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SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER

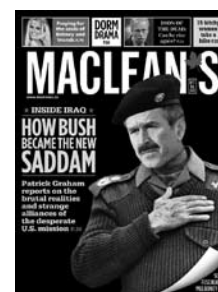
min Exclusive--2007's Best- and Worst-Selling Covers (Weeklies/Biweeklies):

AMERICANS ARE Rx-ed "BRAIN"-IACS; BRITS AND CANADIANS ARE BUSH-"WHACKERS."

To paraphrase Frank Sinatra, 2007 was not a very good year with the ongoing war in Iraq (even if the "Surge" was producing better results and fewer casualties), the Virginia Tech massacre (see page 7), the weakening dollar/economy, high gasoline prices...and an antipathy toward the White House and Congress. Although Campaign 2008 has generated much interest this winter, and the president-elect may very well be the newsweeklies' best-sellers in November, politics was a 2007 turnoff. No Hillary or Barack on the charts after their being Newsweek's/Time's 2006 faves (min, March 12, 2007). Rather, their newsstand buyers looked inward, with Time's most popular being July 19's *How We Get Addicted*, and Newsweek's March 26 *Exercise and the Brain* reflecting our need to be mentally and physically fit.

Go beyond our borders and President Bush drew attention. Not positive, because his attempt to bring peace to the Middle East produced a sarcastic *Mr. Palestine* on the British-exported The Economist (November 24). To be fair, The Economist could have used the same cover line for any president since Harry Truman, because the challenge since Israel's May 1948 founding is ongoing. No surprise that the cover was The Economist's worst-selling last year.

But comparatively, The Economist was "kinder and gentler" next to Canada's Maclean's, where on October 1 the editors lumped the President with...Saddam Hussein. Dirty pool to many Americans, but it resonated in Canada to the degree that it was Maclean's best-seller. No hard feelings by Bush, who presently is pumping the value of Canadian and Mexican trade to our economy in the midst of the **NAFTA** controversy. (continued, with chart, on pages 7, 8, and 9)



Guest "Best-and-Worst" Commentary by MRI's Julian Baim:

DUELING COVERS: A LOOK AT ISSUE-SPECIFIC READERSHIP.

min's annual look at which magazine covers sold the most at the newsstand is a good barometer of what motivates people to plunk down a few dollars for their reading pleasure. But if you look at not just newsstand sales but also subscriptions and other avenues of magazine distribution and consumption, you can gain insight into the power of certain images and words. What emerges is a clearer picture of what makes certain issues achieve higher total readership when compared with other issues of the same magazine. (continued on page 5)

- **BANKRUPT ZD MEDIA IS 180° FROM THE ENLIGHTENED BILL ZIFF ERA...Page 2**
- **MAUREEN DOWD ON OBAMA'S "BACKBONE"; POP. MECH. AD STEW. Pages 2 and 3**
- **BOTH THE ELLIES AND THE OSCARS ARE NOT THE "PEOPLE'S CHOICE"..Page 4**
- **FIND OUT IF STEVE SMITH AND HIS DAUGHTER FLIP OVER TEEN SITE..Page 6**
- **ST. PATRICK'S DAY AND THE KELLY GANG; HOWARD AND ESPN FLY....Page 10**

ZIFF DAVIS MEDIA'S SAD DECLINE FROM \$2.067 BILLION (1994) TO BANKRUPT.

Its **Chapter 11** filing last Wednesday (March 5) was no surprise, as creditors have been on the **PC** magazine parent company for years. It is further evidence of the genius of the late Bill Ziff (1930-2006), for it was under his 1980s/early-1990s ownership that **Ziff Communications** flourished. The IT professional was the marketplace until the onset of such software as **Windows** made the end-user the business professional. Ziff saw that, and sold the bulk of his company (including the then-lucrative **Comdex** trade show) to **Forstmann Little** and **Softbank** in October 1994. Business has been all downhill from there, with the company flipped twice: to Softbank (which bought out FL) in 1995, and to the Jim Dunning-led/**Willis Stein**-financed **ZD Media** in 2000. Dunning is long gone (after a fractious, settled-out-of-court lawsuit, he now leads **Dealmaker** parent **Doubledown Media**) and other alumni include now-**FORBES.COM** president Jim Spanfeller, now-TV Guide president Scott Crystal, and now-**New York** magazine publisher Larry Burstein. For more on ZDM's current condition, see this week's **min's b2b**.

MAUREEN DOWD BUILDS BARACK'S BACKBONE--AND RESUSCITATES TONYA HARDING.

January 27 *Meet the Press* quote from The New York Times columnist pertained to Barack Obama withstanding the Hillary (and Bill) Clinton verbiage to win the January 26 South Carolina Democratic presidential primary. Dowd included a, pardon the pun, "knee-jerk" remembrance of a 14-year-old incident that rocked the figure-skating world:

And the question is, did [fighting back] give Obama his spine? You know, he's been struggling. Is he on the [docile] pedestal like Adlai Stevenson, or is he [another] JFK and RFK, who knew how to fight back? And I think he's got a false choice. He doesn't have to be Tonya Harding to fight back; he could be like Reagan and just flick them away and use wit.... So, it depends, is he going to get back on the pedestal, or is he going to figure out some way that he's comfortable with and not to...cage fight?

Fast forward to last week's Ohio/Texas primaries, and Obama's campaign mailings included the accusation that Hillary Clinton was "docile" on **NAFTA** (North American Free Trade Agreement), which Bill signed in 1994. Now, the question is whether Obama's backbone is too big (Did his staff really tell the Canadians that an Obama administration would leave **NAFTA** alone?) as he faces a renewed Hillary challenge. **Subscribe now to min**

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TO "POP. MECHANICS" PUBLISHER BILL CONGDON, INTEL & DINTY MOORE ARE IN HIS "STEW."

His "advertising stew," that is, because for a 1,234,777 circulation monthly with a readership that is 90% male (among the highest for the gender that we know of), Congdon--who this year marks his fifth anniversary at the Popular Mechanics helm and the 50th for the 1903 launch's **Hearst** ownership--tells min that "we don't have that much leeway, because our audience of 'hands-on guys' are not into high fashion and champagne. But they are wealthy enough to buy **Ford** trucks and **Intel** software, and they are hungry enough to eat **Dinty Moore** and other **Hormel** foods. It is a mix that works, because our ad pages were +9.20% last year, and we will be up for the first half this year." First-quarter-2008 differential is +3.55%.

- ◆ PM is also growing on the Web (+28.63% page views/+476.75% unique visitors for December-versus-November 2007), and a reason, says editor-in-chief (since May 2004) Jim Meigs, is that "we'll put a major 'print' story on **POPULARMECHANICS.COM** ahead of time when appropriate." Best example last year was the early-June revelation of **Microsoft's Surface** computer--which works without cables/ports/keyboard/mouse--before its release in the July issue (min, June 11, 2007). April's *The Truth About Oil* (the U.S. potentially has plenty of the stuff) might also get a **POPULARMECHANICS.COM** "preview" if the \$100-plus-per-barrel price keeps soaring.

MIN'S WEEKLY BOXSCORES

	Issue Date	2008 Ad Pages	Issue Date	2007 Ad Pages	% of Diff.	YTD 2008	YTD 2007	% of Diff.
AMERICAN PROFILE	3/09	15.52	3/11	12.13	27.95	138.83	129.30	7.37
AUTOWEEK	3/10	36.00	3/12	29.17	23.41	196.64	212.11	-7.29
BUSINESS WEEK	3/10	36.13	3/12	54.39	-33.57	302.62	414.55 y	-27.00
CQ	3/03	10.00	3/05	13.00	-23.08	83.16	118.33 y	-29.72
ECONOMIST, THE	3/01	49.00	3/03	47.00	4.26	369.75	368.00	0.48
ENTERTAINMENT WEEKLY ^(Oscar Wrap-up)	3/07	29.17	3/09	52.00	-43.90	210.42	285.62	-26.33
GOLF WEEK	3/08	27.96	3/10	25.33	10.38	178.16	202.45	-12.00
GOLF WORLD	3/07	18.09	3/09	23.67	-23.57	194.51	209.19	-7.02
IN TOUCH	3/10	31.99	3/12	27.48	16.41	227.66	218.50 y	4.19
JET	3/10	24.11	3/12	18.00	33.94	202.47	228.87	-11.53
LIFE & STYLE WEEKLY	3/10	17.16	3/12	18.16	-5.51	137.12	123.95 y	10.63
NATION, THE	3/10	13.16	3/12	11.83	11.24	103.51	107.73	-3.92
NATIONAL ENQUIRER	3/10	17.52	3/12	19.19	-8.70	181.04	197.65 y	-8.40
NATIONAL JOURNAL	3/01	16.50	3/03	22.83	-27.73	93.00	143.46	-35.17
NEW YORK MAGAZINE ^(Best of New York)	3/10	162.74 D	3/12	160.59 D	1.34	613.59	588.49 R	4.27
NEW YORK TIMES MAGAZINE	3/09	29.20	3/11	40.30	-27.54	515.30	553.10	-6.83
" " " " ^(Men's Fashion)		102.50 T		99.10 T	3.43	617.80	652.20	-5.27
NEW YORKER, THE	3/10	62.64 STYLE	3/12	22.27	181.28	251.28	275.41 y	-8.76
NEWSWEEK	3/10	28.25 E	3/12	23.08	22.40	214.43	310.21 y	-30.88
OK!	3/10	23.83	3/12	24.00	-0.71	129.33	103.32 y	25.17
PARADE	3/09	10.27	3/11	13.71	-25.09	132.54	123.10	7.67
PEOPLE	3/10	83.87	3/12	101.05	-17.00	627.42	684.76 y	-8.37
QUICK AND SIMPLE	3/11	9.00	3/13	7.00	28.57	78.50	53.08	47.89
SOAP OPERA DIGEST	3/11	8.18	3/13	19.17	-57.33	177.18	234.26	-24.37
SPORTING NEWS	3/10	11.58	3/12	12.83	-9.74	95.93	126.48	-24.15
SPORTS ILLUSTRATED	3/10	23.73	3/12	30.85	-23.08	354.34	392.94 y	-9.82
STAR	3/10	29.17	3/12	26.83	8.72	244.58	230.23 y	6.23
TIME	3/10	28.33 E	3/12	31.33	-9.58	242.87	363.66	-33.22
TIME OUT NEW YORK	3/05	47.37	3/07	49.87	-5.01	494.53	513.68	-3.73
TV GUIDE	3/10	22.88	3/12	21.72	5.34	213.26	216.49	-1.49
USA TODAY	2/29	58.74	3/02	69.99	-16.07	603.28	611.84	-1.40
USA TODAY SPORTS WEEKLY	2/27	7.43	2/28	8.94	-16.89	38.26	44.50	-14.02
USA WEEKEND	3/09	11.42	3/11	16.78	-31.94	141.94	130.81	8.51
US NEWS & WORLD REPORT	3/10	24.62	3/12	24.51	0.45	172.72	311.16 y ²	-44.49
US WEEKLY	3/10	46.50	3/12	58.66	-20.73	351.23	410.75 y	-14.49
WEEK, THE	3/07	9.00	3/09	13.84	-34.97	97.67	100.96	-3.26
WOMAN'S WORLD	3/10	7.00	3/13	7.00	0.00	69.32	77.00 y	-9.97

y = One more 2007 issue; y² = Two more 2007 issues; D = Double issue; R = Revised;

T = New York Times magazine "T" year-to-date 276.30 (2008); 268.90 (2007); +2.75%; STYLE = The New Yorker's "Style" issue (2008)

**With the Academy Awards and the National Magazine Awards:
QUALITY OVER QUANTITY IS AN OSCAR/ELLIE PROBLEM.**

In his one-week-later assessment of the **Academy Awards**, *New York Times Media Equation* columnist David Carr wrote (March 3) that the low tv ratings came from the Oscars' trans-formation to a "more discrete sandbox, where only a certain kind of movie can hope to play." Translation: such "Best Pictures" as *Ben-Hur* (1959), *The Godfather* (1972/1974), and *Titanic* (1997), which seemingly everybody saw, are "old school." "New school," with limited, "elite" appeal, now rule the Oscar roost, and 2007 winner *No Country for Old Men* typifies it.

- ◆ **American Society of Magazine Editors** executive director (since 1990) Marlene Kahan can empathize. Although the well-known *New York* magazine won five **National Magazine Award Ellies** last year, and the trophy cases at *The New Yorker*/*Harper's* magazine/*The Atlantic* are full, such American icons as *People*/*Playboy*/*Reader's Digest*/*Woman's Day* have been all but overlooked. Far more often, recognition has gone to such little-known literary titles as *Nest*/*Story*/*Virginia Quarterly Review*, and their executives' *Ellie* acceptances are *Brigadoon*-like: they are seen that one time each year before vanishing.
- ◆ Yet, as Kahan has frequently pointed out, it is ASME members who judge the *Ellie* entries, just as it is **National Academy of Motion Picture Arts & Science** members who judge the *Oscars*. So, in both cases, if there is a "pop-culture" oversight, it is self-inflicted. Coming March 19... the 2008 NMA finalists, in advance of the May 1 *Ellies* at New York's **Jazz at Lincoln Center**.

"GARDEN & GUN'S" SID EVANS GETS SOME STAFF "AMMO."

Editor-in-chief, who moved from *Field & Stream* to April 2007 launch *G&G* last fall (min, October 29, 2007), hired former *F&S* colleague Dave DiBenedetto as executive editor and Marshall McKinney (ex-*Outside's* *Go*) as art director. Both, like Evans, are relocating to *G&G's* Charleston, S.C., offices: DiBenedetto from New York; McKinney, from Santa Fe, N.M.

"COSMOPOLITAN'S" KATE WHITE AND DONNA LAGANI HAVE FUN FEARLESS JOBS.

Editor-in-chief (pictured below in the middle) and publishing director (pictured between *Fun Fearless Males* John Mayer and Common) would be among *Forbes'* *400 Richest Americans* and close to *Forbes'* just-released *Billionaires* if they could "rent their spots" each year at *Cosmo's* testosterone celebration. The March 3 New York luncheon drew 500--mostly women and almost all with cameras--and with all of the female-dominated "red carpets," this is a pleasant contrast.

That is why, five years ago, White and Lagani changed the *Fun Fearless* award emphasis from female to male (Jon Bon Jovi was the first). For a leap-year-aided 365 days in 2008, *Cosmo* is *Fun Fearless Females*. But on this one day, the guys get their say.

Pictured (clockwise, from above): *Fun Fearless Male* designees Dave Annable (*Brothers and Sisters*), Dave Salmoni (*Shark Week*), Peter Krause (*Six Feet Under*), Tom Anderson (*MySpace* founder), White, John Krasinski (*The Office*), Dane Cook (*Good Luck Chuck*), Tony Romo (*Dallas Cowboys*), Common (*Finding Forever*), Lagani, Mayer, and "guest emcee" Carmen Electra. Mayer, who topped the charts with the Grammy Award-winning *Continuum*, is *Cosmo's* 2008 *Fun Fearless Male of the Year*.

(photograph by Doug Goodman)



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GUEST COMMENTARY

JULIAN BAIM, PH.D.



A CLOSER LOOK AT "WHAT SELLS" (continued from page 1)

In June 2007, **Mediamark Research & Intelligence** issued the magazine industry's first-ever syndicated research showing total audience estimates for individual issues of magazines. Until then, publishers *relied* upon the average issue audience estimate from MRI's semiannual *Survey of the American Consumer*. Using continuous weekly online surveys, the new *Issue Specific Readership Study* is designed to put magazines on an equal playing field with other media in the evaluation process. It allows marketers to gauge the reach of specific ad campaigns so they can better calculate magazines contribution to advertising return on investment. The study is based on the assumption that not every issue of a magazine yields the same audience size.

The Internet was chosen as a survey platform because it offers advantages in cost, sample size and timing. Each week, 2,500 online interviews (from a new sample each week) are completed by consumers who are shown pictures of actual magazine covers for weeklies and monthlies. More than 200 titles are surveyed, with the results providing insight into the issue-to-issue variability of a given title's audience.

What have we learned from nearly two years of online audience surveys? Although there may be very little circulation variation from one issue of a magazine to another, our research reveals evidence that issues that perform uniquely better at the newsstand tend to produce better than average total audience levels. And, not surprisingly, cover-story topics play a definite role in issue-specific audience levels. For example, the subject matter of the June 25, 2007, issue of Fortune (*Retire Rich*) was the exact same subject a year earlier (June 26, 2006). The former registered an issue-specific index of 137, the latter 120. (This means that the 2007 issue was read by 37% more readers than an average issue of Fortune, while the 2006 issue was read by 20% more readers than an average issue.)

Similarly, actor Johnny Depp was on the July 13, 2006, and May 31, 2007, covers of Rolling Stone. Both issues produced higher than average indices (140 and 128, respectively).

It's not only people and themes but also objects and certain words that appear to generate higher issue readership levels. Take the Shelby GT 500 automobile. Across four automotive titles, issues bearing the car on the cover performed exceptionally well or above average. Meanwhile, the *Renovate!* exclamation was prominent on the covers of both the September 2006 and September 2007 issues of Metropolitan Home and they helped to generate indices of 113 and 130, respectively. And a *Cheap Eats* hamburger had similar positive implications for New York magazine (July 30, 2007).

There are other patterns of issue-specific performance arising from our research. Regardless of magazine category, it's readily apparent that issues touting "best of" or "worst of" cover stories resonate with a wide audience. These data strongly suggest that certain cover lines will affect the general circulation performance.

Bad news mentioned on the cover of People--at least in eight instances that we measured--involved issues that had lower audience numbers. From last year, these included *Home Invasion Murder*, *Kidnapped on Vacation*, *Tragedy in Virginia*, *Astronaut Love Triangle* and *Murder in North Carolina*. Though such incredulous tragedies as Princess Diana's September 1, 1997, death and the September 11, 2001, attacks are in a league by themselves, these other "bad news"/"poor sell" examples could suggest that cover topics and magazine genres need to be aligned with care to avoid mismatching.

Over time, continuous collection of issue-specific ratings will lead to more robust examinations of the impact of seasonality, color cover, issue topics, and circulation on total issue readership.

Julian Baim, Ph.D., is **Mediamark Research & Intelligence** executive vp/chief research officer.

EYE ON DIGITAL MEDIA
STEVE SMITH

CONDÉNET'S *FLIP*-PING STRATEGY



When CondéNet's **FLIP.COM** launched early last year, its biggest challenge was obvious: how to attract a teen community away from its usual haunts, namely **MySpace** and, to a lesser degree, **Facebook**. The site's core ambitions were admirable. **Flip** gave visitors a robust tool set for creating slideshow-like *Flipbooks*, which felt more like polished, upscale multimedia magazines than the **NASCAR**-ish graffiti walls of MySpace.

So I did what I usually do with teen-focused media: I assigned my 15-year-old daughter and MySpace denizen to make a *Flipbook* and give me feedback.

She was unimpressed...or perhaps just put off by my limited parenting skills. We had technical glitches with saving books and uploading media to paste into the projects. But even when she finished a rudimentary *Flipbook*, she left it quickly to return to her usual routine at MySpace. She already had a vast community elsewhere, so no matter how attractive the tools for self-expression at **FLIP.COM**, it just wasn't enough to distract from her MySpace time.

Apparently, despite her protests to the contrary, my girl is a better focus group than she thinks.

FLIP.COM struggled throughout the past year with its original plan to pull girls like my daughter into the fold, but it never got much traction. In recent months, the Sarah Chubb-led CondéNet radically reduced its Flip staff and rethought its strategy. In late February, it launched a new approach that emphasizes distribution off the **FLIP.COM** site and into the communities where teens like my daughter have entrenched themselves. The new **Facebook Flipbook Creator** works entirely within the Facebook environment. "We decided not to pare back the functionality," says Creator executive editor Chris Gonzales. "Everything that is available on **FLIP.COM** is in Facebook. We are not trying to upsell them or get them to go to **FLIP.COM**."

I only had a few moments after the *Flipbook Creator* launch to play with the new app before deadline, but most of the functionality does feel contained within the Facebook page, particularly the process of viewing and sharing Flipbooks with others in my network. The *Creator* itself pops up its own large browser window from the **FLIP.COM** site, but the finished Flipbooks slip pretty neatly within the Facebook experience.

Since it opened its platform for third party development in mid-2007, the Facebook community has been deluged with applications, from games like *Scrabulous* to a relentless run of slide show makers, hug-senders and feed after feed of headlines from other media. In fact, CondéNet initially developed a simple Facebook **FLIP.COM** app that fed activity alerts into a Facebook profile. By linking into the system of invitations, media passing, and the update ticker that give life to the Facebook community, Flip is hoping to go viral here.

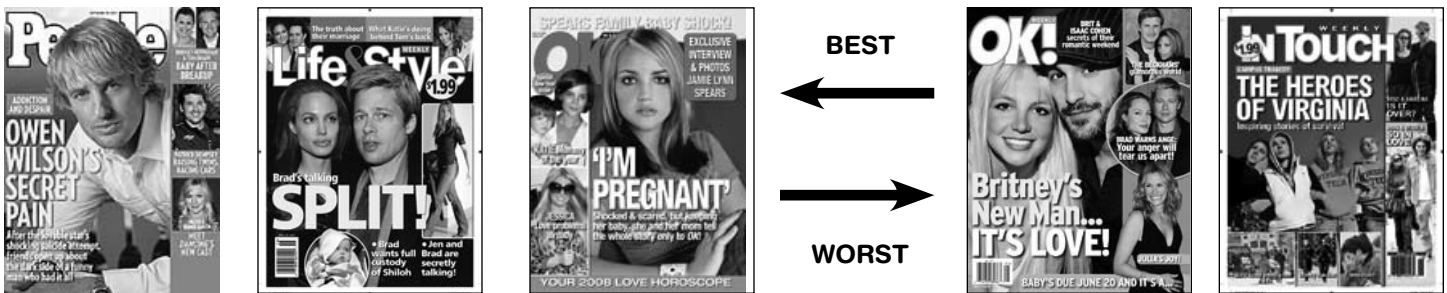
Hyper-distribution is the new name of the game for media of all sorts. Big media is learning to go with the flow of entrenched user habits rather than engaging a futile and costly struggle to change them. Of course, the unanticipated consequence of this strategy taking hold with everyone at once is that the hubs of social activity become enormously cluttered with available options. Publishers find themselves in complex attention economies at sites like Facebook and MySpace, where the rules are still quite new and everyone is hoping somehow somewhere to "go viral."

I still say that the basic Flip concept is sound, in that it brings a level of polish and sophistication to self-expressive media that is rare and even embodies some of the unique aspirational qualities of magazines. But do quality and sophistication count in this new social media economy? I don't think any of us knows...even my prescient, precocious, and--sometimes--peevish daughter.

2007 BEST-/WORST-SELLERS: NEAR-DEATH, NOT MASS-MURDER, IS "CELEBRITY."

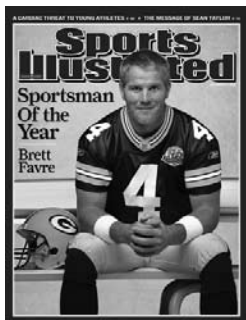
It should come as no surprise that People's best "spontaneous" seller last year (excluding such perennials as *Sexiest Man Alive* and *Best-/Worst-Dressed*) was the apparent suicide attempt of actor Owen Wilson (September 10), because, as we pointed out, the hype (and "checkbook journalism") over birth pales in reader response next to the tragedy of an unexpected death. Princess Diana (September 15/22, 1997) will forever be a People legend, the magazine's coverage of the September 11, 2001, attacks (September 24, 2001) may forever be People's best-seller, and the newsstand reaction to Wilson follows that of 2006 People best-seller Steve Irwin (September 18, 2006). As of now, People's February 4, 2008, cover of the late Heath Ledger is a best-selling favorite for this year.

But when InTouch abandoned its Angelina/Brad/Katie/Tom/Britney/Lindsay/Paris fun-and-games for the **Virginia Tech** mass murder (April 30), it flopped. Its readers went intra-**Bauer Publications**, as they turned to Life & Style Weekly for *Brad's Talking Split!* solace. OK!'s New Year's Eve revelation of Jamie Lynn Spears' pregnancy proved to be a best-selling "resolution," but one aspect of big-sister Britney's troubled 2007--her relationship with Isaac Cohen--proved worst for OK! and Us Weekly (both January 29),



Brett Favre's retirement proved SI Sportsman of the Year prescient. Rolling Stone readers loved 1967's *Summer of Love*, but Newsweek's shunned 1968. Rudy Giuliani and Paula Abdul flopped for New York magazine/TV Guide, but "Dr. Phil" had the right Quick & Simple "Rx."

THREE WEEKLIES'/BIWEEKLIES' BEST- AND THREE WORST-SELLING COVERS FROM 2007



Sports Illustrated
Dec. 10, 2007



Rolling Stone
July 12, 2007



Quick & Simple
November 13, 2007



New York magazine
December 10, 2007



Newsweek
November 19, 2007



TV Guide
July 19, 2007

2007 BEST-WORST-SELLING MAGAZINE COVERS: WEEKLIES/BIWEEKLIES (excludes "perennials," see page 9)

NEWSWEEKLIES

<u>Magazine</u>	<u>Best Seller</u>		<u>Date</u>	<u>Worst Seller</u>	
	<u>Date</u>	<u>Cover and/or Subject</u>		<u>Cover and/or Subject</u>	<u>Cover and/or Subject</u>
Economist, The	Nov. 3	<i>The New Wars of Religion</i>	Nov. 24	George W. Bush (<i>Mr. Palestine</i>)	
Newsweek	March 26	<i>Exercise and the Brain</i>	Nov. 19	1968 retrospective	
Time	July 19	<i>How We Get Addicted</i>	Sept. 24	<i>The Running Mates</i> (candidates' spouses)	
USN&WR	Aug. 6	Warren Buffet	Dec. 17	Father Figures (fathers of pres. candidates)	
“ (double issue)	July 2	<i>Secrets of the Civil War</i>		-----	

BUSINESS MAGAZINES

<u>Magazine</u>	<u>Best Seller</u>		<u>Date</u>	<u>Worst Seller</u>	
	<u>Date</u>	<u>Cover and/or Subject</u>		<u>Cover and/or Subject</u>	<u>Cover and/or Subject</u>
BusinessWeek	Dec. 31	“Where to Invest” (double issue)	Jan 8	“How Business Trowned The Trial Lawyers”	
Forbes	July 23	“International Investing”	June 18	<i>Will You Get Cancer?</i>	
Fortune	Jan. 22	“100 Best Companies To Work For”	Aug. 6	“America’s Nuke Revival”	

OTHER WEEKLIES/BIWEEKLIES

<u>Magazine</u>	<u>Best Seller</u>		<u>Date</u>	<u>Worst Seller</u>	
	<u>Date</u>	<u>Cover and/or Subject</u>		<u>Cover and/or Subject</u>	<u>Cover and/or Subject</u>
Country Weekly	Aug. 13	Alan & Denise Jackson	Oct. 22	Sara Evans	
Entertainment Weekly	April 27 (D)	<i>Spiderman</i> (Summer Movie Preview)	March 16	<i>Ugly Betty</i> (America Ferrara)	
ESPN	Aug. 27	DeSean Jackson (College Football Preview)	Feb.12	Dwight Howard (Orlando Magic)	
Life & Style Weekly	July 23	Angelina Jolie "Refuses to Eat"	Sept. 17	Larry Birkhead (father of Anna Nicole's daughter)	
“ “ “ “ (2)	April 30	Brad Pitt (“Talking Split”) & Angelina Jolie	Feb. 19	Katie Holmes (“Tells Tom, <i>Enough!</i> ”)	
InTouch	Aug. 13	Brad & Angelina (<i>What Went Wrong?</i>)	April 30	Virginia Tech tragedy	
New York magazine	July 16	Katie Couric	Dec. 10	Rudy Giuliani (<i>Rudy vs. New York</i>)	
“ (double issues)	July 30	<i>Cheap Eats</i>	Jan. 22	<i>Inner Peace</i>	
OK!	Dec. 31	Jamie Lynn Spears' pregnancy	July 29	Britney Spears and Isaac Cohen	
People	Sept. 10	<i>Owen Wilson's Secret Pain</i>	Oct, 29	George Clooney & Matthew McConaghey (<i>Sexy Men In Love!</i>)	
Quick & Simple	Nov. 13	Dr. Phil & Robin McGraw	March 27	<i>Sensory Syndrome</i>	
Rolling Stone	July 12-26	<i>Summer of Love</i> (40th anniversary)	Sept 20	“50 Cent vs. Kanye West”	
Sports Illustrated	Dec. 10	Brett Favre (<i>Sportsman of the Year</i>)	April 16	Tiger Woods loses the Masters	
Star	June 4	<i>36 Best and Worst Beach Bodies</i>	Sept. 24	Angelina Jolie (<i>Babies in Danger</i>)	
TV Guide	Sept 24	Hugh Laurie (<i>House</i>)	July 19	Paula Abdul	
US Weekly	July 2	Jessica Simpson (<i>lost 20 lbs in two months</i>)	Jan. 29	Britney Spears and Isaac Cohen	

D = Double issue

CANADIAN NEWS MAGAZINES

<u>Magazine</u>	<u>Best Seller</u>		<u>Date</u>	<u>Worst Seller</u>	
	<u>Date</u>	<u>Cover and/or Subject</u>		<u>Cover and/or Subject</u>	<u>Cover and/or Subject</u>
L'actualité (French)	Sept. 15	Being French-Canadian in North America	March 1	North Korean refugees	
“ (2)	Dec. 15	Quebec's 400th anniversary		-----	
Maclean's	Oct. 1	<i>How Bush Became The New Saddam</i>	April 23	<i>The Secret Network Of Child Predators</i>	

WEEKLIES'/BIWEEKLIES' BEST-SELLING PERENNIALS.

With an estimated 15% of *Sports Illustrated's* revenues coming from its *Swimsuit* issue (min, February 11, 2008), there is nothing *itsy bitsy* about its newsstand sales, which will probably top *SI* until eternity (print, digital, what have you). But for our purposes, listing 2007 *Swimsuit* cover Beyoncé and 2008 successor Marisa Miller is like a summer rerun. So 2007 "second best" Brett Favre is tops in min's "league" (see pages 7 and 8).

Same standard applies to the other perennials, which include *People's* 2007 *Sexiest Man Alive* Matt Damon, and *Entertainment Weekly's* year-end *Best & Worst 2007*. Here, everybody who is anybody is pictured in the ultimate "A-list."



WEEKLIES'/BIWEEKLIES' "PERENNIAL" BEST-SELLERS (2007) (D = Double issue)

Magazine	Date	Subject
BusinessWeek	July 24	"Annual Retirement Guide"
Entertainment Weekly	Dec. 28D	"Best and Worst 2007"
Forbes	March 26	"Billionaires"
"	April 9	"Global 2000"
"	Oct. 1	"400 Richest Americans"
"	Dec. 24	"Forbes Investment Guide" (2008)
Fortune	April 30	"Fortune 500"
"	Dec. 24D	"Fortune Investor Guide" (2008)
Maclean's	Nov. 5	"Canada's Best Colleges"
People	May 7	"50 Most Beautiful People"
"	Sept. 17	"Best/Worst Dressed"
"	Nov. 25	"Sexiest Man Alive" – Matt Damon
"	Dec. 31D	"Best of 2007"
Sports Illustrated	Feb. 15	"Swimsuit" issue
U.S. News & World Report	July 23	"America's Best Hospitals"
" " " "	Aug. 27	"America's Best Colleges"

AT "BUSINESSWEEK" AND "FORBES," TO SUE OR TO BE SICK DOES NOT SELL.

Fair or unfair, trial lawyers is a profession held by many in low esteem because of an



"ambulance-chasing" reputation. Therefore, even though *BW* editor-in-chief (since December 2004) Steve Adler put some "kick" in the January 8, 2007, cover, *How Business Trounced the Trial Lawyers* was still his newsstand worst-selling for last year. To the lawyers' "defense," perhaps, was that the issue led off 2007 and was on sale over the New Year's Day weekend.

Forbes' 2007 worst-seller, June 16's *Will You Get Cancer?*, included all of the warning signals, and research on heredity. Editor (since January 1999) Bill Baldwin and his staff may someday be credited for saving lives, but who would want to be



seen in public holding a magazine with such a dire cover line? The issue's 18,606 newsstand sales last year were, by far, *Forbes'* poorest. Current "BW" cover (March 17, 2008): *Inside the War on Fat*, and, as with lawyers and cancer, we doubt that obesity will sell.

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KELLY GANG'S FIFTH ST. PATRICK'S DAY FEST WILL AGAIN BENEFIT HUNTER'S HOPE.

In New York, *Kelly* is synonymous with media, be it Keith Kelly reporting on it for the *New York Post* or Ed Kelly leading it as **American Express Publishing Corp.** president. In 2004, they and their namesakes (**Time Inc.** managing editor Jim Kelly/*House Beautiful* vp/publisher Kate Kelly Smith/ex-*YM* and *Ellegirl* editor-in-chief Christina Kelly, etc.) turned an informal fraternity into one with a cause with a St. Patrick's Day fund-raiser for the children of the late *The Atlantic* editor-in-chief Michael Kelly, who was killed in April 2003 while covering the early stages of the **Iraq War**.



This St. Patrick's Day Monday (March 17), the chief beneficiary will be **Hunter's Hope**, the foundation set up by **NFL Hall of Fame Quarterback** Jim Kelly and wife Jill to combat **Krabbe's Disease**--the genetic blood disorder that took the life of their eight-year-old son Hunter in August 2005. Jim Kelly (no relation to the Time Inc. exec) braved a New York snowstorm to travel from Buffalo to the **Michael's** (24 West 55th) event last year. This year, there will hopefully be meteorological "luck o' the Irish" for his "gang" (including his dad and five brothers) to attend.

Also being recognized Monday is the **Annie Moore Memorial Project** in honor of Moore, the late Irish immigrant who in 1892 was the first of any nationality to be processed through Ellis Island. "She is buried in an unmarked grave in **Calvary Cemetery** [Queens]," says Keith Kelly. "We are going to change that."

Suggested tax-deductible contribution for the evening at **Michael's** (bagpipes and more), which starts at 6:30, is \$125--\$150 at the door. Thus far, the Kelly Gang events have raised close to \$250,000. For further information... log onto **KELLYGANG@RUBENSTEIN.COM**.

WHY "VF'S" EDWARD MENICHESCHI AND "VOGUE'S" TOM FLORIO ARE EXTRA PROUD.

Because the respective vp/publisher and senior vp/publishing director's lieutenants, *Vanity Fair* sales-development director Katy Banino Bano and *Vogue* integrated marketing director Holly Tedesco, were **Condé Nast** president/ceo Chuck Townsend's selections for salesperson of the year and marketer of the year. It is the "troops'" version of CN publisher of the year, which Florio received in 2006. Also... promoted-in-January *Vogue* managing director Connie Anne Phillips recruited Lisa Jordan Helms from *In Style* to fill the associate publisher's vacancy created by Laura McEwen's switch to *Teen Vogue* publisher.

DWIGHT HOWARD GOES FROM MILD-MANNERED WORST-SELLER TO JOCK OF STEEL.

When Howard appeared on the February 12, 2007, *ESPN* cover (left), the **Orlando Magic** center was your everyday excellent pro-basketball player. No Kobe Bryant/Shaquille O'Neal/Michael Jordan superstardom, no Dennis Rodman controversy...and poor newsstand sales. Thus, one could conclude that Howard deserved being *ESPN's* worst-seller.



Ah, but just-promoted **ESPN Publishing** editorial director Gary Hoenig and *ESPN* editor-in-chief Gary Belsky had incredible ESP in designating Howard the magazine's Next athlete. *Next* arrived on February 16, 2008, when, at the **NBA All-Star Game** slam-dunk competition, Howard wowed a worldwide tv audience with a jam reminiscent of Jordan ("His Airness") and Julius ("Dr. J.") Erving. As the photograph (right) shows, this "Clark Kent" revealed his "secret identity" spectacularly. Who needs a phone booth?

In this vein, Jon Stewart also "flew." In 2003, *The Daily Show* host was *Entertainment Weekly's* worst-seller. Then came 2004, an election year, and Stewart resonated to the degree that he became *EW's* *Entertainer of the Year* (December 31, 2004) and best-seller. Both Howard and Stewart symbolize *the American Way*.



Up, Up, and Away with Dwight Howard!

The Editors

Steven Cohn, Editor-in-Chief; Greer Jonas, Managing Editor;

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