



Kable Distribution ServicesSM
a division of Kable News Company, Inc.

Connections

Spring 2002

Issue *Highlights*

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Kable Distribution ServicesSM

641 Lexington Avenue
New York, NY 10022

Dear Business Partner,

At Kable News Company, each day brings new tasks and challenges, but rewards abound. As the company continues to grow, no one has lost sight of the incredible team at KNC that has made everything possible. From our distribution to our fulfillment services, our cutting edge technology and innovative designs, no service is offered without a generous helping of personal attention and service. After all, when you have been in the business for over 70 years, the drive to ensure the success of your clients becomes stronger than ever.

Together, we have made it this far. The future is promising, and Kable's commitment to remaining at the top of the industry is unwavering. To this effect, Kable is going to great lengths to ensure that our clients' products are displayed prominently and that sales are optimized. This goal is achieved by our commitment to enhancing our relationships with retailers, while still working closely with our wholesale customers. As Scan Based Trading begins to take shape throughout the industry, Kable, as always, is keenly aware of all new developments. We are working closely with industry partners to fully understand the parameters of SBT technology and to move towards the development of a "best practices" model to ensure ultimate efficiency and accountability.

On the home front, Kable continues to make strides in its long-range plan to maximize efficiencies. Most recently, our Magazine Connection Warehouse (www.newsstandsonline.com) has moved from Oregon, IL, to our new facility in

Rockford, IL. By consolidating allotments and shipments of our Direct to Retail and "online" businesses, the process will be seamless, and handling efficiencies will be maximized.

At the close of Kable's fiscal year, terrific advances have been made. Positive performance of the newsstand division, new business advances on the fulfillment side, the opening of Kable's state-of-the-art pick & pack facility and Kable's growing Direct to Retail business – Kable Direct – are all contributing factors.

In this issue of Connections, we invite you to share in our many success stories over the last few months.

Take a look at the many exciting new titles that have joined the Kable family. Of course, we are not the only company celebrating a milestone anniversary; Archie has just turned 60, officially making Archie and the rest of the Riverdale gang the youngest looking teenagers around. Congratulations guys!

These pages are filled with new and exciting information, all a result of the synergy between Kable's ever-ready team of employees and a client base that is bursting with potential, energy, and all of the qualities that make any publication a true success.

From the whole team at Kable News Company, thanks for your business over the past 70 years. We couldn't have done it without you.

Sincerely,

Michael P. Duloc

New Titles



Contemporary Bride of New Jersey (47635) and **Contemporary Bride of New York (47636)**, both transitioned to Kable effective with the Spring 2002 issues of these quarterly publications. Each publication focuses on the hottest bridal trends and style in those particular regions. A must-have for all brides! On-sale: April 16. Cover price: \$4.99 U.S.



Kable is pleased to announce the addition of **Dolls (47470)**, with a 10X frequency and selling potential that's through the roof. This magazine takes readers inside the world of doll collecting, providing invaluable information and resources for the doll enthusiast.

On-sale: The May issue went on-sale April 2. Cover price: \$4.99 U.S./ \$7.99 CAN.

Teddy Bear Review (47472) is a bi-monthly title that is hotter than ever. Celebrating its 100th Anniversary of the advent of the Teddy Bear, this magazine has some very special issues coming up. Readers can find teddy bear resources, purchasing information and solid editorial about these hot collector items. On-sale: June 25. Cover price: \$4.99 U.S./ \$7.99 CAN.



As mentioned in the *Fashions of the Times* section of "The New York Times" this past April, **Grace (48050)** is the best thing to hit the fashion market in years. Geared toward women with real sizes ranging in age from 28 to 49, this magazine is being published in response to the public's demand for a fashion title that is more realistic than what is already out there. On-sale: May 14. Cover price: \$3.99 U.S./ \$5.99 CAN.



LIA (47125) explores the issues of art in the context of life, challenging the imagination with exhibits of popular art forms, expression and imagery that allow LIA's unique editorial style to shine. Life Imitating Art is a bi-monthly publication that is a sure profit-maker. On-sale: May 21. Cover price: \$6.95 U.S./ \$8.50 CAN.

Martial Arts enthusiasts should not be without the groundbreaking new title **Martial Arts Insider (48354)**, the magazine dedicated to providing readers with the hottest news in martial arts and entertainment. Take an inside look at the making of your favorite movie, or pick up some of the techniques of the masters! This issue went on-sale April 16, and is a bi-monthly title. Cover price: \$4.95 U.S./ \$6.95 CAN.



More

New Titles

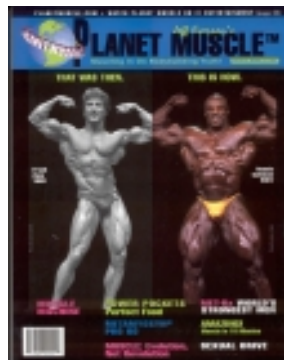
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Kable News welcomes **Dog World (48868)** to the Kable family. A magazine that focuses on the diet, training and overall health of your pooch, dog owners around the country know that Dog World is a must-read for masters who want only the best for

their pets. Now in its 87th year of publication (!), this is a top-seller. On-sale: May 1. Cover price: \$3.99 U.S./ \$5.50 CAN.

Planet Muscle (47680) is a brand new title that features the "Training and Nutritional Truth!" This beautiful magazine is packed with great photos and informative editorial on such topics as fat loss, hot products, great supplements, exercise and training, sports and power. On-sale: June 25. Cover price: \$5.99 U.S./ \$6.99 CAN.



Unleash the power of real women inside the pages of **BBW (47828)**, a magazine that focuses on plus-sized women. Providing today's woman with great fashions, gripping editorial content and great getaway ideas, BBW's premiere May issue went on sale in the middle of April. Cover price: \$4.95 U.S./\$6.95 CAN.

Are you ready for the re-launch of **Trace (48821)**? A few steps beyond ultra-hip, Trace is the international, multicultural style magazine that mixes music, fashion and art through cutting edge editorial and graphics, creating a new aesthetic for today's youth. This is an absolute eye-catcher, and orders for this monthly publication should be made well in advance. On-sale: June 4. Cover price: \$3.99 U.S./ \$5.99 CAN.



Elite Salon Styles (48123) includes a comprehensive national salon directory. The publication also previews the season's hottest new looks, and it includes 100's of new styles that you can take with you to the salon! Also included in the

magazine are tips for salon professionals. On-sale: April 30. Cover price: \$5.99 U.S./ \$6.99 CAN.

Braids & Natural Style Trends (48124) is also a comprehensive national salon directory. This invaluable publication for hair professionals includes over 200 fabulous braid styles, plus information and pictorials on weaves and twists. Find out about the season's hottest hairstyles! On-sale: May 7. Cover Price: \$5.99 U.S./ \$6.99 CAN.



even more New Titles on page 5

THE KABLE WIRE

The ever-popular **AUTO ROUND-UP** titles are pleased to report that since transitioning to Kable from another distributor less than a year ago, the following print order increases for each of the three titles have occurred (sell through has also increased significantly in all cases):

Title	Newsstand P.O. % Increase
Auto Round-Up/48540	+43%
Truck Round-Up/48545	+54%
Auto Truck Round-Up/48555	+12%

For 30 years, **Ms. (46962)** magazine has been the publication of choice for women throughout the U.S. and Canada. Congratulations on your 30th Anniversary Ms.! Look for the magazine's special anniversary issue ("The Best of 30 Years") with Gloria Steinem on the cover.

Beckett Publication's **Best of Dragon Ball Z (48259)**



has become a bi-monthly title in 2002 due to its enormous newsstand success since launching this special edition of the parent title's monthly magazine with the same bi-pad last fall. Retailing for \$9.99 U.S./\$14.99 CAN, the print order and unit sales for each new issue are both skyrocketing!

Air Age, Inc. has also had a wildly successful new special under one of its parent title's bi-pads. **Model Airplane News (48120)**, the venerable monthly, has spawned **Backyard Flyer** as a higher-priced quarterly. Retailing for \$5.95 U.S./\$7.50 CAN, both the unit sale and sell through of this special is 50% higher than the parent title's average sales performance! The next (summer) issue of the special hits newsstands on May 7th.

Congratulations to **Longboard Magazine**, which will be celebrating its 10th Anniversary in July of 2002. Best of luck!

Brand New CPU!

Kable Fulfillment Services is excited to announce the acquisition of a new CPU for the Data Center. The new CPU, an IBM 9672-X27, more than doubles our processing power and will allow us to better serve our current clients as well as take on new business opportunities such as Highlights for Children, Duke, and others waiting to be part of the Kable Fulfillment family. Additionally, the new CPU resource brings us the opportunity to implement new features and functions such as subscriber transaction history and subscriber customer service notes.

Kable is pleased to announce renewed contracts with the following clients:

- Air Age
- Fawcette Technical Publications
- Poole Publishing
- Gernsbach
- National Review

Chain Links

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

Chain Happenings

K-MART petitioned for Chapter 11 bankruptcy reorganization on January 22, 2002. Early in March, it announced the closing of 284 under-performing stores as part of its initial Chapter 11 financial objectives review. This major chain still intends to be a major magazine retailer, and plans to expand its mainline space in the near future.

WAL-MART has unveiled its plans to go ahead with testing of Scan-Based Trading (SBT) for its magazine category. Currently, only one major retailer, the Texas-based **H.E.B.** is testing SBT in some of its stores.

CVS has closed 140 stores and sold an additional 56 to **RITE AID** in the past few months.

W.H. SMITH is closing 19 of its hotel stores, as sales reportedly decreased by 20% since 9/11.

MARKETING PEOPLE ON THE MOVE

The new Magazines & Books buyer at **7-ELEVEN** is Kevin Osborn, formerly of **ECKERD**. He replaces George Boyer, who has retired.

Bob Deorsay is back at **CVS** as the Category Manager.

At **K-MART**, the new Category Manager is Scott Delmar.

Robert Carr is the new **WAL-MART** buyer, and his assistant is Wendy Whillcok.

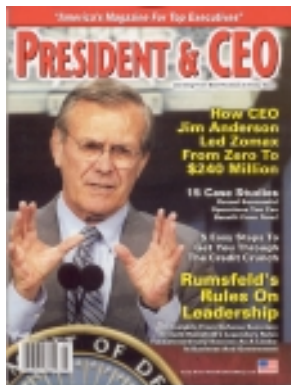
At **ECKERD**, Ronald Reagan is the new Category Manager for magazines.

John D'Aloia is now the Executive Vice President, Chief Marketing Officer for **SOURCE INTERLINK COMPANIES**, the major chain RDA and data company for magazines in the U.S.

For more information on marketing events and initiatives, please contact:
 Rick Bohs, National Marketing Director
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even more New Titles

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Want to learn from the best? **President & CEO (48625)** is a must read for the world's top executives, as well as for those who aspire to be at the top of their game. Read about the decision-making process of CEO's and Presidents, and assess the results of various outcomes and strategies. This publication went on-sale April 16. Cover price: \$4.95 U.S.

As the world becomes smaller thanks to our new-found "global village," it has become more critical than ever to educate ourselves about the history, traditions and cultures of people throughout the world. **Archaeology (48245)** is filled with adventure, discovery, culture, history and travel. Each page brings the world to your doorstep with incredible articles and stunning photography. On-sale: June 18. Cover price: \$4.95 U.S./\$6.95 CAN.





Trend Watch

ISELsm Overview

ISELsm (Iⁿtegrated **S**E^lection) is becoming an increasingly popular means of extracting data from our subscriber databases and providing you with more specialized service. Developed in-house by the Systems and Programming department, this system of programs and client specific instructions allows our Client Relations staff to create and maintain the selection criteria used in many standard selection jobs, as well as a wide variety of individualized selections.

Modules, or blocks of instructions, have been developed to perform the more standardized functions of selection within jobs such as labels, renewals, invoices and acknowledgments. Kable's staff of ISELsm technicians works closely with your Account Executives to take these initial modules and tailor them to the specific needs of each publication or client. These modules remain available for ongoing and future maintenance and can continue to be modified or expanded as requirements change.

ISELsm's benefits include the ability to select and group subscribers based on any field defined on your subscriber database, or any combination of those fields. Another feature is the capability to create output consisting of any, or all, of the database fields on most any media, including magnetic tape, diskette, hard-copy report and listings, labels, forms, and "electronic" files. All are ready to be e-mailed or ftp-ed to the destination of your choice.

ISELsm has a lot of flexibility and many of its selection capabilities, particularly in single title selects, are limited only by the imagination. Enhancements to the selection and output capabilities continue to be incorporated into ISELsm regularly.

To find out more about what ISELsm can do for you, contact your Account Executive or George Grobe (ggrobe@kable.com).

Trailer Boats Magazine and Poole Publications

It is no coincidence that Trailer Boats magazine has been a must-read industry magazine for trailer boat enthusiasts for over thirty years. A passion for the sport, a commitment to providing readers with solid and informative editorial content that brings recent technological developments to the forefront and a roll-up-the-sleeves kind of attitude has surely had a lot to do with their unparalleled success. In fact, since that day in 1971 when Ralph and Carlotta Poole sent the premiere issue of Trailer Boats to the printer, the publication has literally remained without competition. Kable is pleased to have entered upon another year as Trailer Boat's National Distributor. We look forward to working together, making the next thirty years an even bigger success!



Robb Report Names Ernest J. Renzulli VP, Publisher of Robb Report

Most recently noted as the man who guided Golf Magazine to the helm of the golf publishing niche, Ernest J. Renzulli recently accepted the title of VP, Publisher of Robb Report, the international and luxury lifestyle authority. Each month, Robb Report offers exclusive editorial and stunning photography of automobiles, yachts, private aviation, real estate, fashion, watches, jewelry, travel and Epicurean life. For more information, visit the publisher's Web site at www.robbreport.com. Kable News Company is pleased to announce a renewed contract with Robb Report, working with Mr. Renzulli to enhance already stellar sales.



International Affairs

The Euro has arrived!

Welcome to the Euro and farewell to 11 European currencies.

With the launch of the Euro on 1st January 2002, some 300 million Europeans now have Euro's in their pockets. However, European Community members DENMARK, SWEDEN and the UNITED KINGDOM are not participating in the introduction of the Euro the European common currency.

The design of the Euro bank notes is common in all participating countries. On one side, windows and gateways are intended to symbolize the European spirit of openness and co-operation. The reverse side of each note features a bridge symbolizing the close co-operation and communication between Europe and the rest of the world. 14.5 billion notes were produced, with ten billion going into circulation on January 2002.

What effect will the Euro have on local selling prices in each country? Each country will price products at different Euro prices based upon their economy and relevant to any government purchase tax. For example: A McDonalds meal purchased for E4 in Germany may cost E6 in France!

What does this mean to US publishers? Publishers previously printing prices for several European countries on the cover of their magazines have in the main decided it was wise not to continue as there cannot be just one common Euro price for the 12 countries and they did not want to list 12 separate Euro cover prices. In each country, distributors and wholesalers are determining the Euro cover price of each publication relevant to the US cover price and to their economy, and any applicable government tax. Magazine cover prices in general have not been affected by the currency change and the Euro pricing does not seem to have any detrimental effect on magazine sales.

Consumers had expressed concern that prices would rise in the European countries and this would affect the cost of living and their economies. However, the overall reaction to the Euro has been quite favorable in the majority of countries involved and Europeans are adapting well, with dual pricing in most stores, (old currency versus the new Euro) which has helped the consumer to understand the currency and make the transition.

Geoff Ward

European Sales Director
Kable News International Inc.
United Kingdom Office

As anybody who has ever worked with KNC knows, Kable's Graphic Services department is responsible for all of the fantastic artwork and printing that helps promote all of Kable's titles. Graphic Services now houses a wonderful Gestetner color printer with endless possibilities. It prints color as brilliantly as it prints black, with crispness and definition. Every kind of paper we have used in the printer has worked beautifully, including a 7pt postcard stock blow-in we printed in 4-color. Now, that's technology at work!

This printer allows us to dream in color, creating projects with an expanded set of boundaries. The possibilities are so great, we want EVERYONE to reap the benefits!

If you would like a sample, have questions, or want price quotes and printing turnaround time, call John Finrock at (815) 734-5201.

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. To this end, 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!**

More Than a HIGHLIGHT!

It is with great pleasure that Kable Fulfillment Services, a division of Kable News Company, announces a partnership with **Highlights For Children**, the largest general interest children’s magazine in the world. This collaboration is a logical step between two companies that are accustomed to thinking outside of the box, and both with the longevity to validate the success of their innovative choices and unwavering dedication to their customers.

Since its inception in 1946, Ohio-based **Highlights For Children** has built a circulation of over 2.1 million, all of which has been fulfilled in-house since that time. One would be hard-pressed to find an individual who has not had the opportunity to peruse an issue of Highlights in his or her youth, and perhaps later with a child of his/her own. Spanning over half a century and written for children from 2 to 12 years of age, there are few that have not been touched by this tool of entertainment, literacy and fun.

Fit with the tagline “Fun With a Purpose,” **Highlights For Children** has been just that to millions of eager young minds over the last four

decades. As described on the company’s Web site, this subscription-only based magazine of wholesome fun “...is dedicated to helping children grow-in basic skills and knowledge-in creativeness-in ability to think and reason-in sensitivity to others-in high ideals-and worthy ways of living-for children are the world’s most important people.”

“For both parties, this partnership is the beginning of a long and prosperous working relationship,” explains Michael P. Duloc, President and COO of **Kable News Company**. “We look forward to satisfying the fulfillment needs of **Highlights For Children** with trademark innovation and personal service. Together, we will bring this title into the next millennium, allowing our children’s children to have the same pleasures that **Highlights For Children** afforded to so many of us in our youth.”

Kable Fulfillment ServicesSM, a division of **Kable News Company, Inc.**, provides magazine subscription services and product and merchandise fulfillment for publishers and direct marketers. Their 200 clients circulate more than 400 magazines, products and business lines.



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:
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