

*Kable News
Company, Inc.'s*

Connections

Fall 2004

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Kable News Company
641 Lexington Avenue
New York, NY 10022

Dear Kable Clients and Partners,

People are talking. Be it about politics, family, work or play, it seems that these days conversation reaches far beyond the confines of the water cooler, sparking creativity and opening the gates of individual style at every turn. At Kable News Company, the effects can be felt in each department, from distribution to product services, fulfillment and beyond. And, while each on its own performs its specialty with unparalleled know-how and dedication, it is the unique synergy of the company's varied expertise that allows Kable to remain anchored at the forefront of an ever-changing industry.

At Kable, a long list of venerable titles embodies this newly harnessed sense of energy, as evidenced by the many re-designs, new launches and revisions that are making their way into the hands of savvy readers around the globe. As always, Kable employees are privileged to be a part of the process, and we continue to find new and innovative ways to provide our clients with the support they need to achieve their goals.

This issue of Connections is filled with examples. On page 4, read up on the recent developments of our cutting edge IT department, which continues to pioneer new technology aimed at ease-of-use for all Kable clients. Beginning on page 2, you will find a long list of new title launches, all of which have and will continue to receive continued support from every branch of the Kable network.

To all of our clients and partners, I would like to take this opportunity to thank you for your seemingly endless supply of creativity. We look forward to working with all of you on future projects and continued success for years to come.

Sincerely,

Michael P. Duloc

SM

NEW TITLES

Titan Publishing Group Newsstand Hits

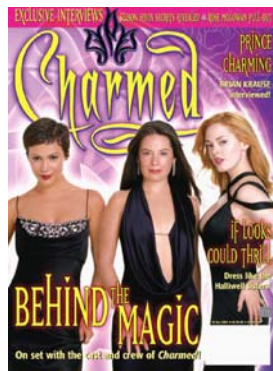
Titan Publishing Group has done it again! Lets take a look at four of the publisher's brand new newsstand hits. Each is priced at \$6.99 U.S. and \$9.99 CAN.

Stargate (46808) is the official publication for the Sci-Fi Channel's hit TV series "STARGATE SG-1" and "STARGATE: ATLANTIS". Each issue is dedicated to bringing its readers behind-the-scenes exclusives, interviews with the stars, news scoops and gossip. This is a bi-monthly title that went on sale October 26.



Fox's hit TV series, "The O.C." has taken North America by storm. **The O.C. (46806)** is the official publication for the show and each issue features reports on Ryan and his travails in learning how to cope in upscale Orange County after having lived his whole life on the wrong side of the tracks. Check out the star exclusives, the latest O.C. news and more! **The O.C.** went on sale October 26 and is published bi-monthly.

The witches of the WB's hit TV series "Charmed" are now bringing their adventures to the pages of a beautifully designed magazine. Piper, Phoebe and Paige will be saving the world from their supernatural foes in **Charmed (46807)**, the official publication of the show. Interviews with the stars, juicy gossip and other goodies abound. This is a bi-monthly title that went on sale September 29.



Rounding out the group is **DREAMWATCH (46804)**, bringing you the latest news and features from the world of Sci-Fi and fantasy every month by covering movies, TV, DVDs, books, comics and video games. **DREAMWATCH** is the only place that readers need to look for the last word on all things Sci-Fi. **DREAMWATCH** went on sale October 19 and is published monthly.

Home Cooking (47073) inspires today's super-busy readers with quick, satisfying "comfort food" recipes. Each reader-contributed, publisher-tested recipe uses a short list of readily available ingredients. Home Cooking appeals to the broad majority of people who want to share the pleasures of a delightful meal with family or friends without having to spend hours in the kitchen preparing it. Instead of turning to takeout meals, **Home Cooking** offers a simple, quick, yet satisfying collection of recipes from America's best cooks—their readers! This title from DRG TEXAS, LP is published 9X and is priced at \$3.99 U.S./\$4.99 CAN.

Publisher Alan Levine has just launched **Luxury Communities (47903)**, a quarterly title that focuses on the luxury life style of those residing in the country's most sought after destinations, including Naples, Palm Beach, Palm Springs, Phoenix, Georgia and The Carolinas, just to name a few. Readers will come to rely on this title when it comes time to decide which luxury community is right for them. Learning just what each community offers its residents, potential buyers will be able to make the right decision for their individual tastes and desires. This issue is priced at \$6.95 U.S and \$8.95 CAN and is on sale November 16.



Beckett Holiday Special Editions!

Beckett Total Access presents **InuYasha Unofficial Collector (48257)**. Once again, Beckett is leading the industry with another hot anime trend. InuYasha is a favorite among young adults and is the number 1 selling product at Anime Conventions. This title went on sale November 9 and is priced at \$6.99 U.S./\$9.99 CAN.



The Best of Yu-Gi-Oh Unofficial Collector (48247) is monster-sized! The #1 anime show on the Cartoon Network and the #1 selling TCG is getting its own special edition. Readers will find card sets, video game ranking and more! This issue went on sale November 9 and is priced at \$10.99 U.S./\$16.99 CAN.

Beckett Total Access Presents **GI Joe Unofficial Collector (48259)**, the most recognized boy's action figure line in the world, is now celebrating its 40th anniversary. Beckett brings you the hottest Price Guide ever to cover the subject. On sale November 23, this title is priced at \$5.99 U.S./\$8.99 CAN.

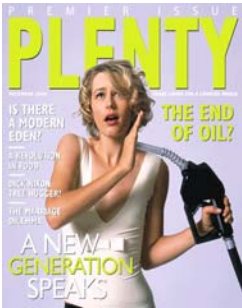


Pokémon #2 (48257) introduces a new generation of **Pokémon** fans to new characters, new monsters and new adventures! Readers will find the most comprehensive Pokémon price guide, what's hot in **Pokémon** cards, new **Pokémon** video game coverage, contests to win Game Boy Advance System and Cards and more! On sale November 30 and priced at Cover price: \$9.99 U.S./\$14.99 CAN, this is a bi-monthly special.

Curtco Publishing has done it again! This time they are addressing high-end yacht enthusiasts and owners. As always, the job has been done with style and grace, and surely this will add another top selling title to a long list of successes. **ShowBoats International (48162)** is priced at \$8.00 U.S./\$10.00 CAN. **ShowBoats International** is on sale January 11.

[More New Titles on Page 3](#)

MORE NEW TITLES *Continued From Page 2*



Editor-in-Chief Mark Spellun has **Plenty (46347)** to cheer about! **Plenty** is a magazine for savvy, environmentally conscious consumers. The editorial focus lies at the intersection of concern for the environment with quality of life: food, home, design, architecture, cars, clothing, travel, outdoor recreation and leisure. In each issue, **Plenty** readers will find investigative reporting into topics of immediate import for their way of living. The December/January issue of **Plenty** is on sale November 16 and is priced at \$3.95 U.S./\$5.95 CAN.

From Vogel Communications, **Glued (48084)** is a fun, fresh magazine for smart TV watchers. Each issue of **Glued** delivers intelligent reviews and previews, celebrity profiles, insightful features, behind-the-scenes tales from your favorite shows, and a touch of nostalgia—written with style, humor and passion. **Glued** magazine, styled for 30-49-year-olds, is in tune with the way people watch TV today. First Kable issue is set to hit the newsstands with the Jan '05 issue. Cover price is \$3.49.



New York Sportscene (47854) is the only magazine that will concentrate on the professional sports teams in the NY area, Yankees, Mets, Jets, Giants, Nets, Knicks, NY Liberty, Devils, Islanders and Rangers. Schedules for all teams, plus the local farm teams for the Mets and Yankees can be found inside. It also includes in depth interviews! **New York Sportscene** is priced at \$3.96 U.S./\$6.95 CAN. It is on sale December 18.

Palm Beach Media Group, Inc. has just launched **Tampa Bay III. Special-Charity Special (48841)**, a guide to Tampa Bay's charitable organizations with schedules and descriptions of the major fund raising events and activities. The Charity Register will be a resource for individuals and corporate donors. This title is upscale and efficiently organized with powerful graphics. **Tampa Bay III. Special-Charity Special** is priced at \$4.95 and went on sale November 1.

PEOPLE ON THE MOVE IN ILLINOIS

As many of you are aware, Al Bull has recently left Kable Fulfillment Services to pursue outside opportunities. Over the course of his 25 years with Kable, Al has made many contributions. Most recently, Al has been responsible for List Order Fulfillment, Merge / Purge processing and Label distribution. Al has also contributed to the organization through special projects including the building and ongoing support of "KableConnect".

With Al Bull's departure, Mark Earley has assumed responsibilities for List Order Fulfillment, enterprise wide. With over 30 years in the industry, Mark brings a wealth of experience. Earlier in his career, Mark worked for a number of publishers in various capacities. Mark joined the Neodata organization over 15 years ago and has managed List Order Fulfillment, Information Services Group and was the company's primary contact for ABC and BPA. Mark's experience and industry contacts position him for success in his new role.

Archie

COMING UP AT ARCHIE!



Archie #554 (46747) is 32 pages of full color comic relief! After being outdone by Adam last Valentine's Day, Archie is determined to make his gifts to Betty bigger and better ... until he realizes it's all the "little things" Adam does that wins Betty over! Priced at \$2.19 and on sale the first of January.

Betty & Veronica #206 (46748)

is a full color comic. In "Just Say No...Please!" Veronica convinces Betty that the best way to stop being a doormat is to start saying "no"! After unsuccessfully planning a party, Betty learns that there's no plan like no plan! Priced at \$2.19 and on sale February 8.

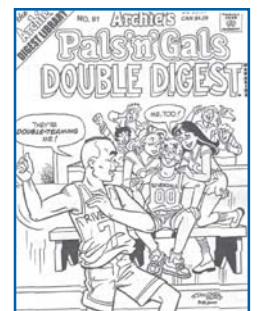


Jughead #163 (46755) features "No Pie for Jughead," in which Jughead's Mom has baked a pie for the charity bake sale, and she wants Jughead to guard it while she visits his aunt. Will the man of a thousand taste buds be able to resist the temptation? It's a delicious slice of Jughead's life you won't want to miss!

Cover price: \$2.19. On sale: February 15.

Pals-N-Gals Double Digest #91 (46953)

is on sale the first of February and spotlights the wonderful cast of Archie supporting characters. This double blast of fun features new stories and classic tales. Cover price: \$3.59.



HERE'S WHAT'S NEW

FULFILLMENT SYSTEM ENHANCEMENTS

Future Transactions for Address Changes and Suspends.

Kable has added a new "future transactions" file to provide processing of address changes and reinstatements at future date(s) as requested by subscribers. Subscribers can request their address to be changed on a specific date, and can also request the address be changed back on a specific date, if desired. This can happen as a one-time event, or be flagged to happen annually on the specified date(s). Additionally, subscribers can place their account on hold and specify a date to have the account reinstated. Subscribers that will be away from home for a period of time can suspend their account and reinstate it at the specified future date, with an automatic adjustment to their account for all unserved issues. Unprocessed transactions on the future file may be deleted or changed any time prior to the activation date.

Eblast and Gatekeeper Reporting.

On-line transaction counts are now available for promotional eblasts that are sent from Kable. These new counts include the number of visitors that click through the email to a particular landing page, and also the number of orders resulting from the eblasts that were placed on the landing page. Totals for each eblast effort are reported by unique name, date the eblast was sent, and the eblast type. Additionally, on-line reporting is available for Kable's gatekeeper processing, which shows the number of attempted logins, number of successful logins, and the total number of failures by failure reason.

Number of Hits added to Web Reporting.

Kable's Web Transaction On-Line Count reports have been enhanced to provide additional functionality. The report now includes a column for hits to each type of page, as well as a percentage of orders to hits. These fields have also been added to the downloadable report.

On-line Real Time Credit Card Processing for Web Orders.

Kable has added real-time credit card authorization for web orders. Orders are authorized on-line and error messages are displayed for declined transactions, allowing the subscriber to select another method of payment. Settlements for transactions still occur with the nightly batch processing. With the system work completed, clients who want to use this new feature will need to have their web pages changed and be setup with our real-time processing vendor. These are handled through individual title requests.

KCSS

Kable has recently put Phase 1 of its new customer service system into production. This system replaces the old mainframe screens with a windows based GUI environment that allows for easier and faster navigation and lookups of subscriber information and publisher information. Future phases of this newly developed application will include many additional features such as Up-sell/Cross-sell and title specific scripting, for example.

SPOTLIGHT ON A PUBLISHER

For over 20 years, the team at AAC has continued to provide readers with an ever-growing list of niche titles. Kable is proud to say that we have handled their national distribution for the past 19 years, and have recently agreed to take over their international distribution. Recently, Kable had a chance to catch up with Jerry Cohen, President and Publisher of All American Crafts (AAC) to find out just what makes this leader in the craft magazine field tick.



KNC: When did you launch AAC?

Jerry: We started AAC in November, 1981. I had some experience representing publishers in the crafting business and the time was right to pursue that field on my own terms.

KNC: What was your first magazine?

Jerry: Fashion Knitting. It was 64 pages, including 32 pages of color and 32 pages of black and white print. Things have changed!

KNC: How many titles do you currently have?

Jerry: We now publish 13 titles. The Quilter magazine is our top seller. In fact, The Quilter is the leading newsstand quilting magazine! Second on the list is 17-year-old Creative Woodworks, while Paintworks (also a newsstand leader) comes in at number 3.

KNC: How long have you been with Kable?

Jerry: We have been with Kable in some capacity for 19 years. About 6 months ago, we decided to give Kable our international distribution as well, because we know that they will try their best for our magazines. Even though we are a relatively small niche business, Kable treats us like a major publisher.



KNC: Are most of the magazines produced in your offices in N.J.?

Jerry: Yes, the majority are done on-site. However, Carving magazine, Woodturning and Bead Unique are created elsewhere by professionals in each of those particular fields.

KNC: I understand that you are moving?

Jerry: We are currently in Andover, N.J. We've been in our current place for 13 years, and we have definitely outgrown our 6800 sq foot facility. On November 4th, we are moving to Byram, N.J., just 9 miles from our current location. The new facility is 16,000 square feet and the space is already 90% committed by AAC's 40 employees.

[More Spotlight on Page 5](#)

Chain Links

YOUR GUIDE TO THE TOP RETAIL CHAINS
THROUGHOUT THE U.S. AND CANADA

MARKETING NEWS

PEOPLE ON THE MOVE:

- Theresa Walsh is the new Category Manager for the GM at A&P Corporate in Montvale, NJ.
- At MACS CONVENIENCE – Eastern Division, Steve Pitts is now the Category Manager for magazines.
- Michele Lown is the new buyer for INTERNATIONAL NEWS in Mississauga Ontario. This chain has also taken over the administration of magazines for the **Imperial Oil** stores that operate in Esso gas stations in Canada.
- At **PATHMARK** in Carteret NJ, John Vanderhoof has retired as category manager of books & magazines, and has been replaced by Gary Henderson.
- At Brookshire Grocery Company in Tyler TX, former magazine buyer Francine Molloy has moved from GM into grocery. Perry Samples has taken over her duties as Seasonal/Promotional Manager in the GM buying department.
- At the Dominicks division of **SAFeway** in the Chicago area, Randall Onstead has recently resigned as President.
- The buyer at **ROUNDY'S** located in Milwaukee WI is now Gary McGinty.

CHAIN HAPPENINGS:

K-MART has completed the sale of 50 stores to **SEARS, ROEBUCK and CO.** These stores will continue to be operated by **K-MART.**

ALBERTSONS has purchased the 11 **BRISTOL FARMS** stores, located in the Los Angeles area.

ROUNDY'S announced consolidation of their divisions, including **PICK N SAVE, RAINBOW, MEGA MARTS,** and, **COPPS.**

In Canada, sales of the second-largest supermarket chain, **SOBEY'S,** grew 9% with earnings up 11%, due to a major lower cost initiative during the past year. **SOBEY'S** has over 1,300 stores under its own store name, as well as the banners of **Price Chopper** and **IGA** stores.

Over 200 **7-ELEVEN** stores, formerly serviced for magazines by News Group – Jackson MI, are now receiving product from Beaver News in Rensselaer, IN and Primary Source, a division of Source Interlink Companies in Bonita Springs, FLA.

In Addition to **7-ELEVEN,** other mass merchandising retailers now being serviced by Source Interlink Companies are **TARGET, EZ MART** and **RITE AID** (starting November 2004). Source Interlink also finalized its acquisition of Empire State News, Cheektowaga, NY. Empire State News services over 900 retailer accounts for books & magazines in NY, OH and PA.

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

MORE SPOTLIGHT

Continued From Page 4

KNC: Can you talk a little about those employees?

Jerry: My wife and all three of my sons work for All American Crafts. It is a family business, in every sense. Our staff has a passion for their specialties, and they are the most dedicated employees that I could have asked for. They are important parts of our family operations.

KNC: What's coming up for the holidays?

Jerry: Each of our magazines feature an extra issue for the holidays that caters to this time of year. They are always enormously successful.

KNC: Jerry, what does the future hold for All American Crafts?

Jerry: Well, six years ago the average number of pages was 68 and the average cover price was \$5.75. Today, the average size of our magazines is 116 pages. We want to see the cover price remain stable while the average package size continues to increase significantly. We want to see our advertising continue to grow. In fact, I would like to see it double over the next few years, with the average page count jumping to 140 pages. We will also see the Web site growing (www.allamericancrafts.com), as well as our book production.

KNC: What is AAC's ultimate goal?

Jerry: We want to produce the most enjoyable magazine readers have ever picked up. So far, so good.

For more information on any of AAC's titles, please contact Sivolella@kable.com.

KABLE PRODUCT SERVICES OVERVIEW

Within the Kable Product Services Division of KNC, things are always buzzing. Recently, we caught up Doug Knodle, VP of Product Services, to find out just what all the excitement is about.

KNC: In a nutshell, what is Kable Product Services?

DK: KPS is a complete warehousing, pick, pack, and shipping operation with over 120,000 square feet of (expandable) warehouse operations. We have a Central Midwest location for reduced shipping charges.

KNC: What kind of customer services does KPS provide?

DK: We provide our clients with a full range of options, including:

- Customer inquiries and correspondence
- Orders via phone, e-mail, fax, mail, FTP, or via a web-site
- Full featured catalog and continuity functionality

KNC: In terms of fulfillment, what is the range of options available for Kable clients?

DK: As far as fulfillment services goes, KPS offers a broad range of services, such as:

- Product Orders
- One Shots
- Catalog Orders
- Continuities
- Premiums
- Back Issues
- Replacement Issues
- Maga-Fill™ (Expedited 1st issue fulfillment)

KNC: So really, every service under the sun is available through KPS. Anything else we should know about?

DK: We also provide kitting, inserting (including 9x12 jumbo – 9 insert capabilities), labeling, and ink jetting capabilities.

KNC: At Kable, we pride ourselves on being on the forefront of technological developments so as best to serve our clients in changing times. How has this newly developed technology affected KPS?

DK: Our K-OPS system, powered by Order Power, allows us to customize each clients' business rules and wishes into our actions! It is this functionality that allows us to deliver customized solutions by client while at the same time utilizing common functionality across all of our clients.

KNC: We have heard great things about KPS's shopping cart capabilities. Can you talk a little bit about that?

DK: We can provide full-featured shopping cart technology "behind the scenes" of our clients' current web pages. This allows our

clients' customers the ability to shop, view items (pictures) and their descriptions, extended descriptions, and inventory quantities (if desired). The shopping screens can have the same look and feel as a company's web-site(s). Clients can have up to 9 different web stores, — all with a different look and feel – sharing the same inventory. Once customers have completed their shopping, they will be returned back to your web site, and in most cases, will never know they left.

KNC: Shipping can get expensive. Can customers expect to save money with Kable?

DK: We utilize many different shipping carriers. Due to our volumes and your package configurations, we may be able to save you money by using alternate shipping and/or packaging options. Most recently we have been very successful in utilizing a consolidator that 'zone skips' packages throughout the U.S. and averages 3-5 day delivery times at savings of 25%-40% off of standard published UPS ground rates.

KNC: What is the role of the Retail Services Department?

DK: Kable Product Services, Retail Services Department, currently handles bulk fulfillment to specialty retail markets and secondary distributors for several publisher titles and has been in existence for 15 years. The publisher controls the program and defines the parameters to suit specific business needs such as: discounts by account, dollar volume, credit policies, returnable and non-returnable products by account, fixed or variable allotments, open account billing, COD, and credit card orders. Our seasoned personnel will offer advice and effectively manage this business; however, it is the publisher that controls the program. This Division also has at its disposal the expertise and resources of the entire Kable organization. This includes a full service Lettershop, warehousing operation, programming staff and technologies, list services, and graphic services areas that can aid in the design, development, and printing of direct mail solicitations, promotional flyers, envelopes, bundle stuffers, etc.

KNC: Any parting words?

DK: Kable Product Services offers a wide range of services and we would like the opportunity to become your business partner and share solutions we have found for others with you. Kable Product Services is committed to fulfilling your needs and striving to exceed your expectations!

For more information, contact Doug Knodle at

Dknodle@kable.com.

KABLE/CLIENT DINNER AT THE PBAA IN PHILADELPHIA



Kathy Rhodes (Air Age) and Danny Byrne



Mike Duloc and Jose Cancio (PBAA)



Harvey Shapiro, Bill Zechman, Rick Bohs and Ken Gudaitis Seated: Chip Smith, Fred Mausser

KABLE NEWS INTERNATIONAL OPERATION

Kable News International operation continues to forge closer working relationships with its International distributor partners during this year's 49th annual Distripress Congress, which was held between the 12th and 16th of September at the Vancouver Convention & Exhibition Centre in Vancouver, BC Canada.

The Kable News International team held meetings with over 60 of it's International Distributor partners to discuss effective and efficient ways to develop sales of Kable News titles within their markets. This year's Congress was attended by nearly 1000 distributors as well as publisher delegates from around the world.

In 2005, Distripress will celebrate its 50th annual Congress in Nice, France.



Kable News International VIP Cruise Vancouver



Kable News International invited several International distributors and client publishers to enjoy the hospitality of the International team on the evenings of the 14th and 15th of September for a relaxing dinner cruise around Vancouver aboard the MV Summer Sun.

NEW TITLES FOR KABLE

Stargate
The O.C.
Dreamwatch
Charmed
Home Cooking
New Jersey Savvy Living
Northwest Fly Fishing
Southwest Fly Fishing
Eastern Fly Fishing
"R"
Plenty
DCX

Welcome to Source Interlink Companies, Inc. and their family of titles, including:

Bucknuts
Fighting Gators
Inside Carolina
Inside Kentucky
Inside Mizzou
Jayhawk Illustrated
Bernies Insider
Bootleg
Buffalo Sports News

Canes Time
Indians Ink
Inside the Ville
Irish Eyes
Ohio High
The Juice
WeAreSC
Dawgs' Bite
Big Red Report

Pack Pride
Cal Bear Insider
Go Pokes
Sooners Illustrated
Inside Texas
Purple Pride
Sports Washington
Total Blue Sports
Warpaint

KABLE'S BACK PAGE

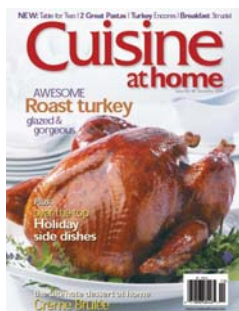
26 YEARS OF BEAUTY!

With the December issue, **Sophisticate Hairstyle Guide (46846)** will celebrate 26 years of quality publishing! This special issue, on sale September 21, features J. Lo on the cover and promises to be one of the best selling issues yet! **Sophisticate's Hairstyle Guide** is priced at \$4.99 U.S./\$5.99 CAN.



CUISINE AT HOME

Because of the changing demographics of the modern family, **Cuisine at Home (48446)** has added two new departments to its editorial line up. The first is called "1-2-3 Weeknight", and it focuses on the hectic schedules of today's families. Learn how to cook a great dinner in an hour or less with fast, easy and



complete meals using common ingredients that the whole family will enjoy!

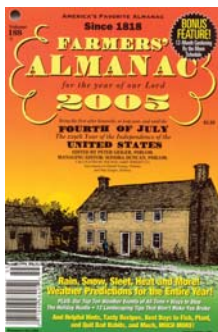
The second department is "Table for Two". Couples of all ages will appreciate the challenging yet attainable recipes that will not only taste delicious but have a professional, restaurant look to them. Exact portions can be easily purchased and you can rest assured that there will be no leftovers! Empty-

nesters, young couples and those eager to impress that special date will be thrilled by the easy to follow directions.

The December issue went on sale November 2 and is priced at \$4.99 U.S. It is a bi-monthly title.

THINGS ARE BUZZING!

With the release of the newest edition of the **Farmers' Almanac 2005 (48405)**, all eyes and ears have been tuned into what the Almanac is predicting for the upcoming winter! Recently, the Associated Press released its story about the Farmers' Almanac, generating so much interest in both the Farmers' Almanac and the Canadian Farmers' Almanac that Yahoo! News rated the Farmers' Almanac story the number ONE emailed story on the Internet on Tuesday, August 31! AOL also carried the story and a full color picture of the 2005 Farmers' Almanac. Congratulations!



BEAD & BUTTON'S NEW LOOK

Kalmbach's **Bead & Button (46772)** has a new look and feel! Their first new cover began with the October issue, and it will share a bi-pad with Bead Style, it's sister publication. The clean, smart look is designed to catch the eye of craft enthusiasts of all kinds, and to be indicative of the kind of sophisticated and well planned editorial and crafts projects found within its pages. **Bead & Button** is priced at \$5.95 U.S./\$8.95 CAN and is published bi-monthly.



LONGBOARD MAGAZINE IS HONORED



LongBoard Magazine (49060) has more to celebrate than good waves! In the July issue, readers were treated to a feature on their recently claimed Maggie Award. Nearly 600 publishing professionals were on hand in Los Angeles to honor excellence in magazine and electronic publishing. **Longboard Magazine** received nods for the Sports, Vehicle, Recreation and Outdoors/Consumer publications. Maggies honor those with top

notch editorial, design and promotional excellence. We can't think of a more worthy recipient. Congratulations **Longboard!**

GET MOVING!



In addition to seven magazines distributed in 48 countries worldwide, Air Age Media produces a full line of products designed to help consumers get the most out of their radio-control experience; these include books, special issues, newsletters, DVD's, a network of 14 websites and RCX, the world's largest radio control expo. Now,

Air Age has applied its super-successful formula to **DCX**—a magazine that truly captures the spirit of diecast. **DCX** will be published quarterly as a special issue of Radio Control Car Action, bipad 47380. The premiere issue went on sale October 12 and is priced at \$5.99 U.S./\$8.99 CAN.

HUGE BUCKS MAGAZINE ISSUE

The **September/October** issue of **Bucks Magazine (48315)** is **160 pages**, (A **NEW RECORD**) and includes **70% editorial**. This is the much anticipated **fashion issue**, featuring the hottest styles and trends in the world. **Bucks** is priced at \$5.00 U.S./\$7.50 CAN.



Connections is published quarterly and distributed to Kable News Company employees, publisher clients, consultants, media, retailers and wholesalers.

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