



SINCE 1947: THE AUTHORITATIVE MEDIA/MARKETING NEWSLETTER

"ISSUE PROSPERITY" IS TO BLAME FOR THE MONTHLIES' -0.25% AD-PAGE JULY.

Sounds paradoxical, but Blender, Elle Decor, and Real Simple drag July's cumulative down because each added releases from what was a June/July schedule last year. Since we carry over double issues for the month (but not in year-to-date), their respective July 2005-versus-2004 differentials are -35.20%/-39.84%/-30.92%, but take away those three June/Julys, and the monthlies' July 2004 sum drops by 379.13 to 12,171.11, raising the differential to +2.86%. That is seen in the January-through-July year-to-date rising to +2.69% from the first half's +2.38%.

- ◆ First major effect from the "closure" that accompanied Martha Stewart's March 4 release from prison is Martha Stewart Living's +120.75% July, which produced a year-to-date "inversion" -6.03% (through June) to +6.02% (through July). MSL off-spring Everyday Food had a +57.54% July; Scientific American, +64.12%; and 50th-anniversary-celebrant Car and Driver, +40.64%. (boxscores are on pages 8 and 9)

JULY IS HOT AND COLD FOR "FOOD & WINE."

No summer "doldrums" here, because the 28-year-old F&W's "Best New Chefs" issue is its meal ticket, and senior vp/publisher Julie McGowan--who will celebrate her 10th anniversary in October--reports that July closed with an all-time record 184.39 ad pages. Chefs were saluted earlier this month by McGowan and editor-in-chief (since June 1994) Dana Cowin in Aspen, Col., and we are told that--as the East Coast withered in a heat wave--it snowed. Not unusual in summer at a place 10,000-plus feet above sea level, but if "hot toddy" recipes appear in F&W next July, we'll know why. "F&W" beneficiary: breast-cancer-fighting **Susan G. Komen Foundation**, which received nearly \$60,000 from the chefs' "Cook for the Cure" auction (including dinners with chef superstars Mario Batali/Emeril Lagasse/Ming Tsai).

JON FINE'S NEW "BUSINESS WEEK" COLUMN MOVES TO THE HEAD OF THE CLASS.

The ex-Advertising Age magazine/newspaper-beat reporter's inaugural **Media Centric**--"An Onslaught of Hidden Ads" on the continuing controversy over paid advertising "placement" in editorial--in the June 27 BW can be found on page 24 before the main editorial well and next to columns by Stephen Wildstrom (technology), Robert Barker (personal business), and James Madigan's/Kathleen Carroll's **Business Outlook**. "I wanted to
(continued on page 4)

min CONTEST: MRI "KIDS" COULD "SHUFFLE" AN APPLE IPOD TO YOU

Mediamark Research Inc. is about to release **The American KIDS Study** on the life-style of our youngest generation. And your lifestyle could be enhanced by an **Apple iPod Shuffle**. Details are on page 5.

- **KELLY AWARDS ARE A "CRISPIN" AFFAIR; WM'S EVANS AT THE AMEX..** Page 2
- **"DOMESTICATED" US WEEKLY; VIACOM & MAGS; FEISTY FEIT..** Pages 3 and 6
- **KIRKLAND IN FORTUNE; FORBES & SPANFELLER; BIZ EDITORS AT ANA.** Page 4
- **WHO NEEDS GOOGLE? MAY AD \$\$\$; JULY BOXSCORES...** Pages 6, 7, 8, and 9
- **GWEN/ANNA/MARIA COVERS; GW RECORD; JANE'S 1990 TRUTH.** Pages 7 and 10

EYE ON MAGAZINES AND NEW MEDIA
STEVE SMITH



WHO NEEDS GOOGLE?

PBS AND MAXIM DON'T--FOR DIFFERENT REASONS

In my June 6 analysis of the March 2005 new media boxscores, I suspected that the increased popularity of "newsbot" sites at such major portals as **GOOGLE**, **MSNBC.COM**, and **YAHOO!** helped with the vastly increased March-versus-February usage in **BUSINESSWEEK.COM**, **ENTREPRENEUR.COM**, **FASTCOMPANY.COM**, and **INC.COM**.

But not for **PBS**, where, with 35 million unique visitors in March (far more popular than **MSNBC.COM**'s 24.8 million), **PBS.ORG** (+25.29% March-versus-February page views; +10.56% unique visitors) is a testament to kid and teacher traffic, as both groups really kick in during the spring. **PBS Kids** has quietly become one of the Internet's monster draws for young browsers.

And not for Maxim, either. Try putting *hometown hotties* into a search engine, and Maxim doesn't even appear in the first page of results. But brand loyalists don't need **GOOGLE**, and they don't need tv. With the help of neither, *hometown hotties* induced a +42.49% PVs/+11.13% UVs in March for **MAXIMONLINE**.

Beginning in late February (perhaps timed with Sports Illustrated's "Swimsuits"), **MAXIMONLINE** visitors ogle and vote on 100 ladies submitted for this contest that has become a staple (pun intended) of the print magazine. In fact, these hotties have fueled a near doubling of raw page views at **MAXIMONLINE** in the last year. January 2004 PVs were at about 56 million compared with March 2005's 106 million.

Two examples of what I call *Google, shmoogle*.

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JONATHON FEIT HAS FAITH IN A DIGITAL "CITIZEN CULTURE."

At 23, the Los Angeles native has a master's degree in psychology from **Boston University** and a Ph.D. in perseverance in getting his personally funded Citizen Culture off the ground last September and subsequently publishing five issues. "The experience convinced me that there is a marketplace for young intellectuals who want writing of The New Yorker/The Atlantic Monthly caliber for their generation," says Feit. (He took pride in CC's "evenhanded" articles on conservatism and liberalism by young, talented writers who were paid little but got exposure from being published.) "But the printing and postal costs that I faced were exorbitant. That is why I am taking CC online [**CITIZENCULTURE.COM**] with a **Zinio**-produced PDF. My goal is for a fourth-quarter relaunch."

- ◆ Feit, whose vp/publisher partner is Harvard grad Irfan ("Sam") Shabeer, tells min that revenue will come from the site being paid (price not yet set) and carrying endemic "sponsored columns"--like **Home Depot** with do-it-yourself projects. Launch goal is 50,000 digital subscribers, who will have the option of getting a print edition at extra cost.
- ◆ Advisers--all of whom Feit personally sought out--include Wall Street Journal publisher Karen Elliott House, who is a B.U. trustee; **Time Inc.** editorial director John Huey, whom Feit reached out to last October at the **American Magazine Conference** (CC is a member of the **Magazine Publishers of America**); The Nation publisher Victor Navasky; and, on the advertising side, **Zenithmedia** senior director of print services Steve Greenberger. "He wants me to prove that we are reaching a young audience," says Feit.
- ◆ Plus, the **U.S. Army**, which Feit enlisted in after the September 11, 2001, attacks. "I was angry and I wanted to do something," he says. But Feit's having the nervous condition Tourette Syndrome forced him to drop out of basic training (Fort Leonard Wood, Mo.), and he switched his energy to CC. Best "energy": Feit getting Playboy "Playmate" Divini Rae Sorenson to write "provocative fiction" in the magazine's third issue after reading of her "interest" in the centerfold.