



**Kable News  
Company, Inc.**

# Connections

Dear Business Partner:

As winter settles in over the city and the welcome chaos of the holiday season fades to memory, I am reminded once again why this is my favorite part of the year. It is a time to build upon past accomplishments, set new goals, and set forth with a renewed determination to excel at all we do. At Kable, this feeling is clear in all of our core competencies, as demonstrated by the flurry of fresh and innovative ideas that have been swelling up at Kable offices from coast to coast.

As always, the creative energy of Kable's clients – always on the cutting edge of the industry's latest trends – is one of the driving forces behind KNC's excitement. This issue of Connections provides you with an opportunity to view the long list of new titles that will be shaking up the newsstand this year and for many years to come.

However, it is not only the newcomers that keep things interesting. As many of you know, Kable is working side by side with some of the most respected publishers in the industry – some of these relationships have spanned nearly half a century. Their commitment to continually turning out new, eye-catching and thought-provoking magazines has proved to be nothing short of an inspiration throughout KNC's divisions.

## Winter 2004 Issue *Highlights*

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**Kable News Company**  
641 Lexington Avenue  
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At Kable, we strive to anticipate the needs of our clients by staying a few steps ahead of the pack. As our publishers dive into the new millennium at full speed – taking advantage of all the benefits that modern conveniences afford – Kable too is making enormous strides toward the future. Our Account Executives are now taking advantage of updated technology, allowing them to input and retrieve crucial data almost immediately. For Kable clients, this translates into faster turn-around times and higher profits. Read more about Kable's in-house updates on [page 7](#).

I hope that you enjoy this issue of Connections. Thank you for your continued support of Kable News Company, as well as your hard work and enthusiasm as we embark on the New Year. Please feel free to contact us with questions and comments at anytime – we look forward to hearing from you.

Until then, have a wonderful winter season.

Sincerely,

Michael P. Duloc

# New Titles



From LPI Media Inc., publishers of *Out* and *The Advocate*, comes **Out Traveler (47886)**, the much anticipated new magazine that aims to be the standard of gay travel. The \$54.1 billion gay tourism market indicates a strong need for such a publication, and prior experience indicates that LPI Media can clearly address the unique needs and desires of the gay and lesbian adventurer. The next issue of **Out Traveler** is on sale April 4. The title is priced at \$3.99 U.S./\$5.99 CAN.



**PaperWorks (47078)** meets the needs of crafters who are paper-related hobbyists, such as scrapbookers, rubber stampers, card makers and more. Other, less explored but up-and-coming techniques such as quilling, paper weaving, altered books, tag art and letter tiles will also be explored. Containing a wide variety of technique articles and projects, this magazine appeals to crafters of all experience levels.



**PaperWorks** is published by DRG Texas, LP and is bimonthly. The first title is on sale March 3, and is priced at \$5.99 U.S./\$6.99 CAN.

Also from publisher DRG Texas, **Clotilde's Sewing Savvy (47101)** focuses on sewing projects that appeal to all skill levels. Projects cover all areas of sewing, including home décor, fashions for adults and children, quilting, sewing, machine embroidery, accessories and crafts such as doll making. Readers will get timely information on new notions,



fabrics, trends and techniques. **Clotilde's Sewing Savvy** will increase readers' skill levels, improve their confidence and provide a creative outlet. This bi-monthly title is on sale February 3, and is priced at \$5.99 U.S./\$6.99 CAN.

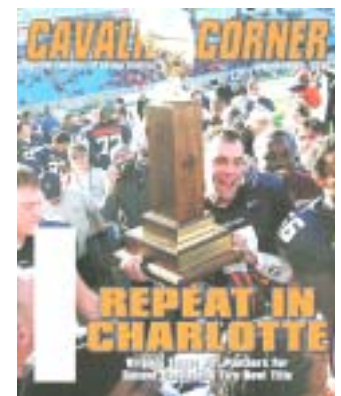
From movie stars to musicians, skateboarders to toys and technology to history, **Giant Robot (88576)** is an internationally distributed publication that covers aspects of Asian and Asian-American pop culture. From publisher Prestige Periodical, **Giant Robot** reviews things such as canned coffee drinks, instant ramen packs, Japanese candies, Asian frozen desserts and marinated bugs! The winter issue of this title went on sale December 9. **Giant Robot** is a quarterly publication priced \$4.95.



From Prestige Periodical comes **True Magazine (96955)**, the magazine that is a must have for those who just have to know what's hot in the rap and hip-hop culture. From the streets to the studio, **True** promotes and showcases new artists who are edging their way into the industry. **True Magazine** is internationally distributed and went on sale November 23. This is a monthly title that is price at \$3.95.



**Cavalier Corner (47355)** is the publication that speaks to the hearts and minds of Virginia sports fans. Each issue will include articles on Virginia athletes and coaches, historical features on former athletes and teams, previews of Virginia sports, extensive recruiting and much, much more! Coman Publishing Co., Inc. publishes **Cavalier Corner**, and the November issue went on sale November 18, 2003. This title is priced at \$3.00 U.S.



[More New Titles on Page 4](#)

# THE KABLE WIRE

## Archie NEWS

### SABRINA GETS A MAKEOVER

This just in! Archie Comics has enlisted award-winning new talent to give Sabrina a “Manga Makeover”! As **Sabrina the Teenage Witch** enters her 42<sup>nd</sup> year in comic books, Archie has decided the time has come to make a bold and daring move. Tania del Rio has been entrusted with the task of bringing Sabrina to life through Manga, a Japanese cartooning style.

“We felt the time was right to think outside of the comic panel, so to speak,” said Archie Comics chairman and Co-Publisher, Michael Silberkleit. “We’re thrilled at the opportunity to contribute to this young artist’s future and give her a chance to shine in her chosen field.”



Readers can witness Sabrina’s amazing Manga transformation and Tania’s rising star in the pages of **Sabrina the Teenage Witch #58**

(47040), shipping May 25 and the scheduled on-sale date is June 14. This issue is priced at \$2.19 U.S./ \$2.59 CAN.



**ARCHIE CELEBRATING 150 ISSUES!!!**

In her 150<sup>th</sup> issue, Veronica is given the opportunity to do something she loves: travel! Long-time fans of her series know that Veronica has spanned the globe several times over, and the story, “World Party,” allows her to do it again all in one issue. She’s scouting locations for the perfect birthday party (supplied by her parents, naturally), but could it be closer than she thinks? **Veronica #150 (46758)** is on sale March 16 and is priced at \$2.19 U.S./\$2.59 CAN.

**Archie’s Double Digest (46951)** is filled with new stories and classic tales depicting Archie and his friends exactly as the fans have grown to know and love them. The lead story explores just what it takes to write stories featuring these wonderful characters. Or more accurately, how the stories write themselves! George Gladir and artist, Fernando Ruiz, bring you this fun-filled tale, and of



course this issue is loaded with other crazy classics from the Archie archives! **Archie’s Double Digest #150** is on sale March 9 and is priced at \$3.59 U.S./\$4.29 CAN in a full color digest format.

**Betty & Veronica Double Digest #122 (46950)** is on sale February 24 and is priced at \$3.59 U.S. What’s better than a digest full of those teen queens, Betty & Veronica? A double digest is full of them! Featuring new stories and classic tales.



**Archie #546 (46747)** “The Trade-Off” is full of surprises. In this issue, Archie and Reggie have time on their hands – 15 minutes a pop in fact – when they take Veronica on a date in “alternating shifts!” On sale March 16 and priced at \$2.19 U.S.

**Laugh Digest #191 (46852)** features the timeless high school hijinx of the entire Riverdale gang. A hilarious collection of new stories and classic tales! This title is priced at \$2.39 U.S. and is on sale March 12.



Visit [www.archiecomics.com](http://www.archiecomics.com) for more information, or contact your **Kable Account Executive**.

*More The Kable Wire on Page 4*

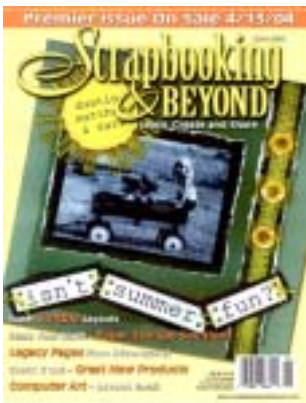
More

# New Titles

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## All American Crafts: Two new titles!



**Beyond Scrapbooking (46814)** is 100 pages on full color, perfect-bound quality-stock paper that focuses on scrapbooking, paper crafts and creative card making. These hobbies are hot, and a growing number of Canadians and Americans alike are jumping into the world of crafts with both feet. There is no other magazine that covers all of the

most popular crafts today. **Beyond Scrapbooking** is on sale April 13, and is priced at \$5.99 U.S./\$7.99 CAN.

**Bead Unique (46844)** will showcase just how beads can accent every aspect of our lives. Each issue will be full of innovative, original projects, all tested and beautifully photographed.

**Bead Unique** will feature projects for all levels of expertise, from beginner to advanced levels. In addition to outstanding jewelry, each issue will contain projects on home decor, fashion and design. Volume #1 is on sale May 25. Cover Price: \$5.99 U.S./\$7.99 CAN.



**American Thunder (46345)**, published by American Content, INC., is NASCAR. With 75 million fans, this sport is second only to the NFL in TV ratings. Every issue of **American Thunder** will feature racing greats like Earnhardt & Gordon, "Race of the Month" pullouts that are loaded with info, and

strong editorial that covers everything from racing strategies to track trivia. It will also highlight the NASCAR enthusiast's life-style with articles on motorcycles, the NFL, college hoops and more. **American Thunder** is on sale February 24, and priced at \$4.99U.S./\$6.99 CAN.

**Stumped? (98629)** is published by Prestige Periodical Distributions. It explores the broad horizons of the film culture, and is a witty commentary on the state of Hollywood. Get the full picture through chats with actors, writers, and directors. **Stumped?** has the behind-the-scenes stories on the newest projects. This magazine also examines the social implications and artists' merit on Hollywood blockbusters and independent films all over the world. On sale February 24, and priced \$3.99 U.S.



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## MORE FROM THE KABLE WIRE

### Weekly Gardening Series on America One Network

**People, Places & Plants (46700)** has hit the national airwaves! On Monday, January 5<sup>th</sup>, "People, Places & Plants" - already launched as a weekly gardening television series that debuted in 2003 on local networks- exploded into the homes of enthusiasts throughout the country. Its national debut on the America One network marks the ever-increasing popularity of this special title.



# Chain Links

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

## MARKETING NEWS

### People on the Move in the World of Marketing

- Gary Marcotte is the new Category Manager for magazines at CVS.
- Suzanne Osborn is no longer with W.H.Smith.
- WHS Airport division has been sold to the Hudson Group. The new contact for the WHS Hotel division will be Linda Beckstein.
- Tami Lammers is the new magazine & book buyer at Stater Brothers.
- Craig Sweetman has accepted a position with Coast to Coast as their Regional Manager Wholesale Eastern Canada.
- Steve Wall (previously a consultant for Score Group in Canada) has accepted a position with

Coast to Coast as their National Sales and Circulation Manager.

- Arie Van der Boom is the new buyer for Macs East.

### In the News

Loblaws has announced that it will be trading names in the east from Loblaws to Loblaws Real Canadian Superstores. They have also announced intentions to open 41 Real Canadian Superstores in 2004 and close 11 supermarkets in Ontario.

Sam's Club has finally arrived in Canada with the opening of its first 4 stores (all located in the Toronto suburbs) and plans to open more in 2004.

Shoppers Drug Marts have signed a new contract and will be moving from their current servicing wholesaler group CMMI to their new servicing wholesaler, TNG, in the spring of 2004.

**For more information on marketing events and initiatives, please contact:  
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## INTERNATIONAL NEWS

### GREECE

• Greek distributor, Hellenic Distribution, has substantially increased its magazine orders with Kable in anticipation of the vast number of people attending the 28<sup>th</sup> Olympics that will be held in Greece between the 13<sup>th</sup> and 29<sup>th</sup> of August 2004. Greece hosted the first modern Olympic Games in 1896.

### EUROPE

• The consistent strength of the EURO against the USD has compelled many European distributors to reduce their local selling prices for their Kable portfolio of titles to assist in stimulating consumer sales growth. It is believed that this pricing decision will provide greater potential for increased sales and will benefit Kable's publishers.

## Kable News Graphic Services

You know you have a message. You need to get that message across to others. You need a form to catch a subscriber's eye. You need a report to display the facts prominently and grab the reader's interest. You need a direct mail piece to capture new prospects. You need Kable's Graphic Services Department. Give us the information and an idea of the look you want - we will develop your idea into a finished product.

Our capable Graphic Services Department works hand in hand with our lettershop staff, warehouse staff and your account executive to ensure that you receive efficient quality service at a reasonable price.

65% of our clients currently choose to utilize our Graphic Services Department for the printing of their lettershop and/or direct mail materials. Here are some of the reasons why:

- Kable's prepared materials meet all of our client specifications.
- Clients are confident that their jobs will not be held up at the post office because each and every new stock piece has to go through a series of quality control checks before printing.
- Kable has assisted many clients in modifying their stock items to meet new postal regulations - BEFORE they are enforced.
- Our clients' jobs are not forced to sit in lettershop while awaiting stock as our Graphic Services Department handles clients' stock shortages as a PRIORITY.

Our vendors consider themselves extensions of Kable Fulfillment Services and work to produce the standard of quality Kable Fulfillment Services demands. We have formed a good working relationship with outside vendors to print continuous forms, posters, double postcards, billboards... the list is endless. In-house product capabilities include: letters, envelopes, postcards, brochures, newsletters.

Quark, Pagemaker, chromolin, composite .... not words you use in everyday conversation - unless you work in Kable's Graphic Services Department. Each word means service to us - each word means giving the best to our customers! You may not understand how to run Quark Xpress or make a composite, but we do, and that's what's important.

You will find our prices competitive, our workmanship precise and the end result more than meets your needs.



Desktop Publishing samples.

Kable combines individual Publisher orders to help reduce pricing for ALL Publishers.

Imagine if there were a service available to you that not only printed all your lettershop materials at a competitive rate, but at no additional cost would also ensure that all your stock items met Kable standards and postal regulations. Imagine a life with no more unscannable forms and no more jobs being held up at the post office because an outer envelope did not meet postal specifications. Sound too good to be true? Think again! Perhaps it is time you took a look at what Kable's Graphic Services has to offer you. These are just a few of the reasons so many Kable clients choose to have their stock needs handled at Kable. But don't take our word for it! See for yourself how to simplify your stock needs at a savings to you by contacting: **John Finfrock** at **815-734-5201**.

**Kable News Graphic Services has implemented a system whereby clients can use the Website, [www.kable.com](http://www.kable.com), to request quotes. Just click on Services, then click on the "Graphic Services" icon, and then click on "Request A Quote?"**



# HERE'S WHAT'S NEW AT KABLE

## INTERNATIONAL

Kable Distribution Services is pleased to announce the appointment of Mr. Geoff Ward to the position of Managing Director, International Sales. Also, effective immediately is the promotion of Mike Reid to the position of Export Marketing Director. Both appointments will bolster Kable's rapidly growing international presence.

## SUBSCRIPTION FULFILLMENT UPDATE

Kable Fulfillment Services (KFS) is well into the process of integrating the clients of EDS' subscription fulfillment division into the Kable Fulfillment operating system. Our goal is to enhance the KFS system by incorporating select features of the EDS system. Our plans include upgrading our Telephone Customer Service software, enhancing our List Order Fulfillment System and adding a highly touted circulation modeling tool to our suite of services. Additionally, KFS will be working closely with our clients to strengthen our Circulation and Financial reporting packages. Our Fulfillment clients will not just see KFS grow in size, but they will also enjoy the benefits of a more robust fulfillment system. Since December, all UNIX and PC applications and environments have been successfully migrated from the EDS environment to the Colorado Data center. Of further note, on December 16 2003, twenty-two IT staff from EDS moved to the Colorado facility and are now full time Kable employees!

Aside from the integration initiative, KFS' efforts to provide continuous improvement are evident in various areas. Our Operations group has been working with BancTec on Phase II of the KFS imaging initiative. This final phase will place Kable's Front End in an environment where 99% of all media is imaged. Another change made in 2003 was the discontinuation of service from Telemony. As a result, Kable has moved its credit card processing to Paymentech, Tampa. Later this year, Kable will move to an on-line credit card approval process, which can secure funds in a real time environment versus the current batch mode. Other improvements include the addition of a National Account Representative from the U.S. Postal Service to work directly with Kable on our clients' behalf.

Customer service system capabilities have been expanded to provide more powerful subscriber searches. In addition to the traditional searches, subscribers will now be able to

be looked up by card or phone number and/or email address.

KFS remains committed to effective communication with its clients. The increased activity resulting from the acquisition adds additional emphasis to this need. To that end, KFS will continue to use KCAB (Kable User Advisory Board), quarterly newsletters to the Subscription Fulfillment clients and articles in CONNECTIONS to keep you informed. Please feel free to speak to your contact within the Kable organization if you need additional information.

## KDS NEWS

Kable Distribution Services continued to implement new features of their system rewrite. Several new reports were implemented, including a return analysis report, and a return exception report. There are now 12 reports available through the 'publisher reports' directory.

Several new features were added to the allotment analyzer including a data entry page, faster processing of approvals and an index shortcut to the Bi-pad. All of this translates into faster service for Kable clients. For more information, contact your account executive.

### SUBSCRIPTION FULFILLMENT RENEWALS AND NEW CLIENTS:

- Yankee Publishing, Inc.
- Bulletin of the Atomic Scientists
- Arabella Publishing, LLC
- Kappa Entertainment Group, Inc.
- Wet Dog Media, Inc.
- Mental Floss Magazine, LLC
- Nevada Magazine
- Editorial Televisa

### NEW AND RENEWED DISTRIBUTION CLIENTS:

- |                     |                  |
|---------------------|------------------|
| Out Traveler        | Bead Unique      |
| PaperWorks          | American Thunder |
| Coltilde's Sewing   | Stumped?         |
| Savvy               | WWE              |
| Giant Robot         | Texas Highways   |
| True Magazine       | Vacation Homes   |
| Cavalier Corner     |                  |
| Beyond Scrapbooking |                  |

## KABLE'S BACK PAGE!



### NEOPETS & HAPPY MEALS

**Neopets: The Official Magazine (48257)** is teaming up with McDonald's and giving away 75 million **Neopets** in McDonald's Happy Meals this coming June. Get ready for a sales explosion! **Neopets: The Official Magazine** is priced at \$9.99 US./\$12.99 CAN.

### SPECIAL ISSUES

**Mother Earth News Special (49772)** is a bi-annual special from Ogden Publications, Inc., and is part of a series of specials relating to health and natural remedies from the earth's bounty. It also provides information on how to build an efficient, low cost, environmentally friendly home. The summer issue is on sale April 27 and is priced at \$4.95 U.S./6.95 CAN.



### GREAT NEWS FOR PB2X FANS

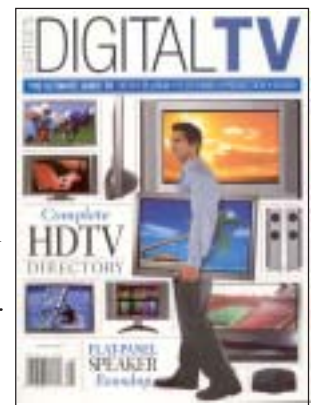
**Paintball 2-EXTREMES (47518)**, the paintball industry's leading paintball magazine, has recently been a part of some exciting new developments. First, **PB2X** will be the major and title sponsor of the OLN Network's **Splat Attack 2**,

the **2004 5-Man** and the **2004 10-Man World Cup Paintball Championships**. Each has been aired as a one-hour show. PB2X fans can also look forward to an exhilarating half-hour television experience that will feature new programs each week for 13 weeks, on a major television network! Such massive exposure (the show will reach 90 million homes) can only translate into increased sales for this already popular title.

**Congratulations!**

### GOOD NEWS FOR DIGITAL TV

Strategy Analytics reports that sales of digital television set-top boxes has grown 28% in 2003 (totaling 36 million units). They reported an even stronger year in 2004 for digital TV set-top boxes with a growth in unit sales of 39%. This is great news for **Curtco's Digital TV (47174)** — a hot new title priced at \$5.95 U.S./\$7.95 CAN.



### AUGUST MOVIE RELEASE

**Yu-Gi-Oh (48247)** is set for a major Warner Bros. Movie Release. On August 13, fans everywhere will be treated to an exciting, true blockbuster summer hit! **Yu-Gi-Oh** is priced at just \$9.99 US./\$14.99 CAN.

**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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