

OCTOBER 17, 2005

# Advertising Age

## More Pages, More Readers, More Buzz, More Clout

More reasons Advertising Age named us to their coveted A List

**4 MORE**  
 Parent: Meredith Corp.  
 Publisher: Brenda Saget Darling  
 Editor in chief: Peggy Northrop

Ad pages: 665 ▲ 14.9%  
 Total circulation: 1,051,049 ▲ 9.3%  
 Subscriptions: 931,449 ▲ 8.7%  
 Single-copy sales: 119,600 ▲ 14.1%

Combined with Meredith's acquisition of books like *Child* and *Parents*, the success of *More* adds clout to the company strategy of selling ads for women of any age/life stage. Editor Peggy Northrop has kept the magazine fresh, partly through its first redesign in six years. Big advertisers have embraced it despite their infatuation with the younger crowd; Ford Motor Co. sponsored the "More Model Search" and included the winning models in a print effort.



Special Report MAGAZINES: THE A-LIST

**1 PEOPLE**  
 Parent: Time Inc.  
 Publisher: Paul Carpe  
 Managing editor: Martha Nelson

Ad pages: 2787 ▲ 6.5%  
 Total circulation: 3779,640 ▲ 1.3%  
 Subscriptions: 2,294,602 ▲ 0.4%  
 Single-copy sales: 1,485,038 ▲ 2.3%

For first-aid, anticipating those days off, boarding and a celebrity year for that's beginning to look downright imperial in its expansion, People is the A-List's top spot. It doesn't hurt that the advertiser-friendly title brings in more revenue and profit than any other of the Time Inc. machines, which is driving interest in numbers. At 31, People isn't a young and-sexy startup, but success has a certain attraction of its own.

**3 US WEEKLY**  
 Parent: Warner Media, Wolf Group Co.  
 Publisher: Victoria Lashin Rose  
 Editor in chief: Janice Min

Ad pages: 138.4 ▲ 13.2%  
 Total circulation: 1,638,267 ▲ 23.9%  
 Subscriptions: 685,256 ▲ 13.2%  
 Single-copy sales: 953,011 ▲ 32.6%

Last year's Magazine of the Year could be budgeted from the A-List, despite competition from People above and rising in Touch Weekly and Star. It's responsible for leading the category with speed. "I'm sorry I complain. It's a magazine that draws readers and advertisers, publishers rejoice. And it's a relatively positive editorial approach helps us maintain some sense of decency even while we speak through celebrities' windows."

**7 RUNNER'S WORLD**  
 Parent: Rodale  
 VP-publisher: Andrew Harsam  
 Editor in chief: David Willey

Ad pages: 54.4 ▲ 22%  
 Total circulation: 608,559 ▲ 5.2%  
 Subscriptions: 522,194 ▲ 5.2%  
 Single-copy sales: 85,365 ▲ 5.3%

Runner's World is stocked with ideas, with those who are increasing numbers, but it has managed to raise its mission to draw in ads promoting cars, equipment, etc. "I believe Ultra, etc. is the best for ad revenue this year and more than 100 new advertisers in the two years, 40% of them new entrants."

**8 O, THE OPRAH MAGAZINE**  
 Parent: Hearst Magazines, HarpoPrint  
 VP-publisher: Jill Seelig  
 Editor in chief: Amy Gross

Ad pages: 199 ▲ 10%  
 Total circulation: 2,622,718 ▲ 34%  
 Subscriptions: 1,566,006 ▲ 17%  
 Single-copy sales: 1,056,712 ▲ 20%

Celebrity-branded magazines like *Star* from American Media and *Real* from Time Inc. are the Association's new. Every day with Rachel Zoe's endorsement is now that they've seen the success of Martha Stewart and Oprah Winfrey. But continues to stand out with double-digit ad page gains this year and a surge of new and loyal buyers.

**9 GQ**  
 Parent: Conde Nast Publications  
 Publisher: Peter King Hunsinger  
 Editor in chief: Jim Nelson

Ad pages: 182.4 ▲ 8.6%  
 Total circulation: 804,324 ▲ 1.2%  
 Subscriptions: 609,238 ▲ 1.3%  
 Single-copy sales: 195,086 ▲ 0.7%

Men's magazines often struggle to be interesting to men but GQ comes to mind—but GQ shows some skill in this area, as in its September send-up of celebrity wedding: "Summer Court: Justice: They're just like us!" It's worth noting that Jim Moore has reached his 25th year as a small director of GQ. (The magazine noted it with 100 pages of ads.) For well-quality and content, endorsed by rising ad pages, GQ stands on the A-List.

**10 THE WEEK**  
 Parent: Dennis Publishing  
 President: Justin B. Smith  
 Editor in chief: William Falk

Ad pages: 389 ▲ 16.8%  
 Total circulation: 350,060 ▲ 42.4%  
 Subscriptions: 350,060 ▲ 43%  
 Single-copy sales: 1,000 ▲ 49%

The newsworld that was looking for a niche in the early 1990s, are still struggling to compete with the fast news of today. As the traditional powerhouses with ad pages, Dennis Publishing has made a go of it with *The Week*, which combines *The Economist's* international perspective and many "big" useful features to reposition other outlets' news. *The Week's* offering of fact in a category that otherwise looks cold.

# THE A LIST

What's it take to make the list? Advertising Age editors look at circ, ad pages, editorial excellence and buzz in the buying community for this annual feature

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**2 REAL SIMPLE**  
 Parent: Time Inc.  
 President/publisher: Robin Rosenzweig  
 Managing editor: Kristina Cottogno

Ad pages: 114.2 ▲ 20.4%  
 Total circulation: 1,047,004 ▲ 13.3%  
 Subscriptions: 1,522,520 ▲ 14.3%  
 Single-copy sales: 424,384 ▲ 3%

By now, *Real Simple* has relegated its readers to a page-saving status. More importantly, it continues to expand the brand and attract huge numbers of readers, and a consistently engaging product that it could only be created by a specialist. Either that, or top editor Kristina was doing so well at her job. (We also like the new, simpler cover line "It's made easier.")

**5 GLAMOUR**  
 Parent: Conde Nast Publications  
 VP-publisher: William Wackermann  
 Editor in chief: Cynthia Leive

Ad pages: 126.5 ▲ 10.4%  
 Total circulation: 2,340,958 ▼ 0.8%  
 Subscriptions: 1,448,438 ▲ 4.3%  
 Single-copy sales: 892,520 ▼ 8.2%

A site in total circulation and a larger decline in newsstand sales can't erase the dollar year *Glamour* has had. This summer it surprised many by making away with the biggest prize of the National Magazine Awards, the women's magazine had won for general excellence since 1992. Plus, ad pages at the magazine are in clothing, and *Glamour* says, second half newsstand sales are performing better than in the first half.

**6 TEEN VOGUE**  
 Parent: Conde Nast Publications  
 VP-publisher: Gina Sanders  
 Editor in chief: Amy Actley

Ad pages: 75.2 ▲ 29.8%  
 Total circulation: 1,527,990 ▲ 168.8%  
 Subscriptions: 1,324,036 ▲ 207%  
 Single-copy sales: 223,954 ▼ 7%

Admittedly, *Teen Vogue* declined ad newsstand and only relied on its eye-popping circulation growth by adding former *Vogue* subscribers to its rolls in February. *Conde Nast* acquired *Vogue* from Group 6, June 1 but the *Vogue* subscription leaves *Teen Vogue* with larger total circ than *Conceit* and rising at *Teen Vogue*, and publishing ton entirely about organic growth. If former *Vogue* readers re-up in large enough numbers, the *Conde Nast* title will be sitting prettier than ever.

we are **More**