MEDIAWEEK

JUNE 26, 2006 $3.99 VOL. 16 NO. 26 www.mediaweek.com

Fox, CW Upfront Tallies Top 2005-06

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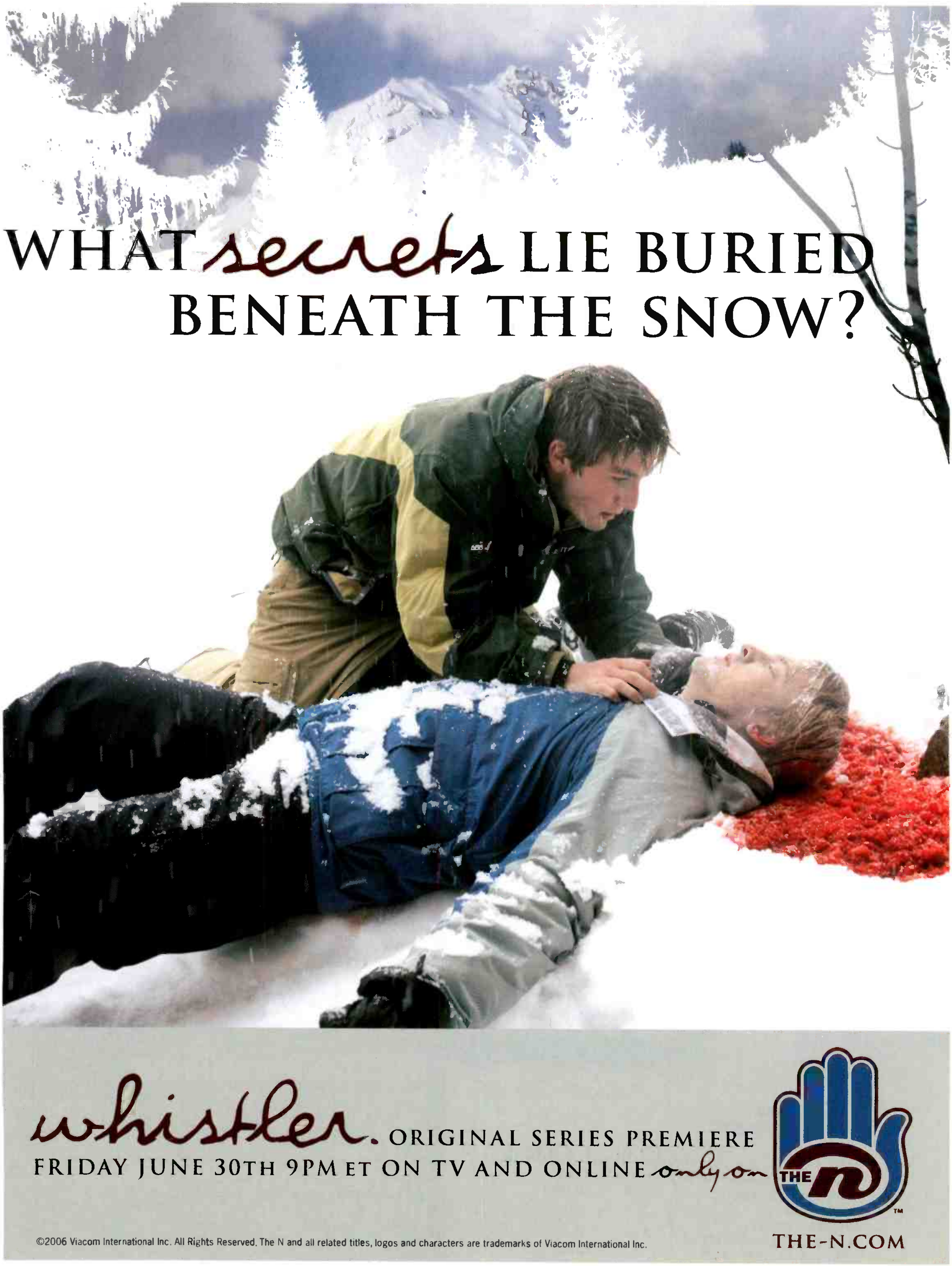
NBA Commissioner Stern (left) with Miami Heat coach Pat Riley and ABC's Dan Patrick

STEPHEN DUNN/GETTY IMAGES/COURTESY NBAE

HEAT SEEKER

NBA Commissioner **DAVID STERN** enjoys a Finals ratings bounce as he considers which play to call next

BY JOHN CONSOLI PAGE 8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At Deadline

▮ POLS TO BEGIN WORK ON TELECOM BILL

The Senate Commerce Committee on June 27 will embark in earnest on crafting a broad telecommunications bill that includes language easing Bell companies' paths to offering video services that compete with cable. Senators considered a handful of more than 200 amendments in an initial voting session last week without reaching the contentious issue of corporate management of Internet access.

▮ CC UNHAPPY OVER RADIO GROUPS SHIFT TO PPM

Clear Channel last week kicked radio groups that signed for Arbitron's portable people meter service off its electronic ratings evaluation committee. In a June 22 e-mail to CBS Radio, Emmis Communications, Greater Media and others, Jess Hanson, CC senior vp of research, told the groups their participation was not "appropriate" given that they signed before the team concluded its work. No word about the status of the representatives from four agencies (MediaCom, Mediaedge:cia, Initiative, and MPG) that have also signed to the PPM.

▮ OPTIMEDIA'S DREXLER SUCCEEDED BY YOUNG

Forty-year media agency executive Mike Drexler, currently president of Optimedia (part of Publicis Groupe's media agency network ZenithOptimedia) will retire this summer. Tim Jones, who replaced Rich Hamilton last year as CEO of ZenithOptimedia in the U.S., has appointed Antony Young to succeed Drexler. Young is moving from London, where he has been CEO of ZenithOptimedia U.K. Group, to assume his new role.

▮ FCC'S MARTIN STILL FOCUSED ON MUST CARRY

Federal Communications Chairman Kevin Martin has indicated he's willing to try again to rewrite policy so cable operators are forced to carry every digital TV program from each local broadcaster. Due to little support, he dropped the matter from the agenda before last week's FCC meeting.

▮ CORRECTION:

The June 19 Mr. Television column incorrectly stated the premiere date of NBC's *America's Got Talent*. The new reality/competition series began on June 21, and the live half-hour results show will launch on July 13.

▮ CLARIFICATIONS:

In a June 19 news story, Shari Ann Brill, vp, director of programming at Carat, was mentioned as predicting ABC will win Wednesday nights in the 18-49 demo, and that CBS would win Monday and Tuesdays. It should have been stated that those predictions were for the programming match-ups in fourth quarter of this year, particularly before Fox returns *24* on Mondays and *American Idol* on Tuesdays and Wednesdays in January. Also, in the May 15 issue, *Outside* misreported its June 2006 ad pages to the *Mediaweek* Magazine Monitor. Ad pages totalled 70.86 for June, and through the July issue's pages totalled 528.98, which was flat over the same period the prior year.

▮ *MEDIAWEEK* TAKES A BREAK:

Mediaweek this week begins its biweekly summer publishing schedule. The next issue will be July 10. For breaking news coverage, go to Mediaweek.com.

Mediaweek **and sponsor Comcast Spotlight toasted Media Plan of the Year winners last week at New York's Rainbow Room. For more photos, visit mediaweek.com.**

THERESE KOPIN

Market Indicators

NATIONAL TV: BUSY
Fox and CW completed their upfront sales last week. The other nets are expected to be done early this week. Fox will benefit in third-quarter scatter as it is premieres the bulk of its fall schedule in August and early September.

NET CABLE: STALLED
Cable still on sidelines as it waits out ABC, although a few top-tier players like Turner, MTV Networks, FX Nets and Discovery have cut upfront deals. Smaller nets resigned to waiting until after July 4th to complete business.

SPOT TV: ACTIVE
Automotive, retail and movies remain flat; healthy increases in telecom and political. Many advertisers booking ahead to August and beyond to avoid the expected crunch.

RADIO: LUKEWARM
National business is improving, but it's not enough to call a rebound yet. Local better, but still lukewarm, with auto and retail dragging down demand. Some political, but the category is not on fire.

MAGAZINES: MIXED
Detroit auto picking up spending in the second half. Men's grooming and tech strong in men's titles. Skin care and fragrances still robust in women's beauty and fashion magazines. Home goods and housewares continue to spend less in shelter books.

MEDIA WIRE

WWE Magazine Latest Effort to Grapple With Fans

For fans of Wrestlemania, World Wrestling Entertainment this week will launch a lifestyle publication focusing on the rough-and-tumble superstars of professional wrestling.

Inside: guacamole recipes for fans...

WWE Magazine will unveil a special summer issue on June 26, with a $6.99 cover price and a rate base of 250,000. The August issue, its first on a regular monthly schedule, will debut on July 11 and carry a $5.99 cover price.

The title will publish eight regular issues and four specials through 2006, and 13 regular issues and eight specials next year. The new magazine will replace *WWE Smackdown* and *WWE Raw*; the titles' 250,000 subscribers will instead receive *WWE Magazine*.

A handful of former staffers of Ziff Davis Media's defunct *Sync* moved to *WWE*, including editor in chief Tony Romando, and vp, publishing director Bob Lee.

While *WWE Magazine* may look like a laddie magazine for wrestling fans, Romando, who is a veteran of *FHM* and *Maxim*, said it's no knockoff. "It's a celebrity magazine—[wrestler] John Cena is bigger than Tom Cruise to these guys. No one cares if we give a guacamole recipe, but they do if it comes from the wrestling star."

Although *WWE* only carries direct-response ads in the first two issues, Lee said he has expanded his sales staff from two to 12 people, and will break wireless and footwear advertisers in the September issue. —*Stephanie D. Smith*

FCC Set to Reexamine Media Ownership Rules

The Federal Communications Commission is set for months of controversy as it decides whether to loosen rules limiting local ownership of broadcast stations and newspapers.

The last *(Continued on page 6)*

THE UPFRONT BY JOHN CONSOLI AND ANTHONY CRUPI

Close of Business

Fox books $1.8 billion, up $200 mil.; CW posts $650 mil., as cable, syndie gird for shoot-out

Fox and CW completed their upfront selling last week, with the other broadcast networks expected to be done early this week, including ABC, which sources close to the negotiations said was further along than most industry observers thought.

Fox nailed down $1.8 billion in prime-time sales, $200 million more than last year, while CW—which will debut in September—took in $650 million, about $40 million more than the WB sold in last year's upfront. UPN sold about $200 million in last year's upfront.

Fox sold its inventory at average cost-per-thousand rate hikes of 2 percent over last year, and sold about 2-3 percent more inventory (about 75 percent of its total) than in '05. Also accounting for the volume pop were higher prices charged for megahit *American Idol*.

The CW sold about 83-85 percent of its total inventory in the upfront, sources said, similar to what WB sold last year.

CW's first upfront was a bit challenged due to the marriage of programming from the WB and UPN. While the network did deals with most of the same advertisers for returning WB and UPN shows, the demos for those shows are very different. Returning WB shows skew more young, white and female, while returning UPN scripted shows appeal to more young, black and Hispanic women. And the CW will also be airing WWE (wrestling), which skews young and male.

Despite the difficulty in comparing WB and UPN's respective 2006 CPM, sources familiar with the negotiations said CPM increases were 1-2 percent above what WB wrote last year.

ABC, CBS and NBC were all close to done as last week ended, with ABC doing deals at 3-4 percent CPM hikes, CBS in the 0-2 percent range and NBC selling at 5 percent lower than last year.

While the broadcast networks were winding down, the syndication upfront, surprisingly, was heating up, with several major agencies in conversations with a number of top syndie sales groups. At least one syndicator said it has done some early business. No details on price were available and most of the discussions have not gotten as far as pricing. Most agencies were making inquiries about how much top-rated syndicated programming they can get in packages.

"Some reach out is being made to syndication," one media agency executive confirmed. "We are more interested in the higher-tier shows and when we do deals will depend on pricing. But if the syndicators can offer us aggressive pricing, we could be spending money there before cable."

Earlier this spring, Cabletelevision Advertising Bureau president/CEO Sean Cunningham was particularly bullish in assessing cable's prospects in the upfront, predicting that the total cable market would grow by $500 million to $750 million over last year's $6.5 billion take, a dollar hike of between 7.7 percent and 11.5 percent. Last week, Cunningham said he's sticking to his earlier projections, saying, "things are unfolding much like we thought they would. So slow and steady is pretty much where we thought we'd be."

Syndication will have "no effect whatsoever on cable," said an ad sales chief at a top-rated cable network. "We don't feel pinched by syndication in any way, shape or form."

Cable sales execs said they won't rush into deals. "On CPMs, it'll be anywhere from down 5 percent in the more extreme cases, to up 2 percent anywhere you have people tuning in on a regular basis," said one leading sales executive. "Those aren't exactly stampede numbers." —*with Marc Berman*

RAY MICKSHAW/FOX

Fox's upfront lift is attributable in part to *Idol*, which drew solid CPM increases.

Fiddling While Rome Burns

Ray Warren speaks his mind on the DVR ratings debate

THE LIVE VS. LIVE-PLUS-SEVEN-DAYS of recorded playback viewing issue seems to have resolved itself. Thank goodness. Yet, in reading Alan Wurtzel's (my former ABC colleague and the current NBC president of research and media development) comments in *Mediaweek* [May 29], a much larger issue surfaced. Once again, it appears our industry is battling over a new development in measuring audiences, rather than working together to find a solution that does what the technology and research is supposed to do: advance the advertiser's ability to value the worth of their national television advertising. It's not about the death of the 30-second spot. It's about keeping life in the :30.

OPINION
By Ray Warren

I believe there is an inherent flaw in the content providers' and advertisers' relationship. Content providers are most interested in measuring audiences. They want to place as many impressions into the bucket as some logic (and Nielsen Media Research) will allow. Advertisers are most interested in selling their products and services. They want to spend their dollars to increase sales and services in the most effective and efficient way possible. And therein lies the problem that relates to issues such as DVR live vs. DVR-plus-seven.

When the networks discuss Millward Brown studies on commercial skipping and don't involve the media services industry, they are spending money that suits their purpose—more impressions. What they don't spend any money on is measuring the ability of that ad to get someone to buy the advertised product. In this year's upfront, we are seeing some movement toward acknowledging that need, and I applaud that. We need a lot more.

Every time the content providers add impressions, they raise their ROI (as their ROI is the cost of a 30-second spot. But in the vacuum that is any meaningful research that measures the purchase of a product based on the viewing of a television ad, those additional impressions increase the risk to the advertiser and lower their ROI, which is already very difficult (at best) to measure.

So, we battle. Or content providers do something potentially more damaging to the partnership: look for ways to generate additional revenue to offset the decline of ad dollars. Rather than invest in research that can prove the ROI of a TV ad (and we know it's there) and increase ad spending, they invest in technology to tap dollars that may or may not involve advertising.

Currently, consumers spend more money on video gaming and theatrical releases than advertisers spend in the upfront. In total, consumers spend more money on content than advertisers do on television ads. It seems the content provider would rather tap that consumer spending pot than grow (or stop the drain on) ad spending. It's a slippery slope. Yes, there are many experiments going on among many content providers and advertisers and their media agencies, but they aren't collaborative. The content provider creates them and takes them to market. Some are embraced, some aren't. None are scalable enough to offset the drain of ad spending for national TV. I'm not sure they ever will be. I have sat in a number of cross-platform meetings with content providers, and two things emerge:

- It's the wild, wild West. No two meetings are the same, many companies are feeling their way around and lots of hours are being spent by agencies sorting through these offerings.
- For the most part, they are talking "at" the agency, not "with" the agency. "Here's our application," not, "How can we create this to maximize your investment and our joint learnings?"

Recall that the first evolution of the Internet had little if any advertiser/agency input. It's taken seven years, lots of advertiser input and a mind-numbing amount of technological advances to turn that tide. Internet advertising spending is increasing dramatically. "Traditional" advertising is not nearly keeping pace.

Here's what I suggest: Let's create a research partnership using some of the resources the content providers currently spend on finding other consumer-generated revenue streams, and the resources of the agencies trying to understand the connection between a :30 and sales of clients' products and services. Rather than watch Rome burn—or have advertisers and content providers learn how to live without each other—let's work together on figuring out how to use the power of the national broadcast and the power of new technology to continue to do what advertisers need: get people to buy stuff.

Ray Warren is president of Carat Media Group Americas.

RESEARCH BY JOHN CONSOLI

Ready for Ad Ratings

Nets, agencies want to use commercial data by '07-'08

The broadcast networks and media agencies are eager to begin evaluating the commercial ratings data Nielsen Media Research plans to supply on a daily basis beginning this November, with hopes that it could become the currency used to buy and sell advertising for the 2007-08 season.

"I believe it's possible [to use commercial ratings in next year's upfront]," said Dave Poltrack, CBS' executive vp and chief research officer. "We know the advertisers want to use commercial ratings rather than program ratings. They've been telling us that for years."

While all five nets have asked Nielsen to provide commercial ratings based on live-plus-seven-days of digital-video-recorder playback viewing, Jack Loftus, senior vp, communications, for Nielsen, said the organization might initially provide commercial ratings for not only live-plus-7, but also for live-only and live-plus-same-day, and let the industry determine which data is best as a negotiating currency.

Poltrack said while the networks and media agencies have been at odds over which level of program ratings to use when negotiating in this year's upfront marketplace, he said live-plus-7 commercial ratings should be less controversial, since fast-forwarded commercials would be eliminated because there is no audio by which to measure them. "That should make it more amenable to advertisers, because only DVR playback in regular mode—where commercials are not fast forwarded through—would be included," he said.

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time the agency decided the issue in 2003, it reaped more than 2 million public comments, two rebukes from the U.S. Senate and rejection by a federal judge who said the agency had not justified its deregulatory choices. Last week, FCC Chairman Kevin Martin, aided by his first Republican majority in more than a year on the chair, commenced what he called a "neutral and evenhanded" review aimed at a new vote early next year.

Agency Democrats said the FCC should pledge to publicize any proposed new rules before a vote, and should not allow any rule to be considered separately. One candidate for such treatment: the rule barring common ownership of a daily newspaper and nearby broadcast station, which Martin has singled out for criticism.

The agency also will consider making it easier for a company to own two TV stations in a market. Other issues include local radio ownership; cross-ownership among local radio and TV stations and the ban on owning more than one national TV network. *—Todd Shields*

ABC/ESPN Ink Big Ten Channel TV Rights Deal

The Big Ten Conference will create a Big Ten Channel, a national network in partnership Fox Cable Networks, that will be devoted to Big Ten athletic and academic programs. The new channel is expected to launch in August 2007. At the same time, the Big Ten has reached a new 10-year national TV rights agreement with ABC/ESPN.

The Big Ten Channel will air Big Ten games in various sports, as well as original programming produced by the conference's 11 universities. It will be made available to all cable operators. DirecTV, owned by Fox Cable Networks parent News Corp., will add the channel to its Total Choice Package subscribers. Big Ten Channel content will also be available via the Internet, iTunes and cell phones.

Under the new deal with ABC/ESPN, ABC will air 17 Big Ten football games a year, and up to 25 games will be carried on ESPN or ESPN2. Some 60 men's basketball games will run on ESPN networks, which include ESPN, ESPN2, ESPNU and *(Continued on page 8)*

Nielsen plans to supply one average rating of all the commercial minutes within a show. Loftus said Nielsen may eventually be able to provide minute-by-minute commercial ratings in its daily offering, "but we are just not there yet." Nielsen is owned by VNU, publisher of *Mediaweek*.

Several media agencies, including Magna Global USA, have been quietly lobbying Nielsen to begin offering some form of commercial ratings, and last March, Mediaedge:cia, on behalf of its Group M parent—which includes media agencies MindShare and MediaCom—publicly called on Nielsen to begin offering average commercial ratings per show.

Lyle Schwartz, senior vp and director of research and marketplace analysis at Mediaedge:cia, called Nielsen's decision a "positive step." He added that offering it this November will give the industry time to evaluate the data's usability in buying and selling negotiations, and which stream of commercial data measurement will work best.

But Schwartz also said that since most of the DVR viewing takes place within three days after a show airs, a live-plus-3 metric may be a good compromise for future measurement. ■

CABLE TV **BY ANTHONY CRUPI**

An Ad Walks Into a Bar...

TBS syncs up sales, content with pod of funny spots

TBS this fall will experiment with a new, shorter commercial pod that it hopes will keep even the most remote-happy viewers in stitches and perhaps reduce channel churn.

Starting in October, the Turner net will seed a one-minute ad pod in the first available slot in each of four consecutive episodes of *Everybody Loves Raymond*, which will run in a special "Very Funny Mondays" block from 8 p.m. to 10 p.m. While the brevity of the pods is meant to keep viewers tuned in, Linda Yaccarino, TBS/TNT executive vp/general manager of entertainment sales, said the real draw will be in the inherent humor of the spots that will inhabit those pods.

"We asked ourselves going in, 'How do we prove to our clients that being funny means something?'" Yaccarino said. "It occurred to us that if we create the right environment that combines programming with funny commercials, then our viewers will see the ads themselves as content."

In keeping with TBS' tag line, minutes into each *Raymond* episode, a short vocal and visual cue will alert viewers to stay put for two "very funny commercials." By creating a showcase for humorous spots, Yaccarino believes that TBS' ad partners will push to slot their more jocose creative in the short pods.

TBS hopes placing funny ads around *Raymond* will engage viewers and cut clutter for clients.

ROBERT VOETS/CBS

"Especially now, with the constant pressure to reduce clutter, this is a perfect solution for all sides," Yaccarino said. "And it's something that's never been done before."

The idea to slot the short pods as a complement to the antics of the Barone family was hatched as a result of a three-way collaboration between Yaccarino, MediaVest and Mark D'Arcy, chief creative officer for Time Warner Global Marketing. Because of the agency's role in cooking up the initiative, its clients will have exclusive presence in the pods through the end of the fourth quarter, said Donna Speciale, president, U.S. broadcast and programming, MediaVest.

MediaVest clients—which include Coca-Cola, Kraft and Procter & Gamble—will get additional bang for their buck in late December, when TBS will repurpose the funniest spots, as selected by viewers, for a one-hour special hosted by Kevin Nealon.

As part of the initiative, the agency will also track the effectiveness of the shorter pods and viewer engagement with the themed spots, said Pam Zucker, senior vp, director marketplace ignition, MediaVest. The former element remains of significant interest as clients continue to rail against clutter.

"Generally speaking, the Turner networks fall in the middle of the pack when it comes to clutter. They've been doing lots of little things to shave back that commercial time without giving up any dollars," Zucker said. ■

MEDIA WIRE

ESPN360. One hundred women's basketball and volleyball games will also run on an ESPN network. ESPN was also granted the right to offer live events, video highlights and other features to users of ESPN.com, Mobile ESPN, ESPN360 and ESPN video-on-demand. —*John Consoli*

PwC: Compounded Media Spending to Grow 5.4%

The U.S. advertising market is expected to rise at a 5.4 percent compound annual rate to $230 billion in 2010, according to PricewaterhouseCoopers' annual entertainment and media outlook, released last week.

The fastest growing segment will be the Internet, growing at an average of 15.2 percent to $25.5 billion and out-billing the radio industry by 2009.

Due to new billboard technologies and an increase in out-of-home venues such as street furniture, out-of-home advertising will be the second-fastest-growing sector, with a 8.3 percent compound annual increase to $9.4 billion in 2010.

TV broadcast and cable networks will continue to be healthy, growing at an average 7.1 percent clip to $51.9 billion in 2010. Cable networks will overtake broadcast networks this year with $20.7 billion revenue compared to $19.1 billion. Cable networks are forecast to grow faster than broadcast networks with a 8.7 percent compound annual growth rate versus a 5.2 percent annual rate for broadcast networks.

Local cable's growth, at a 4.7 percent compound annual rate to $6.7 billion in 2010, will outpace local TV's rise, which is forecast at a more moderate 4 percent rate to $30.4 billion.

The growth rate for radio, newspapers and magazines will underperform the total industry growth rate. Radio is expected to improve due to HD radio and the emerging satellite radio industry, growing at a 4.3 percent annual clip to $24.6 billion in 2010. Online advertising will help improve newspaper advertising, forecast to increase at a 3.5 percent rate to $58.7 billion. Magazines will grow at a 4.5 percent annual rate to $29.3 billion. —*Katy Bachman*

NEWS ANALYSIS BY JOHN CONSOLI

On a Hot Streak

NBA's Stern explains why league is in winning position

National Basketball Association Commissioner David Stern was all smiles last Tuesday on ABC's telecast of the NBA Finals as he presented the championship trophy to the Miami Heat—which vanquished the Dallas Mavericks in six nail-biter games—and the MVP trophy to Heat star Dwyane Wade.

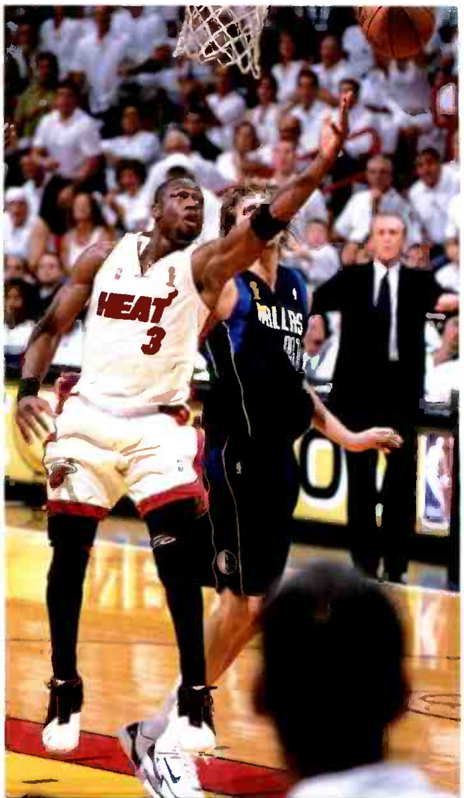
"The commish" has plenty of reasons to smile. Not only were ratings for the entire playoff series up on cable networks ESPN and TNT and ABC by 26 percent, 4 percent and 11 percent, respectively; so were ratings for the finals on ABC. All six Finals games on ABC were the highest-rated prime-time telecasts on those nights in viewers and all key demos. Total viewers rose 13 percent (13 million vs. 11.5 million for last year's San Antonio Spurs win over the Detroit Pistons) and went up 13 percent in adults 18-49 (5.3 vs. 4.7). Game 6 on June 20 drew 15.7 million viewers and a 6.3 adults 18-49 rating, up 16 percent and 23 percent, respectively.

Interestingly, the playoff ratings were bolstered not only by more men watching, but also by more female viewers. During the playoffs, ratings among women 18-34 were up 32 percent on ESPN, 7 percent on TNT and 15 percent on ABC.

"It's a positive sign," Stern said about the influx of female viewers. "What we're trying to do is increase our audience against all targets—all demos." The commissioner believes the growth in popularity of women's basketball at every level, along with the maturing of the WNBA, is starting to have a positive effect on NBA viewing. "We're beginning to see a real stepladder effect," Stern said. He also believes the bells and whistles on NBA.com are drawing more younger male fans. And the influx of foreign-born players, many of whom played major roles in the playoffs, brings another layer of new viewers to the telecasts.

The solid ratings hikes in the playoffs came after a season of flat cable ratings, with ABC down slightly on the broadcast side. They are still a positive development, given the current world of massive choice for viewers every night. The reality is that the early rounds of playoff coverage on cable—not necessarily the regular season games—are what drive viewers and momentum to the NBA Finals.

In addition to a sizable uptick in playoff ratings from winning the NBA Championship, the underdog Heat—led by Shaquille

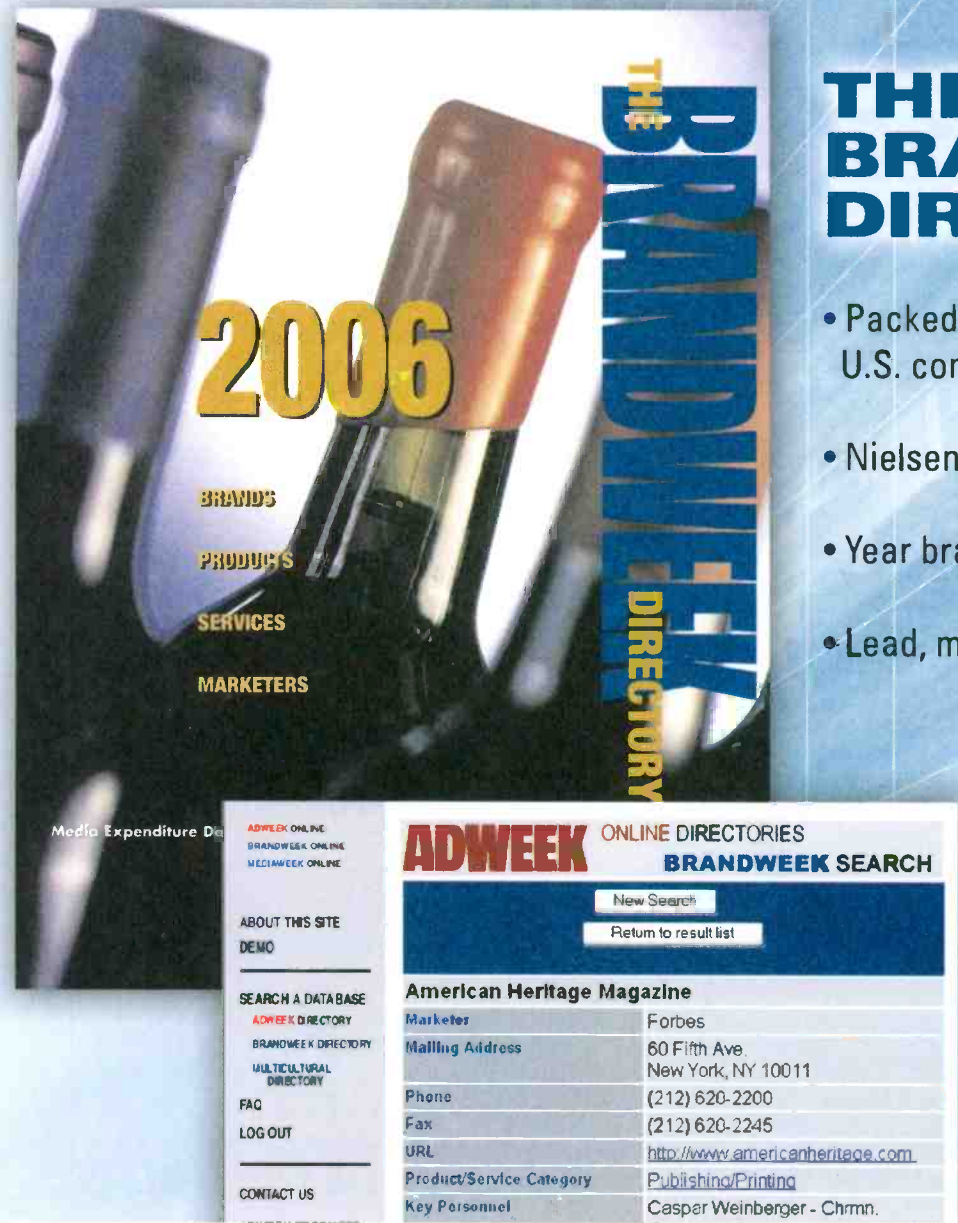


ANDREW D. BERNSTEIN/NBAE VIA GETTY IMAGES

MVP Wade swoops to the hoop in a blistering NBA finals series that attracted strong ratings.

O'Neal, Wade and a number of other players who basked in the national limelight for the first time—clearly established themselves as one of the new "nation's teams," on par with the Los Angeles Lakers. That translates to much more exposure for the Heat next season, more-than-likely higher ratings for the network partners, and more viewers watching the NBA, which will give Stern reason to continue smiling. (The 2003-04 NBA Finals, featuring the Lakers and Detroit Pistons, drew an average of 17.9 million viewers per game compared to 13.0 million this year, although this year was the second most-watched Finals under the current TV rights contract.)

Stern always believed that adding a second cable partner (read: much more national coverage), moving the All-Star game to cable and giving TNT an exclusive Thursday game, would eventually be the right move for the league going forward. But many of the NBA monitors in the media were not so sure, and some sports media-buyers had their doubts. In the first year of the new TV rights deal four



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Vice President/Business Planning and Development Jonathan Gordon

years ago, TNT was given 54 regular-season games, compared to the 48 that TNT and sister network TBS ran in the last year of the previous deal. TNT also got the NBA All-Star game, previously televised on broadcast. ESPN was brought in as the second cable partner and given 69 regular-season games. Both cable networks were given all of the respective Eastern and Western Conference finals, many of which previously aired on broadcast.

Now it's hard to argue with the results of this just concluded post-season, which had one media buyer acknowledging that "the NBA did alright."


NBA

"There has been a huge change sweeping the media landscape, and we knew that it was coming early on." STERN

Stern is in a solid position as he looks to begin negotiations for a new TV rights deal with his partners (*Mediaweek*, June 12). "We were always comfortable with [adding more games to cable and reducing the number of broadcast telecasts,]" he told *Mediaweek*, "and remain comfortable. There has been a huge change sweeping the media landscape, and we knew that it was coming early on. It says something when a showcase prime-time sports event like Monday Night Football is moved to cable."

Stern says by partnering with Disney (owner of both ESPN and ABC) under the current rights deal, the league enjoyed more flexibility to move games back and forth. In the first year of the current deal, ABC aired 14 games, down from the 31 NBC aired under the previous rights deal. This season, ABC aired 20 games. Stern sees the ideal number being between 18 and 20, believing now that airing tripleheaders on NBC may have been too much basketball in one day for even the most avid fans.

Naturally, the NBA's media partners are smiling over the ratings, too. Len DeLuca, ESPN senior vp of programming and acquisitions, described the playoffs as "the anointing of the new NBA megastar [Wade]," and added that under the current rights deal, ESPN/ABC have an option to put on an individual team 15 times during the season [10 max for ESPN and up to five for ABC]. "Expect the Heat and the Mavericks to join the Lakers for the maximum number of games next season, with some of them against each other," he said.

Stern believes using all of the Disney platforms helped drive viewers. For example, all buses inside Disneyland and Disney World carried promotion of the playoff telecasts. And, for the first time this season, the NBA predraft camp was held at Disney World. Synergy like that is one reason why Stern would love to re-up with ESPN/ABC as a TV partner.

DeLuca said Stern pushed hard to get more cross-promotion among ESPN, TNT and ABC. "The NBA has encouraged this and we have all embraced it," he said. "David is a partner in the true sense of the word. He is supportive and he will help you do business, But he is also constructively critical if he thinks there is a better way to do it."

An area of business that has not been discussed is the potential airing of NBA games on Saturday nights on ABC during the first quarter. ABC has already announced it will begin airing college football games on Saturday nights in fourth quarter 2006, but has not announced its plans for the nights when college football is wrapped.

Stern called the possibility "intriguing" and said it is "something we'd be willing to talk about," but added that it "would require a lot of adjustments." Games would have to be moved from ESPN, and a national game on ABC would compete with local NBA telecasts on the regional sports networks (the Sunday NBA game on ABC has an exclusive window). DeLuca agreed such a move would be a long shot, saying the goal right now is to keep beefing up ratings for the Sunday afternoon game on ABC. (The move would also need the blessing of ABC Entertainment.)

One idea Stern has discussed with TNT for next season is moving some of its exclusive Thursday night games to another night. With the NFL Network scheduled to air some Thursday regular-season NFL games this fall, Stern would like to avoid competing head-to-head.

All sides seem amenable to extending the current deal, which expires after the 2007-08 season, by the end of this calendar year. "We are in very comfortable relationships with all of our national partners," Stern said, "and we would like to continue to grow those relationships. We all have an appetite to do it."

Having said that, Stern, still smiling, added, "But we are also a profit-seeking business. If we can [extend early], fine, but if we can't, that would be fine too." ■

BY EILEEN DAVIS HUDSON

Lightning snakes down around the Colorado state capital building in downtown Denver.

SALLY BROWN/INDEX STOCK

Denver

THE MILE-HIGH CITY OF DENVER, COLO., AND OTHER COMMUNITIES IN THE DMA continue to enjoy the benefits of a robust tourism industry associated with the world-class ski resorts and other outdoor recreation. Among the myriad projects to further advance that profile is a $70 million, 150-acre reconstruction of the base of the popular ski resort Winter Park. The plan, to be completed in phases over 15 years, includes 1,500 residential units and 42,000 square feet of commercial space. Also, the next phase of the expansion of Denver's two-year-old light rail system will open Nov. 17, 2006.

In the southern suburb of Lone Tree, construction began last year on the first phase of the 3,500-acre RidgeGate community. The 50-year project includes a 175,000-square-foot SuperTarget and a 25,000-square foot multitenant building. The project will ultimately add 23 million square feet of commercial space and 12,000 new homes.

The projects should provide a boost to the nation's 18th largest DMA with 1.4 million TV households. Denver is an expansive market that spans more than 60 counties in north central Colorado, western Nebraska and southern Wyoming.

Gannett Co.'s NBC affiliate KUSA-TV has led Denver in late news for 30 years, with the exception of a few years in the mid-1990s after KUSA switched affiliations from ABC to NBC. With its well-known 9News brand, KUSA remains one of the country's strongest network affiliates.

The company is also in the process of purchasing the NewsWeb Corp.-owned UPN affiliate KTVD-TV. Gannett is awaiting final approval from the Federal Communications Commission. A decision is expected "any day now," says Mark Cornetta, KUSA vp/general manager.

If approved, the purchase would create Denver's second duopoly. KUSA is moving ahead with a half-hour-long 9 p.m. news on KTVD Monday-Sunday. The move would create the city's third newscast at 9. Bazi Kanani, currently KUSA weekend anchor/weekday reporter, and KUSA 4 p.m. weekday co-anchor Mark Koebrich, will co-anchor the new 9 p.m. news, expected to premiere sometime in September, says Cornetta.

For other markets, go to the Market Profile Index at mediaweek.com

Greg Armstrong, KTVD president/gm, will be departing the station. He has been with Chicago-based NewsWeb Corp. for 18 years, and has run the station for the past eight years. As for any possible affiliation with MyNetworkTV, Armstrong says he has not engaged in any discussions with News Corp. about the matter.

While KUSA looks to extend its 9News brand on KTVD, it is facing intense competition from CBS owned-and-operated KCNC-TV. The May 29 move of ratings behemoth *The Oprah Winfrey Show* from McGraw-Hill Broadcasting's ABC affiliate KMGH-TV to KCNC could yield a big market shift.

KCNC had already started ramping up its news in recent years to become even more competitive. Now, with *Dr. Phil* at 3 p.m. followed by *Oprah* at 4 p.m., KCNC delivers a one-two punch.

While KCNC had to eliminate its 4 p.m. news when it acquired *Oprah*, the station is expected to launch a 6:30 p.m. newscast this fall. KCNC is also the preseason home of the National Football League's Denver Broncos.

KMGH launched an hour-long newscast at 4 p.m. on Memorial Day to replace *Oprah*. News director Byron Grandy says he anticipated some audience erosion for its 5 p.m. news following the loss of *Oprah*. "We're only three weeks in and we're into the summer now. It'll shake out as it shakes out," says

NIELSEN MONITOR-PLUS
AD SPENDING BY MEDIA/DENVER

	JAN.-DEC. 2004	JAN.-DEC. 2005
Local Newspaper	$514,350,880	$558,390,000
Spot TV	$319,794,012	$318,250,503
Spot Radio	n/a	$127,718,340
Outdoor	$24,081,280	$25,743,710
Local Magazine	$7,177,350	$7,077,990
TOTAL	**$865,403,522**	**$1,037,180,543**

Source: Nielsen Monitor-Plus

Grandy, who says he does not plan to make any changes to his newscasts.

Fox Television Stations' O&O KDVR-TV is also a viable competitor, producing morning and late newscasts. The station airs the market's only four-hour local morning program, *Good Day Colorado* from 5 to 9 a.m. KDVR recently welcomed a new news director in Brad Remington, who most recently served as news director at Fox's KTVI-TV in St. Louis.

Meanwhile, two weeks ago, Tribune Broadcasting's WB affiliate KWGN promoted assistant news director Carl Bilek to news director. In September, KWGN will become the market's CW affiliate when the UPN and WB networks merge. "It's taking the best of the old networks," says KWGN vp/gm Jim Zerwekh, who cited as an example the pairing of *Gilmore Girls* (WB) and *Veronica Mars* (UPN) on Tuesdays.

Denver is the nation's 16th-largest Hispanic market, and its growing Hispanic population is served by four Spanish-language television stations. Entravision Communications' Univision affiliate KCEC-TV produces the market's only Spanish-language evening news, which airs weekdays at 5 and 10 p.m. Entravision also operates TeleFutura outlet KTFD-TV through a local marketing agreement.

NBC Universal boosted its market reach this past January when it purchased Longmont, Colo., TV station KDEN (channel 25) from Longmont Channel 25 Inc. The $42 million acquisition, which received FCC approval March 23, let NBCU switch the former home-shopping channel into the DMA's first full-power Telemundo affiliate, KDEN, which now airs a local a.m. show weekdays 6 to 9.

McGraw-Hill also owns the local Azteca America affiliate, which was born last year from three low-power outlets.

Comcast is the Denver area's leading cable operator. Its ad-sales arm, Comcast Spotlight, operates across DMAs in Colorado and neighboring Wyoming via interconnects for each. The interconnect reaches 778,410 cable subs or 94.2 percent of the DMA's cable homes, according to Nielsen's February '06 Interconnect Universe estimates.

Denver supports two fiercely competitive daily newspapers: *The Denver Post*, owned by William Dean Singleton's Denver-based MediaNews Group, and the *Rocky Mountain News*, owned by E.W. Scripps. The newspapers are run by the Denver Newspaper Agency under a 2001 joint operating agreement. The papers compete for news out of separate facilities, but share business functions.

NIELSEN RATINGS/DENVER

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

TIME	NETWORK	STATION	RATING	SHARE
4-5p.m.	NBC	KUSA	4.8	12
	CBS	KCNC	4.0	10
5-5:30 p.m.	NBC	KUSA	5.5	12
	CBS	KCNC	4.9	11
	ABC	KMGH	4.8	11
	Fox	KDVR+*	1.8	4
	UPN	KTVD*	1.5	3
	WB	KWGN*	1.3	3
	Univision	KCEC	0.8	2
6-6:30 p.m.	NBC	KUSA	5.8	12
	CBS	KCNC	4.4	9
	ABC	KMGH	3.9	8
	Fox	KDVR+*	3.9	8
	UPN	KTVD*	2.3	5
	WB	KWGN*	2.1	4
	Univision	KCEC*	1.2	2

Late News

TIME	NETWORK	STATION	RATING	SHARE
9-10 p.m.	Fox	KDVR+	5.8	9
	WB	KWGN	3.4	5
10-10:30 p.m.	NBC	KUSA	11.9	22
	CBS	KCNC	6.7	12
	ABC	KMGH	4.6	9
	Fox	KDVR+*	2.5	5
	UPN	KTVD*	2.2	4
	WB	KWGN*	2.1	4
	Univision	KCEC	1.2	2

+Audience estimates shown for parent station plus satellite/affiliate station. *Non-news programming.
Source: Nielsen Media Research, May 2006.

NEWSPAPERS: THE ABCS

	DAILY CIRCULATION	SUNDAY CIRCULATION	DAILY MARKET PENETRATION	SUNDAY MARKET PENETRATION
Denver County: 238,175 Households				
Rocky Mountain News	59,132		24.8%	
The Denver Post	52,580	156,737	22.1%	65.8%
Jefferson County: 207,768 Households				
Rocky Mountain News	62,941		30.3%	
The Denver Post	50,051	142,285	24.1%	68.5%
Arapahoe County: 202,735 Households				
The Denver Post	47,771	117,437	23.6%	57.9%
Rocky Mountain News	45,108		22.2%	
Adams County: 129,489 Households				
Rocky Mountain News	33,138		25.6%	
The Denver Post	18,456	69,524	14.3%	53.7%
Boulder County: 110,330 Households				
The (Boulder) Daily Camera	29,948	37,246	27.1%	33.8%
Rocky Mountain News	12,865		12.4%	
The Denver Post	11,850	37,462	11.5%	36.2%
Douglas County: 80,451 Households				
The Denver Post	25,638	57,283	31.9%	71.2%
Rocky Mountain News	17,972		22.3%	

The Denver Post and *Rocky Mountain News* are JOA partners. Data is based on audited numbers published in the Audit Bureau of Circulations' Spring 2006 County Penetration Report.

market profile

On May 26, Harry Whipple became the new president and CEO of the Denver Newspaper Agency. He most recently served as president of Newspaper Agency Corp., a JOA that manages the business and production operations for the *Salt Lake Tribune* and *Deseret Morning News*.

Both newspapers put out their own editions Monday through Friday, but produce joint Saturday and Sunday papers. The *News* is responsible for preparing the Saturday edition while the *Post* handles the Sunday paper.

The *News*' reporter Jim Sheeler and photographer Todd Heisler won Pulitzer Prizes for feature writing and feature photography for their story on fallen Marines in Iraq and their families.

In December 2005, the Department of Justice announced that it would not block the proposed creation of a free daily edition of the *Post*. The new edition will operate separately, but will share editorial resources. The new edition's business and production operations will be run via the JOA.

In downtown Denver, construction is underway for a new $86 million headquarters for MediaNews Group, the Denver Newspaper Agency, the *Post* and the *News*, along with new production facilities. The project is slated for completion by the end of 2006. In February, MediaNews Group formed a new partnership with Scripps, called the Colorado Publishing Co., to cross-sell advertising for their affiliated papers in eastern Colorado.

Four companies control nearly 90 percent of the advertising share in the 22nd-ranked Denver-Boulder radio market: Clear Channel Communications, Lincoln Financial Media, Entercom and CBS Radio (*see chart on this page*). Among recent changes to the radio landscape, Denver-based NRC Broadcasting swapped stations with Superior Broadcasting of Denver, allowing NRC to pick up its third Denver-area station, Country KXDC-FM in Estes Park.

In March, Denver Radio Company LLC launched two new radio stations in Denver. KTNI-FM, billed as "Martini on the Rockies," has an eclectic "lifestyles" Pop/Standards format. Sister station KSYY-FM, known as "Sassy 107.1," launched with an Adult Contemporary format. In January, Denver-based New Radio Venture launched Spanish-language News/Talk KNRV-AM.

The market's top-rated Spanish-language station is Entravision's "La Tricolor" Regional Mexican KXPK-FM. The station saw its ratings climb to a 4.5 share in the winter book from a 2.7 in the prior fall book. Last year, CC flipped its Top 40 station KMGG-FM to Spanish-language, known as "Mega." KMGG is now the second-ranked Spanish-language station, overtaking Latino Communications' Regional Mexican KBNO-AM.

Denver's main outdoor media players include CBS Outdoor, Denver-based Mile High Outdoor, and Lamar Advertising. CBS offers 30-sheets, bulletins, bus benches and bus shelters, and mall advertising. Mile High and Lamar both offer bulletins, although Lamar also provides bus advertising for the city transit system.

SCARBOROUGH PROFILE

COMPARISON OF DENVER
To the Top 50 Market Average

	TOP 50 MARKET AVERAGE %	DENVER COMPOSITION %	DENVER INDEX
DEMOGRAPHICS			
Age 18-34	31	33	107
Age 35-54	40	41	104
Age 55+	30	26	88
HHI $75,000+	35	31	90
College Graduate	14	18	126
Any Postgraduate Work	12	15	127
Professional/Managerial	27	29	108
African American	12	4	31
Hispanic	15	17	110
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	51	47	93
Read Any Sunday Newspaper	58	56	96
Total Radio Morning Drive M-F	21	20	95
Total Radio Afternoon Drive M-F	18	16	92
Total TV Early News M-F	28	26	93
Total TV Prime Time M-Sun	39	36	94
Total Cable Prime Time M-Sun	15	14	95
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	63	69	110
HOME TECHNOLOGY			
Owns a Personal Computer	68	73	107
Purchase Using Internet Past 12 Months	46	53	116
HH Connected to Cable	64	55	86
HH Connected to Satellite/Microwave Dish	24	33	139
HH Uses Broadband Internet Connection	37	36	96

*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable.
Source: 2005 Scarborough Research Top 50 Market Report (August 2004-September 2005)

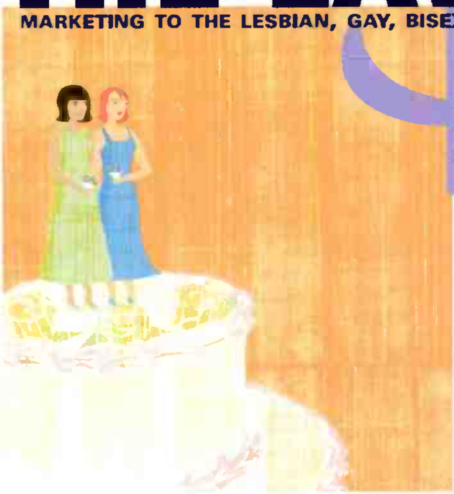
ARBITRON
RADIO OWNERSHIP

OWNER	STATIONS	AVG. QTR.-HOUR SHARE	REVENUE (IN MILLIONS)	SHARE OF TOTAL
Clear Channel Communications	3 AM, 5 FM	26.1	$83.0	40.3%
Lincoln Financial Media	2 AM, 3 FM	16.9	$42.3	20.5%
Entercom	1 AM, 3 FM	12.7	$37.7	18.3%
CBS Radio	3 FM	8.7	$21.5	10.3%
Entravision Communications	1 AM, 2 FM	6.7	$7.7	3.7%
Salem Communications	1 AM, 1 FM	2.5	$3.6	1.7%
NRC Broadcasting	2 FM	2.8	$2.2	1.1%

Includes only stations with significant registration in Arbitron diary returns and licensed in Spokane or immediate area. Share data from Arbitron Summer 2005 book; revenue and owner information provided by BIA Financial Network.

THE LAVENDER $

MARKETING TO THE LESBIAN, GAY, BISEXUAL AND TRANSGENDER COMMUNITIES



CORPORATE GAY MARKETING PLANS WEATHER CONSERVATIVE ATTACKS

By Michael Wilke

Call them evangelicals, conservative Christians, fundamentalists, or bible thumpers, but since the 2004 presidential election, they have attempted to chill interest in the gay and lesbian market. Yet while companies are respectfully listening, few have cut back their efforts to lure the Lavender Dollar.

Gay and lesbian media and sponsorship spending grew to $232 million in 2005, according to the annual Gay Press Report from Prime Access Inc. and Rivendell Media, and reporting by Commercial Closet Association. Some brands recently seeking gay buyers include Tostitos, Diet Pepsi, Lexus, L'Oreal, Kraft Foods, Gillette, Kodak, T-Mobile, Walgreens and Wellbutrin XL, to name a few.

"I really haven't seen a chilling effect," notes Bob Witeck, president of gay communications firm Witeck-Combs, which has worked for American Airlines, Coors and IBM, and is developing plans for other major corporations interested in the market.

According to a January 2005 Pew Research Center poll, between 22 percent and 27 percent of Americans identify themselves as evangelical Protestants. But while political issues such as same-sex marriage may fire up conservatives, fewer seem to worry about corporate gay marketing initiatives.

A May 2006 telephone poll for Fleishman-Hillard's gay unit, FH Out Front, found that 82 percent of 1,024 Americans polled said they didn't care if products they regularly use were also promoted to the gay and lesbian community. If an organization launched a boycott against companies marketing to gays and lesbians, 52 percent said that they would do nothing. Just 7 percent of respondents said they would participate in such a boycott, while more than double (15 percent) said they would speak out against it.

Similarly, a Harris Interactive poll of 3,000 people in early 2006 found that 58 percent opposed boycotts of companies marketing to gays and lesbians, and only 8 percent supported them.

Why do some groups care about companies simply seeking consumers? "We see [gay marketing] as part of a broader trend to embrace the gay agenda," says Ed Vitagliano, a spokesman for Tupelo, Miss.-based American Family Association, the anti-gay organization most active against corporations.

> "It may look like we're self-serving, but we ask why Ford doesn't donate to Christian centers. Ford says they don't want to offend non-Christians, but what about offending us?"
> —Ed Vitagliano, American Family Association

Other companies have been under fire, but Ford Motor Co. got sucked into a snowballing PR problem after agreeing to meet with the AFA.

Ford brands Volvo, Jaguar and Land Rover had been advertisers in the gay market for years, and Ford earned a perfect score from the Human Rights Campaign, a national gay organization, in 2004 and 2005. Ford also joined DaimlerChrysler Corp. and General Motors Corp. in donating $250,000 each toward Detroit's gay community center. While Chrysler also has a perfect HRC score, along with many other companies including Toyota Motor Sales, the AFA zeroed in on Ford.

Vitagliano says, "It may look like we're self-serving, but we ask why Ford doesn't donate to Christian centers. Ford says they don't want to offend non-Christians, but what about offending us?"

The AFA pressured Ford for a meeting, then afterward declared Ford would cease advertising all brands but Volvo in gay media. Jumping into action, gay organizations met with Ford as well, getting the company to publicly reiterate its commitment to advertising in gay media, setting off a boycott by a coalition of conservative groups lead by the AFA.

Ford declined comment through its firm Witeck-Combs, but in December 2005 chairman and CEO Bill Ford stated, "We value all people—regardless of their race, religion, gender, sexual orientation and cultural or physical differences. This is a historical commitment of the Ford Motor Company that I intend to carry forward." Addressing its meetings on both sides, the CEO said Ford "is always willing to engage in constructive conversation with those interested in our policies, even with those who don't always agree with them."

Why did the AFA choose Ford when other automakers are also seeking the Lavender Dollar? "We could pick dozens of companies," notes Vitagliano, "but we had to focus, and Ford seems to be on the forefront."

continued on page S8

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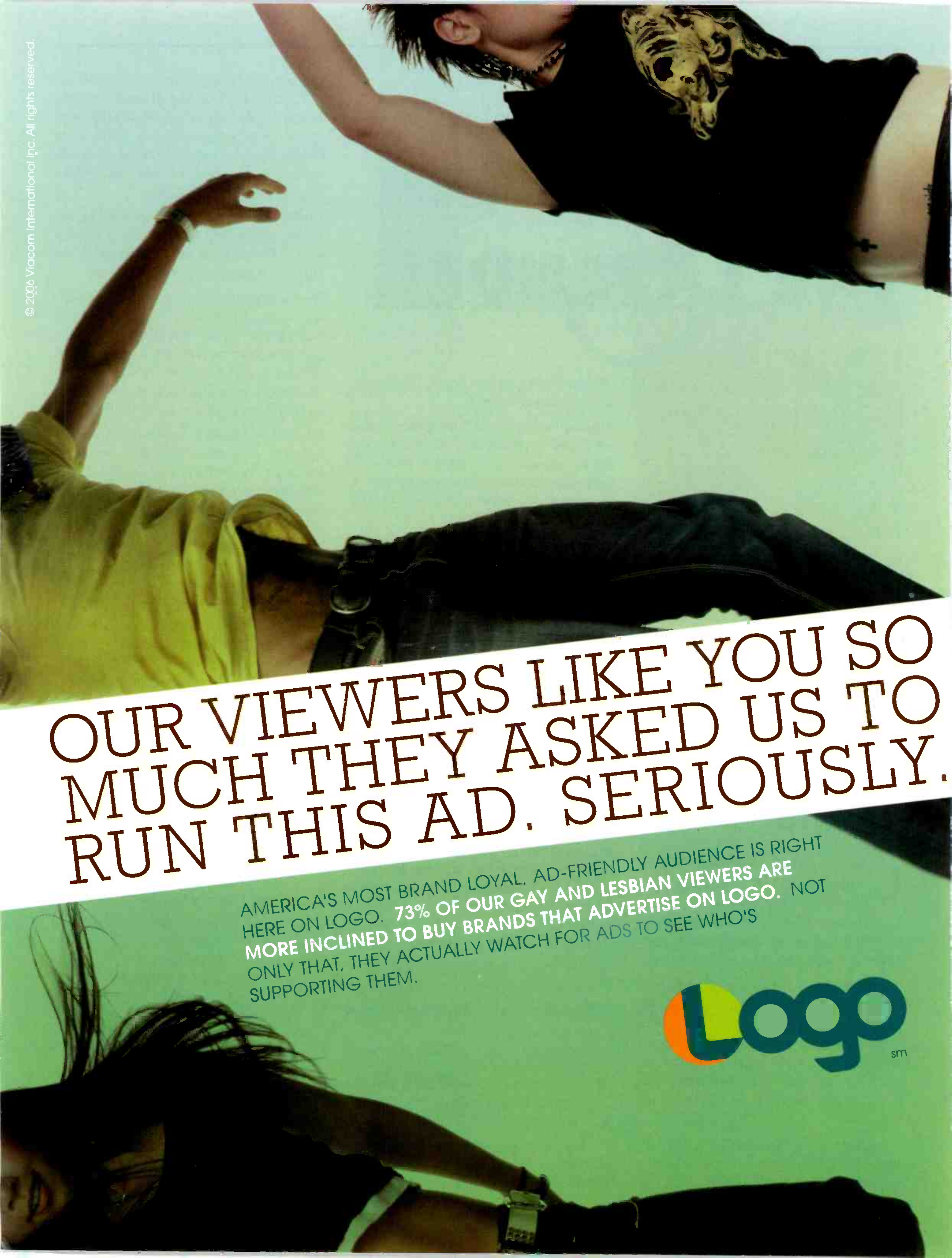
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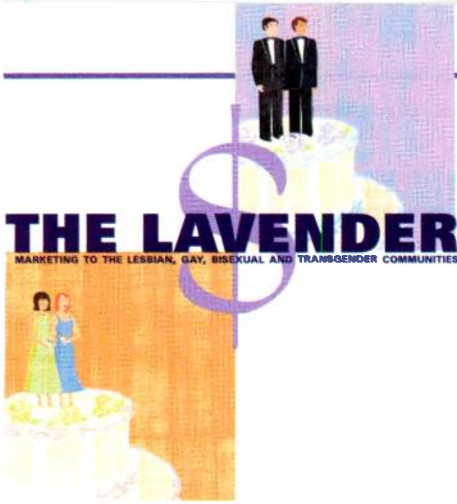


WHERE, OH WHERE, ARE ALL THE WOMEN?

By Sarah Warn

Birkenstocks and flannel shirts. No interest in fashion, beauty products, or children. Forget what you think you know about lesbians; they're the consumers you never knew you always wanted. On average, America's estimated 6 million to 8 million lesbians are college-educated, earn more than heterosexual women, and are more likely to be online. One-third of female couples living together have children, and many like the good life. "You're talking about a demographic that would gladly shell out $12 for a martini," says lesbian-event organizer Mariah Hanson.

Why have lesbians largely been ignored by advertisers?

Stereotypes still rule, and until recently there hasn't been much demographic data available specifically on lesbians. "Most published GLBT market information is based on gay men," explains Sabrina Riddle, CMO of lesbian travel company Olivia. "Articles and references are focused on gay men, research is largely derived from gay men, and ads—particularly national ads—are overwhelmingly geared towards gay men."

In the absence of data, advertisers tend to rely on stereotypes and misconceptions. "There is still a lot of fear out there," says Dawn Meifert, president of Dallas-based MergeMedia Group, "so that makes it really hard for advertisers to see clearly, when in fact the statistics speak for themselves."

Research is just beginning to find how lesbian interests and consumer behavior differ from gay men. Witeck-Combs Communications, in Washington, D.C., partnered with Harris Interactive to create an online panel of 45,000 self-identified GLBT participants, 47 percent of which are women.

When Ford Motor Co. worked with Harris Interactive to research the community in 2002, it "learned some very specific differences between lesbians and gay men when it came to the types of vehicle they drove and what features mattered more to them," explains Wesley Combs, president of Witeck-Combs. "It was these findings that helped form the Volvo campaign 'Starting a Family,' which included both gay men and lesbians in the ad."

And despite the popularity of *The Ellen Show* and *The L Word*, there haven't been many media outlets available to reach lesbians. "The largest print publications, *The Advocate* and *Out*, both skew heavily male in their readership," explains Combs. "On a national basis for a major print magazine, you only have *Curve*. There are numerous smaller lesbian publications, but they are challenging for media buyers to identify and to serve adequately."

Fortunately for advertisers, this is changing. There are now more ways than ever to reach a large number of lesbian consumers. Joining *Curve*, with a circulation of 63,000, are a number of regional lesbian magazines, like New York City *Velvet Park* and L.A.'s *Lesbian News*. There are also new print entries like quarterly upscale lesbian lifestyle magazine *Jane & Jane*, launching this summer, and Olivia will also launch a magazine in 2007, aimed at its direct-mail list of over 275,000 current and previous customers.

Online there is entertainment-focused AfterEllen.com, the largest lesbian site with 500,000 unique users monthly, general interest LesbiaNation.com, lesbian blogs and fan sites, and Olivia plans to turn its site into a portal in 2007. Companies can also advertise in lesbian sections of general GLBT Web sites like LogoOnline.com and PlanetOut.com, which announced earlier this year it would serve women in the future.

The Dinah Shore Weekend party held each spring in Palm Springs, Calif., attracts over 10,000 women in conjunction with the golf event, estimates co-founder Mariah Hanson. Meanwhile, the South Florida-based Girls in Wonderland and Aqua Girl parties also attract large numbers, and so do large co-ed events like the quadrennial Gay Games, to be held this July in Chicago. Now attracting perhaps the most gay females is MTV Networks' Logo, which "finally provides advertisers with an opportunity to efficiently reach a large number of gay and lesbian consumers," says Logo general manager Lisa Sherman. Since its debut a year ago, the digital cable channel has become available in 20 million homes and signed an impressive list of advertisers, many of whom—including Subaru, Garnier and several major movie studios marketing to women—are specifically targeting lesbians. Although Logo's programming is aimed at the entire GLBT community, advertisers wanting to target lesbians can purchase ad space around lesbian films and shows.

While a 2005 Simmons Gay & Lesbian Consumer study found that lesbians on average earn 20% to 34% more than heterosexual women, Riddle says Olivia's customers are wealthier still: 89% make over $50,000, and 58% have incomes higher than $100,000.

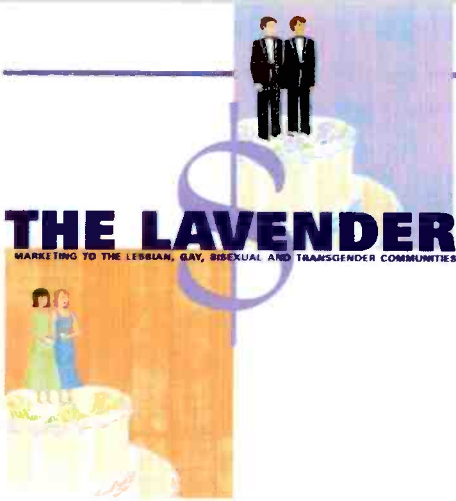
While a 2005 Simmons Gay & Lesbian Consumer study found that lesbians on average earn 20 percent to 34 percent more than heterosexual women, Riddle says Olivia's customers (numbering close to 10,000 annually) are wealthier still: 89 percent make more than $50,000, and 58 percent have incomes over $100,000. *Curve* readers' annual salaries average $71,000, according to publisher Frances Stevens, and 61 percent are college graduates.

Macy's, Mercedes Benz, Kodak and Frito Lay have recently run in *Curve*, Dinah Shore sponsors include Miller Beer and American Airlines, and AfterEllen.com's advertisers have included Fox Searchlight and Sony Pictures. Meifert's ad agency MergeMedia Group, which already handles Coors, is talking for the first time to a major pharmaceutical company interested in targeting only lesbians, not gay men.

Even yet-to-launch magazine *Jane & Jane* has already signed Merrill Lynch, Prudential, BMW and Century 21. Co-publisher Alison Zawacki says advertisers are interested in reaching "professional, settled women who tend to spend their money on the finer things in life and who are planning for their futures, taking vacations, and buying or selling homes."

Like *Jane & Jane*'s advertisers, more and more companies are discovering that lesbians and their ideal consumers are, in fact, one and the same. And they're not wearing Birkenstocks.

Sarah Warn is founder of AfterEllen.com, acquired this month by MTV Networks' 24-hour gay TV network, Logo.



Gay Consumers Are Latest Addition to Multicultural Marketing Strategies

Today's multicultural marketing managers notice their competitors in the gay and lesbian market and often are asking how best to "test the waters."

Companies now understand that to ignore the gay market is to leave money on the table, a strategy no marketer has the luxury to do in today's economy.

Many of the lessons learned from African-American and Hispanic ad campaigns apply to the gay market as well. It is not as simple as placing a mainstream ad in the national gay newsmagazine *The Advocate*. What measurements are in place to evaluate the campaign? In an integrated strategy, what are the best media channels for reaching gays and lesbians? What products do they have a higher propensity to purchase and why?

These answers are no longer elusive and merely anecdotal. Advances in market research have enabled multicultural marketers to measure brand equity, preferences and awareness among gays and lesbians and see which products, or even features of a product, resonate most with this highly brand-loyal and trendsetting customer.

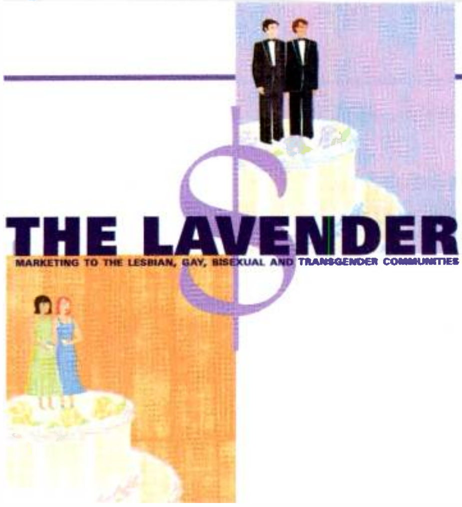
> Companies now understand that to ignore the gay market is to leave money on the table, a strategy no marketer has the luxury to do in today's economy.

"The automotive industry has led the way using market research as the foundation for the development and implementation of actionable marketing strategies in the gay market," said Scott Upham, senior vp at worldwide market research leader Harris Interactive. "After completing numerous proprietary research projects, we saw that this industry 'gets it', so we developed the AutoGLBT study, an annual comprehensive analysis of this important demographic market and at a fraction of the price of a proprietary research study."

> Advances in market research have enabled multicultural marketers to measure brand equity, preferences and awareness among gays and lesbians and see which products resonate most with this highly brand-loyal and trendsetting customer.

"Without a baseline, it is difficult to understand how market share and brand equity are impacted by a gay marketing campaign," said Wes Combs, president of Witeck-Combs Communications, the nation's leading gay marketing consulting firm. "That's why we include market research as the foundation for all of our marketing programs. Without verification of results, niche marketing programs are often the first to be cut from budgets."

To learn more about the gay market, look for the fall release of *Business Inside Out: Capturing Millions of Brand-Loyal Gay Consumers*, by Bob Witeck and Wes Combs.



Gay Demo Research Grows Market

By Steve Friess

Fifteen years ago, when Howard Buford began meeting with AT&T executives about marketing to gay consumers, he faced tough, unanswerable questions: How big is the market? Where do they live? What do they buy? How do you know?

At the time, Buford had his own hunches and one flimsy statistic to sling from his quiver, the always-suspect, decades-old claim by sexologist Alfred Kinsey that 10 percent of the U.S. population is gay or lesbian.

These days, Buford and corporate America are awash in so much data that Buford can hardly believe he ever had to cite Kinsey. And the founder of the New York-based ad firm Prime Access no longer does such sales calls; his own 2005 study showed $212.5 million in ad sales for the GLBT print media, up 189 percent from a dozen years ago. And not only are 175 of Fortune 500 companies now represented in gay media, but 2005 was the first time that more than half—50.3 percent—of their ads were gay-specific. Only three years ago, that figure was a paltry 9.9 percent.

"We can do a deeper dive into the category than ever now... It's imperfect, but all data sets are imperfect."—Bob Witeck, Witeck-Combs Communications

Conventional wisdom in the marketing world says that gays spend more, are more brand-loyal, travel more and are more responsive to targeted advertising. Figures abound from myriad sources to help back up those tenets. And yet, assumptions and guesswork still rule, as a large portion of the GLBT population remains closeted about its sexual orientation.

"That's still a challenge, that you can only count the people who self-identify," says Buford, who creates ads for Ford Motor brands, IBM and others. "From a client's point of view, there's never enough information. But some of that information is just unknowable." But Bob Witeck of Witeck-Combs says companies are no longer forced to take leaps of faith. He says about 6 percent of the U.S. population consistently self-identifies as GLBT, and his firm projects adult gay buying power (total after-tax income) in 2006 at $641 billion.

"We can do a deeper dive into the category than ever now," he says, pointing to research done with Harris Interactive showing that GLBT people read more national news and listen to less talk radio. That Harris poll based its findings on 177 of 2,630 adults surveyed online who self-identified as gay. "It's imperfect, but all data sets are imperfect."

"If you do a survey of a couple thousand adults and ask if they're gay and get a few hundred, that's not really going to give you geographics. If you have a few hundred, your margin of error for the estimates is still going to be pretty wide. And if you only do it online, you are only surveying people who use the Internet."
—Gary Gates, UCLA School of Law

A gold standard for data, the U.S. Census, for the first time in 2000 counted the number of same-sex couples living together. The Census didn't ask about sexual orientation, so it only provided information about couples willing to be counted, says demographer Gary Gates at UCLA School of Law, who published *The Gay and Lesbian Almanac* based on his examination of that information.

That Census gave the first glimpse of where same-sex couples live—in more than 99 percent of U.S. counties—as well is insight into their income and makeup of their families.

"The huge advantage of the Census is you have geographic variation," Gates says. "If you do a survey of a couple thousand adults and ask if they're gay and get a few hundred, that's not really going to give you geographics. If you have a few hundred, your margin of error for the estimates is still going to be pretty wide. And if you only do it online, you are only surveying people who use the Internet."

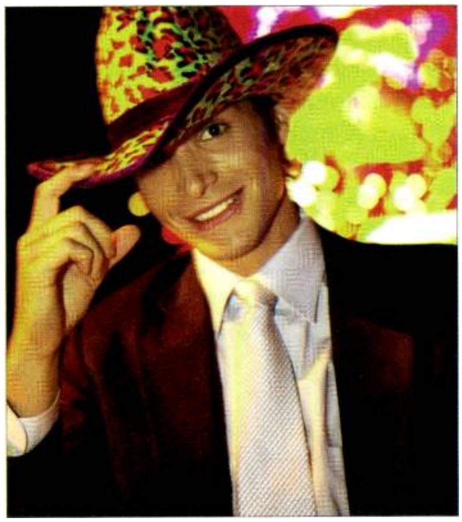
A concept so accepted that it is cited as conventional wisdom by marketing executives of major companies is that gays earn more money than straights. The 2000 Census data belies that, showing that gay men in same-sex partnerships made less money than straight men.

But Witeck and others focus on the strength of GLBT disposable income, not salaries, a concept Gates agrees is likely because they are less likely to have children. (One-third of female couples have kids, while one-fifth of male households do.)

Yet even the Census data suffers from undercounting. More than 594,000 couples were included, but demographer Lee Badgett found that as many as 20 percent of couples she polled at the April 2000 gay-rights march on Washington said they didn't note their partnership.

"Think about who those people [at the march] are: They're very politically active people who ought to be really likely to check that box," says Badgett. "If that's true of people who are very political active, then think about all the people who aren't coming out to the Census."

For major companies, though, these statistical debates and quirks aren't as important as the results being shown from their ad buys. In one case study done by PlanetOut and Gay.Com, a campaign in 2004 by the skin-care line Nivea led to a 30 percent "purchase intent" increase and 17 percent rise in brand favorability.



Las Vegas is the second-most-popular vacation destination for gays. The estimated GLBT travel market in the U.S. is $65 billion.

It's data like Nivea's that has prompted Harrah's Entertainment Inc., the world's largest casino company, to plunge into advertising one of its properties in GLBT media after years of merely sponsoring GLBT events and causes. Harrah's marketing vp Michael Weaver says he was persuaded largely by research by San Francisco–based Community Marketing that reported Las Vegas to be the second-most-popular U.S. vacation destination for gays and estimated the GLBT travel market in the U.S. at $65 billion. He also cited Harris Interactive data showing that about 45 percent of GLBT travelers stay in hotels more than 20 ghts a year, far above the national average.

"The data makes this a strategic imperative," says Weaver. Thanks to research, the company's first gay ads will appear in August.

Guild GLBT Readership Demographics Remain Above U.S. Averages

When the National Gay Newspaper Guild surveyed its readers in 1984 to produce the first statistically reliable demographics of their readers in the GLBT market, the poll made headlines across the country and created the first waves of GLBT-targeted marketing we see today in the marketplace. The poll, designed to help Guild publications secure national advertising accounts, has since been conducted every four years and has become one of the premier U.S. sources of GLBT statistics.

The NGNG represents the best GLBT local newspapers in the nation and has a member circulation larger than the leading national GLBT magazines combined.

Members include: *Bay Area Reporter*, San Francisco; *Bay Windows*, Boston; *Between the Lines*, Detroit; *Dallas Voice*, Dallas; *Express Gay News*, Miami; *Frontiers*, Los Angeles; *Gay & Lesbian Times*, San Diego; *Houston Voice*, Houston; *New York Blade*, New York; *Philadelphia Gay News*, Philadelphia; *Southern Voice*, Atlanta; *Washington Blade*, Washington, D.C.; *Windy City Times*, Chicago.

The Guild maintains exclusivity by limiting membership to only one member per media market. A prospective member is subject to stringent requirements—including review of circulation, news coverage, market reputation, printing quality and capabilities—so Guild advertisers can be assured their products are marketed in highly reputable and respected publications.

Profile of NGNG Readership

Gender:	86% male, 14% female
Age:	11% 18-29; 48% 30-44; 27% 45-54; 3% 65+
Education:	More than twice as many college degrees as the average U.S. adult 95% attended college (U.S. adult average, 54%) 67% college degree (U.S. adult average, 25%) 39% post-graduate study (U.S. adult average, 12%) 28% graduate degree (U.S. adult average 8%)
Employment:	More likely than the average U.S. adult to be employed 89% employed* (U.S. adult average 64%) * excluding retirees and full-time students
Financial:	Higher personal and household incomes Higher household net worth than the average U.S. adult 43% individual annual income over $50,000 (U.S adult average, 21%) 67% household annual income over $40,000 (U.S adult average, 50%) 26% net worth over $500,000 (U.S adult average, 14%)

Source: 2005 NGNG Readership survey, Harris Interactive
U.S. adult average statistics supplied by Harris Interactive

The National Gay Newspaper Guild is an exclusive group of publications serving the GLBT market across the United States. www.nationalgaynewspaperguild.com.
Contact: Todd Evans, president-CEO, Rivendell Media, 212.242.6863

continued from page S1

Over the years, the AFA has lead the way with an onslaught against advertisers, with founder Donald Wildmon's tactics going back to the 1970s. The AFA is sometimes joined by other conservative groups, including the larger Focus on the Family, though the AFA more often acts alone against corporations.

To support advertisers, the American Association of Advertising Agencies and Association of National Advertisers addressed the issue for the first time in March when they jointly endorsed Commercial Closet Association's Principle of Free Market Advertising Expression: "All companies have the basic right to determine their own market expression—by advertising and selling to all customers respectfully and inclusively. We oppose all forms of bullying attacks intended to disrupt free commerce based on intolerance or hostility toward any consumers, including GLBT people."

Conservatives' attacks have been more of a symbolic threat than a sales problem, so the main corporate fear is being dragged through the media mud. "Companies hate being reactive; they don't get to talk about their brands the way they want to," says Witeck, co-author of *Business Inside Out*, due in September from Kaplan Publishing.

The book notes that political dogma and religion are separate, and that groups like the AFA "have never spoken for all people of faith." Companies must remember that while faith is important, diversity remains even moreso—in workplaces, and in marketing strategies.

Michael Wilke has written about gay issues in advertising for industry publications since 1992, and he helped organize *Adweek*'s 2005 gay marketing special report. He founded Commercial Closet Association in 2001, a nonprofit that educates about effective representations of lesbian, gay, bisexual and transgender people in mainstream advertising.

When Backlash Knocks

Over the past decade, companies have witnessed signals of anxiety and backlash about marketing to gay consumers. Fortunately, however, these symptoms subside almost as quickly as they emerge, with rare exception. Smart and successful marketers have learned the ropes too, and they know that:

1. Discomfort can be real. Let's not kid ourselves: Some Americans are uncomfortable or at least not yet aware of the 15 million lesbian, gay, bisexual and transgender adults around them.
2. Attitudes are changing fast. Women, more-educated households and younger people especially are accepting and inclusive. America's opinion trends are all improving.
3. It's politics, not faith. Concern about offending religious perspectives is legitimate; faith deserves respect. However, keep in mind that mainstream faiths generally don't harass companies. Organized attacks against a gay-friendly company are usually instigated by political motivations, fundraising and membership drives by extreme interest groups.
4. There's a short half-life of unrest. With few exceptions, almost all evidence of consumer unrest simmers fast and cools off quickly. Companies recognize that almost all of this feedback is instigated and reasonably short-lived.
5. Main Street and Wall Street both agree that corporations have the right to advertise to all their customers. They respect companies that are consistent and confident, open and inclusive of all. Few respect a company that waffles.
6. In today's competitive marketplace, no customers can be ignored. GLBT households command $641 billion in buying power today, and influence trends and spending patterns for many more.

—*Bob Witeck*

EAST

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Requires:

- At least 5 years experience as a Business Affairs Manager at an advertising agency
- Bachelor's degree preferred
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- Exceptional initiative and follow-through skills, resourcefulness
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Reports to: Director of Research CBS Digital Media

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Requirements:
3+ years research/data analysis experience in both media and digital industries w/ exposure to different analytic tools including consumer data modeling, traffic measurement, usability, competitive marketing. Experience in developing and executing research reports and recommendations. Highly developed communications skills. Presentation skills (excel and powerpoint) required. Ability to understand research from a sales client perspective required. Bachelor's degree required.

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Product Class	Share	Pt. Chg. Vs. LY
1. Diet Aids	15.4	2.9
2. Fruit-Dried	15.3	0.5
3. Photographic Supplies	15.2	2.0
4. Yogurt	15.0	0.9
5. Skin Care Preparations	14.9	2.0
6. SS Juice/Drink	14.8	1.0
7. Dairy Spread/Dips	14.6	2.1
8. Glassware, Tableware	14.5	0.3
9. Rfg. Juice/Drink	14.5	0.1
10. Gum	14.3	-0.1
11. Dried Veg/Grains	14.2	-0.1
12. School Supplies	14.0	0.9
13. Seafood-Canned	14.0	1.0
14. Grooming Aids	13.9	0.9
15. Tea	13.9	1.4

SOURCE: *Nielsen FANLinks™*

Note: FANLinks, launched by Nielsen Sports™ in July '05, measures consumer expenditures over time for all major fan bases. For more information, visit www.nielsenports.com

THE HOLLYWOOD REPORTER'S BOX OFFICE

THIS WEEK	LAST WEEK	PICTURE	WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS
1	1	***CARS***	33,731,634	10	117,055,283
2	NEW	***NACHO LIBRE***	28,309,599	3	28,309,599
3	NEW	***FAST AND THE FURIOUS: TOKYO DRIFT***	23,973,840	3	23,973,840
4	NEW	***THE LAKE HOUSE***	13,616,196	3	13,616,196
5	2	***THE BREAKUP***	9,831,145	17	92,260,160
6	3	***X-MEN: THE LAST STAND***	7,820,253	24	216,218,853
7	NEW	***GARFIELD: A TAIL OF TWO KITTENS***	7,288,977	3	7,288,977
8	4	***THE OMEN***	5,640,849	13	47,188,054
9	5	***THE DA VINCI CODE***	5,266,560	31	198,767,811
10	6	***OVER THE HEDGE***	4,339,015	31	139,047,483

For week ending June 18, 2006

Source: *Hollywood Reporter*

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

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inside media

EDITED BY ROBIN ELDRIDGE

CALENDAR

■ **Interep's Radio Symposium 2006** will offer executive research, sales and marketing leaders the opportunity to address the future of radio, amidst technological successes. The event will be at Bear Sterns' World Headquarters in New York on June 28. To register, go to radiosymposium.com.

■ *Mediaweek*, *Adweek*, *Brandweek*, *Billboard* and *The Hollywood Reporter* are all hosting **What Teens Want East: Marketing to Teens Using Music, Movies & the Media (East)**. The two-day conference, starting July 13 at New York's Grand Hyatt, will have about 400 top-level global brand marketing execs discussing the $170 billion-plus teenage market. Visit whatteenswant.com.

■ The **New World CTAM Summit 2006** will be in Boston July 17-19. Cable industry players will meet to discuss and explore ways to drive business and brand goals. Judy McGrath, CEO & Chairman of MTV Networks and Judy Blockman, vice chairman of Young & Rubicam, among others, will be keynote speakers. For more info, go to ctam.com.

■ **Television Critics Association's July 2006 Press Tour** will will begin July 10 and run through July 26 in Pasadena, Calif. The semi-annual event gives TCA members a chance to access producers, directors, writers, stars and executives in the TV industry for stories. In the summer tour, networks and cable channels introduce their upcoming fall shows. As of now, **cable channels** will present July 10-14; **CBS** will present July 15-16; **CW** will present July 17; **ABC** will present July 18-19; **NBC** will present July 21-22; **Fox** will present July 24 and **PBS** will present July 26-27. For more info, visit tvcritics.org.

■ The **American Society of Business Publication Editors National Editorial Conference** will be in Chicago on July 20-21. The conference includes two days of seminars, panel discussions, and workshops targeted at B2B editors. For more information, go to asbpe.org.

Tribune Sells 'Non-Core Asset,' WCWN-TV

In keeping with its plan to divest at least $500 million in "non-core" assets and improve its financial position, Tribune Co. agreed to sell WCWN-TV, which serves Albany, N.Y., to Freedom Communications for $17 million. The station, currently a WB affiliate, will become a CW affiliate this fall. Earlier this month, Tribune agreed to sell WATL-TV in Atlanta to Gannett Broadcasting for $180 million. For Freedom, the purchase of WCWN creates a duopoly in the market, where it currently operates WRGB-TV, the local CBS affiliate.

M:Meter to Measure Mobile Media Usage

M:Metrics, one of the first mobile audience metrics companies, will launch M:Meter, a new product designed to measure mobile phone users' direct media habits. A downloadable software application, the new M:Meter was initially installed on a sample panel of 1,000 mobile users in both the U.S. and the U.K. The company plans to use the results to produce a more complete account of how real-world users are adapting to emerging mobile media platforms, such as mobile Web and video content.

Style.com Streams *Vogue* Video Content

Last week, CondéNet's Style.com launched exclusive video footage of the cover shoot from the July issue of *Vogue*. The magazine's first such companion video content went live on June 20, featuring actress Kate Hudson. Besides offering a look at Hudson's various poses, the DVD-like footage includes interviews with Hudson and photographer Mario Testino. Jaguar, the video's exclusive premier sponsor, is running both preroll video spots and corresponding banner ads.

TV Guide Acquires JumptheShark.com

Gemstar-TV Guide International last week announced it acquired JumptheShark.com, the TV-obsessive Web site named after an infamous episode of *Happy Days*. *TV Guide*, which recently revamped its Web site into a constantly evolving blog, says it will develop and promote JumptheShark.com across its multiple platforms, with some Jump the Shark editorial content finding its way onto *TV Guide* properties. Jump the Shark founder John Hein will stay on as a regular editorial contributor.

Humphreys Named Editor of *Blueprint*

Sarah Humphreys was named editor of Martha Stewart Living Omnimedia's *Blueprint*. Humphreys replaces Rebecca Thuss, who left immediately before *Blueprint's* May 1 launch. She will oversee the magazine's editorial development and *Blueprint's* content across other MSLO properties, such as the company's syndicated TV show, *Martha*, and its radio channel on Sirius. Humphreys was most recently the special projects director at Time Inc.'s *Real Simple*. The lifestyle magazine, which will publish bimonthly next year, has an initial rate base of 250,000.

'Millennials' Essential to Media Business

At the annual Promax conference last week, Brent Magid, researcher and president/CEO of Frank N. Magid Associates, emphasized the role and impact of the Millennial Generation (9- to 28-year-olds) on the media business over the next 10 years. He said it is essential that marketing and promotion execs find a way to reach this group, which numbers 79 million and has grown up using multiple media platforms simultaneously, and which consumes approximately 20 hours of media per day, in about a 7-hour period of time.

DIC, AOL Join Forces to Produce on CBS

DIC Entertainment will now partner with America Online's destination for kids, KOL, when it begins producing the Saturday morning kids' block on CBS this fall. In addition to shows from DIC's content library, and a new live-action show, *Cake*, DIC will develop other programming with KOL, including *Dance Revolution*, incorporating both online components and a TV show. DIC will pay CBS on a time-buy basis and will sell the advertising for the block.

Atlanta CBS Affil. Partners With Transit TV

WGCL-TV, Meredith's CBS affiliate in Atlanta, has expanded its news brand to TV screens on 540 buses in Atlanta through a partnership with Transit TV. The five-minute news segments, which launched last week, are updated twice daily and are wirelessly transmitted to the MARTA buses 24/7 in order to generate 1.4 million weekly impressions. Transit TV has similar deals with media partners in Los Angeles, Chicago, Orlando, Milwaukee, and Norfolk, Va. ■

MOVERS

MAGAZINES

Rosanna Giacalone joins CurtCo Media's *Robb Report* as associate publisher. Giacalone was previously publisher of Bauer Publishing's *Life & Style*... **Alan Cohen** was named executive vp, chief marketing officer for Gemstar-TV Guide. Previously, Cohen was chief marketing officer at Napster... **Denise Wanderlingh** has been tapped as director of creative marketing for *Better Homes and Gardens*, a newly created position. She joins from *Lucky*, where she served as creative services director.

CABLE

A&E Television Networks elevated **Nancy Dubuc** to senior vp, nonfiction programming and new media content, from senior vp, programming... Longtime CBS scheduler **Jim McKairnes** has been tapped as executive vp, scheduling at Discovery Networks U.S., effective July 17. McKairnes most recently served as senior vp of program planning and scheduling at CBS... **Lee Blevins** joins Cartoon Network as director of community relations. He hails from Turner South, where he served as director of marketing.

INTERACTIVE

Jennifer Borenstein has been promoted to director, strategy and insights, MEC Interaction North America, the digtial arm of Mediaedge:cia. Borenstein was most recently an associate director... Dow Jones Online has reorganized its advertising sales team: **Brian Quinn** was promoted to vp, advertising; he joined Dow Jones when it acquired MarketWatch. **Rich Knopke** was upped to eastern region manager; he joined the company seven years ago from Turner Broadcasting. **Dana Berger,** a 16-year Dow Jones veteran, was elevated to executive director. **Ed Diller** was named sales development manager, Wall Street Journal Online.

OUT OF HOME

Joe Dondanville has joined InStadium as senior vp of sales. He previously served as vp of sales and marketing at Intersport... **Reid Schuster** was elevated to president of sales and marketing for Titan Worldwide, from executive vp.

media elite

EDITED BY LAUREN CHARLIP

Dipped in ink (from left): Chuck Porter, chairman, Crispin, Porter & Bogusky; Nina Link, president/CEO, MPA; and Supple at the Kelly awards.

Quicktakes

PEOPLE WHO SAY print is dead are the people who make dead print," **Jack Supple**, chairman and managing partner of Carmichael Lynch, likes to say. This year marked the 25th anniversary of **Magazine Publishers of America**'s Kelly awards for magazine advertising creativity. Supple, a presenter at the June 14 multicategory ceremony at New York's Cipriani, remembers simpler days of just finalists and winners at the Kellys. Chicago agency **Leo Burnett** took home the $100,000 Grand Prize Kelly this year for its Altoids "Burn Through" campaign, depicting mints so icy-hot the box burned through multiple pages. After 25 years, Supple said "the ritual of curling up with a magazine" is still the same. On the other hand, magazine advertising has less copy and is "more poster-like." As for today's integrated media environment, he said, "There are great print ideas that start somewhere else"... *Glamour* hosted a "Heroes" luncheon June 12, at MOMA restaurant The Modern in New York, in conjunction with the magazine's June "Hero List." Editor in chief **Cindi Leive** opened the ceremonies with a borrowed pearl of wisdom from Oxygen Media chairman/CEO **Geraldine Laybourne**, seated a few chairs away. When asked "How do you do it all?" Laybourne's favored reply is "It takes ovaries." Saving the day over lunch were Karenna Gore Schiff, along with her hero Gretchen Buchenholz, founder and executive director of the Association to Benefit Children, which runs programs for homeless and HIV-infected children. Buchenholz is featured in Schiff's book *Lighting the Way: Nine Women Who Changed Modern America*. Supermodel Iman brought Leigh Blake, head of Keep a Child Alive... At a June 21 lunch presentation that was "a little bit like a candle-lighting at a Bar Mitzvah," witty Sundance Channel president and CEO **Larry Aidem** helped announce a new marketing initiative and **Kirk Iwanowski**'s promotion to executive vp, marketing, branded entertainment and sponsorship. Aidem also introduced another new hire: "director of aromatherapy" Nick Davies, aka the new intern, who Aidem joked, "comes around to offer warm towels"... Surprise guest Christina Aguilera brought home the power of pop at *Entertainment Weekly*'s June 22 'Must List' party, with songs from her new album. *EW* associate publisher **Tom Morrissy** and crew raged into the night at an after-party at Plumm, marking the latest our faithful correspondent **Stephanie D. Smith** has been out on a school night—and she left early. ■

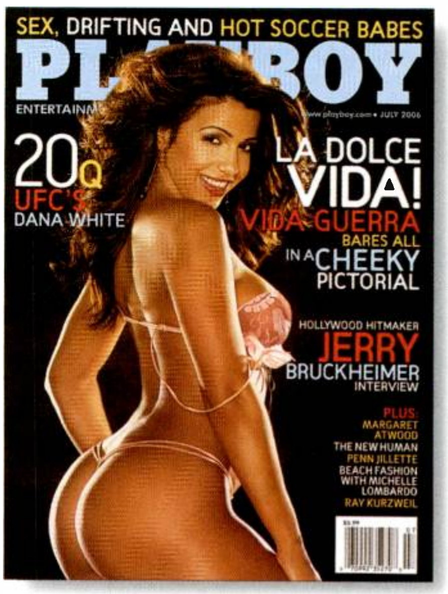
A time for heroics (left to right): Leive, Schiff, Iman.

BY STEPHANIE D. SMITH

Rules of Engagement

Publishing industry applauds Readership.com's test results but still carries torch for traditional metrics

AS THE MAGAZINE INDUSTRY CONTINUES TO DEVELOP MORE EFFICIENT methods of audience measurement, publishers and media buyers last week reacted favorably to the beta-test results of Readership.com, an online audience measurement service created by McPheters & Company to further the industry goal of improving magazine metrics.



McPheters: The anonymous nature of questions may lead to better readership results for certain

The subscription service, launching this fall, will provide the publishing industry with detailed data on readership levels, audience accumulation, demographics and engagement for 200 magazines and newspapers on an issue-by-issue basis, and in a timelier fashion than the semiannual estimates provided by Mediamark Research Inc. and the Audit Bureau of Circulations.

Having audience numbers compiled continuously and updated weekly could completely change the way advertising is bought and sold. Marketers can track how audience demos differ for specific magazine issues and newspapers and can determine where to place ads targeting specific demographics. Additionally, magazine editors can determine, for example, which celebrity cover subjects resonate with—or repel—their readers.

Media buyers believe it couldn't come at a better time. "The magazine and newspaper community continues to struggle with the accountability issue more than any other medium," said Robin Steinberg, senior vp, director of print investment for MediaVest. "It's critical that we begin to develop and support new measurements that deliver on engagement, return on objectives and return on investment. Tools that capture metrics on an issue-by-issue basis that are both timely and credible are exciting, welcome developments."

However, stressed Steinberg, the service "would be in addition to, rather than replacing Audit Bureau of Circulations or BPA Worldwide in terms of accountability."

Neal Lulofs, ABC's vp, corporate communications, also insisted advertisers and publishers would not abandon traditional measurement methods in favor of Readership.com. "Ultimately, the marketplace and advertisers will determine what is the more valued metric. Certainly readership and demographic information are important and valuable for advertisers. But if you talk to them, circulation and distribution are still the most accurate and detailed ways to provide them with details to plan their media spend," he said.

Playboy vp, publisher Lou Mohn agreed. "Readership.com certainly has the potential to impact how audiences are viewed and weighted," he said. But it's the new kid on the block, so it may take time to build its credibility."

Readership.com surveyed 8,355 participants responding via mail and online surveys about magazines, including titles published by Condé Nast, Hearst Magazines, Dow Jones & Co.'s *The Wall Street Journal*, Hachette Filipacchi Media and Gemstar-TV Guide International. McPheters said 70 titles signed up to receive data from the beta test, but declined to name those who will get the full service or the cost of the program. Readership.com plans to survey about 70,000 participants annually.

While the industry may not forgo ABC, BPA or MRI, the beta test did yield a few interesting trends that challenged data from traditional audience measurement tools. Readership levels of tabloids such as American Media Inc.'s *National Enquirer*, as well as men's titles *Playboy* and Dennis Publications' *Maxim* were higher than figures previously reported with other measurement tracking services based on in-person interviews. (Figures were only made available to the participants in the beta test.) Rebecca McPheters, president of McPheters & Company, said this could be a result of the anonymous nature of Readership.com's survey methods. "When you've got an older female interviewer asking them if they've read *Playboy*, [respondents] may not admit to reading those magazines," she said.

Kevin Hyson, American Media Inc.'s chief marketing officer, believed the readership survey will help clean up some trends found in other methods that simply measure awareness. "If you look at MRI, you see high percentage of male readers for [Meredith Corp.'s] *Fitness*. You're not measuring the primary reader, you're measuring awareness. That would not happen in a readership study."

Readership.com is said to have reported higher readership levels than MRI, at least in the case of the newsweeklies. The adult readership for *Time*, *Newsweek* and *U.S. News & World Report* totalled 51.4 million, according to MRI's Spring 2006 estimates. Readership.com's figure totalled 58.5 million, according to a source familiar with the data. Sports titles such as Rodale's *Runner's World* also reported higher audience levels. Anything that takes people out of the home responded better than with in-person surveys, explained McPheters, since executives and active-sports readers may not have been home for the interview.

In addition, the study found that for some magazines the audience accumulation time takes a little less time than previously believed. Most weeklies are thought to accumulate their total audience within four weeks, while most monthly magazines compiled their total readership in less than five months.

"We serve up a big helping of pop culture that's of the moment. It would be great to measure the response to that," said Rob Gregory, *Maxim*'s group publisher. "Two-year-old data is pretty ridiculous."

ABC will try to close that window with Rapid Report, an online service launching July 1 that allows publishers to file circ figures on a per-issue basis. So far, only Meredith Corp. and AMI are subscribers. BPA is testing a similar service that is scheduled to launch this fall.

MEDIAWEEK

MAGAZINE MONITOR

BIWEEKLIES JUNE 26, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	3-Jul	39.33	4-Jul	60.16	-34.62%	595.53	654.48	-9.01%
Forbes	3-Jul	109.93	4-Jul	106.32	3.40%	1,656.91	1,634.70	1.36%
Fortune@	26-Jun	94.28	27-Jun	110.77	-14.89%	1,372.82	1,404.19	-2.23%
National Review	DID NOT REPORT				N.A.	230.20	212.80	8.18%
Rolling Stone[D]	29-Jun	48.55	30-Jun	102.20	-52.50%	648.26	730.53	-11.26%
CATEGORY TOTAL		**292.09**		**379.45**	**-23.02%**	**4,503.72**	**4,636.70**	**-2.87%**

@=One less issue in 2006 than in 2005; D=Double issue June 30, 2005.

WEEKLIES JUNE 26, 2006

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	26-Jun	54.94	27-Jun	65.99	-16.74%	1,252.73	1,328.36	-5.69%
The Economist@	17-Jun	51.00	18-Jun	39.00	30.77%	1,012.00	1,039.00	-2.60%
Newsweek[E]	26-Jun	31.50	27-Jun	37.34	-15.64%	886.66	882.33	0.49%
The New Republic	26-Jun	3.24	4-Jul	10.00	-67.60%	130.77	167.74	-22.04%
Time[E]	26-Jun	36.80	27-Jun	38.65	-4.79%	968.60	970.78	-0.22%
U.S. News & World Report	26-Jun	31.10	27-Jun	21.80	42.66%	739.23	737.82	0.19%
CATEGORY TOTAL		**208.58**		**212.78**	**-1.97%**	**4,989.99**	**5,126.03**	**-2.65%**
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	26-Jun	19.33	27-Jun	20.88	-7.42%	576.88	583.77	-1.18%
Entertainment Weekly	23-Jun	20.93	24-Jun	71.30	-70.65%	726.83	838.30	-13.30%
Golf World	23-Jun	41.33	24-Jun	46.12	-10.39%	657.05	693.79	-5.30%
In Touch	26-Jun	25.98	27-Jun	12.00	116.50%	396.00	295.98	33.79%
Life & Style+	26-Jun	10.99	4-Jul	8.00	37.38%	212.25	181.97	16.65%
New York	26-Jun	55.80	20-Jun	33.20	68.07%	1,559.40	1,346.00	15.85%
People	26-Jun	77.28	27-Jun	66.48	16.25%	1,833.28	1,870.33	-1.98%
Sporting News	30-Jun	11.42	1-Jul	7.75	47.35%	364.70	365.33	-0.17%
Sports Illustrated	26-Jun	45.56	27-Jun	36.79	23.84%	965.58	969.45	-0.40%
Star	26-Jun	14.83	27-Jun	22.67	-34.58%	484.83	434.92	11.48%
The New Yorker@	26-Jun	21.49	27-Jun	40.82	-47.35%	831.74	1,010.41	-17.68%
Time Out New York	21-Jun	55.06	22-Jun	60.63	-9.19%	1,535.28	1,536.65	-0.09%
TV Guide (redesign)[T]	26-Jun	16.77	N.A.	N.A.	N.A.	394.03	N.A	N.A
Us Weekly	26-Jun	33.00	27-Jun	31.50	4.76%	912.16	908.49	0.40%
Woman's World	27-Jun	6.83	28-Jun	5.33	28.14%	181.49	170.32	6.56%
CATEGORY TOTAL		**456.60**		**463.47**	**-1.48%**	**11,631.51**	**11,205.71**	**3.80%**
WEEKEND MAGAZINES								
American Profile	25-Jun	9.67	26-Jun	11.32	-14.58%	261.20	251.57	3.83%
Life@@	30-Jun	10.88	1-Jul	6.33	71.88%	204.53	169.84	20.43%
Parade	25-Jun	10.09	26-Jun	12.13	-16.82%	334.50	323.84	3.29%
USA Weekend[H]	25-Jun	15.10	26-Jun	12.37	22.07%	360.74	335.94	7.38%
CATEGORY TOTAL		**45.74**		**42.15**	**8.52%**	**1,160.97**	**1,081.19**	**7.38%**
TOTALS		**710.92**		**718.40**	**-1.04%**	**17,782.47**	**17,412.93**	**2.12%**

@=One less issue in 2006 than in 2005; E=estimated page counts; +=One more issue in 2006 than in 2005; T=Relaunched Oct. 17, 2005 with different rate base; @@=Two less issues in 2006 than in 2005; H=2006 year-to-date page count includes special June 21, 2006 Health Issue.

CHARTS COMPILED BY ROBIN ELDRIDGE

Fresh Look

Slate preps for the future

Since launching a decade ago as a mecca of news and commentary on culture and politics, Slate has survived the dot-com birth, bust and renaissance cycle as an online-only magazine—save for its doomed experiment in 1996 to distribute a print edition via Starbucks. The site has evolved from a niche property owned by Microsoft that was updated weekly and garnered around 465,000 visitors a month to a burgeoning site (owned since last December by The Washington Post Co.) that is refreshed daily with up to 20 new stories. In May, 4.5 million unique users a month visited Slate, according to Nielsen//NetRatings, up from 1.5 million in May 2005. Comparatively, rival site Salon saw 1.3 million visitors in May.

Along with competition from Salon, Slate has had to contend with the proliferation of blogs, online communities and viral video sites like YouTube.com. To keep up, Slate on Monday will unveil a new logo, broadened browser pages and enhanced rich media offerings.

"The redesign will allow us to highlight much more content in a prominent way," said Slate publisher Cliff Sloan. "We're going to make a big push into multimedia towards the end of the year."

In addition to audio book clubs and a podcast currently running on the site, Slate will introduce more video to accompany stories as well as photo essays through a partnership with Magnum Photo. The broader pages will not only allow for more editorial but also for more prominent placement of advertising. Slate this week will introduce "The Sweet Spot;" advertisers can buy a week-long box on the top right hand corner of the site's home page. The first advertiser will be Nissan.

Advertising for Slate is sold corporately by a team representing Washingtonpost.com, Newsweek.com and Slate. All three sites combined reach 15 million visitors, noted Sloan.

The move to the Washington Post Co. also made Slate's pricing more palatable, said Alex Tamayo, FCB senior vp, group media director. "Before, its pricing was based on how people buy MSN—low cost-per-thousand and high reach. Slate was neither, so its pricing was a little out of context," he said. Now, "it's probably more consistent to what the sites of *Newsweek* and *Washington Post* are priced at." ■

BY MARC BERMAN

What I Like Now

WITH THE SUMMER TELEVISION CRITICS ASSOCIATION PRESS TOUR JUST two weeks away, I am doing my homework by watching the new series pilots. And I have to be honest, getting through some of these shows is excruciating. For those of you who don't know what the TCA Press Tour is, it's a biannual gathering (summer and winter) hosted by the networks (broadcast and cable) for over 200 television critics across the country. Each day normally opens with an executive Q&A session, followed by individual 45-minute panel discussions with the stars and behind-the-scenes talent of each new series. Since all the new shows are available on closed-circuit television in your hotel room, there is little to no chance of avoiding any of these potential gems or likely monstrosities.

I have been hearing positive buzz about *The Class* on CBS and *'Til Death* on Fox. Though neither of these new comedies reeks of originality (*The Class* is a clone of NBC's *Friends*; Brad Garrett and Joely Fisher on *'Til Death* are reminiscent of Ray Romano and Patricia Heaton on Garrett's *Everybody Loves Raymond*), both provide some good hearty laughs. And *The Class* fits like a glove out of the similar *How I Met Your Mother* on Mondays.

I was also pleasantly surprised by NBC sitcom *20 Good Years*, with old pros Jeffrey Tambor and John Lithgow as a perfectly mismatched new odd couple. My only beef is the grating Lithgow, who needs to stop shouting his dialogue. This isn't the over-the-top *3rd Rock From the Sun*, and he is not on a Broadway stage. I think it's fair to say that comedies are far from dead in prime time.

Of the three, *The Class* has the best chance of finding an audience because of how it is positioned. Because my background is in research, I always keep in mind what the competitive scenario is, what airs as the lead-in and what was running in the time period prior to this program. No matter how good—or bad—a new show is, the time period is often the most important ingredient.

However, comedy is not totally back on prime time. NBC's *30 Rock*, which is paired with *20 Good Years*, is nothing more than a shameful infomercial for the network, and it's too inside-the-biz to play well to mass audiences.

Can a show about a family on the run survive past the first season? More important: Are the Camdens a suitable lead-in?

While you have to give ABC a thumbs-up for trying to be original (not a single one of its five new comedies is filmed in front of a studio audience), the closest thing it has to something that might stick is Ted Danson as a psychologist in the *Bob Newhart*-like *Help Me Help You*. But the problem with casting Jane Kaczmarek as his ex-wife is that every time she shows up, we expect to see Malcolm and his unruly siblings. After six-and-a-half seasons as Lois, harried Mom from hell, Kaczmarek might have benefited if she took some time off.

Kaczmarek's real-life husband, Bradley Whitford, late of *The West Wing*, is also attempting a character change. This time he's part of an ensemble cast that includes former *Friends* star Matthew Perry in Aaron Sorkin's dramedy *Studio 60 on the Sunset Strip*. Although I would give this look at life behind the scenes of a long-running sketch comedy series another try, the obstacle *Studio 60* faces (like *30 Rock)* is the potential inside-Hollywood storyline. Considering the track record of shows set within a show on the small screen (Can anyone remember the last time one succeeded?), why would NBC want two shows like this? It's mind-boggling!

Of the new dramas I have seen so far, my favorite is CW's *Runaway*, the story of a family on the run after the father (Donny Wahlberg) is falsely convicted of murder. But like the recent CBS remake of *The Fugitive* and the similar short-lived *Hot Pursuit*, which aired on NBC in the fall of 1984, *Runaway*'s biggest obstacle is the questionable shelf-life. Can a family on the run really survive for more than one season? More importantly: Are the feel-good Camdens on *7th Heaven* a compatible lead-in? I don't think so.

I also liked NBC's *Kidnapped*, but the network's feel-good *Friday Night Lights*, about the lives of a high school football team and their coach, is just plain boring.

Every season, there are one or two shows that have me scratching my head in amazement that they even got on the air. And this year's winner—or loser—is CBS' confusing *Jericho*, which has a small Kansas town up in arms over the fear of an apocalypse. Although I can't say enough about CBS' stellar prime-time line-up, scheduling *Jericho* in the Wednesday 8 p.m. hour could, and should, make it the first cancellation of the season. What were you thinking, CBS?

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

MEDIAWEEK (ISSN 1055-176X, USPS 885-580) is published 46 times a year. Regular issues are published weekly except 7/3, 7/17, 7/31, 8/14, 8/28, 12/25 by VNU Business Publications USA., 770 Broadway, New York, NY 10003. Subscriptions: $149 one year, $249 two years. Canadian subscriptions: $199 per year. Other foreign subscriptions $319 (using air mail). Registered as a newspaper at the British Post Office. Canadian Publication Mail Agreement No. 40031729. Return Undeliverable Canadian Addresses to: Deutsche Post Global Mail 4960-2, Walker Road, Windsor, ON N9A 6J3. Periodicals postage paid at New York, NY, and additional mailing offices. Customer Service Email: mediaweek@espcomp.com. Subscriber Service (800) 562-2706. MEDIAWEEK, 770 Broadway, New York, NY, 10003. Editorial: New York, (646) 654-5250; Los Angeles, (323) 525-2270; Chicago, (312) 583-5500. Sales: (646) 654-5125. Classified: (800) 7-ADWEEK. POSTMASTER: Address changes to MEDIAWEEK, P.O. Box 16809, North Hollywood, CA 91615-9467. If you do not wish to receive promotional material from mailers other than ADWEEK Magazines, please call (818) 487-4582.