



*Kable News
Company, Inc.'s*

Connections

Spring 2004

Contents

New Titles:	Pg. 2
New Distribution Clients	Pg. 3
Interview with Harvey Shapiro, publisher of <u>Outlaw Biker</u>	Pg. 3
Archie News:	Pg. 4
In the News	Pg. 4
Chain Links	Pg. 5
Kable News International Operations	Pg. 6
Here's What's New at Kable	Pg. 7
Back Page	Pg. 8

Kable News Company
 641 Lexington Avenue
 New York, NY 10022

Dear Kable Clients and Partners,

For close to 75 years, Kable News Company has been a growth-oriented company. When Harry Kable, the company's founder, looked at his small printing outfit, what stood before him was far more than the sum of its parts. Rather, he saw the potential for possibility and development that was propelled by the unwavering strength and integrity of the people that surrounded him, and an ability to anticipate the needs of a growing list of clients.

Fast forward a quarter of a century, and you will surely find that Mr. Kable was onto something. Through his commitment to quality, Kable has evolved into a dynamic organization that provides clients with a wealth of publishing services, an unparalleled take on client services, and a commitment to staying one step ahead of the pack. The longevity of the relationships that Kable has had with many of its clients and the ever-growing list of publishers both serve as testimonials to KNC's continued dedication.

But perhaps the best example of the kind of dedication to growth and customer service that Harry Kable instilled in the very core of his company can be found in the high-tech revamp that has ensued at Kable offices throughout the country. Kable has always prided itself as a leader in the integration of superior technology, and our latest core system re-write is a perfect example. **Read more about this on page 7.**

Of course, our company's real assets are the employees. There are close to 2000 employees who make it all possible, thanks to their superior skills, strong work ethic and sense of family. As an organization, we believe the bar on our overall level of service is raised as we continue to both learn from our collective experiences and integrate that knowledge with industry leading IT capabilities.

Thanks for helping make Kable the Company it is today. Mr. Kable would have been proud.

Sincerely,

Michael P. Duloc

SM

NEW TITLES

Kalmbach Publishing Co. has done it again with **Art Jewelry (46760)**. Priced at \$5.95 U.S., it features one-of-a-kind projects using wire, metal, metal-clay products, and more! These distinctive designs are perfect for people who appreciate and enjoy creating unique jewelry. The November issue is on sale October 5. This title is published 6X per year.



Vail-Beaver Creek Magazine (48133)

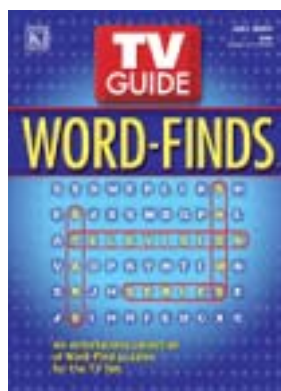
is designed to acquaint visitors and locals alike with the diversity and attractiveness that characterizes the Vail Valley lifestyle. This is achieved through features with a seasonal twist, and, when appropriate, celebrating the areas of personalities, history, environment, homes, entertainment and recreational opportunities. This title is priced at \$5.95 U.S. and is on sale May 25.



NEW FROM THE SANTA FEAN, LLC!

Indian Market Magazine (48122) is the official publication of the Santa Fe Indian Market, which is held in Santa Fe, NM August 21 and 22. It's the largest event of the year in New Mexico. This title is priced at \$5.95 U.S. and is on sale September 7.

TV Guide Word-Find (46449) is the new sister publication to TV Guide Crosswords, the best-seller from Kappa Publishing. This title combines the popularity of word finds (the largest and most profitable puzzle category) with the fan appeal of favorite television shows and personalities from yesterday and today. This title is priced at \$1.95 U.S. and is on sale June 1.

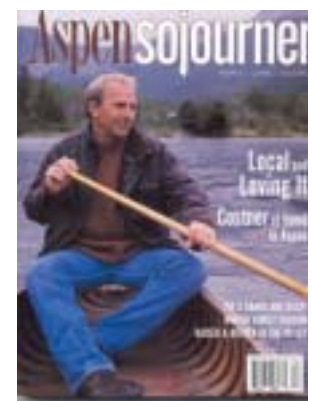


Rocky Mountain Golf (48132)

offers complete coverage of golf in the Rocky Mountain area. This includes listings of the courses as well as where to stay while there. There are also personal profiles of professional golfers who have connections to Rocky Mountain golfing and coverage of events and tournaments throughout the area. On sale May 18 and priced at \$3.95 U.S.



Aspen Sojourner (48134) presents readers with feature stories that tell tales of Aspen's most colorful characters, recount its rich history, showcase sporting and cultural events and highlight current goings-on in town. In every winter issue an 8-page fashion spread spotlights the latest in ski wear, apres ski apparel and haute couture from Aspen's high-end clothing retailers. Priced at \$4.95 U.S. and on sale June 1. This is a quarterly title.



[More New Titles on Page 3](#)



Robb Report Home (48166), the latest endeavor from Curtco Robb Media, LLC will focus on furnishing and design that will have men's taste in mind. This title is on sale October 5 and is priced at \$5.95 U.S. and \$7.95 CAN. Robb Report Home will be published quarterly.

GREAT SUCCESS FOR AUGUST HOME

Congratulations to **August Home** on their enormous sales increases over the past six months. Sales of titles such as **Workbench** continue to climb, with no sign of slowing down in the near future. **Nice job!**

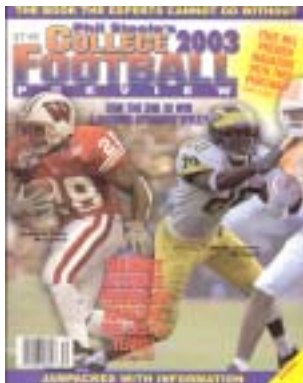
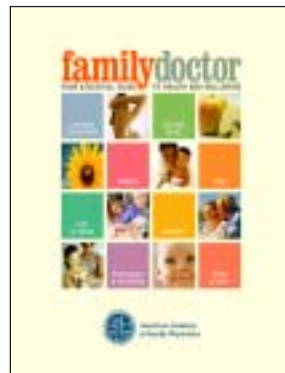
MORE NEW TITLES

Continued From Page 2



From tractors and engines, farm toys to tools, **Farm Collector (49773)** delivers the information and resources for buying, restoring and displaying vintage farm equipment. This magazine is unique in the collectible category. **Farm Collector** is published by Ogden Publications, Inc. and is priced at \$4.95 U.S. and \$6.95 CAN It is a monthly title, on sale June 1.

Family Doctor (48006) is the complete and essential guide to health and well-being. This guide covers common conditions affecting women's, men's, kid's, teens and seniors. It includes information on pregnancy and newborns, all from the American Academy of Family physicians. This title is published by BH International LTD and is priced at \$6.95 U.S. It is an annual title that went on sale May 25.



Phil Steele College Football Preview (44400) is the ultimate resource for an inside look at the 2004 season. This annual title (published by Penguin Enterprises, Inc.) has been the most accurate pre-season magazine for the last 4 years! All 328 pages are on sale June 15 and priced at \$7.95 U.S. and \$9.95 CAN.

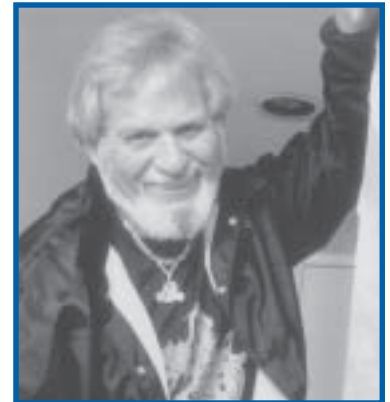
NEW DISTRIBUTION CLIENTS

- Art Jewelry
- TV Guide Word-Finds
- Vail-Beaver Creek Magazine
- Indian Market Magazine
- Rocky Mountain Golf
- Family Doctor
- Inside Triathlon
- Ski Racing
- VeloNews Presents
- Robb Report Home
- Robb Report Vacation Homes
- Scrapbooking and Beyond

KNC INTERVIEW

HARVEY SHAPIRO, PUBLISHER OF OUTLAW BIKER

It's hard to believe that it's been 25 years since Harvey Shapiro launched **Outlaw Biker**, now one of 7 incredibly popular titles that keeps this publisher on his toes. We recently caught up with Harvey Shapiro and got an inside look on the evolution of an illustrious career.



Kable: How did you get started in publishing?

H.S.: I began as a traveling rep in 1969, working for Allied News Co. I worked my way up and made strong contacts throughout the industry, and even landed a job at The National Enquirer as "Wholesaler Trade Relations Director", a brand new position. Next, I joined ARA Services as their National Marketing Director, and finally accepted an offer from Larry Flynt. From 1974 -1979, I worked as CEO and Executive V.P., helping Larry launch his fledgling company. After 6 years, I took the plunge and launched my first magazine, Harvey. After launching a number of sophisticate titles, I decided to dive into yet another genre. A little rag called Outlaw Biker was born!

Kable: How has Outlaw Biker evolved?

Outlaw Biker is so much more than a magazine now, it's part of American popular culture. Everyone from David Letterman to Homer Simpson pays homage to it. *The Washington Post* called OB "immature, antisocial, obscene and very funny." We've even managed to launch another publishing imprint, Art & Ink, which is equally successful and produces the most tattoo magazines of any publisher in the world.

Kable: What are your plans for the future?

H.S.: Effective in 2004 I'll be 80% retired. Outlaw Biker/ Art & Ink will continue on without my full-time participation. Over the years, I've worked hard to leave a lasting legacy. That said, I'd like to leave you with this one final thought: No one has ever said on his deathbed, "I wish I would have spent more time at the office."

Archie NEWS

A recent feature article in the Westchester County Times discusses the upcoming multi-media explosion that is in the works at Archie headquarters. Archie Comics Entertainment, LLC, is developing a Betty and Veronica clothing and accessories line that will hit high-end department stores within the next year. DVD's of classic Archie TV shows have just been released, and to top it off, fans can look forward to Miramax's Betty and Veronica PG-rated movie release that is slated for 2006.



Archie #550 (46747) A full color, 32-page comic priced at \$2.19 U.S. "A Chance to Shine" shows Archie in a whole new light! After causing the real deal to sprain his ankle, Archie must dress like floor wax mascot Mr. Shine. Before long, the store manager has a real mess on his hands! On sale July 27.



Betty & Veronica #202 (46748) Also a 32-page, full color comic, "Color Me Colorful" features Dilton and Betty in an experiment to determine Archie's reactions to colors, and it's got Veronica seeing red! Priced at \$2.19 U.S. On sale August 3.



Archie & Friends #84 (46965) Priced at \$2.19 U.S., this 32-page "Flim Flam" issue has the gang coming up with a "novel" idea to help the town library face pending budget cuts. By creating student films and screening them in an upcoming fundraising event, they are inspired by movie making and fundraising techniques. You will be too! On sale August 3.



IN THE NEWS

20TH ANNIVERSARY FOR MEN MAGAZINE

Congratulations to **Men Magazine (48221)** on their 20th Anniversary! Specialty Publications is planning an unprecedented marketing campaign to support this special edition and promote **Men's** 20th Anniversary.

- 88 Cities
- Celebrating 20 Proud Years
- 100 Parties
- Men Magazine 20th Anniversary Tour

Look for the tour in your city at your favorite club.

THE NATIONAL MAGAZINE AWARDS ANNOUNCED

The American Society of Magazine Editors has unveiled finalists for the National Magazine Awards, scheduled to be handed out on May 5. The finalists were chosen from among 1,393 entries from 279 print and online publications.

Finalists from the Kable family include **The Chronicle of Higher Education**, **Time Out New York** (circulation of 100,000 to 250,000); **Budget Living**, **Business Week** and **Harvard Business Review**. Congratulations!



FOX'S BEST SELLER OF THE YEAR

This year's "Best of Fox" Issue #45. (UPC: 0-71896-49695-6) on-sale: 6-29-04 is the latest compilation of the "Hottest" pictorials allowable by law. Historically, the best seller of the year, the "Best of Fox" Issue #45 is profitably priced at \$8.99U.S./\$9.99. Canada.

IRONWORKS IS LEADER

IRONWORKS (46075) is the recognized leader in the American V-twin motorcycle genre. **IRONWORKS**



features cutting-edge choppers and custom bikes from across the country that are presented in original and colorful spreads throughout the publication. The magazine's editorial content is written in a crisp and lively manner, with technical clarity and accuracy found in every

article. **IRONWORKS** is priced at \$4.99U.S./\$5.99 CAN and is published 10X per year. On sale June 1.

Chain Links

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

Marketing News

PEOPLE ON THE MOVE

- John Amann was promoted by the Source Interlink Companies, Bonita Springs FL, to Executive Vice-President of Sales & Marketing.
- Jim Meyers (pictured below), Non-Foods Coordinator at KING KULLEN for the last ten years, retired in April 2004. Marshall Irving will be taking over his duties.
- Mercy Adrinkah has joined HDS RETAIL in Toronto as the Category Manager for Press, having previously held the position of Promotions Coordinator at CMMI.
- Melissa Boscariol, previously at HDS RETAIL, is the new Promotions Coordinator at CMMI, the book & magazine wholesaler in Ontario.
- Debra Markert is the new Category Manager of GM/HBC at RALPH'S, the Kroger-owned Southern California supermarket chain.



IN THE NEWS

KASH N' KARRY, the Florida chain owned by Delhaize, closed 34 stores at the end of February 2004. It also announced that in the Fall 2004, it will begin converting stores to the SWEETBAY SUPERMARKET banner. This will be a three-year remodeling project.

ALBERTSONS announced it will buy the New England supermarket chain SHAW'S (including STAR MARKETS) from the British company, J.Sainsbury for almost \$2.5 billion dollars.

AAFES (ARMY & AIR FORCE EXCHANGE SERVICES), will move all stores serviced by Anderson & Chas. Levy to The News Group, effective April 15th 2004. A total of 367 stores are involved in this project.

CVS and Jean Coutu Group have bought ECKERD DRUGS, located in Clearwater FL. CVS will obtain 1,260 stores, most of which are in the Florida & Texas marketplaces. Coutu, which owns the Northeast drug chain, BROOKS, will maintain the ECKERDS name, and will get the remaining 1,539 stores (including the main office in Florida) as part of their deal.

RECENTLY, RETIRED KING KULLEN BUYER, JIM MEYERS, PHOTOGRAPHED IN 2002, HARD AT WORK IN HIS BETHPAGE NY OFFICE.

For more information on marketing events and initiatives, please contact:

Rick Bohs, National Marketing Director

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KALMBACH PUBLISHING CO. ACQUIRES AMERICAN SNOWMOBILER MAGAZINE

Waukesha, WI—Kalmbach Publishing Co., a leading publisher of hobby and leisure-time magazines, has acquired **American Snowmobiler (48985)**, North America's leading magazine for snowmobile enthusiasts.

Kalmbach has purchased the magazine from Recreational Publications Inc., of St. Paul, Minn. **American Snowmobiler** is dedicated to helping readers get the maximum enjoyment out of one of their favorite sports. The magazine is published six times per year

and offers comprehensive coverage of new snowmobiles, accessories, tech tips, travel destinations, and races and events, written by the top writers in the snowmobile field. It leads its market category with a paid circulation of over 60,000 readers. Kalmbach plans to eventually move **American Snowmobiler** to its Waukesha headquarters; in the interim the magazine will continue to be published from its St. Paul offices. Kalmbach Publishing Co.'s acquisition of **American Snowmobiler** continues the company's growth over the past 20 years. In 1985, Kalmbach published only three magazines and employed 70 people. Today, the company publishes 15 magazines, over 200 books and other products, and employs nearly 300 people.

KABLE NEWS INTERNATIONAL OPERATION

Kable News International operation is an integral part of the overall company structure. The International operation functions within a management structure that enables our dedicated team members to combine their skills and wide range of disciplines to provide a solid magazine distribution, sales & marketing and support operation, which are relevant to the demands of a constantly changing International environment.

Supported by smart information systems, this structure provides for maximum integration and the full use of resources and operational elements within Kable Distribution Services. Improved, effective and efficient communication and faster procedures, provide a responsive and flexible operation that is tailored to our publishers' specific requirements.

Recognizing the particular needs of our client publishers and International distributors, the Kable News International operation has an enviable reputation for providing, developing and effectively managing creative promotional initiatives, ensuring maximum availability in carefully targeted markets that produces enhanced visibility to stimulate sales of our clients' publications.

Kable News International has a commitment to achieving greater sales through the following strengths:

- Professional and dedicated management of the Kable News International portfolio
- Greater focus on sales growth opportunities in International markets
- Implementation of creative promotional initiatives and dynamic marketing strategies
- High performance information systems supplying accurate and relevant information more effectively and efficiently

Our strengths have been developed and enhanced to ensure Kable News International operation remains the major driving force for the sales development of US publications in over 70 International markets during 2004 and beyond.

Kable News International is delighted to announce that we have been appointed the International distributor for **Bead Unique (46844/\$5.99/4X)** and **Scrapbooking & Beyond (46814/\$5.99/10X)**, the two most recent titles from AllAmerican Crafts.



All American Crafts began in 1981 in New York City with two main publications. Today, the publisher boasts 14 titles. The All American Crafts team performs magic each month by creating hundreds of pages with the finest projects that top designers from around the world have to offer. Their presentation is second to none, with state-of-the-art design, layout, photography, and special effects...plus full-size patterns and detailed how-to instructions. It's people at their creative best!

DORCHESTER MEDIA

Kable News International is delighted to announce that we have been appointed the International distributor for Dorchester Media, LLC, effective this May.

Dorchester Media is the ultimate source for high-quality romance, lifestyle and music magazines throughout the world. Genres include: **The Women's Romance Series**, the **Lifestyle/Entertainment Series**, the **Music Series** and the **Romance Series** created especially for modern Black Women.

Titles include:

- True Story
- True Story Romance Special
- Best of Secrets
- True Confessions
- Best of True Confessions
- True Experience
- Right On!
- Black Beat
- True Love
- True Romance
- Metal Edge
- Metal Maniacs
- Black Romance



HERE'S WHAT'S NEW AT KABLE

NEWSSTAND TECHNOLOGY UPDATE

Final consolidation of the Ohio lettershop and doing direct mails from Colorado

Terrific News! Phase Two of Kable's Newsstand Systems re-write is now complete. Two critical components of our new publisher reporting system (Allotment Analyzer and Traffic Systems) have been written and are ready for implementation. Several client publishers have already seen demonstrations of the capabilities of the new systems and expanded reporting package, and have asked for immediate online access.

The new Kable package allows every Kable client password access to their own sales, marketing and distribution information. Access to the system enables Kable's clients to review and/or approve wholesaler makeorders online allowing for "last minute real time adjustments without creating a crisis", as one client observed. Makeorder changes can now be accommodated two days prior to the due date to the printer, and an email will automatically be generated to each publisher confirming print order totals. No longer required are hard copies of wholesaler distribution reports (although publishers can still print them by logging into the Allotment Analyzer system). Everything is now available at one's fingertips on the computer screen.

Several new analytical reports have been added as well. For example, the Return Flow chart can now be broken into a choice of "buckets" (anything from the traditional 10-day reports to weekly, monthly, and even daily reports). Additionally, all returns are now segmented by market between traditional U.S. and Canadian wholesaler business, the international sector and direct business.

Jim Tourtillott, Kable's Manager of Newsstand Systems and Programming, is the lead architect of the new K-Net system. Jim will be conducting client workshops to orient Kable's publishers and publisher consultants with our new systems. Workshops are being planned in both New York City and Southern California in May. Please contact Chip Smith, Vice President of Client Relations, (212) 705-4624 for further information.

LOOK AND FEEL

The Kable website (www.kable.com) has been given an updated look and feel. All pages are now in a common format and easier to navigate. Keep an eye out though for future enhancements.

KABLE CUSTOMER SERVICE SYSTEM

Phase 1 of our new web-based Kable Customer Service System ("KCSS") is scheduled to be delivered by June. This new system will eliminate the old "green screens" currently being used in our call centers, replacing them with new "GUI" screens accessible through a web browser.

TRANSACTION ENTRY ENHANCEMENT

In July, we will be implementing a change to the system where it will no longer be necessary to put a file on hold during the day. This means transactions can be entered immediately rather than holding them until a file becomes available.

KABLE GOES WIRELESS

In 1985 Kable installed fiber-optic cable to connect its main office buildings, Kable Square and Kable East, in the town of Mt. Morris. Due to some IDOT road construction, Kable was faced with installing new fiber cabling or choosing an alternative solution. Kable elected to go with a wireless link. The wireless link will be in production May 1, 2004.

KABLE REPORT MANAGEMENT SYSTEM

Kable has unveiled its new Electronic Report Management System. This system is powered by the software product Reveal by O'Pin Systems. Reports produced from Kable's mainframe systems are down loaded to a server, indexed, and stored in a report data base. A web browser based interface provides access to the reports electronically. There is a full range of security features to prevent unauthorized access.

EMPLOYEE OF THE YEAR

Say it Ain't So! It began as a temporary position in October 26, 1971, and 33 years later, she decided to call it a day.

Throughout her tenure at Kable, Gloria Colletti has worked in

almost every department and has taken on a variety of responsibilities. In addition to her secretarial duties, Gloria helped fill in as receptionist, took on official "cake-cutting" duties for the company, was ever-ready with sewing supplies, as well as advice. But it was her role as "friend" that continues to make her one of the most beloved members of the Kable family.

Congratulations on your retirement, Gloria!



KABLE'S BACK PAGE

BEAD & BUTTON INTRODUCES BEAD STYLE

Bead & Button (46772), formerly 6x, doubled to a monthly frequency last September with the introduction of a title called **Bead Style** under the same bipad (46772), alternating every other month with **Bead & Button**. To these regular frequency issues are added several specials each year, effectively making this a highly profitable (and quickly growing) bipad with a 14x annual frequency.



QUILTER'S WORLD SALES UP 70%!

In the second half of 2003, sales of **QUILTER'S WORLD** (47079) were up 70%, and is it any wonder? **Quilter's World** features more than just quilts-it also features the wonderful people who love and make quilts! each new issue offers full-size quilt patterns, informative articles about the world of quilting, helpful tips and techniques, detailed reviews, and everything else readers need to enjoy their passion of quilting to the max. This title is bi-monthly and priced at \$5.99 U.S. / \$6.99 CAN.



MODEL TRAINS FOR THE NOVICE

A new special of **Model Railroader** (46784) called "Model Trains Step by Step" will go on sale November 30 and will be oriented towards the novice model train enthusiast. Includes a "how to get started" DVD bound inside the magazine.



NEOPETS HAS IT'S OWN BIPAD

Effective with the June 2004 issue (scheduled to go on sale May 18), **Neopets** will be launched under its own bipad (48262). **Neopets** is priced at \$9.99 U.S./\$14.99 CAN.

SUMMER MOVIE FOR YU-GI-OH

The September '04 issue of **Yu-Gi-Oh** (48247), on sale August 10th, will be tying into a major Warner Bros. summer movie on **Yu-Gi-Oh**, currently set for release on August 13th. A special 20-copy floor display will showcase the September issue in Albertsons stores throughout the nation.

A companion title to **Yu-Gi-Oh**, **Duel Masters**, is due out this summer. It will have the same high cover price and production quality as **Yu-Gi-Oh**, and will prove just as popular!



TEN YEARS OF SUCCESS

The next issue (summer) of **Big Game Adventures** (49070) will be 296 pages. This 10th Anniversary Issue will have the premier bow hunting issue inside at no additional charge. Congratulations on a decade of success!



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

Please send address changes and editorial comments to:

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