



Kable Distribution ServicesSM
Wholly Owned Subsidiary of Kable News Company

Connections

Dear Business Partners,

Each fall, busy folks throughout the country take the time to slow down and smell the roses. We give thanks for our loved ones, our good fortune and health. Setbacks and obstacles are nothing more than a result of changing times, and if we are lucky we overcome these challenges with a renewed sense of strength that will follow us into future.

At Kable News Company, we are also taking this time to acknowledge our obvious good fortune. Thanks to the hard work of Kable's valued clients as well as our own dedicated team of employees, business is booming even in these volatile times. Of course, we could never have made it this far alone. Thanks to the support of an incredibly diverse and versatile roster of publishers who continuously produce magazines that appeal to a broad spectrum of the population, interest in Kable's titles continues to rise. With one success following another, Kable's confidence in such talented publishers is at an all time high, and consumers welcome the interesting and groundbreaking titles that hit the shelves each month.

But while it has certainly been a year of growth at Kable, we have not lost sight of the importance of constantly looking to better ourselves. By investing in our future (both in our main businesses and those areas that are compatible with our core competencies) Kable is able to convey a sense of confidence in its current growth to partners and clients alike.

Kable's real assets, of course, are our employees. And it is to these hardworking individuals in all of KNC's divisions that I would like to extend a warm thank you for your dedication throughout the last year. Your readiness to address and answer the challenges in our Fulfillment, Newsstand and Product divisions has not gone unnoticed, and we are now reaping the rewards of your hard work and intelligence.

In this very special issue of Connections, take a look at some of the [newest members of the Kable family](#). Also, get a behind-the-scenes look at some of the industry's top editors – including some names we are sure you will recognize.

Thanks again for being a part of the Kable team by allowing us to serve you.

Sincerely,

Michael P. Duloc

Fall 2002

Issue *Highlights*

A Chat with the President	pg. 1
New Titles	pg. 2
More New Titles	pg. 3
Kable Wire	pg. 4
Chain Links / International	pg. 5
Gloria Steinem Interview	pg. 6
Trend Watch	pg. 7
Kable's Back Page!	pg. 8

New Titles



FLORIDA Travel (48612) provides reviews of Florida hotels, restaurants and main attractions. This magazine is the perfect resource for planning your ideal Florida vacation. Catering to all budgets and preferences, you are sure to find what you are looking for in this perfect-bound title. This November/December issue went on-sale October 4. Cover Price: \$4.95.



Moto Kids (47400) is different from any other motorcycle publication in that it will be written and graphically designed for a vital demographic that has until now been mostly ignored: The young enthusiast. **Moto Kids** will be written and edited by professional journalists with strong and established reputations in the powersport industry. This title went on sale November 26. Cover Price: \$2.95 U.S./\$4.95 CAN.



Carving Magazine (47450) is a new publication from *All American Crafts*, the publishers of *Creative Woodworks & Crafts*. This publication is dedicated to bringing readers useful, diverse information about the art of carving. Each issue is perfect bound with over 100 pages of step-by-step projects, feature articles, gallery photos, questions-

and-answers, and much more. On-sale: January 14. Cover Price: \$5.99 U.S./\$7.99 CAN.

From the founders of *Home Theater Magazine* and the Publishers of *The Robb Report* comes **Home Entertainment & Design (47173)**. With exquisite design and superior production quality, this new publication is geared toward the affluent reader with a good deal of discretionary income. **Home Entertainment & Design** will be the authority sought by consumers to help them adopt the latest technology in their homes and into their life-styles. On-sale: Winter 2002. Cover Price: \$5.99 U.S./\$7.99 CAN.



Ramp (46860) is just what men have been looking for on the newsstand. Girls, gadgets, action and attitude are packed into each perfect-bound page of this exciting new title. "Taking Guys to the Next Level," **Ramp** promises to be a top-seller. Judging from the stellar performance thus far of its premiere issue, **Ramp's** incredible layout, sexy pictorials and solid editorial have hit a home run! The first issue of **Ramp** went on sale October 15, with the next issue slated to hit newsstands on December 10. Cover Price: \$4.99 U.S./\$6.99 CAN.



Martial Arts Digest (47790) is the world's only magazine whose target audience is the active and former martial arts practitioner – a potential audience of over 15 million readers. **Martial Arts Digest** covers karate, kung-fu, kickboxing, tae kwon do, jiu jitsu, boxing and much more. **Martial Arts Digest**, on-sale this December, is priced at \$4.95 U.S./\$7.50 CAN.



More New Titles on Page 3

More New Titles



continued from page 2



Warzone (48991) is the magazine of “Global Hotspots” that takes a look at the battlefields of yesterday, today and tomorrow. This title goes behind the headlines to find out what is going on throughout the world. Looking at the world of war from all angles, readers will get the perspective of all involved. Each issue includes a colorful, intricate and accurate battle map, plus foldout

schematics of top military hardware. This title is on-sale December 3. Cover Price: \$6.99 U.S./\$9.99 CAN.

For the past decade, Kings Outdoor World has been the recognized authority in the area of world record bucks and bulls. As such, they are constantly asked questions about hunting. In response, they have put it all together with **Hunting Illustrated Magazine (46501)**.



Using their contacts and experience in the hunting industry and their award-winning layouts and design, **Hunting Illustrated** is positioned to be the premiere hunting magazine for the western U.S. This title went on-sale October 8, 2002. Cover Price: \$5.99 U.S./\$7.99 CAN.



The **Texas Hunting Magazine (47740)** is a coffee table quality, twice-annual publication that specializes in helping sportsmen find hunting opportunities in Texas. One of the best hunting destinations in the world, the Lone Star State attracts hundreds of thousands of sportsmen each year. Over 97% of the land in Texas is privately held, making the

information contained within the directory an absolute must for anyone interested in hunting in Texas. On-sale: Fall 2002 (5X/year). Cover Price: \$9.95 U.S./\$14.95 CAN.



Searching for the hippest, most awesome personal digital products on earth? Look no further than **Dig_It (46890)**, the one place for the world’s coolest gadgets. According to the **Dig_It** staff, they have searched every corner of the globe to come up with 1,000 items that will blow your mind. The magazine includes product reviews and images.

On-sale: December 24, 2002 (Just in time for the holidays!) Cover Price: \$4.99 U.S./\$6.99 CAN.

Reiman Publications is launching **Your Family (47791)** on January 7, a beautifully packaged magazine that is targeted to parents of children who want to make the best of their time together. Features include parent-to-parent advice, recipes, gift and party ideas, decorating sense and so much more. Cover Price: Only \$3.99 U.S./\$4.99 CAN. And, like all Reiman products, this has no ads.



Even More New Titles on Page 4

DON'T FORGET! Looking for ways to save time at work? Who isn't? We can't add more hours to the day, but KNC does try to expedite the arrival of finished, quality products to all of our clients.

Kable Graphic Services has implemented a system whereby clients can use the Website to request quotes. Just click on the “Graphic Services” icon, then go to “Need A Quote?” Let us make things happen.

even more NewTitles

continued from page 3



Be on the lookout for **Country Woman Christmas (47796)**, which went on-sale October 8th. This fabulous glossy features dozens of great craft ideas, mouth-watering recipes and decorating tips. The title is priced at \$5.99 U.S./\$6.99 CAN.

Land O Lakes Holiday (49105) includes recipes that will wow friends and family alike. From Candy Cane Squares to Pumpkin-Gingerbread Streusel Cake, this magazine is a small treasure for the holidays. On-sale November 26, **Holiday** is priced at \$3.99 U.S./\$5.99 CAN.



KABLE WIRE

2002 Distripress Congress

Kable News Company attended the 2002 Distripress Congress held this year in Montreal, CA on September 9th through the 13th. Kable hosted several dinners that were attended by Distributors and Publishers from around the world. This year, guests from Australia, Austria, Belgium, Cyprus, Denmark, UK, France, Greece, Indonesia, New Zealand, Norway, Puerto Rico, South America, Spain, Switzerland, Thailand, the Caribbean and the USA enjoyed a wonderful evening of ambience, world-renown cider, and the excellent homemade cuisine of Chef/Owner Denise Leclerc Boutin at Cidrerie-verger Boutin, Mont-Saint Gregoire just outside of Montreal.



Some of the dinner guests were captured by the lens of Jacques Paul, reporter/photographer for the *Le Canada Francais* newspaper.

Robb Report

Though many of Kable's newsstand clients' sales are exceeding expectations, there are some numbers just too good not to share! Congratulations to **Robb Report (48175)** and to Publisher Bill Curtis, who since purchasing **Robb Report** in July 2001, has nearly doubled its unit sales. This fantastic growth was achieved while improving their sales efficiency by 21 points. This positive trend for **Robb Report** shows no sign of ebbing, and Kable looks forward to continuing to maximize sales of this outstanding product.

The Nation

Congratulations to **The Nation (47720)**, America's oldest weekly magazine. Boasting more than 25% more readers than it had two years ago, this title is bucking virtually every industry trend! Interest in politics is at an all time high, and Americans are hungry for independent journalism during these troubled times. Thousands of readers are rediscovering the oldest, most trusted voice on the newsstand. Congratulations! Cover Price: \$2.95 U.S./\$3.95 CAN.

THE FOLLOWING NEW NEWSSTAND CLIENTS

- PGA Tour
- Senior PGA Tour
- Ms. Fitness
- Bloomberg Markets
- Bronze Warrior
- Hispanic Beisbol
- Robb Report Entertainment & Design
- Gospel Today
- Hunting Directory
- Equine Journal
- Martial Arts Digest
- Looker
- Tampa Bay Illustrated
- Dig_It
- Racer
- Sports Car
- Tear

Chain Links

Your guide to the top retail chains throughout the U.S. and Canada

MARKETING NEWS

4TH QUARTER 2002

CHAS. LEVY – CHICAGO has taken over the distribution of magazines in the KROGER-CIN-CINNATI division. Previously this division was serviced by ANDERSON NEWS ...STRACK & VAN TIL has purchased five Key Market stores located in Northwest Indiana, which will now also be serviced by CHAS. LEVY. Their magazine wholesaler was NEWS GROUP, Jackson MI ...

KMART is rumored to be closing more stores after the holiday season. According to various press reports, almost 600 stores may close after January 1, many located in Texas & Florida ... SHAWS SUPERMARKETS continues to expand in New England, as it acquired 18 former AMES Department store sites to convert them into supermarkets ... GRISTEDES, a supermarket chain in the New York metropolitan area, announced that they will open six new stores in the upcoming months ...

TARGET Corp. had much higher 3rd quarter 2002 sales than anticipated and continues its rapid

expansion. According to SUPERMARKET NEWS, it will open 94 new TARGET outlets, 32 SuperTARGETs, and four new distribution centers in 2003 ...WAL*MART announced record sales and earnings for the 3rd quarter 2002 increasing over 11.5% from the similar prior year's quarter.

CHAIN HAPPENINGS

New Buyers

KABLE welcomes the following new buyers. We look forward to improving our clients' sales and profits in their chains:

- MEIJER--Gerry Wilding**
- CVS--Erik O'Connor**
- KMART--Skip Edwards**

Safeway

Judy Russell is now Manager of National Categories for Non-Perishables and Michelle Fisher, the National Category Analyst.

For more information on marketing events and initiatives, please contact:
Rick Bohs, National Marketing Director
Kable Distribution Services • 641 Lexington Avenue • New York, NY 10022
Phone (212) 705-4629 • Fax (212) 705-4667 • e-mail: rbohs@kable.com

INTERNATIONAL

German Wholesalers most Efficient in Europe – Source: W.E. Saarbach

This is the claim made by Prof. Michael Haller from the Institute for Communication and Media Science of the University of Leipzig. Haller has been investigating the various press distribution systems in Europe for some two years. Haller explained his investigative criteria as follows: "Freedom of the press and the right to information, justify and demand a distribution system which ensures an exhaustive supply of press products and guarantees free market access to all

publications." In this respect, German wholesalers take the pole position in Europe. They supply 118,000 retailers, many more than for France (38,000 sales outlets), Italy (40,000) and Great Britain (55,000).

Kable's Newsstand Renewals

- Poole Publications**
- Fawcette Technical**
- Liberation Publications**
- Specialty Publications**

Gloria Steinem, *Ms. Magazine*, and the “Women of the Year” Awards

Over the last half-century, the women’s movement has grown in leaps and bounds. But even with so much progress, so many women from around the world are facing — and overcoming — unthinkable obstacles, making the world a better place, one woman at a time. Gloria Steinem, writer and world-renown activist, founded **Ms. Magazine** (46962) to give these incredible individuals a voice. For over 30 years, **Ms.** has been inspiring women to break through glass ceilings and cross boundaries that were once thought invulnerable.



In 1982, the staff at **Ms.**— with Gloria at the helm — launched the publication’s first “Woman of the Year” issue to recognize those that have gone above and beyond the call of duty. Though never an easy task, the selection process has evolved along with the women’s movement over the last twenty years. Recently, Kable had the chance to sit down with Ms. Steinem to get a better idea of the method behind the madness of this most prestigious award.

Kable: The first “Woman of the Year” issue made its debut in 1982, with Carol Gilligan (internationally acclaimed psychologist and writer) on the cover. What sparked the first issue?

GS: In the first year, we had only one “Woman of the Year,” because we were responding directly to the *Time Magazine* “Man of the Year.” By the next year we had received so many suggestions from our readers – such diversity – that our way was not to do a single woman of the year, but to include multiple women. What we discovered was that together they made a point that no single woman could make – that the face of feminism is diverse, yet they are all trying to reach that same goal.

Kable: With so many women breaking new ground every day, the selection process must be difficult. What are your criteria for selection?

G.S.: First, that the change be positive. As you know, *Time Magazine* has a newsworthy criterion which has, in the past, caused them to put such infamous persons as Hitler and

Stalin on the cover. Basically, these decisions were based on impact, not positive or negative effects. Ours are always women who have had a positive impact. Moreover, their accomplishment must have been directed not *only* at women, but *also* at women. And of course, the newsworthiness must have been within the last year, regardless of how long or short their career has been thus far.

Kable: Who ultimately makes the call?

G.S.: All year long, we take readers suggestions, we also heed the advice of the National Women’s organization, and we do keep our own in-house news file, called the “W.O.T.Y” file.

Kable: **Ms.** has recently undergone some changes. How do you feel about that?

G.S.: I feel good. It was one of those mergers (with the Feminist Majority Foundation) that is so full of synergy that we wonder why we didn’t do it before. Together, we are able to have our own server and multiply our information. They do original research, such as public opinion polls and legislation and policy. In many ways, the two organizations contribute to each other.

Kable: What does the future of **Ms.** look like?

G.S.: It will become more international. Whether that means including more in this issue, or doing an additional issue. We frequently have had one woman from another country, when that made sense. But in a way, it might demand two issues.

In the future it will also do more investigative reporting. We’ve always done some. But investigative reporting requires a large effort. You really have to be willing to support writers and researches over a long period of time.

Kable: Do you have any particular stories in mind that you would like to see covered?

G.S.: Yes, well we have a long list. Some require investigations to see if they are in fact stories. Some are obvious – such as sweatshops and the international sexual slave trade. It’s really a question of picking the most typical and revelatory examples.

Kable: And this year’s winners are...

GS: Well, we have decided...yes.

Kable: *Awkward Silence...Thumb twiddling.*

Kable: That’s okay, we’ll just wait until it hits newsstands like everybody else!

Ms. Magazine’s “Women of the Year” issue hits newsstands December 24th. For more information on this top-seller, please contact Stacy Pollione at Spollione@kable.com

TREND WATCH

Beckett Launches New Titles

Catching the “Yu-Gi-Oh tidal wave” that is engulfing our nation’s youth just in time for the holiday shopping season, Beckett Publications — in conjunction with KDS — will be putting out “**Beckett Pokemon Presents: YU-GI-OH COLLECTOR**” special with a scheduled on-sale date of December 10. With its high cover price (\$9.99 U.S./\$14.99 CAN) and very high expected sales, this is shaping up to be one of the top profit-producing issues handled by U.S. & Canadian wholesalers this season!

Additional specials are forthcoming, such as the recently launched “**Beckett Baseball Card Plus**”, which features a \$9.99/\$14.99 cover price. Other similar specials at the same high cover prices are following closely behind.

Grace Unstoppable!

With each issue, **Grace Magazine** is quickly drawing a large pool of dedicated readers. This super-polished, high quality publication is the new must-read for fashionistas in the know. The numbers are in on the premiere issue of **Grace** – and the numbers speak for themselves. This title is unstoppable!

Joe Jones on Home Shopping Network

Joe Jones, publisher of **DOLLS**, **TEDDY BEAR REVIEW**, **DOLL CRAFTER**, and **DOLL COSTUMING** appeared live for one hour on November 20, on the Home Shopping Network with hostess Tina Berry. Joe will be featuring Tina on the cover of his upcoming February 2003 issue of **DOLLS**, scheduled on sale December 31, 2002. During his one hour, Joe discussed not only **DOLLS** with Tina, but also the other Kable-distributed titles mentioned above.

New Lettershop Equipment in Marion!

Our Marion, OH facility has recently installed new equipment in its lettershop, which includes three new inserters and one new cut/fold machine. The Pitney Bowes DM10, eight stations and swing-arm inserters bring Kable’s lettershop new technology, increased output and more up time with their on-screen set-ups and diagnostics.

The Pitney Bowes Flowmaster, nine station, friction feed inserter gives our lettershop the ability to insert from a #7 size package to a 9’ x 12’ flat size package, inserting renewals and statements or magazines all on the same machine. The Flowmaster makes package size change-over easy with its on

screen set-up and diagnostics along with allowing increased throughput.

The addition of another Bowe cutter and MBO folder combination provides Kable’s lettershop with the increased capacity to perform the cutting and folding of laser addressed forms in one convenient function.

Facilities Move

Recently in Marion, Ohio, where Kablesm has one of its fulfillment operations, we consolidated the staff (Client Relations, Customer Service, Finance, Administration, and Systems & Programming) from 205 West Center Street into the operations and administrative facility at 1290 Mt. Vernon Avenue. This consolidated facility will allow us to be more efficient and improve the communications between the various departments. The operations and administrative facility is approximately 80,000 square feet and allows for significant growth.



In addition, the computer print operation was relocated into the Lettershop/Warehouse facility located at 2565 Harding Highway East, Building 401. A new room was built with all the necessary environmental controls to support the technology installed. This relocation of the computer print function is improving our time-in-process for the printing, bursting and inserting of the renewals and invoices for our clients.

Additionally, a hot site computer room has been built in the operations and administrative facility. This new computer room will house a disaster recovery computer and some associated equipment to facilitate a quick recovery should our primary data center in Mt. Morris, Illinois incur a disaster. The computer and other associated equipment will be installed by year-end.

A year ago Kablesm moved its mail opening function to separate facilities due to the possibility of an Anthrax situation occurring. Recently those functions were moved back into our normal operations into “clean” rooms, which are isolated from the rest of the buildings. These rooms have been prepared to minimize the risk to the rest of our facility should an actual Anthrax situation occur. Moving the mail opening back into our primary facilities is improving our time-in-process in the mail opening function.

KABLE'S BACK PAGE!

SANTA FEAN 30 Years of Success

In a recent conversation with Publisher Gary Cook and Editor in Chief Deborah Boehm of **Santa Fean (48125)**



magazine, Kable got an inside look into the workings of one of only a few publications that can boast over 30 years of success. Catering to an upscale market in Santa Fe and its surrounding areas, this life-style magazine is the trusted city guide of this very special region. "Everything from art to real estate to shopping and restaurants are covered in our magazine," explains Ms. Boehm. "We

are not a tourism book, but **Santa Fean** is a great resource for those planning a trip here." Indeed, interested travelers and locals alike can learn about the area's rich history (did you know that one of the U.S.'s oldest churches is located in Santa Fe?) or pinpoint the best hotel option for their needs within the glossy, perfect-bound pages of **Santa Fean's** covers.

Though the last 30 years have not brought many complaints from the publication's dedicated reader-

ship, the title has recently decided to shake things up. Recent changes include a new Art Director, Editor, Publisher and Associate Editor, providing what Ms. Boehm describes as a "fresh, new perspective" on Santa Fe. Innovative fashion shoots with local models, a more detailed city guide and a more playful attitude are just a few of the changes you will see. "We have a very bright staff," confides Ms. Boehm. "Santa Fe is just a very unique place. Our goal is to make people fall in love with it."

For more information on **Santa Fean**, please contact Bob Peterson at Bpeterson@kable.com.

Metro Source

Metro Source (48650) was launched in 1990 – the first magazine geared toward the gay market that was free of sexually explicit advertising and editorial. **Metro Source** is a life-style magazine, issued 5X per year. It is currently the third largest gay and lesbian publication in the nation. Welcome to the Kable family! Cover Price: \$4.95 U.S./\$6.95 CAN.



Connections is published quarterly and distributed to Kable News Company employees, publisher clients, consultants, media, retailers and wholesalers. We welcome submissions and suggestions for future issues.

Please send address changes and editorial comments to:

Diana Grossman, Director, Creative Services
Kable Distribution ServicesSM
641 Lexington Avenue
New York, NY 10022
email: dgrossman@kable.com
fax: 212-705-4667



Kable Distribution ServicesSM
Wholly Owned Subsidiary of Kable News Company