

*Kable Media Services Inc.'s*

# Connections

Spring 2006

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**Kable Media Services, Inc.**  
 505 Park Avenue  
 New York, NY 10022

Dear Kable Clients and Partners,

When it comes to being successful in the current climate of the magazine distribution industry, it is critical to know your target market. Namely, the “who”, “what”, “why” and “how” answers bring us closer and closer to the most important question of all: Where?

Truly, location is everything. We all believe that by identifying the areas in which readers reside and shop, and focusing our distribution activities (by matching publication demographics to zip code consumer profiles), that resulting sales and subsequent profits should occur. Robb Report, a long-time KFS and KDS client, has volunteered to participate in this new endeavor. Testing is currently underway, and I look forward to providing you with results of our initial foray at the summer’s end. You can read more about it on page 6.

Our KDS offices, as many of you know, have been relocated to 505 Park Avenue. We encourage you to stop in for a visit on your next trip to The Big Apple! We are very proud of our new state-of-the-art facility, and are certain it assists us in providing you, our client publishers, in the optimal service you deserve. If you have not yet been by, we encourage you to do so. Our door is always open.

Right now, find your own perfect location to lean back and peruse the latest installment of Connections. The spring issue is full of information on current IT developments, new accounts such as Bauer and VNU Business Publications, as well as consumer marketing notes and intriguing interviews. And perhaps a few interesting photos, to boot...

Thank you again for your continued support, and constructive feedback. Together, we are making Kable Media Services, Inc. an outstanding publisher services organization.

Sincerely,

Michael P. Duloc  
President & Chief Operating Officer

SM

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ **NEW TITLES** ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The #1 reason readers purchase guitar magazines is for the song transcriptions. **Guitar Edge (49108)** is proud to include 12 complete songs in each issue. This guitar magazine will publish more sheet music than any other because they exclusively represent many guitar artists. Their mission is to reach the widest audience possible with interviews on technique, sounds, and by providing a creative approach to playing for all levels. This is a bi-monthly title published by Music Dispatch. The July/August launch issue goes on sale June 13, 2006, and is priced at \$5.99 U.S. / \$7.99 CAN.



The Premier issue of **Hobby Farm Home (48895)** this fall will connect affluent, active consumers interested in the upscale farm lifestyle with all the information they need. **Hobby Farm Home** offers authoritative advice on running a business or farm in a well-planned, beautifully executed publication. Topics range from relationships to crafts fairs to fibercrafts to birdwatching and gardening. The first issue goes on sale September 26 and is priced at \$5.99 U.S. / \$6.99 CAN.



From venerable publisher All American Crafts Inc. comes **Creative TECHniques (46816)**, the first magazine for the digital generation of crafter. It transcends paper and glue to include computers, digital photography, printers, scanners, woodburning, digital scrapbooking, and much more! This is a bi-monthly title and went on sale May 9, 2006. It is priced at \$5.99 U.S. / \$7.99 CAN.



**Today's Christian Woman (47889)**, from publisher Christianity Today International, is written for women who want their faith to impact every area of their lives. Its bi-monthly issues contain inspiring articles, interviews with respected Christian women, and insightful features on relevant issues. It provides the biblical encouragement women need to face their daily challenges with greater confidence. This is a bi-monthly title priced at \$3.95 U.S. / \$5.50 CAN.



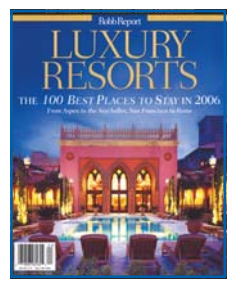
**Her Sports (45775)** is the only magazine for women who want to lead a healthier, more active lifestyle. It's for real women who like to run, bike, hike, ski and so much more. Every issue is packed with great articles and features, healthy nutrition tips, detailed training plans, inspiring profiles, and exciting active travel locations. No fad diets, quick fixes or super-skinny models here! This is a bi-monthly title and goes on sale August 22. It is priced at \$4.99 U.S. / \$6.99 CAN.



**Southern Boating (47308)** serves a tremendous target audience of dedicated boating enthusiasts who have an insatiable appetite for information to improve performance, increase enjoyment and find the best travel destinations. Regular features are designed to give boaters insight into the latest gadgets, boat & engine maintenance tips and great travel destinations. This monthly title is priced at \$4.99 U.S. / \$5.50 CAN.



**Luxury Resorts (48165)** is the latest CurtoCo magazine to hit the stands. It is the "ultimate guide to the world's most exclusive destinations. It showcases the most exceptional hotels and resorts from around the world, and will be an essential source for travelers for who price is no object. **Luxury Resorts** will provide insider knowledge and a definitive picture of each of the 100 featured destinations through compelling first-hand accounts and photography. This is a semi-annual title that went on sale March 28 and is priced at \$7.99 U.S. / \$9.99 CAN.



**From N Media Group:**

**N GOOD HEALTH (47444)** is a high quality, medical sourcebook promoting the people and companies providing health services in the SW Florida area. **N GOOD HEALTH** includes an indispensable healthcare directory, profiles of area medical providers, interesting health facts and resources, as well as informative articles. This semi-annual title is priced at 5.95 U.S. / \$7.95 CAN. The spring issue went on sale March 14.



**NVESTMENTS (47445)** promotes the people and companies providing financial services in the SW Florida area. **NVESTMENTS** is the only financial guide devoted to its area. **NVESTMENTS** includes profiles of local financial service providers, a comprehensive area provider directory, interesting financial tips and articles highlighting regional financial personalities and companies. This is a semi-annual title priced at \$5.95 U.S. / \$7.95 CAN. The next issue went on sale May 11.



**N Magazine (47440)** is a luxury lifestyle publication designed to address the interests of the residents of the Naples/Bonita Springs/Marco Island area. Readers are refined, active and often focused on making a difference in their community. From Marco Island to Estero, they are people who appreciate and enjoy all the elements of a sophisticated lifestyle. With its local focus and oversized format, **N Magazine** vividly conveys the beauty, elegance and style that are so much a part of its area. This title is priced at \$5.95 and goes on sale October 19, 2006. It is a monthly publication.



Keep your eye on Beckett, as they hit it out of the park once again! **Beckett Preview Guide SIPs (48263)** has its first issue (**2006 Football Preview**) scheduled on sale July 11, 2006; and **Massive Online Gamer (48254)** has its first issue scheduled on sale June 6, 2006. Both will be bi-monthlies.



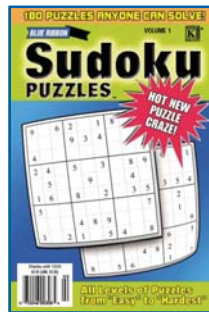
Each issue of **Beckett Preview Guide** will include an in-depth analysis of all the professional teams for the given sport, examining the off-season's most high-profile player movements, focus on the best new rookies, full league schedule, final statistics for the previous season, and much more! This magazine is priced at \$6.99 U.S. / \$7.99 CAN.

[More New Titles on Page 3](#)

## MORE NEW TITLES *Continued From Page 2*

**Beckett Massive Online Gamer** is the first print magazine dedicated to the world of MMO Gamers. Each issue will include news, updates and official information about new and upcoming MMOG's. From the biggest massive multiplayer online games (Ex: World of Warcraft) to the smallest, **Massive Online Gamer** covers them all! Whether you're a true gamer leading the lifestyle of a massive online player or a newbie, this magazine will be your main source of **MMO** wisdom. Features also include access to quest advice, maps, player feedback, expert leveling of characters, game updates and interviews with top people from every major **MMO** game. This magazine is priced at \$5.99 U.S. / \$8.99 CAN.

Let the games begin! There seems to be no end in sight for the world's fascination with Sudoku. The latest addition into the gaming field, **All Easy Sudoku (45006)** is the perfect entrée into the hottest puzzle craze to hit the retailers' shelves in years. It features 144 pages of fun-to-solve puzzles that will provide hours of enjoyment for the newcomer to the Sudoku explosion. This magazine is priced at \$3.95 U.S. / \$4.75 CAN. It is on sale June 20.



**Throwdown (45302)** from Heroic Press Inc. focuses on cagefighting and mixed martial arts. As with his other two

publications, publisher Todd Hester plans to crossover into the action sports market. He has over 20 years of experience in the field of martial arts writing. Success is sure to follow! This is a bi-monthly title priced at \$5.95 U.S. / \$8.95 CAN. It is on sale August 15.

**Music, Tech, Nightlife, Style: BPM (46330)** recently introduced a new look and reconstructed editorial with fresh coverage on progressive music, consumer technology, fashion, art, nightlife, DJ culture and gaming. It is specifically targeted to the metropolitan trendsetter. It's the only magazine that provides a national perspective on nightlife and the music and fashions that go along with it. This title is published 10X per year and is priced at \$4.95 U.S. / \$6.50 CAN. The first Kable-distributed issue went on sale February 14.



**C16 Autostyle (46332)** features a unique perspective on modified car culture with a focus on the lifestyle. The latest trends in electronic entertainment, events, music and fashion are showcased alongside the modified automobiles, including DRIFT cars, and related products, that fuel the scene. Unique editorial, stunning photography and leading edge graphic design are what sets C16 apart from the pack. This is a bi-monthly title and is priced at \$4.95 U.S. / \$6.50 CAN. The first Kable-distributed issue went on sale February 14.

# IN THE NEWS

In January Kable Media Services, Inc., announced the signing of a national distribution agreement with Heinrich Bauer – USA. Heinrich Bauer publishes many of North America's best-selling consumer publications such as Woman's World, First For Women, In Touch, and Life & Style. KDS will be responsible for billing and collection of all Bauer publications published for sale in both the domestic and international arenas. Additionally, KDS will provide its complete array of distribution and marketing services to the international marketplace.

In making this joint announcement, Mr. Richard Parker, Senior Vice President of Heinrich Bauer said, "We are extremely pleased in our association with Kable Distribution Services. Their infrastructure is state-of-the-art and will be a positive in the continued growth of Bauer Publishing, and in managing our national distribution. The Kable executive team is first rate, and we feel very comfortable with their expertise." Following is a list of Bauer Titles:

Title	Bipad
InTouch	46153
Astro Girl	46173
First for Women	46157
J-14	46163
Life & Style	46154
Life Story	46175
M	46164
Quiz Fest	46172
Soap Yearbook	46174
Soaps in Depth – ABC	46158
Soaps in Depth – CBS	46159
Twist	46162
Woman's World	46152
Life Story	46178
Life Story	46177
Life Story	46176



Also this past January, Kable Distribution Services announced that VNU Business Media has transitioned 18 titles to the Kable family. VNU Business Publications USA publishes 45 business-to-business titles in entertainment, media, marketing, retail, travel, performance, real estate and design, and food service and beverage industries. Its portfolio includes market leaders such as **Billboard**, **The Hollywood Reporter** and **AdWeek**.

Kable-distributed titles and bipads are as follows:

TITLE	KABLE'S UPC/MFG/BIPAD
AMERICAN ARTIST	47212
DRAWING	47618
HIGHLIGHTS	47616
WATERCOLOR	47617
WORKSHOP	47615
BACKSTAGE EAST (in NY)	47206
BACKSTAGE WEST (in CA)	47207
ROSS REPORTS	47208
ROSS DIRECTORY	47209
ADWEEK	47202
BRAND WEEK	47203
MEDIA WEEK	47204
PHOTO DISTRICT NEWS	47211
MUSICIAN'S GUIDE	47210
THE HOLLYWOOD REPORTER (daily)	47620
THE HOLLYWOOD REPORTER (weekly)	47619
THE HOLLYWOOD REPORTER (stand alone issues)	47676
BILLBOARD	47205



# HERE'S WHAT'S NEW

## SUBSCRIPTION FULFILLMENT SYSTEM

On March 2, 2006, Kable installed an IBM z890-460 mainframe computing system. The new and larger computer provides Kable with the ability to more than double its workload without affecting process cycle times. Kable also increased its online data storage capacity by adding an IBM DS8100 storage server with 12 Terabytes of storage. These changes allow Kable to meet the demanding needs and growth of our clients.

Kable has enhanced the reporting of earned and deferred income by capturing and storing individual order information and appending it to the subscriber record. These "Order Segments" allow for earned and deferred amounts to be reported for each individual order.

KFS has also expanded the values that can be assigned to source codes. Based on parameters set up on the Subscription Master File, each source can be identified as a direct to publisher source, an agent source, a PDS agent source (source 'I' only), a controlled source, or a complimentary source, and will have an associated description that can be used for reporting purposes. This eliminates the need to capture and report all agent sources as F – M.

In addition, we can now mark a subscriber as tax exempt, provided the customer claiming a tax exemption includes a tax-exemption certificate with their first order. Stop and Hold processing has been enhanced to allow clients to selectively purge records to avoid earning income on these subscriptions at certain points in time. Currently, records are purged depending on the Delete or Hold code. Most records are purged after 6 months, although there are other exceptions. This enhancement will allow records to be purged based on the last issue sent, as reflected on the Subscription Master File. It will also allow a no-update job to be run that will reflect the impact of the records that qualify for update.

Kable has added the ability to mark a subscriber demo record with a DMA code (Direct Marketing Area), based on the subscriber's zip code. These DMA codes can be used for selections in label processing, List Lightning, and other Integrated Selections (ISEL<sup>SM</sup>) promotions.

## DISTRIBUTION SERVICES SYSTEM

The development of the various phases of the new Distribution Systems continue with the implementation of an entirely new enhanced Traffic system. On February 13, the new Traffic system went into production. All printer and shipping documents plus wholesaler allotment notices are produced from this new system. The documents produced are dispersed electronically via e-mail rather than traditional mailings.

The development team is on track for delivery of phase 1 of the new wholesaler financial module at the end of April. April's wholesaler invoices and return credit memos will be processed via the new system.

The next phase will be the development of an enhanced publisher financial module, which is planned to commence in May.

With additional modules of the new Distribution System being implemented, the server platform that it runs on has been expanded with the installation of two new servers. The new environment consists of a production database server, an application server and a development/test server. This improves performance, availability and reliability of the system.

## PRODUCT FULFILLMENT AND MEMBERSHIP SYSTEMS

The AS/400 system in Colorado, which hosts the Membership System, was recently upgraded to a Model 520. This upgrade allows for greater

processing throughput as well as supporting business growth. Additionally, the Model 520 is identical to the AS/400-520 in Illinois, which supports the Kable Product Fulfillment System. Having two identical hardware platforms provides Kable the distinctive advantage of having backup recovery sites should a disaster occur. The internal memory of the Illinois AS/400 was also increased by 100%, providing improved response time for web store activity.

## SECURITY

The increasing demand for greater security of data has not escaped Kable. Several improvements to Kable's network security environment will be announced in the next few months. These modifications will enable Kable to remain compliant with security rules surrounding the management of credit card information, PCI (Payment Card Industry) requirements, Sarbanes-Oxley, SAS 70 Type II, and other audit requirements.

Most of these improvements will be invisible. However, some changes will be quite obvious. For instance, the current 4-character K-NET password will be changed to 7-characters. As an additional security measure, your entry to the system will be limited to three attempts. If you do not gain access after the third attempt, your I.D. will be disabled and it will be necessary for you to contact Kable Help Desk. These changes are being implemented for protection against unauthorized entry and access of data.

Information regarding when these changes will be implemented will be announced soon.



## PLANS TO FIT EVERY LIFESTYLE

**Best-Selling Home Plans (48352)**, from award-winning publisher *Homestore Plans & Publications*, will feature must have plans that are tailored for varying budgets. The designs will feature plans to fit every lifestyle. This is a bi-monthly title and is priced at \$6.99 U.S. / \$9.99 CAN. The first issue went on sale March 21, 2006.

## MAKE IT BETTER

**Spacecoast Living (47442)** offers an inside look at local homes and gardens, the area's recreational passions and its awareness and community-building efforts. **Spacecoast Living** celebrates all the unique components that make up the Space Coast lifestyle. It's readers include everyone from young families to the young at heart - people who are active, involved and interested in their community and how they can make it better. This is a monthly title priced at \$3.95 and on sale October 26, 2006.



## A SMORGASBORD OF COUTURE

**Vapors (46331)** includes all the latest from skate, art, music and fashion communities from their own perspective. Focused on

*Continued on Page 5*

# Chain Links

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

## MARKETING NEWS

### PEOPLE ON THE MOVE:

- The **Kroger Company** named Matt Sander the new Category Manager for Magazines, replacing Lance Parsons who transferred to **Kroger's** Cincinnati division to become Assistant Drug/GM Merchandiser.
- Peter Olson was appointed Executive Vice President of **News Group Canada**.
- Frank Auddino, who was recently hired to run **RS2 Canada**, has left the company to pursue other interests. His replacement is Tom Worsley, previously in charge of newsstand circulation at Transcontinental. **RS2** is competitor to **Source Interlink** in Canada for rackings and RDA collection.

### CHAIN HAPPENINGS:

**ALBERTSONS**, the #2 supermarket chain in the U.S., was finally sold in January to Minneapolis-based grocery wholesaler, **SUPERVALU**, a consortium of investors led by **Cerberus Capital Management & CVS**. The **Supervalu** acquisitions are said to be the best of the

Albertsons stores located in the Northeast (**SHAWS/STAR**), Chicago (**JEWEL-OSCO**), Southern California, the Pacific Northwest, Las Vegas and Utah. The **Cerberus**-led group is buying what are described as Albertson's weaker markets, including Florida, Texas and Northern California. **CVS** is buying the 700+ **Sav-On Drugs**, mostly located in Southern California. The deal is slated to finalize this summer.

In the Chicago area, **SAFEWAY's** division, **DOMINICKS**, is expanding its "Lifestyle" format in an attempt to close the market-share gap it now has with its chief rival there, **Jewel-Osco**, **ALBERTSONS** division with the pending change in ownership. Currently, **Dominicks** has a 35% share versus 40% for **Jewel-Osco**.

On March 30<sup>th</sup>, **The Source Interlink Companies** announced the acquisition of the magazine and book distribution territories in Southern California and the Washington DC/Baltimore markets from **Anderson News Company**.

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

Rick Bohs, National Marketing Director

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### Continued from Page 4

"Urban Couture" for twenty-something males, **Vapors** is a smorgasbord of urban vinyl (toys), street couture limited products, the newest, hippest gadgets and the latest shoes, collaborations and happenings in the sneaker craze. Plus loads of music reviews and skateboard photos. This title is published 10x per year and is priced at \$4.95 U.S. / \$6.50 CAN. The first Kable-distributed issue went on sale February 14.

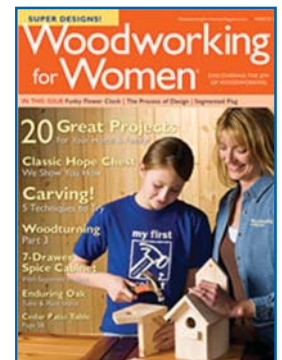


Housewives fame. In this issue, she showcases her casual yet elegant kitchen. This is a quarterly publication priced at \$9.95 US / \$11.95 CAN.

### WOODWORKING FOR WOMEN CELEBRATES SECOND YEAR

BERNE, Ind.—**Woodworking for Women** magazine is now celebrating its second anniversary as a unique publication designed to help women cultivate the creative art of woodworking. The March 2006 issue features 20 new projects that are aimed at helping women discover the joy of working with wood.

**Woodworking for Women** teaches an array of skills employing a number of easy-to-learn techniques. Every issue offers projects that come with color photos and step-by-step instructions to assist women at the beginner and intermediate woodworking skill levels.



"When we first launched this magazine, we wanted to include a wide range of projects," said Jeanne Stauffer, editor, "and for two full years we've been able to do that. Readers can find carving and turning projects, furniture designs, decorative ideas and small functional items."

### THE PERFECT KITCHEN

**Kitchen Portfolio (47470)** is the country's pre-eminent luxury magazine specializing in high-end kitchen designs. With unparalleled sense of style, **KP** editorial offers an informed point-of-view on all things related to creating a truly extraordinary kitchen, as well as the ultimate resource for renovation projects. Beautifully photographed in a perfect-bound format, the Summer issue has a celebrity cover- Teri Hatcher of *Desperate*





## SPOTLIGHT ZIP CODE ANALYSIS



### LOCATION IS EVERYTHING.

In the world of magazine distribution, truer words have never been written. With thousands of magazines currently in print, getting directly in front of your target population is imperative to the survival of the product. But the question remains: How does one ensure the most efficient distribution of product in an ever-expanding market? For years, distribution companies have worked hard to figure out how to expand distribution without increasing copy waste. For some, the answers have come not from one straightforward source, but from a cross-pollination of industry subdivisions.

Kable Media Services is no stranger to creative thinking, and is in fact spearheading a distribution initiative that could set the standard for years to come. The Zip Code Analysis and Distribution Expansion proposal, which is currently rolling out in Fife, WA, will use zip code data from subscription fulfillment and comparative newsstand sales data from distribution to seize opportunities for both the publisher's single copy and direct mail efforts.

CurtCo Media Labs (publisher of **Robb Report** as well as a host of other very popular titles), a long-time Kable Distribution and Fulfillment client, agreed to be the first to embark on this experiment. According to Lauren Coniglio, Senior VP of Circulation at CurtCo, it wasn't a hard choice. "This concept is a logical extension of strategies we already employ in our direct mail marketing initiatives," explains Mrs. Coniglio. "Years ago, rising postage costs and list costs prompted publishers to refine list selects in an effort to reduce mail quantities while improving response rates. In direct mail we use both geographic and demographic elements to select segments of a mailing list that will yield the highest response. Integrating subscriber zip code data with comparative sales data carries this strategy into the arena of newsstand marketing. The newsstand is a very important channel of distribution for **Robb Report**, and anything we can do to target this expansion and preserve or improve our efficiency will have a huge impact on our profitability."

After identifying **Robb Report** as an excellent candidate for the program in Fife due to strong sales in the area, the expansion plan was formulated. "While it is quite evident that **Robb Report** could benefit from expansion in Fife, it is a very high quality product that is costly to produce so we must do our best to prevent copy waste," explains Joe Hazen, Executive Director of Sales and Planning at Kable Distribution Services. "It is our belief that the addition of both subscription sales and demographics to comparative distribution analysis can achieve the goal of finding and adding quality retailers located in zip codes which have the right "stuff" for Robb Report."

And so began the journey to maximize **Robb Report's** sales performance in Fife, Washington. Like any successful journey, however, ample legwork needs to be done before the actual program and can be put into play. And once again, we find ourselves recounting the importance of "location" in our business. "We needed to know the demographic profile of our readers," explains Hazen. In order to get a more accurate reading, Kable placed prime importance on the percentage of subscriptions to households earning over \$200,000. From this percentage, an index was developed that ultimately allowed us to rank zip codes, thus enabling Kable to accurately identify those retailers that were eligible to be added to Robb Report's distribution.

According to Mrs. Coniglio, there was minimal effort required by the publisher. "Once I granted permission for KDS to access our subscriber data," she explains, "Kable did all of the analysis for **Robb Report**." Though the results are pending, **Robb Report** certainly has high hopes for the project's outcome. "My hope is that this integrative approach produces increased unit sales while maintaining or improving our efficiencies," she told us. "I'd like to see trends that show our expansion initiatives were efficient and **Robb Report's** commitment to provide additional copies was a good investment in our brand."

For their part, Kable believes they have a unique advantage over their competitors by their ability to utilize a wealth of information across a number of divisions. Once wholesalers implement the zip code analysis expansion recommendations and enough publishers experience increased unit sales while improving efficiencies, things will begin to change in terms of publisher expectations. Pairing zip code data with comparative sales data will be the wave of the future, and Kable Media Services will be at the forefront.

**Kable Distribution Services, Inc.** a subsidiary of **Kable Media Services, Inc.** is one of the nation's leading full service international distributors. Backed by more than 70 years of experience in building single copy sales, KDS distributes periodicals in every reading category—from comic books to news journals—and represents approximately 200 publishing clients.



# INTERNATIONAL SALES

## Meeting with our International Distributors

Geoff Ward, Managing Director of KDS - International Sales recently visited Australia, New Zealand, Singapore and Thailand to meet with our International distributors, to discuss the effective sales development of our client publisher's magazines.

In Australia, Geoff met with Craig Davison, the recently appointed Managing Director of Gordon & Gotch, and with their International team members Gabriel Ladikos and Ryan Besgrove. Geoff also met with Mark Darton, Eras Lazanas, and Nicola Daniels from the Australian distribution company NDD. In New Zealand, he met with Anthony Aitken, the new General Manager of Gordon & Gotch, plus Account Manager Sue Hartley and Promotions Manager Antonia Ellwood. Australia and New Zealand are both considered very important English speaking markets outside of the United Kingdom to provide effective international sales development of our client publisher's magazines.

Meetings were also held in Singapore with distributors SMD Amcorp, Pansing, Carkit and Allscript. Richard Tan, Managing Director of Allscript said that he was very pleased to be informed that his company have been appointed the exclusive distributor for Bauer publications in Singapore and Malaysia. Geoff also met with Robert Pfaff at Distri Thai in Bangkok, the national distributor for Thailand.

Geoff stated: *"My recent trip to the Pacific Rim countries, was very informative and highly rewarding, allowing me the opportunity to view each distributors facilities and their operational structure. The face-to-face meetings with our distributors were invaluable and very informative, with sales growth initiatives being put forward. This trip also provided the opportunity for me to visit many types of retail outlets and view our client publisher's magazines being prominently displayed and sold."*

KDS - International Sales



Geoff Ward, Managing Director

Gordon & Gotch Australia



Gabriel Ladikos and Ryan Besgrove

Gordon & Gotch New Zealand

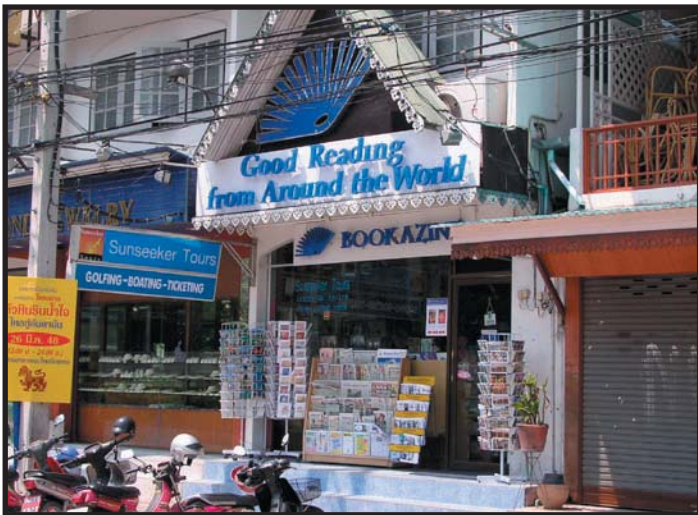


Sue Hartley and Antonia Ellwood

Allscript Singapore



Richard and Rosalind Tan



Bookazine shop - Hua Hin, Thailand



Whitcoulls store - Auckland New Zealand

# KABLE'S BACK PAGE

## THINGS ARE TAKING SHAPE AT KALMBACH!



There's something special about jewelry-making magazines: Readers love the craft – as evidenced by **Bead & Button** and **BeadStyle** magazine's (both 46772) record sales. In fact, the combined **B&B/BeadStyle** unit sales for 2nd H '05 vs. 2nd H '04 are up 14.8%. Kalmbach's category-leading craft titles represented over \$6.3 million in retail sales – up 92% over the last three years!

Readers have been devouring regular and "special" jewelry-making issues. Special issues are targeted at specific beading topics, with high value and feature a higher editorial to advertising mix. Kalmbach is spinning off their "Bead and Button Specials" onto its own bipad (46760), with its first (bi-monthly) issue going on sale August 15, 2006. Here's a look at some upcoming specials:

### BRILLIANT CRYSTAL JEWELRY

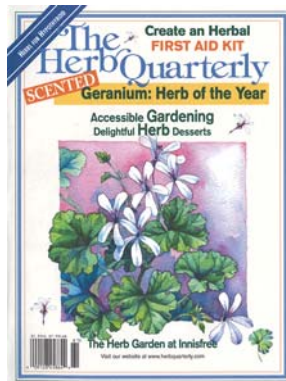
Readers will love making and wearing luxurious crystal jewelry projects. \$9.99 U.S. cover price, on sale August 15, 2006.

### BEADING BASICS: PASSPORT TO FASHION

Readers will love making jewelry inspired by styles and materials from around the globe. Projects have an international flair and are everyday wearable. \$6.95 U.S. cover price, on sale November 14, 2006.

### HEAL AND INSPIRE YOURSELF

These days, **Herb Quarterly** (45864) is everyone's favorite publication on herbal information that can both heal and inspire. The summer issue, which goes on sale May 16, is packed with useful information on creating an herbal first aid kit, Scented Geranium (herb of the year!) and scrumptious recipes utilizing your favorite herbs in delightful desserts. **Herb Quarterly** is priced at \$5.99 U.S. / \$7.99 CAN.



## Archie COMICS



**Archie #568 (46747)** features 32 pages of sheer fun! In this issue, Mr. Lodge's landscape is looking rosier when he comes up with this seed of an idea: Give Archie so much yard work that he'll be too tired to date Veronica! On sale August 8 and priced at \$2.25 U.S.

**Betty #158 (46753)** tells readers how just one night on the town with Archie and Jughead can turn into a "fright" when Betty brings the parrot she's babysitting... who promptly insults everyone they meet by mimicking what he's heard on TV! On sale August 8 and priced at \$2.25 U.S.



**Betty & Veronica #220 (46748)** "White Out Conditions": A summer outing with Veronica gets boring fast when she refuses to do anything that would soil her white outfit! In "The List", Veronica has made the guest list to the most

exclusive, invitation-only party in town...or so she thinks until she learns that all of her friends have been invited too! This title is priced at \$2.25 U.S. and is on sale August 8.



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