

BEST AND WORST AUDITS OF THE LAST DECADE

The Inside Story

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Guide to Newsstand

Wholesalers  
and Distributors

CCR Seminar and  
Reprint Offers

Publisher Statements and Audit Reports are being reviewed closer than ever by ad agencies and advertisers. Major magazines try to move away from making a specific rate base claim. But, in 2008 almost 300 ABC audited consumer magazines made a specific rate base claim. Ten years earlier in 1999 about 10% more titles made a specific rate base claim. CCR reviewed all audits published in the ten year period from 1999 to 2008 for magazines making a specific rate base claim. Following are the top 10%, over the last decade (in alpha order):

BEST PERFORMERS OF THE DECADE:

Allure: rate base up 30% and only two issues missed in last ten years; 60,000+ average bonus circ over their rate base promise.

American Heritage: only two issues missed in decade.

Architectural Digest: 30,000+ average bonus over rate base promise for this four time CCR top ten performer.

Atlantic Monthly: 125,000 rate base cut in 2004 the answer: only two issues under rate base in decade and big bonus circ over rate base the norm.

Bon Appetit: rate base up 200,000 over the decade and only three issues under rate base.

Coastal Living: rate base up 67% and only one issue missed in ten years.

Conde Nast Traveler: no issues under rate base since 2001 and double digit bonus circ always.

Economist: a ten time CCR top ten performer; rate base doubles in decade, and never an issue missed. \$99 average subscription price.

ESPN: rate base more than doubles in decade and only a handful of issues missed.

Fine Homebuilding: rate base up 25% over the decade and only two issues missed.

Food & Wine: big bonus over rate base the norm and only two issues missed in decade.

GQ: rate base up 20% in decade and no issues missed in last four years.

In Style: a record 11 time CCR top ten performer. Rate base up 600,000 and average bonus over rate base of 150,000.

Interview: rate base up 40% in decade and only three issues missed.

Men's Fitness: rate base more than doubles in decade.

Men's Health: five straight years on CCR's top ten list (11 times overall).

National Wildlife: rate base up 20% and no issues under rate base in ten years.

New Yorker: no issues under rate base in ten years as rate base grows 34%.

Newsweek: always a clean audit and only a handful of missed issues in ten years.

People: a nine time annual CCR top ten performer; average bonus circ over rate base of 400,000 and \$100+ average subscription price.

Runner's World: rate base up 30% and getting stronger over the decade.

Smithsonian: no issues under rate base in decade and double digit bonus circ over rate base.

Sophisticate's Hairstyle Guide: no issues under rate base ever and 50,000 average bonus on 150,000 rate base.

Southern Living: rate base up 350,000 and only three issues under rate base in ten years.

Sports Illustrated: only a handful of issues missed and big bonus circ the norm.

Time: 750,000 rate base cut in 2007 solidifies position.

Travel & Leisure: only three issues missed in ten years and big bonus circ over rate base.

Vanity Fair: a five time CCR top ten performer; triple digit bonus over rate base.

Washingtonian: no issues missed and 40,000+ bonus on 110,000 rate base promise.

Weight Watchers: only one issue missed and huge bonus circ over rate base the norm.

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### **WORST AUDITS OF THE DECADE**

American Legion: three rate base misses in decade; getting better recently.

Athlon Sports Annuals: rate base shortfalls the norm for the decade; rate base levels just set too high.

Better Homes and Gardens: multiple rate base shortfalls early in the ten year period but looks much stronger recently.

Black Enterprise: multiple misses and running tight to rate base promise the norm.

Boy's Life: multiple shortfalls; recent 200,000 rate base reduction the answer?

Country Weekly: 435,000 rate base promise too high; multiple rate base shortfalls including recent 6/08 period.

Ebony: multiple rate base misses; rate base cut to 1,450,000 enough?

Family Circle: 400,000 rate base cut in 2006 appears to be the answer.

Field & Stream: many rate base shortfalls and getting worse.

Handy: four misses in ten years; 1 million promise too high?

National Enquirer: very long history of rate base shortfalls.

Playboy: missed promise in five of ten years analyzed; recent rate base reduction appears to be the answer.

Saturday Evening Post: half of rate base promises missed in last ten years.

Science News: has only delivered one rate base promise in ten years.

TV Guide: cut to 3.2 million promise after prior shortfalls.

Vegetarian Times: long history of rate base reductions and misses continues.

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**UP AND COMERS**: Not around for ten years, but these titles show promise to be on the best audits list in the future:

Blender: rate base up 77% since 2003.

Budget Travel: four straight audits with no issues missed and big bonus circ.

Cooking With Paula Deen: off to a great start.

Dwell: rate base more than triples since 2001, and a three time CCR top ten performer.

Everyday Food: rate base up 70% since 2004.

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Everyday With Rachael Ray: rate base more than doubles since 2006.

Game Informer: rate base more than doubles since 2002; no issues missed and huge bonus circ.

Guideposts: no issues missed ever.

In Touch Weekly: rate base up 700,000 to 1.2 million since 2004.

Martha Stewart Living: no issues missed and big bonus over rate base the norm.

Oprah: rate base from 900,000 to 2,350,000 since 2000.

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**TOP TEN OF THE LAST DECADE:** Here are CCR's picks for the best of the best audit performers over the last decade (in alpha order):

Atlantic Monthly  
Economist  
ESPN  
Fine Homebuilding  
Food & Wine  
In Style  
People  
Smithsonian  
Sophisticate's Hairstyle Guide  
Washingtonian

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**BEST COMPANY PERFORMERS:** both Time Inc. and Condé Nast have seven titles on the best audits' list.

**INITIAL ABC AUDITS:** Brides (50,310 paid and controlled), In New York (137,827 non paid), Costco Connection (7,333,081 non paid), Portfolio (377,340 paid and verified). Resigned from ABC: American Heritage, Taste for Life, and Travel & Leisure Golf.

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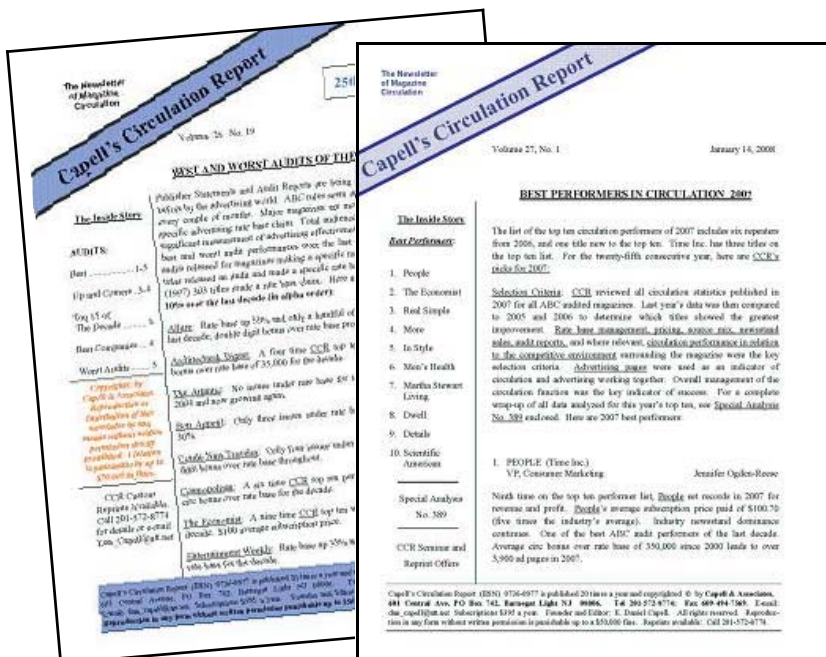
# Has your magazine been rated a “Top Performer” in any rankings by *Capell’s Circulation Report*?

Throughout the past few years, we have been told by many of the “best performers” that this selection has *helped their sales team sell ad pages!* Have you considered capitalizing on your selection—and helping your sales team—by taking advantage of CCR’s custom reprint program? Reprints are an important element of the marketing mix because of CCR’s **objectivity and credibility** among agencies and advertisers, while providing a promotional vehicle for a marketing campaign that is **cost efficient and customized.**

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information about  
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CapellsCirculationReport@att.net

## CAPELL'S CIRCULATION REPORT

### Guide 3

#### Newsstand Distributors

Note: Below is a partial directory of newsstand distributors claiming to specialize in the magazine publishing field. This guide does not constitute endorsement of any service listed.

#### **NATIONAL DISTRIBUTORS:**

##### **CMG International**

250 West 55th Street  
New York NY 10019  
Contact: Todd Lungren  
Phone: 212-649-4421  
Fax:  
Email: [tlundgren@I-cmg.com](mailto:tlundgren@I-cmg.com)  
Webiste: [www.I-cmg.com](http://www.I-cmg.com)

##### **Coast to Coast Newsstand Services Partnership**

5230 Finch Avenue East Suite 1  
Toronto ON CANADA M1S 4Z9  
Contact: Glenn Morgan  
Phone: 416-754-3900  
Fax: 416-754-4900  
Email: [glennm@ctcmagazines.com](mailto:glennm@ctcmagazines.com)  
Webiste: [www.ctcmagazines.com](http://www.ctcmagazines.com)

##### **Comag Marketing Group LLC**

155 Village Boulevard 3rd Floor  
Princeton NJ 06851  
Contact: Debra Delmar  
Phone: 609-524-1720  
Fax: 609-524-1629  
Email: [ddelmar@i-cmg.com](mailto:ddelmar@i-cmg.com)  
Webiste: [www.i-cmg.com](http://www.i-cmg.com)

##### **Curtis Circulation Company**

730 River Road  
New Milford NJ 07646  
Contact: Dennis Porti  
Phone: 201-634-7415  
Fax: 201-634-7499  
Email: [dporti@curtiscirc.com](mailto:dporti@curtiscirc.com)  
Webiste: [www.curtiscirc.com](http://www.curtiscirc.com)

##### **Disticor Magazine Distribution Services**

695 Westney Road South Suite 14  
Ajax ON CANADA L1S 6M9  
Contact: John Lafranier  
Phone: 905-619-6565  
Fax: 905-619-2903  
Email: [johnl@disticor.com](mailto:johnl@disticor.com)  
Webiste: [www.disticor.com](http://www.disticor.com)

##### **Distribution Services Inc**

190 Congress Park Drive Suite 200  
Delray Beach FL 33445  
Contact: Brian Beaudry  
Phone: 561-688-0097  
Fax: 561-272-6970  
Email: [bbeaudry@distributionservices.com](mailto:bbeaudry@distributionservices.com)  
Webiste: [www.dsiforce.com](http://www.dsiforce.com)

##### **Ingram Periodicals Inc**

18 Ingram Boulevard PO Box 7000  
LaVergne TN 37086-7000  
Contact: Bruce Jones  
Phone: 615-213-3509  
Fax: 615-213-3376  
Email: [bruce.jones@ingramperiodicals.com](mailto:bruce.jones@ingramperiodicals.com)  
Webiste: [www.ingramperiodicals.com](http://www.ingramperiodicals.com)

##### **Kable Distribution Services**

14 Wall Street Suite C  
New York NY 10005-2143  
Contact: Jim Roberts, Exec VP  
Phone: 212-705-4619  
Fax: 212-705-4668  
Email: [jroberts@kable.com](mailto:jroberts@kable.com)  
Webiste: [www.kable.com](http://www.kable.com)

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**Rider Circulation Services Inc (RCS)**

3700 Eagle Rock Blvd  
Los Angeles CA 90065  
Contact: Mike Werner  
Phone: 3233441200 ext 237  
Fax: 323-256-9999  
Email: Mike@RCSmagazines.com  
Webiste: www.RCSmagazines.com

**Speedimpex USA Inc**

35-02 48th Avenue  
Long Island City NY 11101-2421  
Contact: Carmine Castellano  
Phone: 718-392-7477  
Fax: 718-361-0815  
Email: ccastellano@speedimex.com  
Webiste: www.speedimex.com

**Spanish Periodical & Book Sales**

2105 NW 102nd Avenue  
Miami FL 33172  
Contact: Jose A Bohorques  
Phone: 305-592-3919  
Fax: 305-593-2906  
Email: info@spanishperiodical.com  
Webiste: www.spanishperiodical.com

**Time Warner Retail Sales & Marketing**

260 Cherry Hill Road  
Parsippany NJ 07054  
Contact: Bob Bedor  
Phone: 973-939-7206  
Fax: 212-467-7246  
Email: bob\_bedor@timeinc.com  
Webiste: www.timeinc-twr.com/time-twr

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**NATIONAL WHOLESALERS:****Anderson News LLC**

6061 Brookvale Lane Suite 151  
Knoxville TN 37919  
Contact: John Styron  
Phone: 865-584-9765  
Fax: 865-583-3927  
Email: styron@andersonnews.com  
Webiste: www.andersonnews.com

**The News Group U.S.**

200 Technology Court Suite 1000  
Symrna GA 30082  
Contact: John Swelt, Exec V.P.  
Phone: 269-781-8560  
Fax: 770-863-9001  
Email: jswelt@thenewsgroup.com  
Webiste: www.thenewsgroup.com

**Hudson Group**

1305 Paterson Plank Road  
North Bergen NJ 07047  
Contact: Ron Clark, President/COO  
Phone: 201-867-3600  
Fax: 201-867-0067  
Email: rclark@hudsonnews.com  
Webiste: www.hudsongroup.com

**Source Interlink Distribution**

27500 Riverview Center Suite 400  
Bonita Springs FL 34134  
Contact: James Gillis, President/Co-CEO  
Phone: 239-949-7669  
Fax: 239-949-7692  
Email: jgillis@sourceinterlink.com  
Webiste: www.sourceinterlink.com

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**Canadian Mass Media Inc CMMI**

101 Henry Bessemer  
Bois des Filion QB CANADA J6Z 4S9  
Contact: Paul Benjamin, President  
Phone: 450-621-8167  
Fax: 450-621-4370  
Email: phb@benjamin.ca  
Webiste:

**The News Group Canada**

Richmond Agency  
2500 Vauxhall Place  
Richmond BC CANADA V6V 1Y8  
Contact: Glen Clark, President  
Phone: 604-231-6126  
Fax: 604-231-6183

Dan Capell's

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A customized, on-site seminar  
for magazine and vendor executives

**Dan Capell, editor of Capell's Circulation Report**, will help you lay the strategic groundwork needed to take advantage of—and profit from—the changes in consumer magazine circulation. Specifically designed for the “*non-circulation professional*” .....*editors, publishers, ad executives, general management and supplier management—***CIRCULATION FOR THE NON-CIRCULATOR** takes the mystery out of the circulation business by discussing vital issues such as:

- How reduced rate bases affect your business
- The latest trends in circulation promotion and techniques
- Why agents are becoming a primary source of new subscriptions
- In-house fulfillment vs. outsourcing
- Why publishers lose over \$10 on every direct mail order
- What is the role of the circulation director?
- Magazines and the Internet. How does this alter the landscape?
- Newsstand sales declines and what to do about it.
- What are the best magazine ad buys?

**CIRCULATION  
FOR THE  
NON-CIRCULATOR**  
clients have included:

Time Inc., Times-Mirror, Mead Paper, DialAmerica,  
Christianity Today, American Media, American List Counsel,  
National Geographic, Rodale Press, Jetson Direct Mail,  
Atlantic Monthly, Hearst Magazines, Southern Progress Corp.  
Coast to Coast Newsstand Services

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CONTACT US NOW FOR MORE INFORMATION:

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