



Kable Distribution ServicesSM
Wholly Owned Subsidiary of Kable News Company

Connections

Dear Business Partner,

On a road that has been paved by an increasingly unsettling economic climate, Kable News Company has navigated its way over the bumps with the same grace and guaranteed success that has guided us through the past 70 years. Though the journey has been tumultuous to say the least, Kable News Company is pleased to report strong earnings over the past fiscal year.

We credit Kable's outstanding employees, and most importantly our clients and the quality products they deliver, for our continued success through even the most challenging of times. Continued product enhancement, [renewed contracts](#) and [new magazine launches](#) (please see [page 7](#) for a complete list), and Kable's (circulation, promotion and marketing) efforts have resulted in vastly improved sales efficiencies for our entire line.

Kable Product Services has also seen some outstanding developments over the last year. [K-OPSSM](#), Kable's state-of-the-art product and continuity enterprise customer management system offers complete flexibility in running our clients' product business, further streamlining an already smooth process. Thanks to the hard work of Kable's own IT team, other advances in current technology are surfacing continuously. Innovations such as the [E-mail notification system](#), [Gift Notification E-cards](#) and the availability of [online financial information](#) are just some of the changes making for a smooth and seamless process for all Kable clients.

Summer 2002

Issue *Highlights*

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

Kable Distribution ServicesSM
641 Lexington Avenue
New York, NY 10022

Kable Fulfillment has also achieved challenging goals over the past few months. List Services, for example, has just significantly increased their turn around for list rental orders and direct mails. This means faster service for all Kable clients.

We look forward to diving head-first into the technological advances that are so fervently knocking on our industry's door, eager to help streamline the fulfillment and distribution processes. The development of Scan Based Trading, for example, is gathering momentum, and you can rest assured that Kable will keep abreast of all developments.

As always, thank you for your continued support of Kable News Company's distribution, fulfillment and product services divisions. We are excited about the future and all of the challenges that lay ahead. With the highest level of commitment to providing Kable clients with the best possible service, our dedication is stronger than ever.

Please don't hesitate to contact us with any questions or comments.

Sincerely,

Michael P. Duloc
President & Chief Operating Officer

New Titles



TEAR (44600) magazine is a platform for subculture art, music and fashion from around the globe. On this platform we seek to discover and open new doors and eyes while tearing away from conformity. **TEAR** encourages readers to express themselves, reflect, think and broaden their horizons. **TEAR** will hit the newsstands on August 20. Cover Price: \$5.99 U.S./\$7.99 CAN.

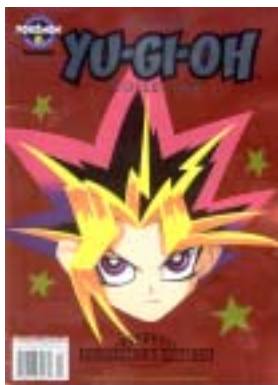


CAN. Based on the astounding success of **YU-GI-OH** abroad, sales are expected to sky rocket.!



The second Beckett publication will take advantage of the same strategy listed above by launching a quarterly title (**Beckett Baseball Card Plus**) under the parent title/bipad of **Beckett Baseball Card Monthly (48249)**. This 260+ page special edition will retail for \$9.99 U.S./\$14.99 CAN. The first

issue went on sale August 6, with the second issue slated for November 5.



Beckett Publications has some big news! Beginning this August, Beckett is spinning off two new extensions of an existing bipad. The first is a bimonthly version of **Yu-Gi-Oh Collector**, under the **Pokemon** bipad **48257**. The first issue, on-sale August 13, will be called **Beckett**

Pokemon Presents: Beckett YU-GI-OH-COLLECTOR and will retail for \$9.99 U.S./\$14.99

The New America (45526) is a recap of the events of September 11 and the months and events that have taken place since the tragic attack. The photos are gripping and newsworthy. This is a tasteful tribute that honors America and its people. This title went on sale August 20. It is priced at \$5.95.



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.



Robb Report's **Home Entertainment & Design (47173)** has hit the ground running with this exciting new title. With exquisite design and superior production quality, this new publication is geared towards the affluent market. **Home Entertainment & Design** will be the definitive author-

ity for consumers on incorporating the latest technology into their homes and lifestyles. On sale: October 8. Cover Price: \$5.99 U.S./\$7.99 CAN.

more New Titles on page 3

More

New Titles

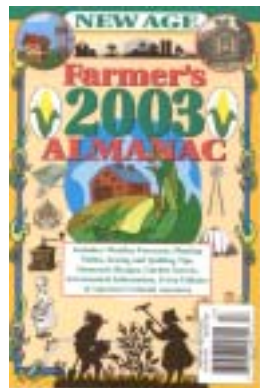
continued from page 2



New Jersey Countryside Magazine (46575) is the best of country living in New Jersey. This title features food, home, gardening, cultural events, arts and entertainment in the New Jersey area. Readers will be able to make the most of New Jersey with this

regional lifestyle magazine. This title went on sale July 11. Cover Price: \$3.95.

Farmers Almanac Series (49072) forecasts the weather and provides planting tables, sewing tips, recipes, garden secrets, astronomical information, trivia folklore of America's Colonial Ancestors and so much more! This almanac has a unique "sculpted" cover

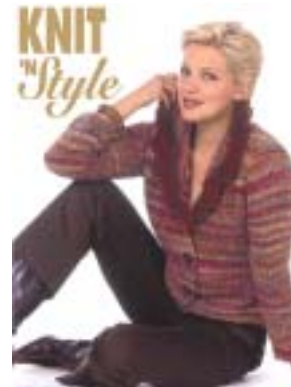


and will fly off newsstands. This title went on sale August 20. Cover Price: \$4.99 U.S./\$6.99 CAN.



Famous black-and-white photographer David Vestal now brings you over 50 years of experience through **Photo 303: Advanced B&W Printing (48505)**. From the publisher of Photo Techniques comes this much anticipated workshop series all in

one special annual issue. The issue goes on sale October 1. Cover Price: \$5.95 U.S./\$7.50 CAN.



Knit (47349) is the ultimate knitting magazine. This title features trend-setting knitwear from over twenty yarn companies, complete with instructions and timely features that will appeal to those with interests in a wide range of garments. This magazine is in a perfect bound

format. On sale: September 24. Cover Price: \$5.99 U.S./\$7.49 CAN.

Starlog Movie Series Presents: Spongebob Squarepants & Other TV Tunes this September!

Join Spongebob and the gang as they liven up the pages of this one-shot hit. Demand for everything "Spongebob" is hot now! The magazine, listed under bipad **49163**, goes on sale September 12. It is priced at \$3.99 U.S./\$4.99 CAN.



even more New Titles on page 4

Congratulations to Ashley Communications who is celebrating its 25th Anniversary with Kable!

KABLE INFORMATION SYSTEMS

KABLE WEB SITE ENHANCEMENTS

We continually add new features and enhancements to Kable's Web sites. Following are some recent additions.

"What's New" Email Notification System

Through the Kable web site, a web surfer can provide their email address to a database and they will receive an automatic notification of any changes/ updates as they are made to the "What's New" section of the site.

Internet Transaction Counts

For those clients who use our Internet services, we have implemented a database and web based query system so the client can monitor their Internet transaction activity. Queries can be made by client, title, transaction, date

range or any combination and can be reported by source, locale, pay type or any combination.

Online Financial Information

Similar to the transaction counts via the web, we are also posting a title's daily financial receipt data to a database for web based access. Queries can be made by client, title, transaction, date range or any combination and can be reported down to the finest level of daily detail for transaction types and payment methods or up to a simple summary for a date period.

Gift Notification E-cards

With this new feature, donors have the option to send an email to each of their recipients, announcing their gift subscription. When the recipient(s) open the email, they find a link taking them to an e-card created and personalized by the donor. The e-card is surrounded by the look-and-feel of your magazine's web site. Additionally, donors can choose the theme of the e-card, add a personalized message, and select the delivery date.

For more information on any Kable IT developments, please contact Bud Bergie at bbergie@kable.com

even more **NewTitles** *continued from page 3*



Stock Car Rev (46474) is gearing up to wow readers with up-to-the-minute news throughout its many pages. The magazine will present some of the greatest stock car photography ever seen. Also included are eight eye-popping foldouts. This title went on sale July 23, and is priced at \$5.99



Rock Legends (42010) is filled with the stuff dreams are made of. This magazine celebrates the master musicians of the 60's and 70's, including the oldest and boldest band still on tour...The Rolling Stones. Other celebs that are covered include Paul McCartney and Ozzy Osbourne, TV's favorite dad. This title went on sale August 27 and is priced at \$6.99 U.S./\$7.99 CAN.

U.S./\$7.00 CAN.

Chain Links

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

Chain Happenings

Longs Drug has removed 81 **Longs Stores** from **Anderson News** and switched to **The News Group**. The new servicing wholesalers will be Fife, WA. 5 stores, West Valley City, UT. 8 stores, and Sacramento, CA. 68 stores.

D'AGOSTINO'S has purchased for \$160 million the 25-store **KING'S SUPERMARKETS** chain from **Mark & Spencer**, the British clothing chain ...

According to the **NY TIMES**, dated July 23, **KMART** Corporation losses increased in June 2002, with a net loss of \$137 million, according to the company's operating statement. \$12 million can be attributed to the restructuring under Chapter 11 bankruptcy. This data excludes the 283 stores that have been closed, as some stores are down 11.4% from a year earlier ...

We have been notified that two **KROGER** divisions will now be serviced exclusively by **The News Group**.

Effective at the beginning of October 2002, **SOUTHWEST/DALLAS** and **SMITH's Divisions** will changeover to **TNG**.

Also, the **CINCINNATI KMA** division will be serviced exclusively by **Chas.Levy** ...

LONGS DRUGS has also notified us that effective at the end of August 2002, **The News Group** will service all stores North of Tulare, CA, Nevada, Oregon & Washington.

MARKETING PEOPLE ON THE MOVE

The new buyer **For Raley's #0875, Bel Air #0865, Nob Hill #0508**, all in Northern California is **Kathy Lashkoff**, replacing **Dan Black**.

New buyers for **Safeway Corporate** are **Wes Nelson** and **Judy Russell**, replacing **Lei Vantuyt**.

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

INTERNATIONAL

PUERTO RICO TAXING WORD SEARCH & PUZZLES

The government of Puerto Rico has decided to impose a 6.6% tax on all Word Search & Puzzles magazines, alleging that these magazines are games — not publications. They have decided to enforce this law immediately. We have already paid taxes on some of our shipments. We call for your help in assisting to renegotiate discounts, or we will be forced to eliminate most of our titles in this category. Thank you for your help.

Thailand is a constitutional monarchy, and approximately 95% of the population is Buddhist and ethnically Thai. There are, however, a broad range of cultures throughout

the country, making Thailand an interesting and popular travel destination. Tourist facilities and services are available throughout the country. Tourists and business travelers should be forewarned, however, that Thai customs authorities may enforce strict regulations concerning temporary importation into or export from Thailand. This includes books or other printed material that might be considered subversive to national security, obscene, or in any way harmful to the public interest and cultural property. Criminal penalties for such violations are typically severe. Persons violating Thai laws, even unknowingly, may be expelled, arrested or imprisoned. To avoid such penalties, travelers are encouraged to contact the ATA (Temporary Admission) Carnet for the temporary admission of goods for exhibition and fair purposes. They can be reached at (212) 354-4480.

Trend Watch

ORDER POWER!

Kable is proud to announce the roll-out of our new Product Fulfillment System, K-OPS (Kable Order Processing System)! This product will help take us to the next level in order processing capabilities and service. K-OPS pulls together Order Entry/Customer Service, Warehousing/Shipping, Financial Processing, and E-Commerce into a single, integrated system. While there are many improvements with the new system, two that are creating the most buzz are the elimination of the nightly release process and the Web Store e-commerce features. Both are direct benefits of the single-vendor approach we've taken when selecting the new system. As a part of this application rollout we have also upgraded the AS/400 hardware to a model 820 which will provide significant performance improvement and capacity.

Because K-OPS does not require a dedicated system when releasing orders to the warehouse, we are able to institute same-day release of expedited orders. We are also able to pull any current-day's paid, free, or pre-authorized credit card orders on days when the regular warehouse workload is lighter. Non-credit card orders are available for release as soon as they are entered into the system. Credit card orders are available as soon as they are authorized, which is currently overnight, and again in the afternoon. Orders which have been released can be picked, packed, and shipped, with the shipping status updated to the system in real-time. All of this activity is tracked through the system and is available to the Customer Service staff or the client.

Tivoli Backup System-Marion

We have completed the installation of IBM's Tivoli Network Backup System in our Marion, OH facility. This system centralizes and manages the backup of data for all of our critical network servers. The data is backed up daily by the Tivoli System. A second set of tapes are also created and moved offsite as part of our business recovery plan.

Kable Product Services

Kable News Company has recently created a separate division called Kable Product Services that includes both its traditional pick and pack business as well as a newly constructed high volume picking facility in Rockford, IL. Bringing these two entities together allows us to do a number of things that we are confident will better serve our clients.

Facilities Move

The dust hasn't quite settled, but we have moved out of our previous main warehouse (known as the Carnation building



at the Southeast corner of Oregon, IL) into a newly renovated building just miles away, also in

Oregon, IL. This newer facility will allow us to be more efficient, and will keep all of our product business in one location. The new building is approximately 60,000 square feet, has 8 dock doors, and is expandable.

We have moved most of our magazine back issue business to our Rockford facility. This approximately 30,000 square foot building is located in a newer industrial park within minutes of the UPS air/ground hub and can be tripled in size when needed.

Pick/Pack Investments

As a part of our move to our new Pines Road facility, we have invested in a considerable amount of new/additional flow racks, traditional pallet racking, and conveyance solutions. These investments are being made for one reason, to better serve you, our clients.

For questions on Kable Product Services, please contact Doug Knodle at dknodle@kable.com.

We thank all of you for your business!

THE KABLE WIRE

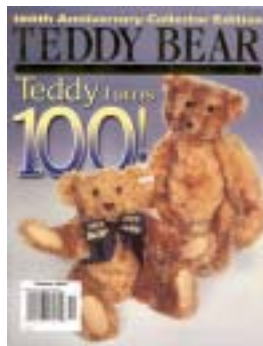
RENEWED CONTRACTS

Thanks to the following clients for their continued support of Kable News Company. We are pleased to announce renewed contracts with:

- All-American Crafts
- Fancy Publications
- Fawcette Technical Publications
- Poole Publications
- Gernsback Publications
- Tri-Mount Publications
- National Review
- Republic Press

A CENTURY OF TEDDY BEARS

On sale August 29, the September/October issue of **Teddy Bear Review** will honor the 100th anniversary of the teddy bear. The issue features more than double the normal pagination, a special gold foil stamp cover, a special cover price of \$5.99 and many other editorial extras. Keep your eyes on this one!



MS. MAGAZINE HIRES NEW EDITOR

In an effort to bring a harder edge and a broader focus to this editorial institution, Tracy Wood has just been named the publication's new editor in chief. A former investigative journalist for *The Times* and the *Orange County Register*, Wood is dedicated to pursuing hard-edged stories that have no room for fluff. "I'm a news person," she stated in a recent interview for the *LA Times*, "I'm not fluffy." Wood's first issue at the helm of Ms. has on-sale date of September 24. The bipad is **46962**.

Kable Welcomes New Clients

Kable is also pleased to announce a long list of new clients that have recently joined the Kable family. These include:

- | | |
|---------------------------------------|--------------------------------------|
| • Archaeology Magazine | • Newsmax |
| • Grace Magazine | • Planet Muscle |
| • ImG2.Com, INC | • Color of Sports |
| • Kings Outdoor World, LLC | • Buffy the Vampire Slayer |
| • Metro Source Publishing, INC | • X-Files |
| • MSW | • Spiderman |
| • Weber Publishing | • Equine Journal |
| • Newsmax Media | • Perfect 10 Magazine |
| • One World Media | • Eating Well |
| • Our Children, Inc | • Budget Living |
| • Titan Publishing | • OAG |
| • Turley Publications | • CCM Worship Leader |
| • Ultimate Athlete | • Worship Leader Song |
| • Hunting Illustrated | • Discovery Program |
| • Crusin' | • FHM Magazine |
| • Exotic Cars | • Pillsbury Classic Cookbooks |
| • New Jersey Countryside | |

ROB URISH RETIRES

Kable would like to wish the best of luck to Rob Urish, Executive Vice President of Kable Fulfillment Services. Rob has decided to retire in order to spend more time with his family, travel the world and more. For over 30 years, Rob has helped shape Kable into the thriving company it is today.

He will be greatly missed, but we wish him all the best. Rob, thanks for your years of hard work and dedication.

We wouldn't be where we are today without you!

KABLE'S BACK PAGE!

BACKYARD FLYER RESPONDS TO RECORD-BREAKING SALES



Air Age Publishing has recently announced that it will respond to sell-out sales by increasing the annual frequency of **Backyard Flyer (48120)** magazine to six issues in 2003. Far exceeding growth projections, distribution for **Backyard Flyer** has grown to nearly 80,000 in less than a year. It continues to set sales records at the retail level, prompting major bookstore chains such as Barnes & Noble to double its orders for 2003.

“**Backyard Flyer** technology has made RC accessible to more consumers than ever before, and the ready-to-run and almost-ready-to-fly markets are exploding,” says Air Age President and CEO, Louis DeFrancesco. “**Backyard Flyer** isn’t just riding this growth curve; it’s helping to drive the growth of this exciting category.

Increasing **Backyard Flyer’s** frequency to six issues a year will enable us to deliver even more value to our readers while allowing us the opportunity to cover all the new developments and product innovations in this breakout RC market,” DeFrancesco continues.

Congratulations guys!

BIG GAME ADVENTURES IS BIG SUCCESS!

With each passing issue, it seems as if **Big Game Adventures (49070)** is going after newsstand success with the same ardor and enthusiasm they have for their subject – hunting. The June/July issue is 164 pages, each packed with solid editorial, mind-blowing photography, hints and tips. Loyal readers – of which there are now many – will also notice an enormous change in the look of the magazine. In addition from jumping the number of pages significantly (from 124 to 164 pages in two issues!) the magazine has a new look, thanks to the hard work of Carla Mattioli, the magazine’s new creative director. “I saw a real opportunity here,” explains Carla. “I wanted to help evolve **Big Game Adventures** into the magazine I knew it could be.” Glossy, perfect-bound and four-color, the most recent issue of **Big Game Adventures** is flying off shelves, with no end to its sell-through potential in sight. In fact, **Big Game Adventures** is the fastest growing hunting magazine available to date in North America.



“Put simply,” says Raymond Oelrich, publisher of Big Game Adventures, “we want to be the best.” Well, Raymond, it seems that you are well on your way. Congratulations from all the folks at Kable News.



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

Please send address changes and editorial comments to:
Diana Grossman, Director, Creative Services
Kable Distribution ServicesSM
641 Lexington Avenue
New York, NY 10022
email: dgrossman@kable.com
fax: 212-705-4667



Kable Distribution ServicesSM
Wholly Owned Subsidiary of Kable News Company