



FirstDay

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CMP Forges New Online Content Partnerships

CMP Media's TechWeb Network, the online news hub for its tech publications, announced last week two new content partnerships with CNN.com and Forbes.com. TechWeb will swap daily headlines and links to technology-related news stories with Forbes.com. CMP will provide the same service for CNN.com, but the partnership is not a reciprocal content swap. Both partnerships went live on the sites within the past two weeks.

Looking to be a part of a broader community, CMP approached both media companies to forge partnerships, says Michael Grover, director of marketing for TechWeb Network. Though TechWeb hopes to boost site traffic and gain leverage with advertisers, the main goal is to raise its credibility level and elevate the importance of technology news with the business crowd, Grover says. "The biggest business benefit is that it really supports our belief that business and technology are parallel news streams," he says. Adds Alix Raine, vice president of communications, CMP, "There's the benefit that people look to Forbes and CNN as credible, quality news sources and that's the same perception they have of CMP." There are no financial arrangements with the partnerships, nor are there currently any plans to cross-promote or cross-sell advertising on the sites, Grover says.

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IDG Launches IT Title In Spite of Difficult Ad Market

Despite the ongoing softness in technology advertising, International Data Group recently launched a suite of products aimed at the information technology security market.

At the center of the group is *CSO* magazine, a spin-off of the 15-year-old *CIO* magazine. Launched this month, *CSO* has what IDG calls "a carefully targeted, controlled circulation of 25,000 CSOs (chief security officers), chief information security officers (CISOs), and other executives who are responsible for directing security strategy and purchasing at their companies." It will be published monthly. The premiere issue of the Framingham, Mass.-based publication contains 35 pages of paid advertising, including ads from corporations as large as IBM and Symantec.

The launch comes at a time when high-tech advertising—which will form the backbone of *CSO*'s ad pages—is still languishing. For the first half of 2002, pages were down in the software category 25.6 percent, while the computer category dropped 29.5 percent, according to the Business Information Network. The telecommunications category saw the most precipitous drop in ad pages with a falloff of 53.5 percent. Just this month, *CSO*'s sister publication, *CIO*, noted that the "tech spending outlook remains constrained."

But *CSO* publisher Bob Bragdon isn't overly concerned about the current economic situation. "Our decision to launch *CSO* was based on market needs as opposed to economic conditions," Bragdon says. "While the advertising market is tight, business must go on. Security issues are the most significant of the many issues companies face

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Point and Click Media Buys

Publishers and media buyers now have an opportunity for one-stop-shopping for ad sales. MediaBuys.us, a Web site launched by Los Angeles-based ad agency Chick Inc., is offering advertisers and publishers a way to complete deals online.

Publishers can submit their rate cards (for free), which can then be reviewed online by advertisers, says Chick Ciccarelli, president of the agency. MediaBuys earns a 15 percent agency fee. The idea for the site came about because the agency started getting requests from its clients to broker media buys for them. Chick Inc. began approaching publications such as *Millimeter* and *Film & Video*, arranging discounts for advertisers through volume orders. About six months ago the process was moved online.

Chick decided to expand the service beyond its own endemic categories related to film, video, and television. Ciccarelli says there are currently about 120 print publications and about 80 buyers signed up. "It brings publishers a little closer to the media buyer," he says. "They don't necessarily have to have a sales rep in the middle. For the publisher it becomes a way to get multiple insertion orders for single issues." ■

RATIOS — A Folio: First Day Data Exclusive

Note: Ratios, a tracking feature, runs in First Day every Monday. It is a sector-by-sector ad/edit page analysis.

Teen Magazines: October issues

It wasn't long ago that teen titles—along with computing magazines—seemed to rule the world, with more arriving practically every month. Since then, the sector has cooled. Weider sold *Jump* to Condé Nast for scrap and Primedia last year killed its short-lived *Entertainmentteen* while acquiring Emap's *Teen* and putting it into "special-issue" limbo. Given these conditions, the denial by CN last week of rumors that it would acquire *Seventeen* to pair up with its fledgling *Teen Vogue* (or perhaps to buttress a relaunch of *Made-*

moiselle) seem plausible. Upstarts *CosmoGirl!* (coming off its first Audit Bureau of Circulations Fas-Fax appearance) and *Ellegirl* may energize the category (or create further congestion). Not surprisingly, *Teen People's* powerful growth has leveled off, but it is clearly a player with staying power. As hard as it is for marketers to reach teens, one might have expected thicker issues here in the prime-time October selling season, although fashion brands like Union Bay, Guess Jeans, and Candies are well represented in the group. ■

Advertising Roll-up (in pages):

Titles	Ad Pages	Auto-motive	Food/Supps	Toiletries	Cosmetics/Fragrance	Drugs/Remedies	Apparel/Footwear	Media/Entertnmt.	Other
<i>CosmoGirl!</i>	75.3	1	3.0	20.0	23.3	3.3	17.0	3.0	5.0
<i>Ellegirl*</i>	69.3	1	3.0	7.3	9.0	1.3	32.3	7.5	7.9
<i>Seventeen</i>	95.6	1	5.6	29.3	26.5	0	11.3	7.8	14.1
<i>Teen**</i>	9.0	0	0	2.0	2.0	0	4.0	1.0	0
<i>Teen People</i>	93.8	2	7.0	19.6	26.0	3.5	18.0	10.8	6.9
<i>YM</i>	72.8	1	2.3	19.3	13.0	1.0	20.0	3.5	12.7

* = \$2.99 Fall issue (on newsstands through 11/11); ** = \$3.99 Fall issue (on newsstands through 10/29)

CORRECTIONS & AMPLIFICATIONS

In a Sept. 25 story titled "Road King Switches Custom Publishers," *Road King's* new publisher was incorrectly identified as Parthenon Publishers. The name is Parthenon Publishing Inc.

In the same issue, in "Funds for Digital Mags," we neglected to mention Qiosk.com, a New York-based start-up that delivers magazines such as *Popular Mechanics*, *American Lawyer*, and *EE Times* in digital form.

NEW IDG TITLE, CONT. FROM PAGE 1

today. CSOs need accurate and timely information that will help them now, not when the market rebounds."

CXO Media—the subsidiary of IDG that publishes the magazine—has also created an event to compliment *CSO* magazine, the *CSO Perspectives* conference (June 17 to 19, 2003, Coronado, Calif.), and IDG World Expo has created the Integrated Security Conference & Expo (June 3 to 5, 2003, Washington, D.C.). ■

CMP PARTNERSHIPS, CONT. FROM PAGE 1

All TechWeb content for the partnerships will come from *InformationWeek*, *InternetWeek* and *Network Computing*. The magazines will also promote the partnerships as they progress, Grover says.

CMP is considering similar partnerships with other media organizations, Grover says. "It's part of our overall strategy to make our content available from other sites so people can become exposed to it. It's always been a critical part of the Web to be able to link back and forth between different types of companies, and this level of sophistication is really critical and it will increase." ■

FIRST DAY WEEKLY STOCK REPORT

Companies	Symbol	Close 9/27/02	Week Change	Close 12/31/01	YTD Change
AOL Time Warner	AOL	\$12.12	-3.19%	32.10	-62.24%
Gemstar-TV Guide	GMSTE	2.55	-19.05%	27.70	-90.79%
Martha Stewart	MSO	7.01	-14.41%	16.45	-57.39%
McGraw-Hill	MHP	62.39	-1.96%	\$60.98	2.31%
Meredith	MDP	43.87	-1.61%	35.65	23.06%
Penton Media	PME	0.21	-16.00%	6.25	-96.64%
Playboy	PLA	9.82	0.10%	16.98	-42.17%
Primedia	PRM	1.45	-0.68%	4.35	-66.67%
Reader's Digest	RDA	15.69	-2.36%	39.12	-59.89%
Reed Elsevier	RUK	36.60	5.78%	33.30	9.91%
Scholastic	SCHL	45.02	0.04%	50.33	-10.55%
Tribune	TRB	42.30	-0.09%	37.43	13.01%
United Biz Media	UNEWY	3.23	-18.84%	7.92	-59.22%

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