance.
down after one try.

I wish Americans knew more about history. There are lessons we've forgotten. Everything that's happening today, the things we get in a stew about, have all happened before.

-Annette Stramesi, Editor-In-Chief, Colonial Homes

American designers invented sportswear. They introduced pants and sweaters for women. It's a look that has become hugely influential. American clothes are like the Alka Seltzer of world fashion.

-Liz Tilberis, Editor-In-Chief, Harper's BAZAAR

The biggest issue facing America today? Dumb drivers. Cars today handle better and it makes people think they have more ability than they actually do.

-Joe Oldham, Editor-In-Chief, Popular Mechanics

Luxury today doesn't consist of things. The greatest luxuries now are time, privacy, peace and tranquility.

-Pamela Fiori, Editor-In-Chief, Town & Country



Remodeling is bigger than ever before because people today want stability. We don't want to move because we're constantly surrounded by change.

—Kelly Reardon-Tagore, Editor-In-Chief, *Special Publications*

People focus on the diversity of lives here, but there is a diversity within lives. America is the land of the second. Or the third. Or the fourth. In other places people shut out. I don't think we celebrate enough how lucky we are.

—Ellen Levine, Editor-In-Chief, *Good Housekeeping*

Boating is a perfect metaphor for the American experience. It's all about freedom, self-reliance, adventure into the unknown. It's almost like going back to the frontier.

—Peter Janssen, Editor-In-Chief, *Motor Boating & Sailing*

Fifty years ago the American male was returning home from war. There was a clear idea of what needed to be accomplished. That certainty of goal is missing today. And I think American men feel guilty for having it so good.

—David Granger, Editor-In-Chief, *Esquire*





At Hearst Magazines, we cover America in all its infinite variety. From families to fashion, medicine to motorboats, relationships to real estate. And our editors don't just look around, they look ahead. Every month, nearly 70 million readers find themselves in our pages. That's more than any other publisher of monthly magazines. Our 16 titles can put you into the hearts and minds of this country. So if you want to speak to America, give us a call at 212-649-2199.

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Magazines

BY LISA GRANATSTEIN AND JOHN MASTERTON

Politically Correct

Walter Isaacson's tactful, shrewd management style keeps *Time* ticking



No Friend of Bill: The m.e.'s relationship with Clinton is "non-personal."

PETER MURPHY

By Jeff Gremillion

Like a political candidate buffeted by the polls during an election campaign, *Time* managing editor Walter Isaacson has enjoyed and suffered through some wide swings in public opinion this year. Last March, Isaacson presided over the grandest, most publicized magazine event ever, *Time*'s 75th-anniversary gala at Radio City Music Hall, featuring a Who's Who array of 20th century political leaders and celebrities. That same month, *Time* topped Adweek Magazines' annual Hot List, a validation of Isaacson's two-year mission to freshen the newsweekly's tone, shifting it from homogenous, Time Inc.-style journalism-by-committee to pieces more reflective of the writers' personal passions. *Time*'s ad-page numbers have continued to climb this year—they were up 2.2 percent, to 1,839, through September—even as competitors *Newsweek* and *U.S. News & World Report*

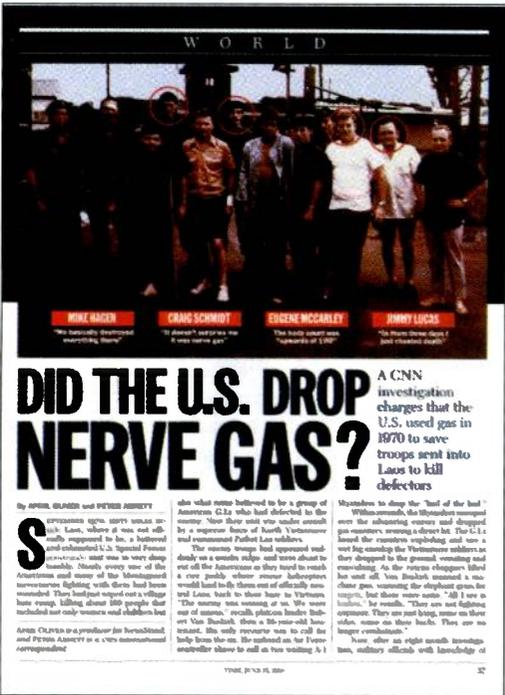
have suffered declines of about 6 percent.

But over the summer, fortune took a serious spin in the opposite direction. Isaacson had to manage the fallout from a botched, highly controversial story that alleged murderous misdeeds by the U.S. military during the Vietnam War. Thirty years ago, "Tailwind" was the code name for a military operation in Laos, an operation terribly mischaracterized in a CNN report and a June 15 *Time* article as intended to kill American defectors and facilitated by nerve gas. Last summer, "Tailwind" took on an entirely new meaning—a journalistic/synergistic fiasco that took *Time* and CNN parent Time Warner weeks to sort out and drew in the highest levels of the military. CNN staffers who produced the TV piece also wrote the companion *Time* article, in the very first installment of Time Warner's ballyhooed synergy vehicle, *Newsstand: CNN & Time*.

"It was like a kick in the gut to me," Isaacson says of Tailwind. He seems eager to accept responsibility for the blunder, and to spin the whole nasty mess as a reminder of *Time*'s powerful place in the media world.

"CNN had done previous shows that talked about similar types of things," Isaacson says. "It was only when it was printed in *Time* magazine that it kicked up such a controversy. It reminds us that we have to be on guard every single day about our credibility and our authority and getting things right."

While some accounts of the gaffe included speculation that Time Warner officials directed him to print a version of CNN's Tailwind account in *Time*, Isaacson says the story was published on its merits. "We've done many stories that we got from outside organizations, be it CNN or a book excerpt of some kind," he notes. "You don't always re-report everything. CNN had spent eight months reporting this story. They had talked to more than 100 people. It wasn't like they made it up. We looked at all the supporting documents. It seemed like a solid story. When we went back later and re-interviewed, we found people who said, 'The transcript might say that, but that's taken out



“It was like a kick in the gut to me,” Isaacson says of the Tailwind debacle. “We have to be on guard about our credibility and our authority and getting things right.”

Yet thanks in part to Isaacson’s (and Time Warner vice chairman Ted Turner’s) full-disclosure-style apologies, the public seems to have let Time and CNN off the hook. In a *Wall Street Journal*/

tant managing editor Priscilla Painton to a media enclave that’s also home to *Fortune* m.e. John Huey, political consultant Ed Rollins and execs from *The New York Times* and ABC News.

As Isaacson approaches his third anniversary as m.e. in January, he has several challenges to consider, including the magazine’s coverage of the Clinton scandal and possible impeachment proceedings. The political-candidate comparison again applies, as Isaacson has spent a good part of this year rebuffing characterizations that he is soft on a major public issue—the president. “I think we’ve been fair and straight and good,” Isaacson says of *Time*’s coverage, adding that archrival *Newsweek* and others “swing radically” in favor of, then against, Clinton. “We’re definitely not pro-administration.”

Naysayers point out that Isaacson and Clinton are both baby-boomer Rhodes Scholars from the South and that the president appeared as the guest of honor at *Time*’s 75th-anniversary bash just after the Lewinsky story broke. “My relationship with [Clinton] is totally professional and non-personal,” Isaacson says. In fact, the editor has shown some tenacity in probing the president’s actions. In an April interview aboard Air Force One, Clinton declined to answer several pointed queries from Isaacson, including when the editor asked “How can that be?” after the president suggested he had not known that executive-privilege claims had been made on his behalf until he’d read about them in the press.

Considering his comfort level with the politics that goes with his job, it’s quite possible that public office could be in Isaacson’s future after *Time* has passed him by. “Maybe I’ll go back to New Orleans and run the paper, maybe run for mayor,” the Big Easy native says. It isn’t the first time he’s half-joked that Louisiana politics may be his next calling. “But I’m so lucky to have this job, especially now. To be editor of *Time* at the end of the century and the beginning of a new millennium is an amazing thrill. You can’t believe how lucky I feel.”

of context. They pushed me into saying that.”

Two weeks after the Tailwind piece ran in *Time*, Isaacson, in an Editor’s Note, pledged “a full and fair examination of the charges and countercharges.” Two weeks later, another Editor’s Note appeared, titled “Tailwind: An Apology.” Isaacson retracted the story and apologized for the mistake. (CNN also retracted its *Newsstand* report and fired three producers.)

“As soon as we realized there was a problem with it,” Isaacson says, “we wrote in the magazine that we were going to get all the details and find out all the facts and we were going to put them out there. We found out the story was wrong, and we dumped everything into the public record, page after page of documents, saying here’s what we did wrong. At least we tried to come clean and hide nothing.”

Isaacson believes he’s learned from the episode. “I don’t think there’s a big danger of making the same mistake again,” he says. “I don’t think we’ll take an investigative piece and put it in without checking it. We’re gonna make people at the magazine responsible for the truth of everything we put in the magazine.”

Still, some media-watchdog types say *Time* has yet to make an adequate penance. “[*Time*] got away with murder,” says Suzanne Levine, a media commentator and former *Columbia Journalism Review* editor who began her career as a Time Inc. fact-checker. “They need a bigger mea culpa. This was an effort to participate in synergy that went too far. The journalism suffered.”

Within Time Inc., especially among editorial staffers who work closely with corporate partners on broadcast projects, Tailwind caused serious damage. “This has confirmed our worst fears,” laments a high-level Time Inc. editor. “We shouldn’t be in the TV business.”

NBC poll last month, *Time* ranked higher than any other magazine or newspaper for objectivity and fairness. (CNN was tops among all media.) “*Time* magazine still means something,” says Pam Levine, Carat Media Buying Services vp. “If you ask most consumers now [about Tailwind], they probably won’t even remember.” Tailwind has not slowed Isaacson’s drive to expand *Time*’s horizons with partnerships and brand-building projects that display the editor’s talent for mixing good journalism and savvy marketing. Isaacson, an accomplished author of biographies, is particularly enamored of projects that feed his passion for history. *The Time 100*, highlighting the most important people of the century, is a partnership with CBS, which airs prime-time news specials in conjunction with each special issue. The third edition in the series arrived on newsstands this month (the sixth and final installment is scheduled to come out in late 1999).

The Time 100 is an example of what the outgoing, politically shrewd Isaacson has been able to pull off. “Walter’s done more to raise the profile of this magazine than anyone else in a very long time,” says Nancy Gibbs, a *Time* senior editor who also happens to live down the block from the boss in suburban Bronxville, N.Y. “People think they know what *Time* is. It’s an old, established institution. You’re not going to make any impression on anyone if you can’t get them to pick it up. You do whatever it takes to get them to read it that first time. There’s a PR challenge, no question about it.”

Isaacson’s promotional and political skills are by no means limited to traveling the party circuit and appearing on talk shows to draw the spotlight toward *Time*. He’s become something of a goodwill ambassador for his Bronxville neighborhood, recruiting Gibbs and *Time* assis-

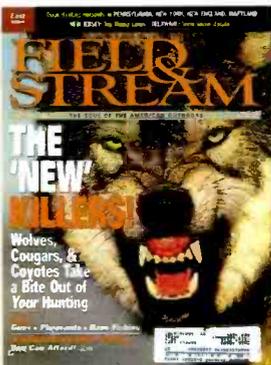
Magazines

A Long Way to Go To Achieve Diversity

Survey reveals that people of color make up less than 7 percent of magazine professional staffs

It would come as no surprise to anyone who works for a magazine that the industry has a long way to go to achieve racial diversity. In an effort to determine just how far the industry does have to go, *Mediaweek* contracted Fairfield Research Inc., a media-research firm, and Raymond-Karsan Inc., a human resources consulting firm, both based in Lincoln, Neb., to conduct a human-resource profile of the editorial and sales/publishing sides of the American magazine industry.

Based on the 165 magazines contacted, only 6.1 percent of professional staff are people of color, specifically African American, Hispanic American, Asian American or Native American. Professional staff was defined as editors, executive editors, associate editors, managing editors, contributing editors, full-time writers, freelance writers, group publishers, publishers, associate publishers, sales managers, and internal sales people. On the editorial side, only 6.1 percent of the staff of America's top 300 mag-



Mediaweek Monthly Magazine Monitor

November 1998

By John Masterton

Welcome to the first edition of the Mediaweek Magazine Monitor, which will report magazine advertising-page sales for monthlies, weeklies, biweeklies and bimonthlies. This week, we look at the monthlies and the weeklies.

The list was derived from Publishers' Information Bureau files. Every effort was made to contact all PIB magazines and invite them to participate. To date, the vast majority have. The lists will grow over time as more publishers begin reporting.

The Mediaweek Magazine Monitor, MMM for short, groups titles together in a way that we believe will be most useful to the advertising buying and planning community. Thus, titles are grouped by category with their major competitors and then subdivided into general demographic groups. This way, buyers may

continued on page 54

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
OO-IT-YOURSELF								
Adults 25-54								
FAMILY HANDYMAN	1,100,000	1,126,939 ^a	54.71	53.39	2.47%	572.21	555.38	3.03%
TODAY'S HOMEOWNER ¹⁰	950,000	955,067 ^a	54	35.09	53.89%	465.04	430.85	7.94%
CATEGORY TOTAL			108.71	88.48	22.86%	1,037.25	986.23	5.17%
ENTERTAINMENT								
Adults 18-34								
PREMIERE	600,000	602,791 ^a	85.01	86.45	-1.67%	638.2	694.97	-8.17%
SPIN	525,000	535,392 ^a	85.2	93.28	-8.66%	923.4	917.16	0.68%
US ^E	1,100,000	1,101,222 ^a	52.66	85.75	-38.59%	528.88	694.88	-23.89%
VIBE	600,000	606,237 ^a	115.67	111.47	3.7%	991.57	897.34	10.50%
CATEGORY TOTAL			338.54	376.95	-10.19%	3,082.05	3,204.35	-3.82%
ENTHUSIAST								
Adults 18-49								
AUDIO	None	100,370 ^a	51.32	81.6	-37.11%	559.46	756.03	-26.00%
BACKPACKER	255,000	274,708 ^a	60.13	62.67	-4.05%	641.69	581.3	10.39%
BICYCLING ¹⁰	100,000	100,661 ^a	41.8	65.77	-36.45%	583.76	7.06	-20.80%
BOATING	None	208,814 ^a	126.25	91.26	38.34%	1,434.49	1,277.27	12.31%
CAR AND DRIVER	1,200,000	1,219,708 ^a	145.98	170.26	-14.26%	1,290.47	1,341	-3.85%
CAR CRAFT	375,000	385,499 ^a	57.37	54.89	4.52%	589.28	537.95	9.54%
CHEVY HIGH								
PERFORMANCE	175,000	188,419 ^a	84.16	84.36		897.54	909.5	-1.32%
CIRCLE TRACK	155,000	130,016 ^a	78.77	81.27	-3.08%	943.65	955.36	-1.23%
CRUISING WORLD	155,000	147,095 ^a	101.67	94.74	7.31%	1,227.58	1,194.02	2.81%
CYCLE WORLD	310,000	323,854 ^a	62.8	63.62	-1.27%	877.66	756.26	16.05%
DIRT RIDER	170,000	179,979 ^a	88.64	108.91	-18.61%	979.85	1,015.48	-3.51%
FLYING	None	308,654 ^a	97.67	60.98	60.17%	858.55	727.87	17.95%
FOUR WHEEL & OFF ROAD	350,000	377,317 ^a	117.25	107.23	9.34%	1,093.8	1,144.07	-4.39%
GOLF DIGEST								
DID NOT REPORT								
GOLF MAGAZINE	1,400,000	1,469,078 ^a	115.85	89.02	30.14%	1,268.22	1,098.48	15.45%
HOT ROD	750,000	818,010 ^a	88.92	81.64	9.92%	968.19	645.16	50.07%
MOTORBOATING & SAILING	None	124,470 ^a	172.34	180.57	-4.56%	1,684.16	1,789.66	-5.89%
MOTORCYCLIST	240,000	240,599 ^a	49.29	45.98	7.20%	686.96	558.76	22.94%
MOTOR TREND	1,150,000	1,188,863 ^a	114.28	107.61	6.20%	1,002.62	959.83	4.46%

continued on page 54

Influential [Magazine]

October 11, 1998

We got Marina's thank-you letter from Prague. She says she showed our Los Angeles Times Magazine to her friends, and now they want to come visit too!

Rebecca

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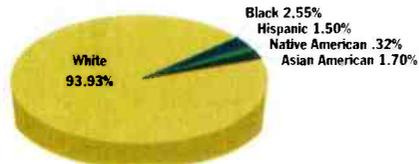
Call Joe Pomparelli, Magazine Manager
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Los Angeles Times
Magazine

Magazines

Magazine Professionals: Both Sales & Editorial Departments Magazine Professionals Diversity Study

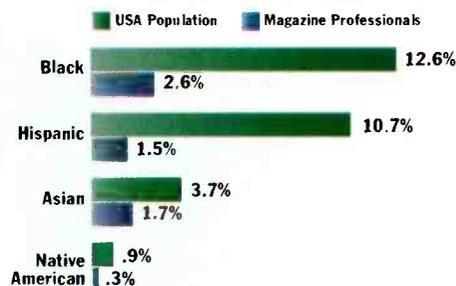
Includes Editors; Executive Editors; Associate Editors; Managing Editors; Contributing Editors; Full-Time Writers; Freelance Writers; Group Publishers; Publishers; Associate Publishers; Sales Managers; Internal Sales People



Magazines are people of color. Only 6.7 percent of the sales and publishing staff are people of color. While all racial minorities were significantly underrepresented in the editorial and sales/publishing staff of America's magazines, the best represented minority was Asian American (an index of 46 percent against the total U.S. population). The least-represented minority was Hispanic Americans (a 14 percent index against the total U.S. population).

Smaller-circulation magazines have underrepresented minorities more than larger-circ books. For example, on average, only 4 percent of the professional staff at magazines with circulation under 500,000 were people of color. On average, 7 percent of the professional staff were people of color at magazines with circulation

U.S. Magazine Professionals Compared with Total U.S. Professionals



Source: Fairfield Research, Inc.

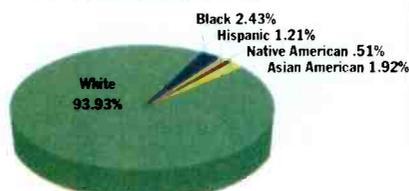
over 500,000.

The Fairfield analysts developed a stratified, random and representative sample of magazines that would be surveyed about the diversity of their editorial and sales/publishing staff. Raymond-Karsan analysts assisted in developing the survey instrument and worked with Fairfield as it fielded the study. The sample of magazines was stratified according to circulation: circulation over 3 million, 4 percent; circ 2-3 million, 5 percent; circ 1-2 million, 18 percent; circ

Editorial Departments*

Magazine Professionals Diversity Study

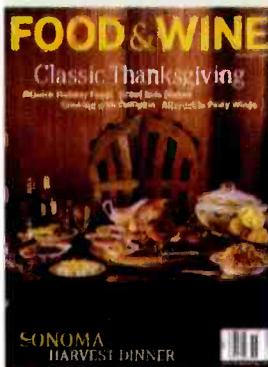
*Includes Editors; Executive Editors; Associate Editors; Managing Editors; Contributing Editors; Full-Time Writers; Freelance Writers



Mediaweek Magazine Monitor

continued from page 52

Monthlies



compare competitive magazine ad-page performance against their competitors, against the competitive group and against the category as a whole. As the list of magazines that are participating grows, new categories and demographic subgroups will be added. Overall, the good news continues for the magazine business, with the monthlies that reported posting a 2.57 percent increase in ad pages in the month of November compared with the same month last year. Year-to-date, these magazines are up 4.17 percent in pages.

Among the categories, the Entertainment group is having a slow go of it, with all the

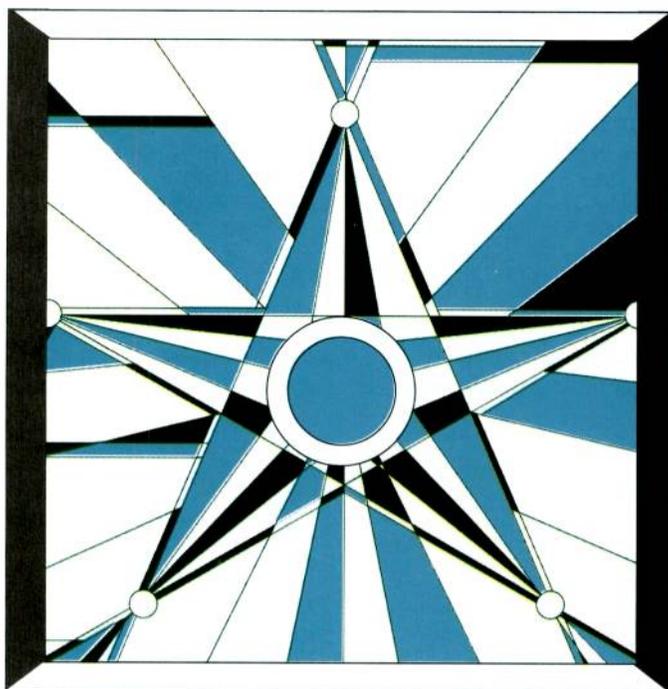
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	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
ENTHUSIAST								
Adults 18-49 (continued)								
ORGANIC								
GARDENING ⁸	600,000	659,820 ^a	24.17	32.3	-25.17%	226.26	283.8	-20.27%
PETERSEN'S PHOTOGRAPHIC POPULAR	200,000	202,308 ^a	96.27	102.02	-5.64%	1,029.07	942.53	9.18%
MECHANICS POPULAR	1,400,000	1,425,396 ^a	85.04	67.39	26.19%	710.34	659.41	7.72%
PHOTOGRAPHY	450,000	454,741 ^a	196.98	175.58	12.19%	1,849.65	1,761.71	4.99%
ROAD & TRACK	735,000	737,362 ^a	138.97	151.46	-8.25%	1,260.83	1,349.23	-6.55%
ROD & CUSTOM	130,000	136,060 ^a	87.7	90.58	-3.18%	1,035.59	1,011.62	2.37%
SAILING WORLD	60,000	60,138 ^a	49.75	38.96	27.70%	413	443.41	-6.86%
SALT WATER SPORTSMAN	150,000	150,354 ^a	68.21	60.37	12.99%	924.63	832.78	11.03%
SKI ⁸	400,000	418,332 ^a	154.72	163.15	-5.17%	719.29	729.12	-1.35%
SKIING ⁷	400,000	401,303 ^a	135.71	166.4	-18.44%	586.23	578.85	1.27%
SKIN DIVER	200,000	200,169 ^a	59.67	84.8	-29.63%	740.62	855.27	-13.41%
SPORT	750,000	751,059 ^a	51.52	38.57	33.58%	346.77	350.92	-1.18%
SPORT TRUCK	200,000	200,259 ^a	1.4	84.06	8.76%	946.49	894.21	5.85%
TENNIS ¹¹	775,000	775,935 ^a	45.32	64.08	-29.28%	717.56	783.01	-8.36%
VIDEO ¹⁰	250,000	250,328 ^a	58.16	87.31	-33.39%	352.57	458.4	-23.09%
YACHTING	None	132,341 ^a	174.72	191.08	-8.56%	1,547.05	1,590.85	-2.75%
CATEGORY TOTAL			3172.83	3230.48	-1.78%	3083.88	3051.22	1.58%
FASHION/BEAUTY								
Women 18-34								
ALLURE	750,000	799,373 ^a	127.49	114.13	11.71%	1,240.3	1,269.05	-2.27%
MADEMOISELLE	1,100,000	1,158,274 ^a	107	134.21	-20.27%	1,207.92	1,197.04	0.91%
MARIE CLAIRE	650,000	734,841 ^a	131.61	124.77	5.48%	1,137.39	1,122.32	1.34%
NEW WOMAN	DID NOT REPORT							
Segment Total			366.1	373.11	-1.88%	3585.81	3588.21	-0.68%
FASHION/BEAUTY								
Women 18-49								
COSMOPOLITAN	2,300,000	2,581,985 ^a	176.07	169.92	3.62%	1,828.52	1,736.07	5.33%
ELLE	900,000	941,770 ^a	179.61	169.27	6.11%	1,912.83	1,982.84	-3.53%
GLAMOUR	2,000,000	2,208,926 ^a	209.58	190.15	10.22%	1,873.84	1,776.34	5.49%
HARPER'S BAZAAR	700,000	726,582 ^a	152.12	132.54	14.77%	1,426.47	1,408.08	1.31%
VOGUE	1,100,000	1,125,585 ^a	264.86	253.63	4.43%	2,481.65	2,571.97	-3.51%
Segment Total			982.24	915.81	7.29%	9523.31	9475.7	0.51%
FASHION/BEAUTY								
Women 25-54								
VICTORIA	950,000	959,599 ^a	67.82	48.5	39.84%	482.3	470.1	2.60%
Segment Total			67.82	48.5	39.84%	482.3	470.1	2.60%
CATEGORY TOTAL			1418.18	1237.12	9.91%	13591.22	13033.81	0.42%
FOOD/EPICUREAN								
Adults 25-54								
BON APPÉTIT	1,000,000	1,059,028 ^a	133.82	134.53	-0.53%	1,036.42	788.25	31.48%
FOOD & WINE	775,000	883,381 ^a	119.17	135.82	-12.26%	841.66	755.15	11.46%

continued on page 56

MEDIAWEEK PRESENTS THE 13TH ANNUAL

MEDIA ALL-STARS



The Editors of MEDIAWEEK are looking for the best people in our business. Take a look at last year's winners and you'll get the idea.

We invite you to nominate a media professional for the 1998 awards. **The deadline for nominations is Friday, October 30**

TO NOMINATE, YOU MUST

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TO NOMINATE, YOU MUST

submit a complete ballot which includes the reasons why you think your nominee should be selected as a winner. Winners are chosen based on overall excellence in their field based on exceptional performance on a specific project or account. Enclose an extra sheet of paper if necessary.

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| | Research | Radio |
| | National Television or Cable | Newspaper |
| | | Out-of-Home |
| | | New Media |

Last year's winners

- Nancy Hale, DMB&B, **1997 Out-of-Home**
- Annette Mendola, SFM Media, **1997 Spot Television**
- Karen Ellis, The Martin Agency, **1997 Planning**
- Irwin Gotlieb, TeleVest, **1997 President's Award**
- Marcie Hill, PentaCom, **1997 National Television**
- Roby Wiener, Warner-Lambert, **1997 Radio**
- Jeanne Tassaro, Y & R Media Edge, **1997 Magazines**
- David Dowling, media.com, **1997 New Media**
- David Marans, J. Walter Thompson, **1997 Research**
- Paul Bankert, Zenith Media, **1997 Newspapers**
- Page Thompson, DDB Needham, **1997 Media Director**

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If you prefer, you can register your ballot online by logging on at www.mediaweek.com

For further information, please call (212) 536-6537

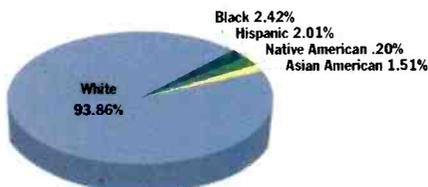
Magazines

750,000-1 million, 13 percent; circ 500,000-750,000, 18 percent; circ 300,000-500,000, 35 percent; less than 300,000 circ, 8 percent. The survey has a margin of error of plus or minus 7.3 percent at the 95 percent level of confidence.

Initially, Fairfield interviewers attempted to

**Sales/Publishing Departments
Magazine Professionals Diversity Study**

*Includes Group Publishers; Publishers; Associate Publishers;
Sales Managers; Internal Sales People



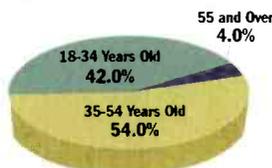
contact the human resources departments of magazines and publishing companies. "We found that most human resources departments we contacted would not disclose any information about the profile of their editorial and sales/publishing staff," said Brad Zumwalt, Fairfield project director and analyst. "We did guarantee confidentiality with regard to their individual responses. As well, we were talking about the demographics of a group of employees, not individual employee information."

One reason for this, said Bill Erickson, a director of Raymond-Karsan, is that "the nature of the HR job in many companies is increasingly compliance-oriented. It does not surprise me that HR executives were uncomfortable in talking with Fairfield's interviewers. It is safer to *not* open one's company to possible compliance weaknesses."

Fairfield interviewers then began contacting the editorial and publishers' offices directly and, overall, found good cooperation. "The staff and executive level was more than willing to talk with us," said Zumwalt. "As well, we got a good amount of anecdotal information from our interviews. Many publishers told us they receive significantly fewer applications from people of color than they'd like. With regard to the editorial staff, we were told that it was the magazines' experience to see minority J-school graduates gravitate to the more social publishing world of newspapers and the electronic media."

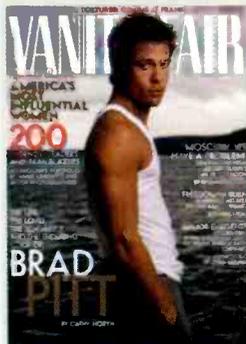
"The data make it clear. Nearly 94 percent of the editorial content of America's top magazines is developed by professionals whose life

**Age Profile: Both Sales & Editorial Departments
Magazine Professionals Diversity Study**



Mediaweek Magazine Monitor

continued from page 54



books off 10.19 percent in November. *Us* was down 38.5 percent for November and is down 23.8 percent year-to-date. *Spin* was down 8.66 percent for the month but is up 0.68 percent for the year. And *Premiere* was down 1.67 percent in November and is off 8.17 percent for 1998 so far. The bright spot in the category continues to be *Vibe*, which posted a 3.77 percent gain in November and is up 10.5 percent for the year.

The *Enthusiast* category remained basically flat in November, as it has been for the year. Several books, however, are posting some wide

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
GOURMET	850,000	879,331 ^a	124.13	135.77	-8.57%	1,148.22	1,108.26	3.61%
CATEGORY TOTAL			377.12	406.12	-7.14%	3026.3	2651.66	14.13%
GENERAL INTEREST								
Adults 18-49								
GEORGE	400,000	419,214 ^a	81.78	79.67	2.65%	626.43	638.57	-1.90%
IN STYLE	900,000	1,151,024 ^a	198.2	145.43	36.29%	1,622.09	1,189.78	36.34%
VANITY FAIR	1,000,000	1,118,895 ^a	196.55	180.77	3.20%	1,695.64	1,435.67	14.13%
Segment Total			466.53	405.87	14.95%	3944.16	3314.82	19.01%
GENERAL INTEREST								
Adults 25-54								
THE ATLANTIC								
MONTHLY	450,000	462,035 ^a	60.31	64.32	-6.23%	486.03	502.62	-3.30%
HARPER'S	205,000	215,266 ^a	30.66	37.33	-17.87%	306.41	299,493	2.31%
NATIONAL								
GEOGRAPHIC								
READER'S DIGEST [#]	15,000,000	14,675,541 ^a	110	80.49	6.66%	922.59	1,004.18	-8.13%
SMITHSONIAN	2,000,000	2,088,299 ^a	96.3	79.97	20.42%	653.31	654.59	-0.20%
Segment Total			297.27	262.11	11.41%	2366.34	2468.883	-3.76%
CATEGORY TOTAL			763.8	667.98	14.34%	6312.5	5774.983	9.31%
HEALTH/FITNESS								
Women 18-49								
AMER. HEALTH								
FOR WOMEN ⁹	1,000,000	1,004,672 ^a	66.83	53.17	25.69%	518.25	494.97	4.70%
FITNESS ¹⁰	900,000	1,004,391 ^a	65.82	66.13	-0.47%	686.79	652.09	5.17%
PREVENTION	3,000,000	3,152,814 ^a	91.72	96.71	1.1%	910.85	853.26	6.75%
SELF	1,100,000	1,149,506 ^a	117.22	124.21	-5.63%	1,260.74	1,252.37	0.67%
SHAPE								
Segment Total			341.59	348.22	0.40%	3375.63	3252.69	3.70%
HEALTH/FITNESS								
Men 18-49								
FLEX								
MEN'S FITNESS								
MEN'S HEALTH	450,000	1,587,573 ^a	100.8	87.38	15.36%	810.66	772.08	5.00%
MUSCLE & FITNESS								
RUNNER'S WORLD	455,000	492,881	32.1	45.04	-28.73%	450.07	512.2	-12.13%
Segment Total			132.9	132.42	0.36%	1266.73	1244.28	-1.83%
CATEGORY TOTAL			474.49	472.64	0.39%	4636.36	4536.97	2.19%
KIDS								
BOYS' LIFE	1,300,000	1,370,247 ^a	9.17	42.2	-78.17%	110.12	139.62	-21.13%
CONTACT KIDS ¹⁰	300,000	312,249 ^a	3	7	-57.14%	43.33	30	-13.34%
KIDCITY ¹⁰	250,000	255,279 ^a	2	4	-50.00%	35.83	37	-3.16%
CATEGORY TOTAL			14.47	53.2	-73.36%	189.28	226.62	-16.48%
LIFESTYLE								
Men 18-34								
DETAILS	475,000	476,290 ^a	108.52	101.86	6.54%	1,012.42	974.77	4.59%
DETOUR	100,000	112,000 ^c	63.5	61	4.10%	664.5	667.25	-0.41%
Segment Total			172.02	162.86	5.62%	1676.92	1635.22	2.55%



Monthlies

seasonal swings.

The Fashion/Beauty group had a good showing among the Women 18-49-directed books, with a 7.29 percent gain for November. But year-to-date the group is essentially even with last year.

The Food books had a down November, off 7.14 percent, but year-to-date, they are up 14.13 percent. General Interest books had a good month, up 14.34 percent, and are having a good year as well, up 9.31 percent. Health and Fitness remains flat.

continued on page 60

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
LIFESTYLE								
Men 18-49								
ESQUIRE	650,000	672,073 ^a	102.99	74.43	38.37%	721.4	536.37	34.50%
GENTLEMEN'S QUARTERLY	650,000	700,244 ^a	314.3	314.3	0.00%	1,859.28	1,675.93	10.94%
MEN'S JOURNAL	550,000	566,943 ^a	91.39	87.29	4.70%	833.45	706.7	17.94%
PENTHOUSE	DID NOT REPORT							
PLAYBOY	3,150,000	3,151,495 ^a	44.93	44.93	26.09%	502.3	509.7	-1.45%
Segment Total			565.33	520.95	8.52%	3916.43	3428.7	14.22%
CATEGORY TOTAL			1130.66	1041.9	8.52%	7832.86	6852.9	14.22%
MATURE MARKET								
Adults 49+								
MODERN MATURITY	DID NOT REPORT							
NEW CHOICES ¹⁰	600,000	611,441 ^a	33.04	44.21	-25.27%	428.57	479.82	-10.68%
SUNSET	1,425,000	1,464,559 ^a	101.05	120.33	-16.02%	1,061.01	1,004.14	5.66%
CATEGORY TOTAL			134.09	164.54	-18.51%	1489.58	1483.96	0.38%
OUTDOORS								
Men 18-54								
BOWHUNTING ⁹	160,000	160,348 ^c	38.05	48.12	-20.93%	375.64	386.8	-2.89%
FIELD & STREAM	1,750,000	1,757,543 ^a	78.25	58.68	34.20%	817.86	662.32	23.48%
GUNS & AMMO	575,000	597,570 ^a	44.99	39.94	12.64%	410.63	429.64	-4.42%
HANDGUNS	150,000	160,829 ^a	33.35	35.67	6.00%	313.3	323.04	-3.02%
HUNTING	350,000	350,633 ^c	51.39	65.02	-20.96%	360.71	464.89	-22.41%
OUTDOOR LIFE ¹⁰	1,350,000	1,368,023 ^a	69.57	61.95	12.30%	543.06	523.58	3.72%
OUTSIDE	525,000	541,242 ^a	136.4	124.41	9.64%	1,173.08	1,106.2	6.05%
SALT WATER								
SPORTSMAN	150,000	150,354 ^a	68.21	60.37	12.99%	924.63	832.78	11.03%
SPORTS AFIELD ¹⁰	450,000	453,292 ^a	74.29	54.51	36.29%	495.43	585.89	-15.44%
CATEGORY TOTAL			595	548.67	8.44%	5414.34	5315.14	1.87%
PARENTING/FAMILY								
FAMILYFUN	1,035,000	1,064,789 ^a	105.78	106.69	-0.85%	677.5	621.87	8.95%
FAMILY LIFE ¹⁰	400,000	403,659 ^a	110.16	89.73	22.77%	572.29	453.25	26.26%
CATEGORY TOTAL			215.94	196.42	9.94%	1249.79	1075.12	16.25%
PERSONAL FINANCE								
Adults 18-54								
KIPLINGER'S								
PERSONAL FINANCE	1,000,000	1,064,461 ^a	92.12	92.12	-14.24%	829.93	863.3	-3.87%
MONEY	900,000	1,935,014 ^a	126.06	132.56	-4.90%	1,090.16	1,183.63	-7.90%
MUTUAL FUNDS	750,000	742,492 ^a	47	47	-4.26%	469	509	-7.86%
SMARTMONEY	700,000	724,495 ^a	118.28	124.54	-5.03%	1,114.8	995.48	11.99%
CATEGORY TOTAL			386.34	396.22	-7.84%	3503.89	3551.41	-1.34%
SCIENCE/TECHNOLOGY								
Men 18-34								
DISCOVER	1,200,000	1,206,745 ^a	60.14	64.78	-7.16%	480.32	517.45	-15.35%
POPULAR SCIENCE ¹⁰	1,555,000	1,562,353 ^a	62.53	71.73	-12.83%	539.6	628.35	-14.12%
SCIENTIFIC AMERICAN	DID NOT REPORT							
SPECTRUM. IEEE	300,000	304,430 ^c	61.99	69.33	-10.59%	487.94	600.97	-18.81%
WIRED	400,000	415,256 ^a	140.9	185.39	-24.00%	1,135.1	1,173.19	-3.25%
YAHOO! INTERNET LIFE	400,000	403,923 ^a	84.27	56.2	49.95%	583	374.6	55.63%
CATEGORY TOTAL			409.83	447.43	-8.40%	3225.96	3344.56	-3.55%

Continued on page 60

Magazines

experience is not in sync with nearly one-third of the American people," said Gary Gabelhouse, Fairfield CEO. "When one takes the long view, one may consider asking a very important question: If magazines' diversity stays relatively the same, will magazines truly be a medium for and about the American people of the next millennium?"

From a human resources perspective, Erickson said, "A serious commitment to diversity can enrich the culture of a company and actually improve overall employee satisfaction and the work environment... Diversity, particularly at the professional and leadership levels, can enhance the depth, perspective and creativity of America's magazines."

Other study findings: More than half (54 percent) of the editorial and sales/publishing staff were between 35 and 54 years of age. The average magazine professional is 37 years old. More than half (55 percent) of the magazine professionals are females. As with age, the incidence of females is consistent across both the sales and editorial side of the house.

Fairfield completed the surveys with magazines from 57 different publishing companies between Oct. 1 and Oct. 10, including the following: Condé Nast; Gruner + Jahr; Hachette; Hearst; Primedia; Meredith; New York Times Co.; Petersen Publishing; Reader's Digest

Magazines Stir the Media Mix

MPA study shows print works with TV

By John Masterton

Media planners know well the adage about advertisers not knowing which half of their advertising works and which doesn't. Now a new Magazine Publishers of America study from market researcher Millward Brown tries to add impact while trimming waste.

Although it doesn't quite pinpoint which half of media spending is wasted, the MPA report does claim to help identify which media mixes can be most effective. Not surprisingly, those mixes feature a good bit of magazine spending alongside a full television schedule to achieve the best

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A D L I N K .

Magazines

brand-building results.

"We've found that the best ad awareness-to-spending ratio comes with a mix of magazines and TV, rather than either one on its own," said Christine Miller, MPA executive vp of marketing, who will detail study results during her American Magazine Conference presentation in Orlando this week.

Even though publishers have been pitching this message for years, she says, the difference now is that it stands up under scrutiny from Millward Brown, an independent research organization with a database of more than 500,000 consumers that advertisers often use to gauge the effectiveness of TV advertising. "We now have hard data to support our longtime argument."

The report's most telling conclusions concern awareness-to-cost index: an individual medium's percentage contribution to ad awareness plus combined contribution, divided by percent of spending. Even though magazines accounted for only 23 percent of total ad budgets for 113 brands studied in 22 consumer product categories,

the MPA study found that magazines scored three times better than TV on the index, a total score of 278 to 92.

By factoring in cost along with respondents' ability to recall where they saw ads, the strength of magazines be-

comes even more profound, Miller argues. "Dollar for dollar, magazines deliver significantly more awareness levels. This is counterintuitive, unfortunately, because people usually think TV when they want to raise awareness."

If 1999 is a tougher year than publishers have been accustomed to, this study—dubbed "Documenting the Role of Magazines in the Media Mix"—could provide ammo against lower media spending. "When planners have to cut \$1 million from their budgets quickly," Miller warns, "they usually look to magazines because they think reduced spending there really won't hurt them. But this study says it might."



The MPA's Miller: 'Don't cut print.'

Mediaweek Magazine Monitor

continued from page 57

Monthlies



In Men's Lifestyle, *GQ* publisher Jack Laschever hopes that he can carry the momentum of his predecessor, Richard Beckman, who now heads *Vogue*. Meantime, Valerie Salembier has *Esquire* continuing on its rebound, with November pages up 38.37 percent and year-to-date pages up 34.5 percent.

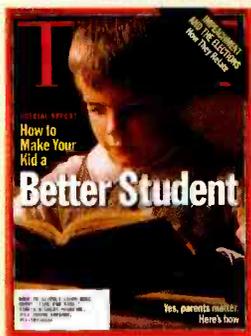
The Personal Finance category may be beginning to feel the effects of the global financial mess. The group was down 7.04 percent for November, which helped flatten year-to-date. Upstart *Smart-Money* took a 5 percent hit in November, but the title remains up almost 12 percent for the year. ∞

	RATE BASE	CIRC.	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
SHELTER								
Adults 25-54								
ARCHITECTURAL DIGEST								
	750,000	818,185 ^a	208.94	200.8	4.5%	1439.4	1,223.65	17.63%
SHELTER Women 25-54								
CN HOUSE & GARDEN								
	550,000	580,864 ^a	93.98	88.7	5.95%	857.49	703.04	21.97%
COUNTRY LIVING								
	1,600,000	1,669,609 ^a	117.91	119.49	-1.32%	1,069.7	1,075.41	-0.53%
HOME ¹⁰								
	1,000,000	1,024,238 ^a	139.16	132.01	5.42%	1,105.55	1,112.43	-0.62%
HOUSE BEAUTIFUL								
	950,000	864,585 ^a	127.64	103.81	22.96%	881.7	853.02	3.36%
MARTHA STEWART LIVING								
	2,100,000	2,235,723 ^a	159.75	182.29	-12.36%	1,192.56	1,040.48	14.62%
SOUTHERN LIVING								
	2,400,000	2,470,000 ^a	156.24	157.5	-0.80%	1,402.71	1,427.35	-1.73%
CATEGORY TOTAL								
			1003.62	984.6	1.93%	7949.11	7435.38	6.91%
TEEN								
Girls 12-17								
ALL ABOUT YOU ¹⁰								
	325,000	337,777 ^a	28.43	13.45	111.38%	232.69	77.33	200.91%
SEVENTEEN ^E								
	2,300,000	2,437,194 ^a	123.5	106.49	15.97%	1,325.96	1,205.93	9.95%
TEEN								
	1,850,000	1,850,436 ^a	58	40.74	42.37%	581.83	484.53	20.08%
TEEN PEOPLE (BEGAN PUBLICATION 2/98)								
	800,000	974,894 ^c	79	—	—	625.38	—	—
YM								
	2,150,000	2,170,687 ^a	48	62	-22.58%	618	5	23.11%
CATEGORY TOTAL								
			308.5	209.23	47.45%	3151.17	2192.46	43.73%
TRAVEL								
Adults 25+								
CONDE NAST TRAVELER								
	750,000	789,628 ^a	220.23	140.66	56.57%	1,335.45	1,204.87	10.84%
TRAVEL & LEISURE								
	925,000	1,013,327 ^a	177.56	202.59	17.26%	1,416.2	1,331.21	6.38%
TRAVEL HOLIDAY ¹⁰								
	550,000	558,610 ^a	76.2	55.5	37.30%	558.8	426.57	31.00%
CATEGORY TOTAL								
			473.99	398.75	18.87%	3310.45	2962.65	11.74%
WEALTH								
ROBB REPORT								
	None	101,314 ^a	59	141	12.77%	1,286.14	1,277.3	0.69%
TOWN & COUNTRY								
	425,000	435,423 ^a	189.41	167.01	13.41%	1,233.5	1,136.31	8.55%
CATEGORY TOTAL								
			348.41	308.01	13.12%	2519.64	2413.61	4.39%
WOMEN'S SERVICE								
Women 25-54								
BETTER HOMES & GARDENS								
	7,600,000	7,616,114 ^a	218.18	216.89	0.59%	1,778.95	1,783	-0.23%
FAMILY CIRCLE								
			DID NOT REPORT					
GOOD H'KEEPING								
	4,500,000	4,517,713 ^a	142.12	136.32	4.25%	1,293.68	1,213.64	6.60%
LADIES' HOME JOURNAL								
	4,500,000	4,521,970 ^a	191.2	185.6	3.02%	1,399	1,332	5.03%
MCCALL'S								
			DID NOT REPORT					
REDBOOK								
	2,800,000	2,854,448 ^a	148.85	116.82	27.42%	1,121.08	1,097.55	2.14%
WOMAN'S DAY ^{**}								
	4,050,000	4,079,707 ^a	224.55	259.76	-13.55%	1,579.39	1,678.97	-5.93%
CATEGORY TOTAL								
			924.9	915.39	1.04%	7172.1	7105.16	0.94%
MEDIAWEEK MONITOR TOTALS								
			12575.16	12,259.72	2.57%	108649.94	104293.603	4.17%

FOOTNOTES: 11 = PUBLISHED 11 TIMES IN '98; 10 = PUBLISHED 10 TIMES IN '98; 9 = PUBLISHED 9 TIMES IN '98; 8 = PUBLISHED 8 TIMES IN '98; 7 = PUBLISHED 7 TIMES IN '98; # = PUBLISHED EXTRA (13TH) ISSUE IN 1997; A = AUDITED BY AUDIT BUREAU OF CIRCULATIONS; B = AUDITED BY BPA INTERNATIONAL; C = NON ABC/BPA TITLE; E = PUBLISHER'S ESTIMATE; E = MEDIAWEEK ESTIMATE; ** = 11/11 AND 11/17 ISSUES COMBINED AND PUBLISHES 17 TIMES PER YEAR. SOURCE: MEDIAWEEK RESEARCH

Mediaweek Magazine Monitor

Weeklies
October 19, 1998



As with the charts on monthly publications that begin on page 52, with this issue Mediaweek introduces a regular update on ad-page performance of major weekly magazines.

This information is presented as a ready reference for time-pressed print planners, not a horse race among publishers. This is why, for example, the newsweeklies and weekly business books run in the same category, to more accurately reflect the selling environment in which they operate.

The figures that will appear in this space each week are meant to represent a title's national-equivalent ad pages. Since most books do a brisk business in targeted ads in demographic and regional editions, these tallies should not be construed as the be-all and end-all of any particular magazine's fortunes. They should, however, help indicate where many advertisers are finding opportunities.

It's also worth noting that the year-to-date results normally present a clearer picture of a magazine's fortunes than issue-to-issue comparisons because of such variables as special issues or ad sections lost or gained from the same week of the previous year.

	Issue Date	Current Pages	Issue Date Last Yr.	Pages Last Yr.	Percent Change	YTD Pages	YTD Last Year	Percent Change
NEWS/BUSINESS								
Business Week	19-Oct	109.92	20-Oct	114.13	-3.69%	3070.27	3039.9	1.00%
Economist	10-Oct	56.5	11-Oct	68.97	-18.08%	2203.25	2250.53	-2.10%
Newsweek	19-Oct	67.2	20-Oct	79.82	-15.81%	1752.99	2001.93	-12.44%
People	26-Oct	82.39	27-Oct	66.03	24.78%	3137.95	3125.68	0.39%
Time ^E	19-Oct	75.3	20-Oct	74.01	1.74%	2088.21	996.82	4.58%
US News & World Report	DID NOT REPORT							
CATEGORY TOTAL		391.31		402.96	-2.89%	12252.66	12414.86	-1.31%
ENTERTAINMENT/LIFESTYLE								
Entertainment Weekly	16-Oct	56.71	17-Oct	28.68	97.73%	1400.07	1425.53	-1.79%
Time Out New York	14-Oct	75.6	15-Oct	50.4	50.00%	2540.00	1903.3	33.45%
TV Guide	DID NOT REPORT							
CATEGORY TOTAL		132.31		79.08	67.31%	3940.07	3328.83	18.36%
SPORTS/LEISURE								
Sports Illustrated	19-Oct	49.77	20-Oct	57.2	-12.99%	2167.68	2189.46	-0.99%
The Sporting News	19-Oct	14.66	20-Oct	15.97	-8.20%	674.8	555.96	21.38%
CATEGORY TOTAL		64.43		73.17	-11.84%	2842.48	2745.42	3.54%
SUNDAY MAGAZINES								
Parade	18-Oct	10.60	19-Oct	16.04	-33.92%	498.24	538.66	-7.50%
USA Weekend	18-Oct	11.19	19-Oct	10.72	4.38%	485.35	538.07	-9.80%
CATEGORY TOTAL		21.79		26.76	-18.57%	983.59	1076.73	-8.65%
TOTALS		609.84		581.97	4.70%	20018.80	19565.84	2.32%

^E—ESTIMATED PAGE COUNTS. NOTE: 1998 YTD TOTALS FOR EW AND SI ARE MEDIAWEEK ESTIMATES.

Moreover, Miller argues, the report—which will be followed in February by an A.C. Nielsen survey of how magazine advertising impacts product sales—has lessons for advertisers forced to absorb ever higher TV costs to reach increasingly fractionalized viewing audiences. “If you’re already a heavy TV advertiser, there comes a point of diminishing returns,” she says. “Instead, why not put incremental media spending into magazines to reach light TV viewers and grow your awareness levels?”

The study has some roots in a landmark 1991 *Family Circle* study that sought to draw correlations between print advertis-

ing and in-store purchase activity, according to Rebecca McPheters, an MPA consultant who helped create the *FC* study when she was an executive with the now-defunct New York Times Women's Magazine Group. Among lessons from the *FC* project, McPheters says, is that the MPA purposely chose a nationally projectable sample from Millward Brown, a research company major advertisers already know well. Plus, she says, the *Family Circle* study was proprietary to a single magazine. This covers the entire magazine industry and is much more indicative of the effectiveness of an entire medium.”

60 SECONDS WITH...



Jack Laschever
Publisher, *GQ*

Q. What's been the biggest change for you since coming to Condé Nast in July from American Express Publishing? **A.** I had a great 10 years at American Express Publishing [most recently as vp/group publisher in charge of *Departures*, *Your Company* and *Skyguide*]. I really grew up there, and they gave me my chance in this business. Coming to Condé Nast is like going to play for the Yankees, because I look around at the other publishers in the company and I feel like I'm playing on a team of all-stars. Having been a reader of *GQ* for as long as I can remember and to be captain of the team is a really amazing opportunity. **Q.** What has impressed you most about *GQ's Men of the Year* franchise? **A.** What impresses me is the power of the *GQ* name and how the award is really coveted by the sports and Hollywood role models that get nominated. This event [Oct. 21] also brings the magazine to life. It has become a real important part of the marketing plans for a lot of our advertisers—the November issue will carry 317 pages. All of the excitement of the show, the tie-in with VH1 and the added value of bus-back [ads], data research and the fact that this will generate over half a billion media impressions makes this a very important event for advertisers. **Q.** Who is attending this year's event? **A.** The presenters are equally as impressive as the winners. The presenters include Madonna, Whitney Houston, The Artist, James Earl Jones and Willem Dafoe... What also makes this so much fun is one moment I'm having a conversation with an advertiser and my assistant will come in to tell me Madonna's manager is on the phone. **Q.** Do you think your access to the stars will threaten your most-eligible-bachelor status? **A.** Yes, it could. In fact, I don't want to start any rumors about Cameron Diaz and me, but I'm kind of seeing... Well, the truth is I saw her once in *There's Something About Mary*. A boy can dream, can't he?

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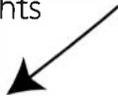
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• **Wired Digital**, San Francisco, has selected **At Hand Network**, Pasadena, Calif., as the exclusive provider of HotBot's yellow pages listings. At Hand is a joint publishing venture between **Ameritech**, Chicago, **BellSouth**, Atlanta, **SBC Communications**, St. Louis, and **U S West**, Denver. Users of Wired Digital's HotBot navigation portal will be able to search the business listings of seven providers of Internet telephone numbers.

• **eBay**, San Jose, Calif., which runs an auction site, breaks its first national ad campaign this week to build awareness in advance of the holiday season. The campaign, via **The Acme Idea Company**, South Norwalk, Conn., is the first campaign from former Pepsi-Cola Co. chief marketing officer Brian Swette. **Ogilvy & Mather**, New York, handled the media buy with Acme. The ads, which will air on radio and in magazines such as *Parade*, *People* and *Entertainment Weekly* next month, carry the tagline: "You just might find it at eBay."

• **Columbia TriStar Interactive**, Culver City, Calif., has signed a distribution deal with **Tripod**, Williamstown, Mass., to promote the TV show *Dawson's Creek* on its site. Tripod users will be able to create enclaves within the show's virtual community, Capeside.net, which is located within the Dawson's Desktop Web site. In addition, Tripod will promote the show and the site to users.

• At the annual **Association of National Advertisers** conference in Naples, Fla., Oct. 11, **Casie**, the Coalition for Advertising Supported Information and Entertainment, recognized the following clients and agencies for creating outstanding interactive ads: **Procter & Gamble** and agency **Blue Marble** for Scope; **John Hancock Variable Life Insurance** and **ModemMedia.Poppe Tyson**; **Avon Products** and **Think New Ideas**; and **Dell Computer** and **Grey Interactive**.

• **Yahoo**, Santa Clara, Calif., has acquired Irvington, N.Y.-based Web marketing firm **Yoyodyne Entertainment** for just under \$30 million in stock. The acquisition will permit the Yahoo ad sales force to tailor promotions to particular advertisers directed at the Web destination's 40 million monthly visitors or 25 million My Yahoo members.

• **Ford Motor Co.**, Detroit, relaunched its Web site, fordvehicles.com this week, which gives visitors access to vehicle information, Ford-branded merchandise, promotions, updates on Ford professional racing activities and the ability to request price quotes from a dealer. Also, **Mazda Motor Co.**, Irvine, Calif., has embarked on a Web ad campaign for its new Protege. The campaign was created by **CKS Group**, Cupertino, Calif., and **W.B. Doner & Co.**, Southfield, Mich.

Fox Vowing to Get in Net Game By Leveraging TV Division

BY BERNHARD WARNER—Vowing—some skeptics would say, yet again—to become a top media company for news, sports and entertainment on the Web, News Corp.'s News America Digital Publishing arm is relying on its television division to plug its online properties. As part of the plan, NADP last week broke the first of three irreverent 30-second spots for Fox Sports Online, via Cliff Freeman & Partners, New York, on its Fox Sports Net stations to raise awareness and build traffic to the site.

It's the biggest promotional effort to date for any NADP property, which also include Fox News Online and TV Guide Entertainment Network, or TVGEN. "Our goal is to be No. 1 or 2 in each of the [news, sports and entertainment] categories by the end of the fiscal year [in June 1999]," said Matt Jacobson, executive vice president of NADP. The effort comes after several years of pursuing a variety of online strategies, including the aborted iGuide initiative, a precursor to TVGEN that was born in 1996 after it parted ways with its Net partner MCI.

Until now, Fox has been quieter than rival media companies in building and promoting its Web properties, leaving

many to ponder whether the network is serious about digital media. For example, ABC and CBS dominate online sports with espn.com and cbs.sportsline.com, respectively, and NBC, through its MSNBC.com site, is in a battle for dominance of online news with CNN.com.

Still, Fox watchers have speculated the media company will burst onto the scene by acquiring a portal. Scott Ehrlich, senior vice president and executive producer of NADP, dismissed the speculation, stating that for now the company wants to build momentum for its Web sites "from our traditional broadcasting property."

For example, it's leveraging its Fox Sports TV coverage and personalities by customizing Web-only programming from Fox Sports pro football announcers Pat Summerall and John Madden.

However, Ehrlich and Jacobson acknowledged that the company still is interested in the possibility of acquiring a portal in the future, but right now most of them carry too high a price tag.

"As soon as we see a deal that's more reasonable, we'd pull the trigger," Ehrlich said. "We absolutely will pull the trigger and we'll pull it fast." ■



New spots show sports fans going to absurd lengths to stay on foxsports.com.

IBM Close to Naming New Roster of Interactive Shops

BY ADRIENNE MAND—IBM is nearing a decision in its interactive agency review and could make a choice as soon as this week. The business, expected to be split among several agencies, could total tens of millions in revenue for the winners, sources said.

Company representatives declined comment. Sources said the review, which initially included as many as 130 shops, was now down to less than 10 contenders.

Some of the agencies believed to still be in the pitch include: OgilvyOne, New York, IBM's lead agency; Nicholson NY, Think New Ideas, New York; Studio Archetype, San Francisco; and Strategic Interactive Group, Boston, all of which already handle work for the Armonk, N.Y.-based company. Modem Media.Poppe Tyson, Westport, Conn. and Brand Dialogue, New York,

Young & Rubicam's interactive division, also remain in the hunt.

Sources said OgilvyOne, whose parent company, Ogilvy & Mather Worldwide, handles the IBM business globally, likely would keep most of the business. The rest will probably be split by division amongst other shops.

IBM and Microsoft lead the pack in online advertising, both spending approximately \$7.7 million in online media during the first quarter of this year. The IBM figure represents a 148 percent increase over the same period in 1997.

IBM is known for using the Web for more than just branding, and for employing rich media in its ads. In addition, the company utilizes the Web for customer service and electronic commerce. ■



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• Internet “roll-up” company **iXL**, Atlanta, has acquired Santa Clara, Calif.-based **Pantheon Interactive**, a design and engineering firm with clients including Cisco, Microsoft and Xerox.

• **NetGravity**, San Mateo, Calif., announced its Global Profiling Service, which will give customers access to an anonymous consumer profile database that helps target ads and messages. **MatchLogic**, Redwood City, Calif., will be the premiere provider of classic demographic data. **Aptex Software**, San Diego, Calif., will provide online behavioral analysis.

• **Netscape Communications**, Mountain View, Calif., rolled out a consumer-oriented fall lineup of content on Netcenter’s Kids & Family and Entertainment channels. Partners include the **Rolling Stone Network**, **Children’s Television Workshop**, **BabyCenter** and **Yucky.com**. The expanded general interest content is intended to strengthen the company’s position as a portal.

• Four online stores have formed a network that will promote each other’s sites to consumers. Music store **CDnow**, Jenkintown, Pa., computer seller **Cyberian Outpost**, Kent, Conn., children’s toy retailer **eToys**, Santa Monica, Calif., and movie site **Reel.com**, are building the network, which is scheduled to launch in November.

• **CNNfn.com**, New York, is partnering with **Discover Brokerage**, San Francisco, to provide its users with access to Discover Brokerage’s online trading services. Discover Brokerage will provide CNNfn.com users with links to immediate and actionable news items from its site that will aid online trading. In addition, users of the trading service will be able to view up-to-the-minute CNNfn news. The service will launch on the site this quarter.

• Ad network **DoubleClick**, New York, and **AltaVista**, a division of Houston-based Compaq, will launch the AltaVista Holiday Shopping Guide during the last week of October. The service includes a directory-like structure and interactive gift guide. Participating companies include **Amazon**, **N2K**, **1-800-Flowers**, **Reel.com**, **DVD Express** and **Junglee**. AltaVista and DoubleClick will promote the guide on the AltaVista homepage and through an extensive online advertising campaign.

• According to a new study by **InterMedia Advertising Solutions**, New York, Internet advertising experienced a sharp upward trend in the first quarter of 1998, with the top 25 categories increasing spending by a total of 92 percent compared to the same period last year.

• Ad network **ADSmart**, Andover, Mass., has named **John Federman**, publisher of *PC Week*, to the post of chief executive officer.

OgilvyOne Recruitment Effort Embraces the Great Outdoors

BY SUSAN KUCHINSKAS—A good employee must be hard to find, if New-York based OgilvyOne Worldwide is trying to take them off the streets. The interactive shop launched a highly-unusual recruitment campaign Oct. 5, eschewing headhunters or classifieds in favor of a poster appearing on sidewalk displays, in subway stations and as “wild postings” on construction sites in New York. The agency is also conducting an in-house postcard campaign.

Produced by the creative team of Bruce Lee and Julie Lam and account supervisor Christian Carino, the poster shows a bald African American man, head in hands, and the copy line: “Use it wisely”—referring to his brain. Its only other copy is the instruction, “Resumes to OgilvyOne.com.” The in-house postcard effort uses the same visual and the line, “Anyone come to mind?” It promises people who find OgilvyOne employees a bounty of \$1,000 for additions to the professional staff

and \$750 for additions to the administrative staff.

“All the ads were strategically placed, surrounding our competition,” said OgilvyOne spokesperson Mary Fichter. “The point of this is to attract the top talent around the city and across all disciplines.”

Headhunter Bonnie Halper, executive director of New York’s Sendresume.com, mused, “Maybe they’re having a hard time finding people because they don’t know where to look.”

The campaign doesn’t exactly have competitors quaking in their Doc Martens, either. Said Jon Schneider, vice president, marketing director in the New York office of Bronner Slosberg Humphrey’s Strategic

Interactive Group, “I haven’t noticed them, and I would probably be highly sensitized because I [used to work at] Ogilvy Direct.”

Nevertheless, Fichter said the agency had received 200 resumes in the effort’s first week. ■



OgilvyOne proves good people are hard to find.

MSN.com Upgrades with New-Look Car and Travel Sites

BY SUSAN KUCHINSKAS—It’s been a busy two weeks for the Microsoft Network. This week, the Redmond, Wash.-based MSN launches redesigned sites with new features for its two main channels, Expedia and CarPoint. Their debut follows a redesign of the MSN main page and announcements of new partnerships with real estate brokers and listings services for its HomeAdvisor service.

The changes are part of a push by MSN to turn its assemblage of independent consumer sites into an integrated, Microsoft-branded unit. Microsoft spokesperson report traffic is up at all sites.

MSN Expedia (formerly Expedia.com), the travel channel, debuts today with a new interface for better functionality and a new look that’s more consistent with the revamped MSN.

A “Special Deals” section has been added in which travel-related advertisers can buy “slots” to highlight their travel bargains. Special Deals can be updated by the advertisers themselves. Advertisers also maintain their own reservation bookings, though eventually it may be undertaken by

MSN. There are 40 travel partners in the program, which launched in January of 1997. Erik Blachford, lead product manager, said he expects advertiser participation to grow by 50-100 percent in the next year.

Launching Oct. 22, the beta version of MSN CarPoint 3.0 includes new features for both the general car-buying public and auto dealers. “Personal Auto Pages” let users fill in a car profile, which then generates a customized auto maintenance schedule with e-mail reminders. Site content includes information about maintenance procedures and costs.

“The Used Car Marketplace” has been revised to allow for more focused searches, including customer management and response tools available from the 2,000 dealers in the network. Dealers pay to participate and must agree to pricing and service guidelines.

On Sept. 14, Microsoft announced its plan to bolster HomeAdvisor by including service features from brokerages such as Coldwell Banker Bain, Seattle, Wash., and Prudential California Realty, Sacramento, Calif., plus eight realtor listing services. ■



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*The Community sites category is defined by Talk City. The time spent measures are from the June 1998 Media Metrix At Home WWW Audience Measurement Report.

Join the Conversation.

Heart Association Exercises Online

Blue Dingo Digital, New York, has created a new advertiser-sponsored fitness Web site for the American Heart Association that leverages the possibilities of interactivity to educate visitors about the benefits of physical activity.

The site, www.justmove.org, serves a primary audience of adults aged 25-55 at all levels of physical activity. Rusty Breedlove, new media director for the American Heart Association in Dallas, said that in addition to educating Americans on the cardiovascular benefits of physical activity, the site is also intended to motivate users to reduce their risk of heart attack or stroke regardless of their current level of activity.

Among the site's features are a My Fitness section that determines users' appropriate activity levels. Fitness News provides health-related stories from the Reuters news service, and the site also has an event calendar for AHA events and a bulletin board area for users to communicate with each other.

Another feature, scheduled to go live in a few weeks, brings the concept of online personal training to the Web. In the Exercise Diary, users log the type of activity they will

do and what their goals are. An interactive "personal trainer" function will monitor their progress, sending motivational tips and e-mail reminders with "a very friendly prodding" if they fall behind, according to Joe Beatrice, president of Blue Dingo Digital.

"It's almost like it's external to you," he added.

It's better for your heart. Blue Dingo helps the AHA work out.

"It's somebody that's going to keep up with what you're doing."

Users may also opt to be part of a national fitness database to see how their activity corresponds with others of their age and gender.

Bayer Corporation is currently the exclusive sponsor, with its aspirin logo attached to fitness and health facts throughout the site. The AHA may consider future non-competing sponsors to defray expenses, Breedlove said. The site will be promoted through AHA materials, public service announcements, at AHA events and on other AHA sites.

The AHA launched its flagship site, www.americanheart.org, in September 1995, and has several consumer and professional sites providing information on nutrition, stroke, congestive heart failure, and high blood pressure. —Adrienne Mand



Web Ratings Companies' Union May End Online Traffic Gridlock

BY ADRIENNE MAND—With the cry for standardization of Web measurement reaching a fever pitch, probably no development has done more for the cause than the decision last week by two of the industry's competitors—until now locked in a heated online ratings battle—to merge.

The companies, New York-based Media Metrix and Atlanta-based RelevantKnowledge, had been notoriously outspoken about the superiority of their own ratings methods. Meanwhile, the



Packo: the new entity will lead the industry.

online media industry has recently seemed to want nothing more than a peace treaty. For instance, measurement standardization was one of the big topics at August's Future of Advertisers Stakeholders Summit hosted by Procter & Gamble.

Thus, industry leaders last week applauded the formation of the new entity, which will keep the Media Metrix name and add the tagline, "The Power of Relevant Knowledge."

Richy Glassberg, senior vice president, general manager of Turner Interactive Sales, as well as vice chairman/treasurer of the Internet Advertising Bureau, said, "I think it's a very positive move ... Instead of focusing on the product needs, they're focusing on solving workplace issues," such as measuring online usage in business and at universities.

However, he cautioned that while the merger is a good first step, it remains to be seen if Media Metrix will fill the role it sees in the industry as the chief source for audience information.

Mary Ann Packo, who had been president and chief operating officer of Media Metrix, will retain those titles. She said last week the company will become the "leader in interactive audience measurement, combining the strengths of each [company] and measuring all digital media."

In terms of further management shifts, Jeff Levy, who was CEO of RelevantKnowledge, and Tim Cobb, president, now are vice chairmen of the Media Metrix board. Media Metrix chief executive officer Tod Johnson will retain his title.

The stock-for-stock transaction for an undisclosed amount creates a 90-employee company that can measure 15,000 Web sites and poll 40,000 people. Its combined client list of 250 companies includes Microsoft, America Online, Intel, IBM, General

Motors and Yahoo.

If the merger will quiet the standardization controversy that has roiled the industry at least since RelevantKnowledge's 1997 launch, some of that tongue-wagging will be taken up by talk about which company's model the newly-merged entity will follow.

RelevantKnowledge was formed by former Turner executives Levy and Cobb partly in response to perceived problems several years ago with Media Metrix's technology and methodology. While RelevantKnowledge said it could deliver traffic data in real-time, Media Metrix relied on its panel to mail a disk of online surfing information back to the company.

RelevantKnowledge also felt it would have greater success in tracking the hard-to-follow market of business users. The companies also had different methods of building a panel of users.

The new Media Metrix plans to use a hybrid model that will track Web and America Online usage in real-time and collect offline usage data by analyzing disks that users' send back to the company.

Levy said the merger is in response to an industry-wide call for a reliable measurement with one methodology. He downplayed the companies' previous bickering, explaining that an "apples to



Levy: merger spurred by need for standardization.

apples" comparison shows their methods of collecting data yield similar results 99 percent of the time. Although there are other Web audience measurement firms, such as Milpitas, Calif.-based NetRatings, RelevantKnowledge and Media Metrix were the two leading companies in the category. However, further competition is on the horizon. Nielsen, the leader in television ratings, has long been expected to go public with a plan to enter the Web measurement field.

Media Metrix proposes five new areas of concentration: a larger sample of business users, including business-to-business transactions and electronic commerce; more frequent delivery of data; integration of audience data with server data so clients can compare unique visitors to hits; integration of quantitative with qualitative research; and the introduction of global data with international panels. The November data will still be collected from separate panels. ■

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ZapMe Beams Into Classrooms

As Internet access and computer skills become crucial for students, trading them for ad space doesn't seem as alarming as it did when Chris Whittle introduced his Channel One service in 1989.

Or so it seems as San Ramon, Calif.-based ZapMe Corporation prepares to launch a satellite-based computer network for schools on Wednesday. The company has more than 100 schools in 12 states signed up, and a long waiting list.

ZapMe will provide the complete infrastructure for middle and high school computer labs free in return for selling advertising space in a window on its proprietary Web browser. In exchange, schools receive 15 Pentium II Compaq PCs; Compaq servers; a suite of Microsoft products including Office Suite and SQL DataBase; 17-inch Philips monitors; satellite uplink facilities by GE Americom; and TIBCO Software data transmission applications.

Most of the technology companies are providing equipment in return for advertising on the system rather than cash. ZapMe estimates the total value of the service to be \$9,500 per month, per school.

"We initially tried to sell the service [directly] to schools," said chairman and CEO Lance Mortensen, "but we discovered that the schools don't have any money. We realized, 'Free is good.'"

The school district is responsible for registering students on the service. Parents sign permission slips authorizing access only to ZapMe's "extranet" of



around 10,000 Web sites or full Internet access. Either service includes e-mail, bulletin boards with dynamically generated content (so that, for example, kids don't see

information designed for teachers), monitored chat during limited hours, and search using AltaVista's technology.

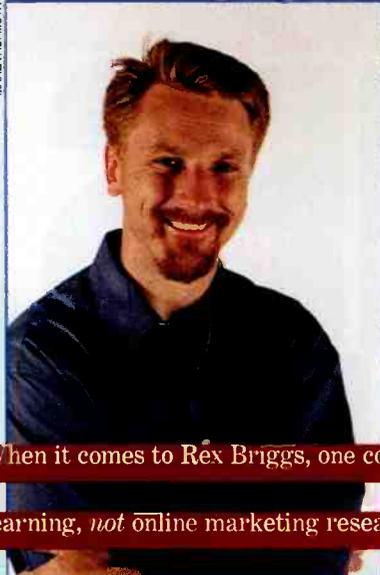
A proprietary browser application runs on top of the Internet browser, hiding the browser screen. A "bulletin board" taking up approximately one-eighth of the page in the lower left corner serves a constantly rotating selection of ads and announcements from the school. Clicking on one of the ads launches a full-screen rich media presentation which can be linked to the advertiser's Web site.

Ad placements are currently limited to the network's technology partners. In the future, placements will be sold to other advertisers ZapMe considers appropriate, including non-technology companies.

ZapMe expects to have 300-500 schools wired by the end of 1998.

—Susan Kuchinskas

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LIVE TO LEARN

By Adrienne Mand

When it comes to Rex Briggs, one could make the case that his career is in learning, not online marketing research. At 27, Briggs is vice president of Internet services at advertising research company Millard Brown Interactive,

San Francisco—part of the WPP Group—but his quest for knowledge began long ago. When he was 14, he started taking college-level courses near his hometown of Running Springs, Calif. By his high school graduation, he had completed all of his college-level liberal arts requirements. "I was mainly doing it because I really loved to learn," he recalls.

Briggs attended Georgetown University in a special program for foreign policy before deciding there was "too much bureaucracy" in the field. He transferred to California Polytechnic State University, where he earned a business degree with a concentration in marketing and research.

Briggs combined his interest in politics with his marketing concentration by coordinating surveys there about what it takes to get students to vote. "That's when I really started getting a lot more into market research, to understand and hear the voices of people through this quantitative approach," he says.

He worked for three years studying Generation X, minority markets and technology trends for Yankelovich Partners, before moving to HotWired in 1995, where he created the research department. He joined Millard Brown Interactive in 1997.

The research company has done

more than 60 studies focusing on Internet advertising and marketing for clients including the Internet Advertising Bureau, IBM, DoubleClick and Netscape. Millard Brown's studies have yielded timely results as advertisers ponder the value of various ad models, including banners, sponsorships and this year's darling, "rich media"—multimedia interactive ads that have TV-like production values.

"Rich media offers some really great potential," Briggs notes, "but if the ad doesn't create a brand message effectively, it doesn't matter what kind of technology you put around the ad."

Given his background, it's obvious that he believes companies should look at their Internet experimentation as "a continuous learning cycle." He explains, "Most organizations haven't figured out that it's OK to make mistakes as long as you learn from them and are able to change strategy based on what you've learned. They see it as a failure rather than learning."

Briggs underscores the point by citing one of his research blunders: predicting that click-through rates would be the best measure of an ad's effectiveness. Instead, he says, it means a user has an immediate need for the product and believes the need can be fulfilled online.

Live and learn. ■



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Sony Online Entertainment



It's None of Your Business

The Web tries to shed its Big Brother image on privacy. *By Adrienne Mand*

The current world of online privacy is basically the equivalent of a junior high school lunchroom: Users say, "I'll tell you a secret if you promise not to tell anyone else." And everyone's very trusting until they learn a big-mouthed gossip has repeated all of their private disclosures.

Substitute cyberspace for the cafeteria and the public is just as wary. Web sites try to provide relevant information to users by asking for personal demographic data and promising not to

data they gather. And, technology may help improve privacy too. Many companies are working on tools that will block the transmission of certain data to third parties and allow users to more readily pick and choose what data they choose to send out into the ether. Together, the initiatives could make the medium move closer to what advertisers say it can do: help, rather than hinder, users' lives.

Kelly Rodrigues, CEO of Novo/Ironlight Interactive, San Francisco, admits that right now, making consumers trust those who ask for data is Job One. It "... is now raised to a level of awareness where everyone's got to address it," he says.

However, like many in his field, he believes that if sites deliver enough value for data, consumers will deliver. "Don't take any information from me without asking, but if you get value, I'll tell you anything," is how he explains the bargain.

Rodrigues cites a promotion on the American Airlines Web site, which offers contest winners a customized vacation based on their travel preferences. The collected information aids the airline in delivering future services to users.

Barak Berkowitz, vice president of marketing at Infoseek, Sunnyvale, Calif., agrees that portals and other sites have the user's interest at heart when they ask for personal information. "Whatever information they give us, we need to give them much more information and higher value," Berkowitz says.

But as the Harris poll shows, most consumers don't see it that way. Thus, two weeks ago, eight portal companies, including Infoseek, along with dozens of other Web sites, joined an initiative called the Privacy Partnership. The partnership is sponsoring a banner campaign that connects to a new Web site affiliated with Internet privacy group TrustE, to provide privacy information to consumers and publishers.

share it with any third parties, namely advertisers. Consumers, on the other hand, are wrestling with the notion that the Web is Big Brother. According to a recent study by Louis Harris, 61 percent of non-Internet users say privacy concerns keep them from getting online, and 78 percent of current users say the issue makes them less likely to use the Web more extensively.

To address these concerns, sites increasingly are posting privacy policies, explaining what they will do—and more importantly not do—with the



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Andrew Zolli, vice president of interactive media at New York's Siegel & Gale, which designed the ads and the partnership site, says the group was partly motivated by "a very consistent message in the industry to be self-regulated."

Consumers' worst fears seemed to be validated in August when online communities company GeoCities was cited by the Federal Trade Commission for releasing personal details about its customers—in violation of its own privacy policy.

Bruce Zanca, vice president of communications for Santa Monica, Calif.-based GeoCities, says the incident, in which the company inadvertently provided "optional" information supplied by users to a third party, was a mistake that was rectified quickly.

As part of a settlement, GeoCities agreed to rewrite the privacy statement on its site. The site also now includes a link to the FTC's site, and the company agreed to obtain parental permission before collecting any personal data from children 12 and younger.

Zanca claims the problem, though unwelcome, ultimately led to the company forming a better policy than others in the online world.

"The matter with the FTC has given us an opportunity to clarify what our procedures are and lift the cloud of ambiguity," he says.

As Internet users themselves have become more savvy, they have increasingly questioned the use of "cookies," tracking devices attached to a user's Web browser which follow their online movements. Susan Scott, executive director at TrustE, says consumers are smart to be wary, though the vast majority of companies utilize cookies for legitimate research purposes.

"[The use of cookies] is usually for good things," she observes. "But it's dangerous in the hands of [companies] who are not going to use

it properly."

Infoseek's Berkowitz adds: "The reason that the Internet is such a great medium for advertisers is our ability to provide truly relevant advertising. The customer sees it and goes, 'Thank you for giving me this ad.' The ability to cookie is a control enabler to avoid ads that annoy customers."

At the same time, the use of cookies by third parties, such as companies that serve ads to content sites, have left many publishers wondering if the practice violates their own privacy policies.

One potential solution is the "Privacy Proxy" tool being developed by online ad network Real Media, New York. The tool, which will be integrated with the company's Open AdStream serving technology by the end of the year, allows sites to provide aggregate demographic information to the ad servers. However, by intercepting third-party cookies, it blocks the

transmission of personal information about individual users.

"No cookie from a third party is actually sent to the user," says Greg Gendron, vice president of technology marketing for Real Media.

Others predict the future will include Web browsers that ask users' permission to divulge certain information as often—or infrequently—as they like, making the business of collecting data better than the all-or-nothing proposition it often is today. Chris Evans, founder of Raleigh, N.C.-based ad management company Accipiter and vice chairman of its Engage Technologies unit, describes a process in which a user could agree to provide his or her ZIP code to anyone who wants it, e-mail address to some, and credit card number to no one.

"If the marketplace is going to grow to the scale that we all want it to and that we're anticipating, there has to be consumer trust," he says. Packaging within browsers makes sense, he says, "because there's a real potential to have the baby thrown out with the bathwater." ■

"Don't take any information from me without asking, but if you get value, I'll tell you anything," says Novo's Rodriques.

Siegel & Gale's

Andrew Zolli says

the industry wants

to be self-regulat-

ing on privacy.



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Addicted to Advertising

Online ads are popping up everywhere. **By Susan Kuchinskas**

First, we have to ask, "Would you be interested in finding out more about the new Lexus?" We have to ask because we're now selling demographically targeted, contextual ad placements in *IQ News*. No, no, we're just kidding, we're not doing that ... yet.

Of course, if this were a Web site, it might be different. Bored with banners, jaded by interstitials—and still hungry for cash—Web publishers,

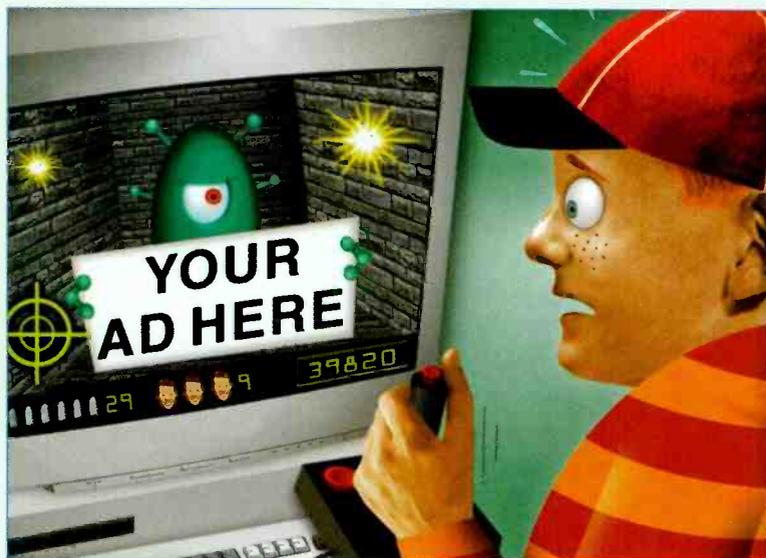
up all over, including *The New York Times'* Web site and Netscape's Netcenter portal. In fact, says Tony Nethercutt, regional sales manager for DoubleClick, San Mateo, Calif., pop-up ads work. "We've found that a pop-up can increase click-through dramatically," he says.

For example, on one entertainment site represented by DoubleClick, a banner did .7 percent click-through, while the pop-up achieved 3 percent. "Same page, basically same creative," he says, explaining with a bit of understatement that, "It's an enhanced creative. It's something that jumps out at you a little bit."

Most innovative ad models are stealthier, beguiling the user into voluntarily downloading the ad-serving mechanism as part of a desired application. Alexa Internet, San Francisco, Calif., was an early player, launching its free navigational service in July of 1997. It's a tool bar with an ad window that starts up when a browser is launched, and, like a pushy party guest, lingers after the browser is closed, serving cached ads until you click it shut. Alexa pays for eyeball time by giving the user information about each site visited including "What's Related?," a list of the top 10 sites other registered Alexa users visited next.

One of Alexa's key sales points is that the company can place ads concurrent with sites that do not include advertising, such as government or academic sites. In effect, this allows the company to serve ads to formerly ad-free environments, though this only happens when the Alexa toolbar is on.

In August of this year, Alexa inked a deal with Netscape, Mountain View, Calif., to provide its What's Related? service for Netcenter Smart Browsing, a set of enhanced features for the Netscape 4.5 browser. In this case, the top two items on the list are paid placements. They're separated from the true Alexa links by a tasteful



like Manhattan real estate moguls selling the air rights above their buildings, are looking for new kinds of real estate. True to form, a gaggle of spunky technology companies are enabling the industry's ad addiction.

In mid-1997, pop-up ads began, well, popping up, obscuring the screen until the (often-frustrated) Web site visitor clicked the window closed. GeoCities came under fire from members for placing them on members' free homepages, though the intrusion could be avoided by paying \$4.95 per month. After initial complaint, the public seems to have thrown up its mouse-hands, because pop-ups are now springing

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*Source: According to studies by Media Metrix and Relevant Knowledge for June 1998. The data represents the reach for 24/7 Media based upon 24/7 Media's submitted list of site URLs to the research companies.

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gray line.

On October 5 at Fall Internet World in New York, New York-based Robocast introduced an automated Net surfer called Roboplayer. The free application lets users create a bookmark-like list of links which is displayed on a special window adjacent to the browser window. On the top is a small banner ad. The product benefit is that the app will automatically sequence through the links in any order and at any speed set by the user. It's like watching a slide show where the user can stop, pause, rewind and skip.

The catch is, every fifth screen is an ad instead of a Web page. Yes, these ads can be as interactive as any other. And, advertisers will no doubt be happy the Roboplayer client application tracks the entire session and reports the user's activities back to the Robocast server.

Say you typed a keyword into a search engine and got back a results screen with 10 links. You could pull this list of links into the Roboplayer so that you could skim them as they played automatically instead of clicking one, reviewing the site, hitting the back button, clicking the next, etc. If you did this, you'd be trying to ignore ads served by Robocaster instead of those that would have been served by the search engine.

Yes, says Robocast CEO Damon Torres, in such a case his service would be indeed pulling eyeballs away from the search service. Possibly because he's a nice guy, possibly because he doesn't want to start a war, Torres says he wants to do deals with search engines to serve those ads for them. "We wrung our hands about that," he says, "to find a solution which might

be symbiotic."

Torres says that his company's full-page rich media ads can make up in quality what search engines would lose in quantity. To prove his sin-

cerity, he's hired Kirk Woerner, former vice president of technology for ad network 24/7 Media, New York, as vice president of ad technology to make sure Robocast delivers.

The technology is also being sold as Robocaster to publishers who want to automate navigation through their sites. American Express Publishing Corporation, New York, has signed on to introduce Robocast-enabled versions of Travel & Leisure and Food & Wine, with a co-branded, downloadable Roboplayer. Nissan Motor Corps./Infiniti USA division, Gardena, Calif., and Crystal Cruises, Los Angeles, Calif., have developed rich media ads especially for the publications.

Also at Internet World, CyDoor Technologies, Tel Aviv, Israel, made the U.S. introduction of an application to sell ads on software that accesses the Internet. The company demonstrated the program running on Disconnecter; a product from PixieSoft, Bney-Brak, Israel, which automatically closes the Internet connection so that users don't have to wait by the computer for long downloads to finish. Software developers who sign up with CyDoor receive a small monthly payment for every user. CyDoor sells and serves the ads, target-

ing them through IP address analysis, user profiles and analysis of the clickstream. When the user activates the program, ads are downloaded in the background and cached to run simultaneously with the program as long as it's open.

But it remains an open question as to whether the public will accept ever more encroaching ads. Says Doug Hansen, director of sales for Alexa Internet, the companies who offer the right things to users will succeed. "I think the ones that survive will be those which provide useful, relevant information or tools," he says. "If they're not related to what you're doing on the Internet, they distract from, rather than add to your experience."

When you think about all this new online ad real estate up for grabs, doesn't it make you want to enjoy a nice cold Coca-Cola? ■

"We've found that a pop-up [ad] can increase click-through dramatically," says DoubleClick's Nethercutt.

Alexa's gray "What's Related?" box lists sites which pay for placement first.



Anatomy of a Click



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Week of 10/12/98

Artist/Group: **Black Eyed Peas**
 Song/Video: **"Joints & Jam"**
 Director: **Brian Beleticz**

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Artist/Group: **Shawn Mullins**
 Song/Video: **"Lullaby"**
 Director: **Roger Pistole**

Shawn Mullins honed his craft the old fashioned way: writing songs that can be played on an acoustic guitar and working them out in front of live audiences more than 200 nights a year. With the arrival of **Soul's Core**, his latest album and first on major label, Shawn Mullins is no longer Atlanta's best kept musical secret. While he's playing larger rooms and making bigger bucks, Shawn's not planning on changing his music or his outlook on life.

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The Hollywood Reporter's Box Office

For 3-Day Weekend ending October 12, 1998

<i>This Week</i>	<i>Last Week</i>	<i>Picture</i>	<i>3-Day Weekend Gross</i>	<i>Days In Release</i>	<i>Total Gross Sale</i>
1	1	Antz	17,116,086	11	38,023,777
2	3	Rush Hour	12,405,465	25	99,682,886
3	2	What Dreams May Come	12,142,510	11	32,473,664
4	4	A Night at the Roxbury	6,761,487	11	18,444,974
5	New	Holy Man	5,672,635	4	5,672,635
6	5	Ronin	5,333,290	18	31,451,342
7	6	Urban Legend	5,303,722	18	27,033,935
8	7	There's Something About Mary	3,106,000	90	162,180,638
9	8	One True Thing	2,170,715	25	20,433,260
10	9	Saving Private Ryan	1,488,003	81	186,445,958
11	10	Simon Birch	1,201,907	32	15,469,169
12	15	Armageddon	820,431	104	198,895,750
13	New	One Tough Cop	733,289	4	733,289
14	11	Blade	670,619	53	66,982,271
15	14	Everest	657,270	221	45,480,721
16	26	Clay Pigeons	606,978	18	1,098,065
17	13	Ever After	570,024	74	63,396,216
18	12	Rounders	528,368	32	22,457,149
19	22	The Parent Trap	493,640	76	64,914,107
20	24	Dr. Dolittle	377,884	109	142,673,071
21	19	Soldier's Daughter Never Cries	354,486	25	1,162,261
22	20	The Impostors	317,405	11	732,014
23	16	Lethal Weapon 4	314,973	95	129,217,058
24	17	Pecker	273,423	18	1,558,776
25	21	How Stella Got Her Groove Back	262,403	60	36,922,999
26	45	Air Bud: Golden Receiver	220,568	60	10,145,984
27	32	Lolita	187,484	83	558,955
28	23	Mulan	173,876	116	120,182,414
29	18	Strangeland	163,557	11	649,440
30	31	Touch of Evil (reissue)	161,828	32	1,095,426
31	25	The Mask of Zorro	152,061	88	91,324,609
32	52	Africa's Elephant Kingdom	134,692	165	1,947,526
33	34	Madeline	125,312	95	29,635,702
34	29	Next Stop, Wonderland	124,219	53	3,070,431
35	30	Permanent Midnight	109,722	27	1,026,236

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The Other Guys Charge You A Bundle
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Our Productions Sound Great, Too.
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Sounds Almost Too Good To Be True.

RADIO COMMERCIALS

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(800) 9AD DOG9

RADIO PRODUCTION

Print Ads Suck! Hear what you're
missing at usradioworks.com

RADIO PRODUCTION

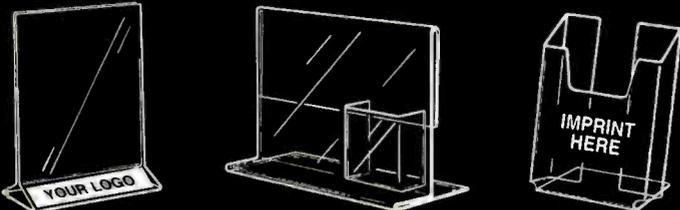
Made you look! Made you look! Make you listen, too!
Dick Orkin's Radio Ranch
Phone (323) 462-4966 Fax (323) 856-4311
www.radio-ranch.com
doranch@aol.com
--Tom Monahan, CA, March/April 1998
The Concept: "The creative device used to make
an ad stand out, get noticed and remembered."

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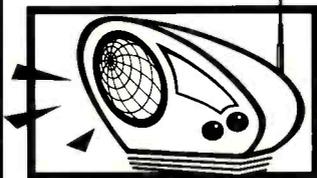
We have an award-winning radio
creative and production company. >
You want your radio to be as good as
it can be. > We want our radio to be
as good as it can be. > You call and
ask for our reel. > We send it to you,
along with our rate sheet. > You love
the reel. > We talk. > You fax us a
brief, or we generate one for you. >
You approve it. > We send you a
timeline. > You approve it. > We
develop a range of ideas to present to
you. > You approve a direction. >
We send an estimate of what it will
cost to produce. > You approve it. >
We cast in LA or New York or
wherever. > You approve it. > We
produce in LA or New York or Portland
(depending on the job). > You come
to the session or get patched in by
phone. > We make it perfect. > You
approve it. > We ship it. > You love
it. > We get paid. > You win
awards. > We get a mention. >
Everybody's happy. > Repeat.

Los Angeles (213) 938-9287
New York (212) 337-9800
Portland (503) 224-9288

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**GREAT RADIO
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CHEAP RADIO
ISN'T GREAT.**

At least not very often. Heck,
even "high-end" radio costs less
than the catering budget on a
TV spot. Why cut corners when
this powerful medium is so
inexpensive anyway? In radio,
you get what you pay for.



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Beautiful office floor with separate office available. French glass doors. Chelsea. Near subway. \$500 monthly. Use of conference room and copier.
Call Courtney at 212-255-8423

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DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees. Call 1-800-7-ADWEEK and get the details.

EMPLOYMENT

EMPLOYMENT

CLIENT SERVICE ACCOUNT EXECUTIVE

Fast-growing global media software vendor looking for Account Executive to work with diverse client base. Must have minimum of 2 years media planning experience. Responsibilities include software training and client service. Must work well in dynamic, high-growth environment. Some travel required.

Fax resume to (212) 725-6402 or email to Sales@Medlplan.com

ASST PRODUCTION MANAGER 28-30K

Position will be responsible for all aspects of production including electronic prepress and ad trafficking for weekly trade magazines. Candidates should have experience in Quark Express, Photoshop and print production. Some late nights. This is not a design position, so please no portfolios.

ADWEEK Classified, Box 4086
1515 Broadway, 12th fl.
New York, NY 10036

NEW BUSINESS DIRECTOR

J. Walter Thompson, a proven leader in the advertising industry, is currently seeking a senior executive to handle new business development in its **Downtown Detroit** office. Qualified candidates should have at least 6-8 years experience within the advertising or marketing industry; an MBA is preferred. Ideal candidates will be familiar with the branding concept and multi-disciplined advertising. Excellent interpersonal skills and presentation ability are required. We are a leader in our field and offer a competitive compensation/benefits package and a dynamic team environment.

If you need a spark in your career, you should send your resume and salary requirements in strictest confidence to:

J. Walter Thompson
Attn: Delayne Edwards - NB
500 Woodward Ave
Detroit, MI 48226
Fax: (313) 964-3191
Email: delayne.edwards@jwaller.com



Analyst

Looking for an analytical thinker with 1-2 years experience in media (broadcast/cable network or agency experience required). Must have knowledge of research materials and an understanding of how to retrieve data from research systems. Ideal candidate can undertake multiple projects, work under deadlines, and work well with numbers. Responsibilities include: generating rating tracks, retrieving competitive spending figures, and pulling together information for sales pieces positioning CNN news networks against competitive cable networks and broadcast networks. Person should be detail oriented, proficient with PC and possess strong verbal and written skills. Fax cover letter and resume to:

Turner Broadcasting Sales, Inc.
Human Resources Dept.
(212) 852-6886

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK Classified Manager: M. Morris

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$164.00, 1/2 inch increments: \$82.00 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: \$30.00/week. 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. If ADWEEK must typeset ad, charge is \$20.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled 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, 1515 Broadway, 12th fl. New York, NY 10036.** 1-800-723-9335 Fax: 212-536-5315.

HELP WANTED

We're More Than Just Bleach

The Clorox Company is a premier international marketer and manufacturer of consumer goods. Home to more than 90 products, the Clorox portfolio includes items in the areas of home cleaning, charcoal, food and auto care products.

Our success as a leader in consumer packaged goods stems from our passion for providing high quality, value-added products.

DIRECTOR OF MEDIA SERVICES

We're seeking a highly motivated individual to provide strategic oversight of our in-house media services group as well as the planning and buying activities of our agencies-of-record. This position will also involve driving our company's advancements in the area of interactive media.

This position requires 10+ years of experience in media with an emphasis on broadcast, preferably in a major advertising agency. In addition to a successful background in planning, managing and directing national broadcast budgets and buy execution for consumer packaged goods products — the ideal candidate must have outstanding written and verbal communication skills, excellent presentation skills, and the ability to supervise and manage multiple projects. A marketing/advertising degree is preferred.

Check out our website to get the big picture — www.clorox.com.

We offer a competitive salary and benefits package. Send your resume with salary history, indicating JOB CODE AMAW5231, to: The Clorox Company, Attn.: Corporate Staffing, P.O. Box 24305, Oakland, CA 94623. Fax: (510) 271-6593. E-mail: (in ASCII format only) to: staffing@clorox.com. AA/EOE.



www.clorox.com



SALES PROS & EDITORS

Hot traditional and new media agency with national reach and international experience has a problem. We're spoiled by success and must have the best sales and creative pros. We gotta have!

- Aggressive sales pros who make a great and lasting impression on long lasting clients. Must have extensive, current experience and great contacts.
- Media 100 editors with experience in broadcast and commercial applications.

Please fax resume with compensation history and cover letter to:
516-498-9153 or 212-517-2291

If you're as good as you think you are, we need you to help us get even better.

We know you're out there. You're the best at what you do and it's time to do it some place new. Why not here? We're growing like crazy and this means we are in serious need of expert help. If you end up here, there will be national and local accounts to try your talents. There will be all the raves you deserve and an actual chance to help shape a company's destiny. How many people get to say that at the end of the day? You might.

POSITIONS AVAILABLE INCLUDE:

ACCOUNT SUPERVISORS – Minimum 7 years experience in agency account management supervision. Strategic thinker with excellent account planning and leadership skills. Technology and direct marketing experience a big plus.

ACCOUNT EXECUTIVES – Minimum 3 to 4 years experience in agency account management. Excellent written and oral communication skills required with demonstrated ability to write creative briefs and conference reports. Retail advertising and/or direct marketing experience preferred.

ACCOUNT COORDINATORS – Minimum of 1 year of agency experience required. Must be able to juggle multiple tasks and possess meticulous organizational skills. Excellent opportunity for advancement.

DIRECT RESPONSE COPYWRITER – Established dm copywriter who can make the mouth water, the heart beat faster, turn features into compelling benefit-driven headlines, juicy letters, engaging brochures that generate the lead, get the order, make the sale. Asking too much? Not for our list of clients, the names you know.

STUDIO MANAGER – Must be highly organized and be able to implement and maintain studio procedures, as well as train and assist artists in file setup and preparation for commercial printers. Must have extensive experience in Quark, PhotoShop and Illustrator. Computer networking, web design knowledge and familiarity with postal specs all a plus.

SENIOR ART DIRECTORS – Five to 7 years experience, MAC proficiency, with a killer book that demonstrates creativity. Must be able to work in a fast paced, team setting.

JUNIOR ART DIRECTORS – Two to 4 years experience, MAC proficient, and a real team player. Strong sense of typography and design.

MAC PRODUCTION ARTISTS – Strong PhotoShop skills, as well as Quark and Illustrator to finalize art director files for printing. Good sense of typography. Use of PowerPoint a plus. Retail and/or DM experience a real plus.



SOURCE COMMUNICATIONS

Advertising & Marketing Solutions

We are an equal opportunity employer. Send your resume with cover letter and salary requirements to: Attn: Executive Vice President, Source Communications, 433 Hackensack Avenue, Hackensack, New Jersey 07601 or for the fastest consideration, fax us at 201-343-5710, or email us at info@source-com.com.

Looking for the perfect job?

ADWEEK CLASSIFIED

HELP WANTED

**MERCHANDISING/
PROMOTION MANAGER**

Meredith Corporation's Midwest Living magazine seeks a creative thinker to develop and execute added value programs. Successful candidate will handle daily RFPs and write sales presentations for sales staff as well as assist in the development of customized and category presentations.

A college degree with a minimum of 3 years experience in a magazine marketing department or related activity, strong organizational abilities and excellent written/oral communication skills are necessary. Candidates should ideally demonstrate an understanding of research and the ability to write copy as needed. Interested candidates please send resume with letter and salary requirements to:

Human Resources, Dept. AD
125 Park Avenue, 17th Floor
New York, NY 10017
FAX: (212) 551-6919

Meredith
CORPORATION

Equal Opportunity Employer

**PROMOTION
MANAGER**

Magazine publisher seeks creative person for busy, fast-paced promotion department. Responsibilities include copywriting for collateral materials, special issue promotions, invitations, etc. Also, idea generation and project management for various promotional programs, including special events and direct mail. Candidate should 2-3 years of related experience.

ADWEEK Classified, Box 4085
1515 Broadway 12th Fl.
New York, NY 10036

SALES MANAGERS

and salespeople for new innovative marketing concept using out-door moving BILLBOARDS. N.Y.C. based w/offices opening soon in LA, Miami, L.V., SF, Atlanta, Chicago, D.C. and Canada. Talent needed in all locations.

FAX: (212) 997-0901
www.montage-billboards.com

CALL 1-800-7-ADWEEK

ASSOC. CREATIVE DIRECTOR

Lost in a big agency? I need a creative powerhouse for a tiny, 3-month-old agency with big ideas and even bigger 'cojones'. Art priority, but you can write great heads and contribute to amazing concepts. You're great at inspiring clients and staff with your ideas. You're damned good with a Mac and with markers (remember those?). And you're ready for a ground-floor opportunity with room to soar. Join me, and with my terrific national brand contacts we'll grow fast!

GRAPHIC DESIGNER

Man, are you flexible. You can jump from exhilarating Gen-X to elegant blue chip without breaking a sweat. You can bang out great marker comps, and you love contributing to concept. You play the Mac like Hendrix plays the guitar, and you're fast.

We are a tiny, 3-month-old agency with big ideas and even bigger 'cojones'. You haven't heard of us yet, but we've got incredible contacts, and we're going places fast. This "ground floor" opportunity will help you wear more hats, work higher on the food-chain, and feed your ambitions much faster.

Fax Resume to (203) 866-1194

Banyan group, inc.

140 Water Street, South Norwalk, CT 06854

ADVERTISING (NY, CT)

ACCOUNT Supervisors/Execs
Pharmaceutical and
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BARTER Trade Sales

Strong barter experience needed!

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PLANNERS/Supervisors/
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2+ years experience traditional/
interactive/new media

Phone: 212-376-6010

Fax Resume: 212-376-6054

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TV BUYER NYC

Fast growing Media Buying service looking for rising star. Minimum of 5 years experience in Spot Television.

Contact: Lee Rudnick

DBI Media, Executive Search

PH: 212-338-0808 Ext 5

FAX: 212-338-0632

Visit our Web site at <http://www.dbiny.com>

DBI

MEDIA

Executive & Support Staffing Services
A Division of Diane Bardy, Inc.

SALES

Full time sales opportunity. Digital photo studio seeks motivated individual with good energy and attitude to sell our creative company.

Contact Douglas 212-279-2848

**Network
Advertising
Client
Service Rep**

AdWare Systems, Inc., a software and services provider to the marketing/communications industry, has an immediate opening for a qualified network buyer to support our broadcast media software products. Position requires telephone support, product testing, user training and basic computer skills for our New York office.

We offer competitive salary and great benefits. Send resume and salary requirements to:

AdWare
SYSTEMS, INC.

Ms. Carroll Sams
P.O. Box 1137
Louisville, KY 40201

Equal Opportunity Employer

**MECHANICAL ARTIST
PRODUCTION MANAGER
RETOUCHER
TRAFFIC MANAGER**

Actually, all of the above.
Great opportunity for a key role in a small agency. Give us a call. Ask for Danielle DeMoro.

ellenson group
212-840-8811

PRODUCTION ARTIST

Mid-Town Photo Lab looking for experienced Production Artist. Must be available to work flexible hours/shifts. We offer a pleasant working environment with a good benefits package. Salary commensurate with experience.

PH: (212) 768-3336
FAX: (212) 768-3642

ADVERTISING SALES

NHL ICE, the partnership between the National Hockey League and IBM, seeks aggressive, professional ad salesperson for internet ad sales and sponsorships for the New York office. Sports marketing and internet understanding a plus.

Please fax resume and salary requirements to:
212-789-2670

PRODUCER

A global advertising agency is seeking a solid producer with approximately 3-5 years of experience to work on its retail automotive account in Denver, CO. Solid writing skills, T.V. production (as this is 85% of our business) and presentation skills are required. Automotive experience is a plus!

Interested candidates should send a resume and reel to:

J. Walter Thompson
1401 17th Street., Suite 1500
Denver, CO 80202
NO CALLS PLEASE
EOE M/F/D/V

**STRATEGIC PLANNERS
ACCOUNT MANAGERS**

Leading-edge, NY-based advertising firm, specializing in new concept marketing to Fortune 100 companies, seeking strategic planners and idea-driven account managers to support major US expansion. Minimum 4 yrs related experience. MBA helpful. Various positions; salary ranges \$85M to \$120M. Fax resume and comp requirements to:

HR Manager
(215) 654-9965

SR ACCOUNT EXECUTIVE

For consumer product accounts wanted by fast growing Advtg Agency for their NY office. Must have Masters in Advtg or Mktg Communications & 2 yrs exp or Bachelors & 5 yrs exp. Will be responsible for independently handling day-to day activities & must be capable of handling different accounts simultaneously.

Respond to:
ADWEEK Classified
BOX 4083

1515 Broadway, 12th Fl.
New York, NY 10036

ACCOUNT PLANNERS WANTED

Love advertising? Passionate about growing brands? Top creative advertising agencies need account planners with crackling intelligence, passion, creativity and out-of-the box strategic thinking to develop brand building advertising strategies. 5-10 yrs, \$70-200K, SF, LA, NYC, Chicago, Boston, Minneapolis.

Ada Alpert, Alpert Executive Search
212-297-9009 Fax: 212-297-0818
alpertsearch@worldnet.att.net

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Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For Info., Entertainment Employment Journal:
www.eej.com (888) 335-4335

HELP WANTED

CONSUMER PROMOTION COORDINATORS

USA Networks, a highly acclaimed broadcast entertainment conglomerate, seeks self-motivated, proactive individuals to take on the challenges of these key positions. Opportunities exist at both USA Network and the Sci-Fi Channel.

The selected candidate will be responsible for the day-to-day management of consumer promotions including client coordination, sweepstakes registration and on-air/print/on-line production. In addition you will conceptualize/create original show and channel promotions and assist in the development of promotional proposals for Ad Sales client requests. The qualified individual must possess solid experience in the Promotions or Advertising field and excellent writing skills. A college degree, preferably in Marketing and knowledge of Windows 95 are also necessary.

We offer a salary in the low \$30s and an outstanding benefits package. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: HR Dept PC, USA NETWORKS, 1230 Avenue of the Americas, NY, NY 10020. FAX: 212-262-5343. (no phone calls, please). EOE M/F.



ACCOUNT MANAGERS

MemberWorks Incorporated, a leading direct marketing company based in Stamford, CT is experiencing enormous growth and has multiple career opportunities within our Account Management department.

These highly visible positions are responsible for the development and management of our Fortune 500 clients' marketing plans, and will be the primary point of contact ensuring all aspects of the program strategy is managed effectively.

Qualified candidates will possess a BA/BS degree, 3+ years of hands-on account management experience, preferably in direct marketing, strong interpersonal, oral and written communication skills, and a high degree of strategic and analytical ability. Must be a detail-oriented, self-starter with solid PC skills looking to excel within a fast-paced company.

We offer outstanding salary and stock option packages, as well as a comprehensive benefits package including 401(k), stock purchase plan and tuition assistance. Please forward resume and salary requirements via fax to (203) 462-7075, or e-mail klombard@memberworks.com or mail to 680 Washington Blvd., Suite 1100, Stamford, CT 06901. See us on the Web at www.memberworks.com. EOE



SEASONED MEDIA PLANNER

with 5 years national experience needed for strong planning and buying service located in extremely high growth area. Broadcast buying experienced preferred, but not necessary for right candidate. Excellent compensation and benefits package. Fax or send resume to:

Impressions Media Services

Fax 864/233-1942.....7 Washington Park, Greenville, SC 29601

DIRECTOR OF BUSINESS DEVELOPMENT

Seeking top leadership talent to continue building a fast growing, entrepreneurial high-tech consumer marketing company. Come join our client's truly visionary \$220 million electronic marketing services company as an East Coast, Midwest or West Coast based Director of Business Development. Enjoy generous compensation and benefits while meeting revenue objectives by selling national/regional programming to top tier consumer products companies. Benefit from working on a team with top management while taking the initiative to build business partnerships with the marketing executives of consumer products manufacturers. Enhance your marketing ability while developing and presenting solutions-based, value-added programs that drive manufacturer's product sales.

Potential candidates must meet the following requirements: 6-10 years of sales and/or marketing experience preferably within the food/consumer packaged goods industry (or within a progressive organization that markets products and services to the food and/or consumer packaged goods industry, i.e., advertising agencies, consulting firms, and promotions agencies). Must be able to analyze and synthesize data into profitable business strategies/solutions, negotiate and close highly complex deals, as well as understand the retail environment and the impact of promotional spending on the bottom line. BS degree or equivalent required. MBA preferred.

Please submit resume to:

Mike Magurany, A.T. Kearney Executive Search

Fax: 312-223-6369 • Email: mike_magurany@atkearney.com



INTERACTIVE MEDIA SPECIALISTS

The interactive media group of Messner Vetere Berger McNamee Schmetterer is one of the first integrated interactive media departments developed by a traditional advertising agency. We are, in fact, a leader in digital media.

At our SOHO headquarters we have opportunities on two levels for people who are dedicated to producing innovative strategic media plans. If you want to join a leading interactive media team, we'd like to hear from you.

Middle-Senior Level: You should have at least 2 years experience in planning, negotiation/buying and tracking of clients' online media campaigns. Heavy client contact requires excellent communication skills. Prior technology and/or finance account experience desired, Microsoft (Word, Excel, PowerPoint) a must. Knowledge of HTML a plus.

Junior/Middle Level: This position requires 6 months - 1 year internet related experience with specific knowledge of measurement tools and research data. Proficiency in MS applications (Word, Excel, PowerPoint) a must. Strong organizational, communication and attention-to-detail skills essential. Excellent opportunity for an eventual planner/buyer/negotiator role. Super-sharp entry level candidates are encouraged to apply.

If you want your media career to grow, we're the place to be. Competitive salary and benefits package. To apply, please

Email to: resume_mvbs@yahoo.com. Or Fax to: 212-886-2492.

We are an equal opportunity employer.

m/ldiv.

NETWORK RADIO ACCOUNT EXECUTIVE

Westwood One/CBS Radio Networks has an opening in our New York Office for an Account Executive. Individual must be an energetic, self-starter with a proven ability to develop new business. Media sales experience a plus.

Qualified candidates should mail resume with cover letter to:

WESTWOOD ONE

1675 Broadway, 17th Floor, New York, NY 10019

No Phone Calls

EOE/M/F

HELP WANTED

MARKETING MANAGER

BACKPACKER Magazine has an exciting opportunity available for you to assist in all advertising/marketing aspects including promotional, merchandising and special events. Responsibilities include writing/producing sales presentations and promotions, create annual marketing plans, manage trade shows, sales meetings and produce yearly media kit. Candidate will have excellent communication skills, marketing and/or advertising experience and strong writing skills.

Do you enjoy backpacking, hiking and the outdoors? Rodale offers a pleasant working environment, competitive benefits package and promotes healthy active lifestyles. If you're our candidate, send resume to:

Human Resources Dept. (AW-MM)
RODALE PRESS, INC.
 33 E Minor Street, Emmaus, PA 18098
 E.O.E.
 Visit our website at www.rodalepress.com.

SALES PROMOTION

Wunderman Cato Johnson, a Global Direct Marketing Agency, has several opportunities in our NYC corporate headquarters for those people who want to build the future of Strategic Sales Promotion. In return, we offer unparalleled career growth and the resources of a fullservice agency.

If you are currently a dynamic Account Director, Account Executive or a Promotion Administration Manager with a strong background in all aspects of promotions including sweepstakes, kindly

fax your resume with salary requirements to:
 (212) 627-8363

EEO

M/F/H/V

CNI/NEWS 12/NY1/TW CITY CABLE SALESPeOPLE

Here's your chance to move up to a commercial NY Television station. Sales office based in NYC. This station is a direct competitor and growing very fast. Make the move now.

Contact: **Lee Rudnick, DBI Media, Executive Search**
 PH: 212-338-0808, Ext. 5 FAX: 212-338-0632
 Visit our website at <http://www.dbiiny.com>

HUNTING FOR A NEW CAREER?

The Search is Over!
FORUM 212-687-4050
www.forumpersonnel.com

WANTED
Creative Director/Broadcast Producer
 So far this ad is pretty bland, huh? Houston Agency needs a good creative director who has heavy experience writing and producing for the consumer retail market. Please fax your resume and let us know how you can help spice up our lives - and the ads for our clients!
Love Advertising
 Fax (713) 552-9155

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE.

ADVERTISING

VICE PRESIDENT OF MARKETING AND ADVERTISING

Are you a creative, cause and effect marketer?
 Do you inspire and direct others to do the same?

We are looking for a dynamic leader to develop our brand imaging for four brands of apparel and 600+ retail stores.

A proven track record in brand positioning through advertising, publicity and promotion is required along with strategic thinking that develops and drives brand equity and sales. You must be an initiator and driver of new ideas and tactics to meet objectives with the ability to create, motivate and direct a highly flexible and efficient department. Experience in developing and managing a consumer brand(s) is a plus. Experience in retail industry is helpful, but not required. If you are intelligent with excellent written and verbal communication skills, we would like to talk to you. MBA preferred.

MOTHERS WORK, INC. is the largest manufacturer and retailer of maternity clothing in the world. We offer a dynamic work environment, excellent benefits and competitive compensation package. We are currently positioning our Motherhood Maternity trademark for licensing opportunities. If you are interested in leading one of the most exciting marketing and brand positioning programs in the country, please fax or send your resume to:
Mothers Work, Inc., 456 N. 5th Street, Philadelphia, PA 19123 or
Fax: (215) 625-2745, Attn: Sr. VP of Sales.

EEO M/F/D/V



Media and Creative Opportunities

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The world's only interactive music video network and the newest member of the TCI Music family seeks two high-energy, self-starters to develop key advertising accounts and expand our roster of advertisers. Based in New York City, these **ACCOUNT EXECUTIVES** must have 3-5 years of cable network selling experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Creativity and an entrepreneurial mindset are essential. College degree required. There is a strong potential for growth within our sales organization. We offer a competitive salary and comprehensive benefits package. Employment contingent upon successful completion of a drug test and background check.

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Attn: Human Resources

CULTURE TRENDS

MTV Around the World

Week of 10/12/98

MTV Europe

Artist	Title
1. Boyzone	No Matter What
2. Stardust	Music Sounds Better With You
3. Savage Garden	To The Moon And Back
4. Sash f. Tina Cousins	Mysterious Times
5. Simply Red	The Air I Breathe

MTV Latin America (North Feed)

Artist	Title
1. Depeche Mode	Only When I Lose Myself
2. Eagle Eye Cherry	Save Tonight
3. Marilyn Manson	Dope Show
4. Natalie Imbruglia	Wishing I Was There
5. U2	Sweetest Thing

MTV Brazil

Artist	Title
1. Spice Girls	Viva Forever
2. Backstreet Boys	Stop Playing Games
3. Titas	E Preciso Saber A Viver
4. Jon Bon Jovi	Ugly
5. Skank	Resposta

MTV Japan

Artist	Title
1. Smashing Pumpkins	Perfect
2. Manic Street Preachers	If You Tolerate This...
3. Pearl Jam	Do the Evolution
4. Madonna	Drowned
5. Lauryn Hill	Doo-Wop

Billboard's Top 15 Singles

Compiled from a national sample of top 40 radio airplay monitored by *Broadcast Data Systems*, top 40 radio playlists, and retail and rack singles sales collected, compiled, and provided by *SoundScan*. October 17, 1998

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	2	9	One Week	Barenaked Ladies
2	3	-	2	The First Night	Monica
3	2	1	6	I Don't Want To Miss A Thing	Aerosmith
4	4	3	15	How Deep Is Your Love	Dru Hill/Redman
5	5	7	3	Crush	Jennifer Paige
6	New	New	1	I'll Be	Edwin McCain
7	12	13	30	This Kiss	Faith Hill
8	6	4	17	Because Of You	98 Degrees
9	7	6	8	Touch It	Monifah
10	10	11	19	Time After Time	Inoj
11	8	5	20	My Way	Usher
12	9	8	10	Never Ever	All Saints
13	11	9	35	Lately	Divine
14	14	17	10	Westside	TQ
15	20	22	5	I Still Love You	Next

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Billboard's Heatseekers Albums

Best selling titles by new artists who have not appeared on the top of Billboard's album charts. October 17 1998 Provided by *SoundScan*.

This Week	Last Week	Wks. on Chart	Artist	Title
1	New	New	Unkle	Psyence Fiction
2	4	3	Shawn Mullins	Soul's Core
3	New	New	Deborah Cox	One Wish
4	2	14	Cleopatra	Comin' Atcha!
5	7	2	Lee Ann Womack	Some Things I Know
6	17	2	Shakira	Donde Estan Los Ladrones?
7	13	12	Five	Five
8	10	12	Trin-I-Tee 5:7	Trin-I-Tee 5:7
9	9	8	Jennifer Paige	Jennifer Paige
10	6	33	Jagged Edge	A Jagged Era
11	1	2	Big Tymers	How You Luv That? Vol. 2
12	8	6	Tatyana Ali	Kiss The Sky
13	New	New	Will Downing & Gerald Albright	Pleasures Of The Night
14	11	6	KEB' MO'	Slow Down
15	18	4	Everlast	Whitey Ford Sings The Blues

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CULTURE TRENDS

MTV Around the World

Week of 10/12/98

MTV Asia

Artist	Title
1. Steps	Last Thing On My Mind
2. Aerosmith	I Don't Want To Miss A Thing
3. Boyzone	No Matter What
4. Garbage	I Think I'm Paranoid
5. The Moffatts	If Life Is So Short

MTV Latin America (South Feed)

Artist	Title
1. Kapanga	Me Mata
2. Marilyn Manson	The Dope Show
3. Fabiana Cantillo	Jupiter
4. Los Kapanga	Me Mata
5. Modern Talking	Brother Louie'98

MTV India

Artist	Title
1. Chori Chori	Karreb
2. Khandala	Ghulam
3. Pyar To Hona Hi Tha	Pyar To Hona Hi Tha
4. O Jaane O Jaane	Piar Kiya To Dama Kya
5. O Jaane O Jaane	Piar Kisi Se Hota Hai

MTV Australia

Artist	Title
1. Pras Michel	Ghetto Superstar
2. Fatboy Slim	Rockafeller Skank
3. Aerosmith	I Don't Want To Miss A Thing
4. Lighthouse Family	High
5. Goo Goo Dolls	Iris

Billboard's Top 15 Country Singles

Compiled from a national sample of airplay.
October 17, 1998 Provided by *Broadcast Data Systems*.

This Week	Last Week	Peak Pos.	Wks on Chart	Title	Artist
1	1	1	15	Where The Grass Grows	Tim McGraw
2	2	5	14	Don't Laugh At Me	Mark Wills
3	5	7	13	Honey, I'm Home	Shania Twain
4	3	4	12	I'll Go On Loving You	Alan Jackson
5	7	9	16	Everything's Changed	Lonestar
6	4	6	21	You're Gone	Dimond Rio
7	9	10	13	Forever Love	Reba
8	10	11	9	You Move Me	Garth Brooks
9	14	18	12	How Do You Fall In Love	Alabama
10	13	15	9	Wide Open Spaces	Dixie Chicks
11	12	16	11	A Little Passed Little Rock	Lee Ann Womack
12	6	2	16	How Long Gone	Brooks & Dunn
13	16	17	12	Nothin' New Under The Moon	Lee Ann Rimes
14	8	3	19	26 Cents	The Wilkinsons
15	17	19	18	I Wanna Feel That Way Again	Tracy Byrd

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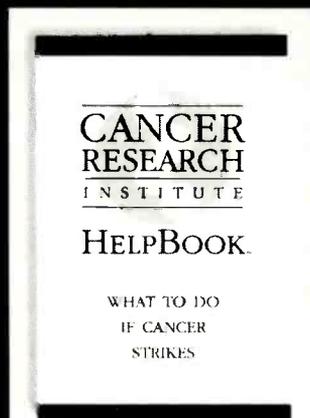
Billboard's Top 15 Albums

Compiled from a national sample of retail store and rack sales reports.
October 17, 1998 Provided by *SoundScan*.

This Week	Last Week	Wks. on Chart	Artist	Title	
1	New	New	1	Jay-Z	Vol 2... Hard Knock Life
2	New	New	1	Outkast	Aquemini
3	New	New	1	A Tribe Called Quest	The Love Movement
4	1	2	6	Lauryn Hill	The Miseducation of Lauryn Hill
5	New	New	1	Sheryl Crow	The Globe Sessions
6	2	5	28	'N Sync	'N Sync
7	New	New	1	Kirk Franklin	The Nu Nation Project
8	10	12	48	Shania Twain	Come On Over
9	New	New	1	Various Artists	Mean Green- Mjr Players Comp
10	9	6	13	Barenaked Ladies	Stunt
11	8	7	3	Soundtrack	Rush Hour
12	6	-	2	Keith Sweat	Still In The Game
13	11	8	60	Backstreet Boys	Backstreet Boys
14	7	3	12	Beastie Boys	Hello Nasty
15	5	1	3	Marilyn Manson	Mechanical Animals

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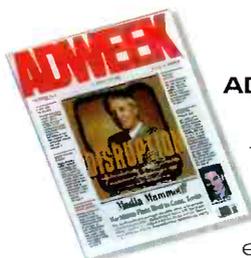


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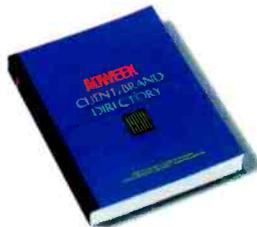
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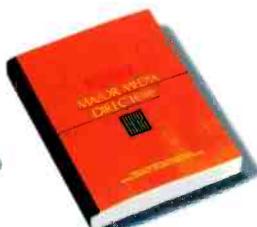
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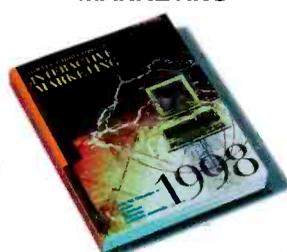
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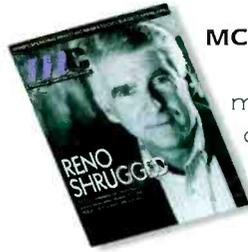


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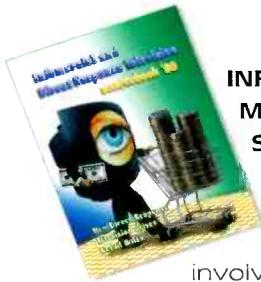
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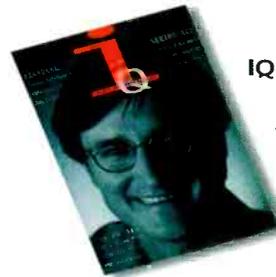
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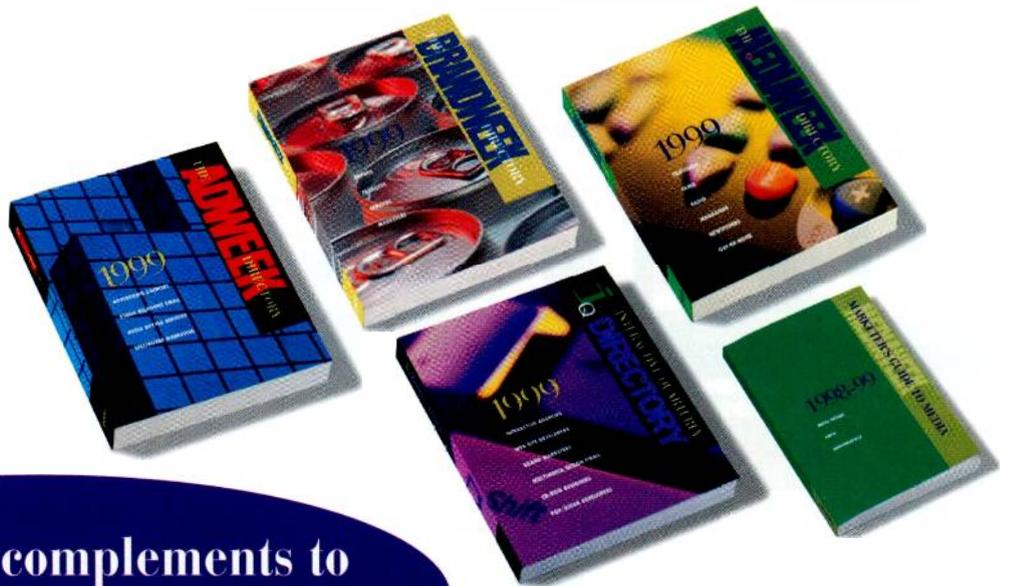


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Brand Established: 1942
Product/Service Category: Food
Media Expenditures: \$10,000
Media Expenditures By Medium: \$500,000, Syndicated TV - \$350,000, \$500,000, Spot Radio - \$100,000, Newspapers - \$350,000, Trade Publications - \$100,000, Outdoor - \$175,000, Interactive - \$100,000
1998 Media Budget: Up 10%
1997 Sales: \$401,000,000 exact
Budget Set: Mar.
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Single Copy Circulation: 1,200,000
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Employees: 55 **Year Founded:** 1977
1997 Billings: \$36,002,300
1997 Billings By Medium: Network TV - \$6,128,041, Cable TV - \$891,130, Radio - \$5,793,183, Newspapers - \$5,710,444, Publications - \$1,038,411, Trade Publications - \$274,104, Direct Marketing - \$756,000, Collateral - \$3,843,904, Other - \$1,000,000 (Pub. Rel./Sales Promotions)
1997 Fee Income: \$36,002,300

Agency Name, Address, Telephone, Fax, E-mail, URL, Services Offered, Fields Served, Annual Billings, Billings by Medium, Key Personnel, Major Accounts/Clients

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Ad Placement Contact: Jim Hatch, Dir., Mktg. & Sales
Base: Flat Fee.
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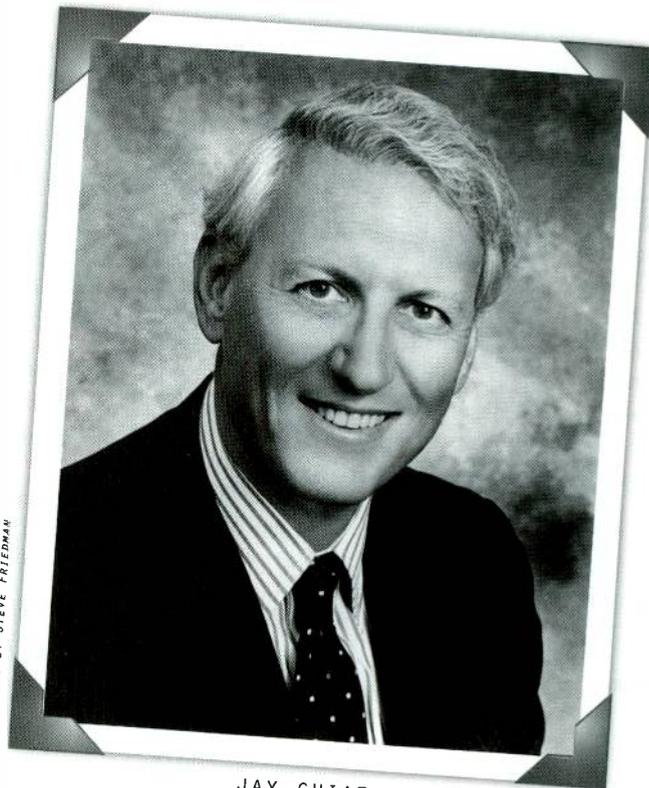
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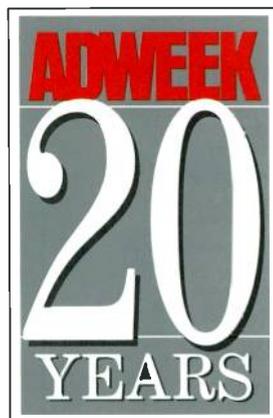
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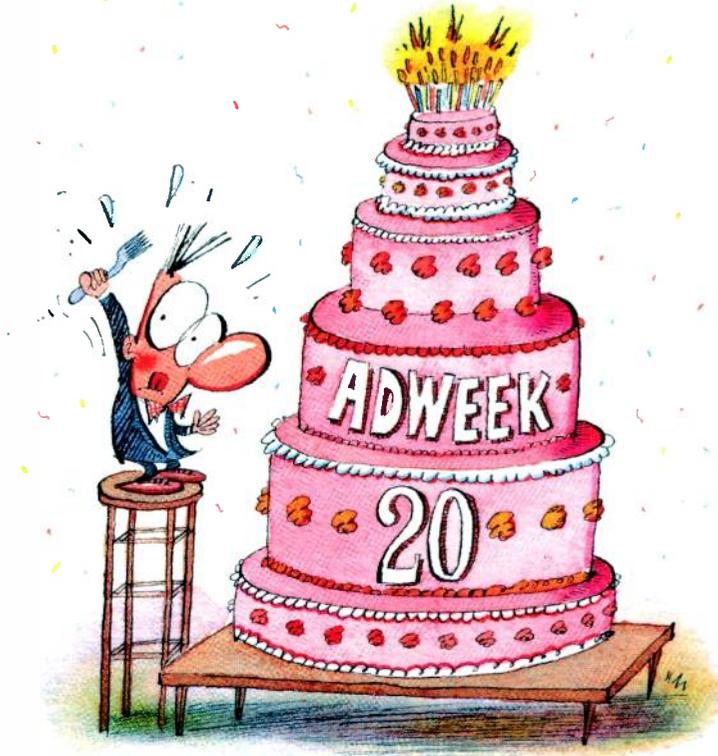
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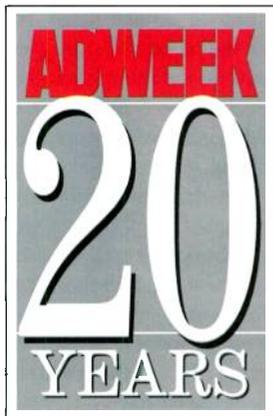
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Media Person

BY LEWIS GROSSBERGER



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For Crisis' Sake

A LOT OF YOU HAVE BEEN FRANTICALLY CONTACTING Media Person via e-mail, fax and shrill, high-pitched screaming to say, "Hey, Media Person, all this sex scandal material in the media is very stimulating and meets most of my intellectual needs as well, but what the heck's going on with that wacky economy? Are we merely experiencing some minor stumble on the inexorable march of global capitalistic triumph, or is it time to round up the kids and head for the concrete-reinforced bunker in the woods with the electrified wire around the perimeter and the 10-year supply of Spam and Kool-Aid?" In answer to these questions, Media Person now segues into the time-honored, educational Q&A format invented by the immortal Greek philosopher and hemlock promoter Socrates many years ago to impart wisdom effectively as well as show up smart-ass students.

Q: What started this crisis again? I never got that part.

A: How many times must Media Person tell you? It was a simple chain of events beginning when a dipsomaniacal Bangkok used-car dealer named Sampang Boolagang bounced an alimony check, which caused his bank, First Thai Nationscam, to collapse, which caused the baht to be devalued, which caused Indonesia to default, which impelled international speculators to short the ruble, which made the stock market plummet, which caused a gigantic hedge fund in Connecticut to default on its phone bill, which inspired Ken Starr to wire Linda Tripp in hopes of catching Bill Clinton discussing the Whitewater scandal with Monica Lewinsky. After that, the rest was obvious.

Q: So are we facing economic Armageddon here or what?

A: Experts are evenly divided on this crucial issue. Fifty-three percent of living Nobel laureate economists believe we're in for a short recession, followed by another long spurt of econom-

ic growth and renewed stock market upswing; 38 percent predict a nine-decade depression accompanied by famine, global warming and leprosy; and 26 percent say there's something off in the arithmetic but they can't put their fingers on it. Media Person firmly believes that whichever eventuality eventuates, he will be able to make a convincing case that he predicted it all along.

Q: What is the International Monetary

Whether to panic is a very personal decision, which is between the individual and his family, his God and his tax consultant.

Fund's responsibility in this crisis?

A: Not important. Forget it.

Q: Who is Alan Greenspan?

A: Now you're talking. Alan Greenspan runs everything. Everyone knows this, but no one likes to talk about it because then why do we have a president and Congress? As head of the mysterious and all-powerful Federal Reserve, a fundamentalist religious sect, Greenspan has the power to raise and lower interest rates. Interest rates are of paramount importance because the entire world populace is divided into two groups: people who don't have enough money and people who have more than they need. Greenspan, previously chief oddsmaker for Caesar's Palace in Las Vegas is the only person in the world who understands when to raise and

lower interest rates, with the exception of a 63-year-old Puerto Rican deli owner in Flushing, Queens, named Jose Salazar, but let's not talk about him now. It is Alan Greenspan, not Leonardo DiCaprio or James Cameron, who should be holding up his arms yelling, "I'm king of the world." Actually, according to NBC correspondent Andrea Mitchell, who is reportedly married to Greenspan, he often does, but let's leave sex out of this.

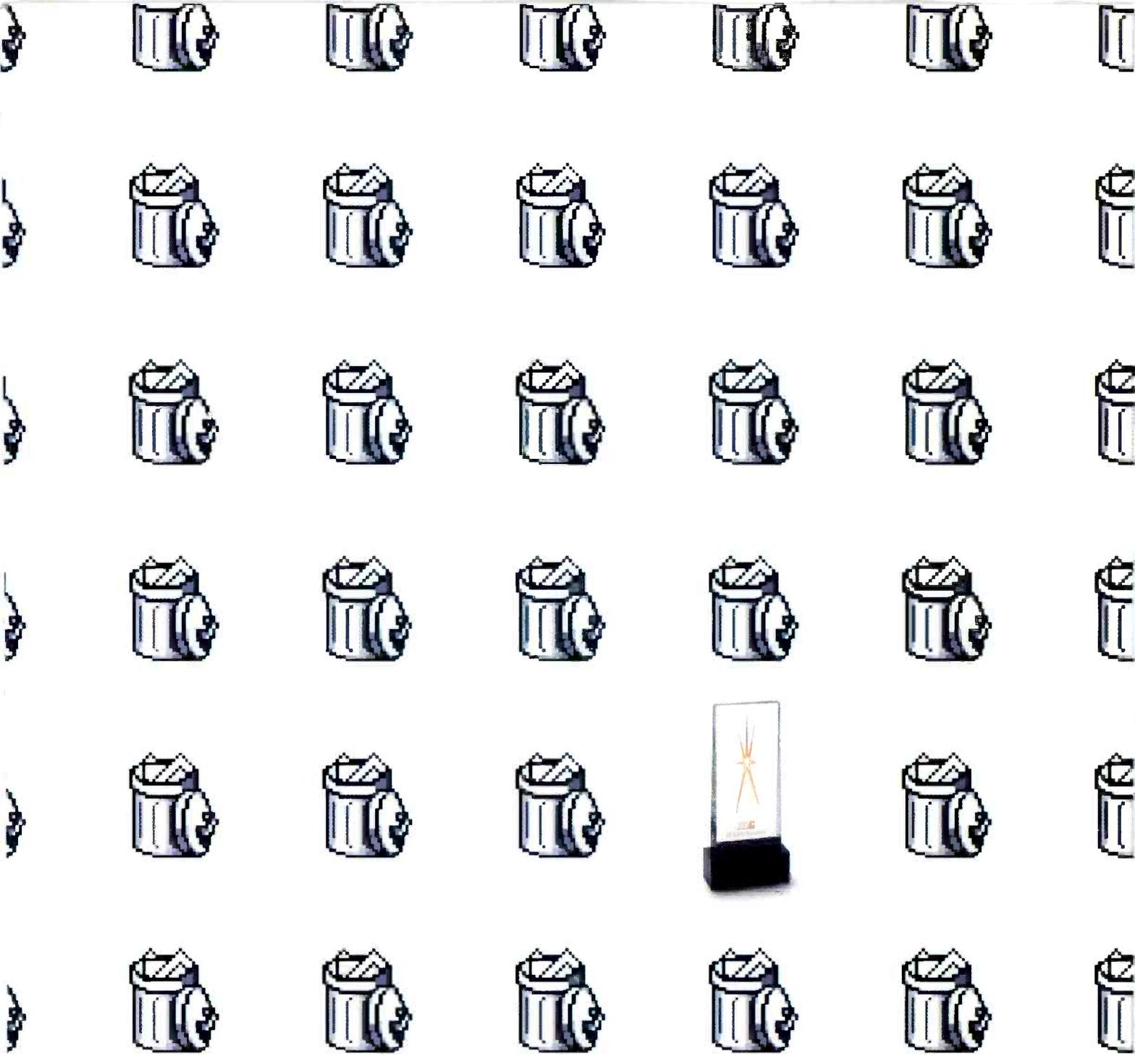
Q: What should I do with my money now? Should I bottom-fish or cut and run? Should I gut it out or head for safe ground?

A: You should find yourself a good metaphor consolidator. But wait, you say you still have money? You are among the lucky few. But what you do with it now is crucial because we are in a brief period of volatility, which will be followed by a tiny correction and then a minor deflationary phase, after which most of us will be dead. OK, specifics: You must avoid stocks and mutual funds because of market turmoil, eschew bonds due to the risk of rising interest rates, stay away from real estate because of high prices, skip government securities with their low returns, shun low-return precious metals and commodities, don't hoard cash and above all, don't go in for foreign investments. Anything else is perfectly safe.

Q: I'm confused. Are you saying I shouldn't panic...or I should?

A: Whether to panic is a very personal decision, which is between the indi-

vidual and his family, his God and his tax consultant. Panic is a drastic step and should be utilized only when absolutely necessary. Before attempting it, make sure you thoroughly research the panic literature (you'll find lots of good stuff on the Internet) and choose the panic mode that best suits your emotional and financial needs. Some people prefer the classic arm-flailing, screaming-hysterically-while-racing-in-berserk-circles mode while others may opt for the always popular rigid-freeze-up-in-the-fetal position. As for Media Person, he has always favored a more relaxed approach to panic in which you lie comfortably on the couch, eyes fixed on the TV screen, mouth agape, a thin stream of drool down your chin, little or no movement for 10, maybe 15 years. ■



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