



*Kable News
Company, Inc.'s*

Connections

Winter 2005

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Kable News Company
641 Lexington Avenue
New York, NY 10022

Dear Kable Clients,

The whirlwind holiday season is once again behind us, but here at Kable News Company, the pace continues to accelerate. Each year, as the thermometer dips down and warm breezes become but distant memories, the team at Kable News Company once again sets its sights on the future, laying the groundwork for steady growth throughout its core divisions.

Perfectly exemplifying this is the recent acquisition of David E. Young, Inc (Deyco) and the placement of that business under the Kable Specialty Services (KSS) banner. As the KSS team harnesses the strength of its field resources to both assess and maximize the potential of over 100 new wholesalers not previously on our roster, the future looks bright. This is another step in re-capturing many independent retailers that were lost during the past decade of wholesaler consolidation.

Enabling much of the organization's growth is Kable's IT department, which is always on the cutting edge of new technology. Kable's On Line Rep Room, which will soon be available to Kable clients, is but one example. Read more about this on page 4.

Kable's many clients are also thinking ahead. With an increase in sales in categories such as alternative lifestyle, architecture, bridal, hunting and fishing, boating and crafts, publishers are taking note of these new consumer trends and launching new titles accordingly. Re-designs of existing titles are also breathing new life into some of our most venerable publications, and we look forward to moving into the future together. See a complete list of new titles beginning on page 2.

Now more than ever it is clear that strength, vision and loyalty are the key ingredients in forging lasting business relationships. At Kable News Company, we thank you for allowing us to be a part of your growth, and we look forward to continued success in the new year.

Sincerely,

Michael P. Duloc

SM

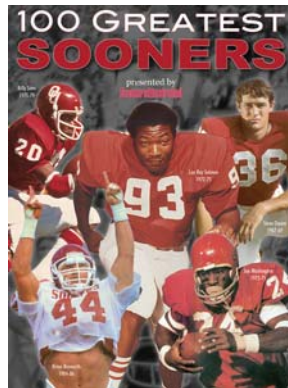
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ NEW TITLES ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Exposed (48805) is published 13 times per year by VACO, INC. Each issue features the latest in news, sports, gossip, gadgets and original humor. Printed on the highest quality paper, **Exposed** brings men's publishing to the next level! Priced at \$9.99 U.S. On sale: May 3.

Inside Triathlon Presents TriGuide 2005 is Inside Communication's best yet. The **TriGuide** – formerly published under its parent title bipad, will wear a bipad of its own, beginning with the 2005 issue. Additionally, the frequency of this title will be bumped up to 2X per year. We look forward to it! **Inside Triathlon Presents TriGuide 2005 (45411)** went on sale March 8 and is priced at \$5.99 U.S./\$7.99 CAN.

It's time to take a Time Out! **Time Out New York Kids (44504)** is the go-to guide for families with children 0-14 years old who want to know what's going on in NYC but don't want to spend hours tracing down the information. TONY Kids does all the work for you, then puts it together in a package that's as entertaining as it is informative. This is a bimonthly title that went on sale February 14. It is priced at \$3.99 U.S./\$4.99 CAN.

Beckett Racing Specials (45346) is published by Beckett Publishing Inc. It is a premium-priced quarterly series of high-quality specials that have been spun off of the Beckett Racing parent bipad. It includes all feature articles and profiles in full color throughout. On sale July 12 and priced at \$9.95 U.S./\$14.95 CAN.



Want to know more about your favorite sports team? Look no further than Scout Publishing's **100 Greatest Sooners (04509)**. It features the 100 greatest players in Oklahoma history! **100 Greatest Sooners** went on sale November 9 and is priced at \$19.95 U.S.

Greater Philadelphia House & Home Magazine (45550) brings affluent homeowners useful articles on maintaining, designing, and improving their homes including topics on interior design, building, remodeling, and landscaping. It has been selected to include the exclusive show guides to the two biggest home show events in the Philadelphia region: GMC Philadelphia Home Show and the Suburban Home & Garden Show. Other monthly issues include information about local home & garden shows and several local designer show house events. **Greater Philadelphia House & Home Magazine** is priced at \$4.99 U.S. This title goes on sale March 29.

New Jersey Home & Style (46580) is crafted to be a source for homeowners to help them transform their living space into a masterpiece of form and function. Within every issue you will find information on how to transform every room in your

home. Focus pieces on a particular style or room are featured along with spotlights on accessories, furniture and the editor's picks for the very best accents to turn your home into a work of art. This title went on sale November 16 and is published bi-monthly by King Media Inc. The title is priced \$4.99.

Spa Finder 2006 Worldwide Directory (44438) is the most comprehensive guide to spas around the world. The lush directory will cover destination spas, resort spas, medical spas and day spas, as well as an index that allows readers to search for spas by special interest and geographic location. The editors of **Luxury Spa Finder (44437)** provide discerning insight into the specialties and highlights of each spa and information on size and rates. This is an annual directory that will go on sale October 4. It is priced at \$12.95 U.S./\$14.95 CAN.



South Florida Sport Fishing (48799) is the complete source for the best in Florida saltwater fishing. Published and edited by experienced, award-winning fishing enthusiasts with contributions from professional, local fishing captains, readers will be hard-pressed to find a more accurate, insightful resource. **South Florida Sport Fishing** is a bi-monthly title priced at \$4.99 U.S./\$6.99 CAN. This title is on sale March 8.



Stimuli Magazine (48796) is your entrance to a whole new lifestyle philosophy! This is an amazingly unique publication drenched in imagination, style and vision. The mission of this unique publisher? To express and communicate the cultural/lifestyle landscape that is today and to further inspire those who will create that ever-changing landscape tomorrow. Self-published 6X/year and priced at \$5.99 U.S./\$7.99 CAN. This title goes on sale April 26.



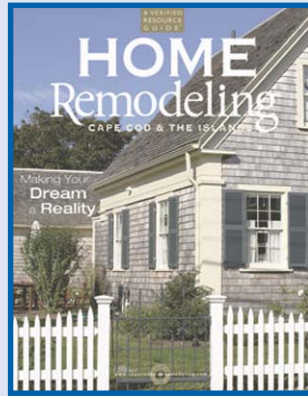
Success from Home (47955) is a specialized and focused national publication created to reach prospective customers and business builders of direct selling companies. This is a bi-monthly title published by VideoPlus, Inc. and is priced at \$5.95 U.S. It went on sale January 29.

More New Titles on Page 3

MORE NEW TITLES

Continued From Page 2

Home Remodeling Cape Cod & The Islands (49297) is a local resource to assist homeowners in negotiating the complexities of the remodeling process. It provides “before & after” features of local remodeling projects, info about the latest products, sound advice from area home-remodeling professionals, and a directory of verified contractors who can bring the customers’ ideas to life! This is a semi-annual title published by Northeast Publications and priced at \$4.95. It is on sale April 24.

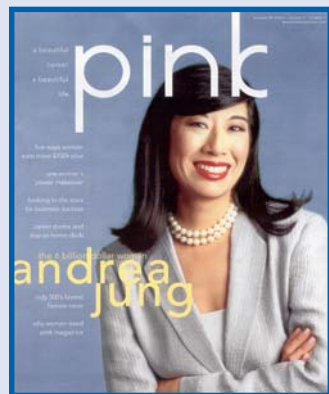


Beadstyle Walmart (46761) is a special one-shot Wal*Mart-only edition of Beadstyle, which is normally published under the 46772 bipad). Kalmbach Publishing, Co. has polybagged this issue with a 16-page insert showing Wal*Mart customers how to use beading products sold in Wal*Mart for beading projects. This is the leading how-to magazine for creating and designing fashionable jewelry. Priced at \$4.95 U.S. and on sale April 5.

Simply Beads (47193) is a luxurious new entry to the red-hot field of craft beadwork. **Simply Beads** brings inspiration, projects and advice to its readers as well as instilling confidence, satisfaction and pride in newfound skills. Each bi-monthly issue explores the mysteries of tools, terms and techniques to open up the pleasures of working with beads in everything from apparel to home décor. This magazine is published by DRG Texas, LP and went on sale January 11. It is priced at \$5.99 U.S./\$6.99 CAN/\$5.99 International.



Pink Magazine (48035) is a national title for professional women, addressing their specific needs and interests in business, financial management, life balance, health and fitness, and more! Articles run the gamut from career moms to profiles on the world’s most enterprising women. Priced at \$3.95 U.S./\$4.95 CAN. On sale February 24.



Knitting is Hot!

Knitting has once again captured America’s heart. In fact, **Creative Knitting (47081)**, published by DRG, is selling through the roof. As a Chicago Sun Times article, “In the Knit of Time”, recently stated, “About one of every five women under the age of 45 knew how to knit as of 2002, double the number of knitters in 1996, according to the Craft Yarn Council of America.”

No end to this growth is in site as celebrities continue to popularize the craft and stories continue popping up throughout the country to accommodate the growing trend. We look forward to Creative Knitting’s growing success!



IMPORTANT NEWS!

DEYCO

This November, Kable Distribution Services, Inc. purchased DEYCO Distribution Company. Effective immediately, the new name of the company is **Kable Specialty Services**, a Division of Kable Distribution Services, Inc. This transaction adds over 100 wholesale accounts throughout North America to Kable’s current roster of Independent Distributors, and is expected to provide immediate expansion benefits to many of Kable’s client publishers. The primary goal of Kable Specialty Services (KSS) is to support and grow businesses through the specialty wholesaler distribution network. Please contact Danny Byrne at Dbyrne@kable.com with any questions.

TRACE MAGAZINE



The publishers of **TRACE** magazine are delighted to announce that commencing immediately they are increasing frequency to eight issues per year. This represents an exciting new opportunity for existing and new advertising partners to reach **TRACE’s** dynamic, trend-setting readership of young influencers.

Founded in 1996 by Claude Grunitzky, **TRACE** is a Transcultural Styles and Ideas magazine that mixes music, fashion and art through cutting-edge editorial and photo spreads.

As creator of a new aesthetic for those on the forefront of international cool, **TRACE’s** bold and visionary style forms a unique voice that celebrates ethnic diversity and creativity through the works of world-renowned writers, photographers and artists.

Published eight times a year in the US and UK, **TRACE** is distributed in metropolitan areas across the nation and can also be found in 28 countries around the world.

A few upcoming issues:

- Issue 54: Styles Ahead! (MAR/APR)**
Street date FEBRUARY 28th
- Issue 55: Cinema Verité (MAY)**
Street date APRIL 11th
- Issue 56: Music Uncommon (JUNE)**
Street date MAY 23rd

HERE'S WHAT'S NEW

KABLE'S INFORMATION TECHNOLOGY DEPARTMENT

The Kable IT department is always hard at work, continuing to set industry standards. Here's a look at some of their latest initiatives:

NEWSSTAND SYSTEM DEVELOPMENT

The IT teams has been working hard to incorporate the new 'Deyco' business, which Kable acquired this past November. As a client, you will see what is now known as the Kable Specialty Services (KSS) Division broken out on all new reports and in allotment analyzers; KSS accounts are flagged with an 'S'.

In addition, the development of Kable's new Online Rep Room is underway and is scheduled for release in the first quarter of 2005. The 'Online Rep Room' will allow all clients to have access to chain and store level data analysis. We continue to release new reports under K-reports and look for your continued feedback. Several new Internet screens will also be making their debut in the first quarter of 2005. Watch for updates!

KABLE MEMBERSHIP FULFILLMENT SYSTEM (KMFS)

Bud Bergie, CIO of Kable News Company and his team have also been busy upgrading the KMFS system to allow for a broader range of functionality and usability by Kable customers. Recently, they completed the Internet enabling of this system as well as the following system enhancements:

Events Module - The events module has been enhanced and activated. This module is currently being used by the FMA to enable their members to register for conventions, sessions and food choices at their events.

Secured Online Account Lookup - Enables customers to view their Membership and Subscription status online. Customer must register an account prior to accessing personal data. Password reset capabilities (with "hints" for forgotten passwords) included.

Renewals - Following an Account Lookup, customers may renew their Membership or Subscriptions online.

Payments - Following an Account Lookup, customers may pay open credit items via credit card with real-time authorization.

Change of Address - Following an Account Lookup, customers may make changes to any of their addresses (Home, Business, Billing, Snowbird) and may also change which address is their "primary".

Currently underway:

Reports Analysis - The team is working to enhance reporting packages for the platform. Membership is up next, followed by Product.

Analysis of Integration with Order Power - Membership and Product teams are examining design options to directly link the Membership platform with Order Power, Kable's Product Fulfillment System. This will enable cross-channel sales opportunities and minimize redundant capabilities.

Kable Fulfillment Service's Image Archive Project

by Al Wieneke

I am pleased to announce that in June 2004, Kable Fulfillment Services contracted with BancTec to install their Pay Courier Archive (PCA2) System at all three Kable locations. The PCA2 system has now been installed in all of the three Kable locations, and is actively capturing all images that are being processed through the Pay Courier Imaging System. The purpose of the PCA2 system is to eliminate the handling of documents once the images have been captured, reduce document storage space, improve the process for retrieving documents for audits, and provide improved access for Customer Service inquiries and/or processing.

All images captured by the PCA2 system will be archived for a minimum of three years to allow Kable Fulfillment Services to meet the

requirements established by the United States Post Office, and the ABC and BPA audit bureaus. Kable Fulfillment Services has received written confirmation from all three organizations certifying that they will each accept the archived images for audit purposes.

Currently, only Kable Fulfillment Services personnel have access to the PCA2 system; however, there are future plans for a system enhancement that will allow clients to access their archived document via a secure interface. Today, access to the PCA2 system is available via Kable's intranet. Kable personnel have the ability to retrieve these archived images by using one or more of the twenty different query fields available, such as: matchcode, last name, zip code, batch number, etc.

New Employee

Dennis A. Dotson has accepted an offer to join Kable News Company as Manager of IL-PC Technology. Dennis's first day of employment was January 04, 2005.

Dennis is a highly motivated individual with IT management experience as well as several years of technical background. Dennis brings with him a unique style of management that focuses on people and team building, along with exceeding customer needs. His strengths include strong customer service skills, excellent verbal and written communication, and an ability to effectively lead people. Dennis has seen several challenging positions throughout his IT career, including Network Engineer, PC/LAN Supervisor, IT Manager for a 370 member attorney law firm in Chicago, and most recently, IT Service Manager for a network solutions provider that specializes in client management.



AT KDS, we are excited to learn that our list of titles belonging to Affinity Group Inc. publishing will be growing – a lot! Joining **Bass & Walleye Boats (47918)**, **Camping Life (47910)** and

Trailer Boats (47919), KDS will now be distributing the following AGI titles:

ATV Magazine (47915) – The World's Largest All-Terrain Vehicle Magazine! Published 6X per year and priced at \$3.99 U.S./\$4.99 CAN.

ATV Sport (47915) – The #1 Sport Quad Magazine - covers the action-packed world of amateur and pro ATV racing as well as sport and recreational riding. Published 16X per year and priced at \$3.99 U.S./\$4.99 CAN.

American Rider (47908) – Harley-Davidson Riding at its Best. Published 12X per year and priced at \$3.99 U.S./\$4.99 CAN.

Cruising Rider (47908) – A Lifestyle publication for the Cruiser Enthusiast! This title is on sale 6X per year and priced at \$3.99 U.S./\$4.99 CAN.

Rider (47914) – The premier motorcycle magazine for travel, tour and adventure. This title is published monthly and priced at \$3.99 U.S./\$4.99 CAN.

Snow Goer (47917) – As the magazine with "Attitude," **Snow Goer** is the inside source snowmobilers trust. This magazine is published 8X per year and is priced at \$3.99 U.S./\$4.99 CAN. *Note: This title is called "Snow Sports in Canada."*

MotorHome (47913) – **MotorHome** is written especially for the owners of motorhomes. This magazine is published monthly and priced at \$3.99 U.S./\$4.99 CAN.

Trailer Life (47911) – **Trailer Life** appeals to both trailer and motorhome enthusiasts alike. This title is published 2X per year and priced at \$3.99 U.S./\$4.99 CAN.

[more on page 5](#)

Chain Links

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

MARKETING NEWS

PEOPLE ON THE MOVE:

Jaime Geiger is the new buyer for GM/Magazines at **DUANE READE**, the ever-expanding drug store chain in the New York City area, (now with over 130 stores), almost half of which are serviced by Hudson News. Last November, **Melissa Gomez** took over as the buyer with responsibilities for magazines at **WAL*MART**. The previous buyer, **Wendy Quam**, has moved to another department in the corporate office, located in Bentonville, Arkansas.

CHAIN HAPPENINGS:

E.W. JAMES, a regional supermarket chain, purchased 10 **WINN-DIXIE** stores in Kentucky. **STATER BROS.** (headquartered in Colton, California) recently opened its 160th store in Bear Creek Village Center. The chain also has plans to open three additional "modern" stores in Southern California in the next six months. Sales increased 34.5% in fiscal 2004 over 2003, helped by the 20-week strike lockout in Southern California that drove the significant sales growth. **REDNER'S WAREHOUSE MARKETS** (in Reading PA) unveiled plans to open two new stores in Eastern PA, which would bring its total store count to 50 by the end of 2005. **FARM FRESH**, the Supervalu-owned regional chain in Virginia, signed a tentative agreement to purchase two **WINN-DIXIE** stores in the Hampton Roads area. Congratulations to **WEGMANS**, the Rochester NY-based supermarket chain, which recently earned the #1 spot on Fortune magazine's annual list of the "100 Best Companies to Work for". **MOLLIE STONE'S MARKETS**, the SF Bay grocery retailer with specialty food items, continues to expand as they recently opened their eighth store in the region. Number one retailer — **WAL*MART** — reported that same-store sales (for those open more than one year) increased 3% in 2004, much of the gains reported in the last five weeks of 2004, at +13.4%. Expected same-store

sales for January 2005 are forecasted to be between 2 & 4 per cent. The chain also announced it will enter the New York City market with a store in Queens in the next few years. Drug chain **BROOKS** and its parent company, **The Jean Coutu Group**, report a significant boost in their second quarter revenues from the integration of the 1,539 **Eckerd** stores purchased in 2004. Also, same-store sales increased 3.5% in the non-Eckerd **BROOKS** stores in the last reported quarter of 2004. **K-MART & SEARS, ROEBUCK & CO.** announced consolidation plans, with more details to follow in the months to come. **Ahold U.S.A.** agreed to sell its **BRUNO'S & BI-LO** supermarket chains in the Southeast to **Lone Star Funds** for \$660 million. Finally, as we go to press, it appears that the three major chains in Northern California (**SAFEWAY, KROGER & ALBERTSONS**) have averted a grocery worker strike by 30,000 unionized grocery workers. We all remember, that in early 2004, a similar strike crippled these three same supermarket chains in Southern California, affecting magazine deliveries to stores, consequently decreasing periodical sales in that heavily populated area of the U.S.

WINN-DIXIE STORES, HEADQUARTERED IN JACKSONVILLE FLORIDA, FILED FOR CHAPTER 11 on FEBRUARY 21, 2005. The action was taken to improve the operations and financial performance of the 920 Store Supermarket chain. AndersonNews, the exclusive magazine wholesaler for **WINN-DIXIE**, delayed scheduled magazine deliveries on February 23rd with a promise to resume normal service within a week. Anderson also plans slight adjustments for future orders to accommodate the bankruptcy.

Have some industry news to share with Kable? Please contact Rick Bohs at rbohs@kable.com with any Chain Happenings or People on the Move!

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

We are pleased to announce that the 2005 Kable Client Conference, Connections ... Helping You Connect With Customers In Powerful New Ways, will be held at the beautiful Grand Geneva Resort and Spa in Lake Geneva, WI. Mark your calendars with these dates: September 12 - 15, 2005 ... you will not want to miss this event!

All of us on the conference planning committee are working very hard, organizing what we hope will be the best Kable Client Conference ever. We are assembling a group of well-known, respected industry leaders who will share their insights and ideas with us. We will show you our newest service offerings and technologies as well as solicit your input and direction for future enhancements. And of course, we will have many opportunities to relax, play and enjoy each other's company.

So whether you join us to renew old friendships, or network to find new ones, to learn more about our dynamic industry and the role Kable plays in it or to make suggestions to further improve our service, plan on enjoying the camaraderie of your peers, learning from the industry's finest in an idyllic setting nestled in the rolling hills of Lake Geneva.

To learn more about Connections 2005, and to pre-register online, simply visit our web page at www.kable.com/clientconf/2005/advregistration.asp. We are all looking forward to seeing you in September!

AT AGI, continued from page 4

RV Buyers Guide (47911) – The ultimate source for information on buying your new RV. This title is priced at \$6.99 U.S./\$8.99 CAN and is published 2X per year.

Woodall's RV Buyers Guide (47924) – is the best source of information whether you're dreaming about buying a new RV or are actively shopping. This title is published 2X per year and priced at \$6.99 U.S./\$8.99 CAN.

The Woodall's Campground Directory (47921) is the most complete and reliable source of campground, service center and attraction information available. This title is priced at \$9.95 U.S./\$14.95 CAN.

Woodall's 2005 Tenting Directory lists over 4000 tenting campgrounds across North America. This title is published 2X per year and is priced at \$12.95 U.S./\$16.95 CAN.

Watercraft World (47920) – The #1 Personal Watercraft Magazine! This magazine is published 6X per year and priced at \$3.99 U.S./\$4.99 CAN.



SPOTLIGHT ON A PUBLISHER



The Creative Group, the East Coast's premiere postproduction facility, has acquired Starlog Group Inc. and the New York company's flagship genre magazines, Fangoria and Starlog. Norman Jacobs, who founded Starlog Group in 1976, announced the acquisition this fall and will continue on as the company's president and publisher.

In addition, the acquisition will lead to the launch of FangoriaTV (www.fangoriatv.com) next month, an all new lineup of genre programming that will be carried in high definition in 4 million homes on In Demand's INHD cable service (www.inhd.com), as well as in 5 million college dorms as part of National Lampoon Networks (www.nationallampoonnetworks.com) in a standard signal broadcast. A rapid expansion and market penetration for FangoriaTV is expected over the next two years.

Kable Distribution Services talks with Norman Jacobs and gets an inside look on the future of Scary Business. Diana

Grossman reports:

KDS: Tell us a little bit about yourself, Norman. Where are you from?

NJ: I was born in New York. I attended the Pratt Institute of Brooklyn College. New York is my town, and I will be here forever. Museums, Broadway, shopping, culture — it's all right here at your fingertips!

KDS: There must be a lot of fodder on these streets for your magazines.

NJ: Absolutely. I started my own company in 1969, which eventually evolved into Starlog in 1976. There had been a StarTrek convention at the old Commodore Hotel, and there were thousands of kids hanging out, just hoping to get in. The show had already been off the air ten years, so clearly there was a market for science fiction. I took the "Star" from the show's name and paired it with "Captain's Log." Starlog was born!

KDS: So how did horror make its way into your company?

NJ: We ran some horror articles in Starlog in '78 and got tremendous enthusiasm from our readers. It was time to launch another magazine. We took "Fang" and "Gore"...and Fangoria came to life in 1979, beginning with six issues per year (currently 10).

KDS: You also do a lot of Hollywood tie-ins. Can you talk a little about that?

NJ: That's right, we do a lot of one-shot magazines, thanks to a great deal of Hollywood connections. In fact, we were one of the first to license major movies and turn them into official magazines, beginning with the first official Star Trek publication. All told, we have published 300-400 movie tie-in titles, including Deep Space 9, Voyager, and Star Trek - The Next Generation.

KDS: How has the company evolved over the years?

NJ: We have responded to consumers' changing tastes. Over the last couple of years, science fiction has been on the decline. This year, things are looking up thanks to releases such as War of the Worlds, Star Wars, Batman...it's an exciting time!

KDS: There have been a lot of scary movies out lately. How has this affected Fangoria?

NJ: Over the past 4 years the horror industry has grown dramatically thanks to an ever-expanding audience. We see through rising DVD sales that horror films are a major contributor to movie stores' bottom lines. At Fangoria alone we have 8 DVD's scheduled for 2005. In fact this push is what motivated me to break out into 21st century technology. That is why I have hooked up with The Creative Group.

KDS: How does the Creative Group plan to help Starlog move into the future?

NJ: They are a group of young, entrepreneurial New Yorkers with the knowledge, vision and resources to get the job done. The Creative Group has the largest HD TV pre-production facility on the east coast and 3 CGI rooms that house the best talent on the East Coast.

KDS: So, what's next?

NJ: Our plan is to launch a Fangoria Horror network this spring on the National Lampoon network! Over 4

million homes will have access, and we hope to reach 15 million in the next few years. There is a need for this type of programming.

KDS: When did you hook up with Kable?

NJ: I hooked up with Kable in 1969. Right now, I am the longest running publisher at Kable News Company. For 36 years, Kable has remained loyal through good and bad times. They have a hard-working team of seasoned professionals that have helped Fangoria evolve. As we generate more subscriptions through the television network, Kable will of course remain in charge of our subscription/fulfillment business. They do a good job, and are always improving efficiency.

KDS: Any parting words?

NJ: This is an exciting time for all of us. There is new technology brewing up somewhere right now, and we plan to be on the cutting edge of it all.

For more information on Starlog please contact account executive Stacy Pollione at Spollione@kable.com.



KABLE NEWS INTERNATIONAL OPERATION

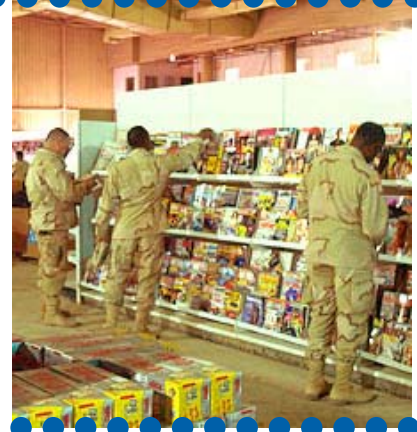
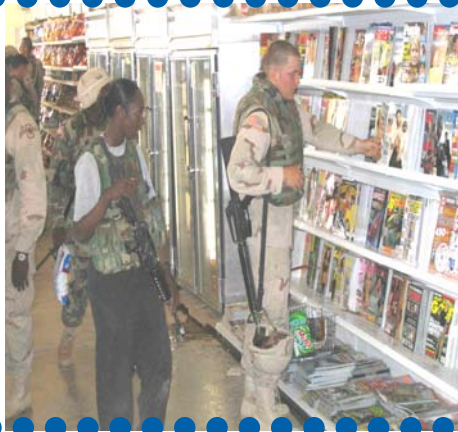
ANOTHER SUCCESSFUL BRITISH PRESS MEETING

On Tuesday 30th November, 2004, Geoff Ward, Managing Director of Kable News International operation met with 23 of our International Distributors during the 23rd annual British Press Christmas meeting, held in London at the New Connaught Rooms. The discussions were focused on the effective sales development and marketing of our client publishers' magazines in International markets. The all day meetings were a great success and served to forge even closer working relationships with our International distributors.

A THANKS FOR THE BEST AND LATEST

US soldiers in Iraq recently sent their thanks to our Distributor, PMG, for insuring they get the best and latest publications from the United States. Pictures below are from Mainline Magazine Rack - Tallil Adder Airbase, one of the largest Permanent Facilities in Iraq, and from Camp Cooke, Taji Iraq.

The 1st infantry Division, which has been serving in Iraq, is scheduled to rotate back to their bases in Europe in late April early May. This is the second tour of duty for this division. AAFES is holding a "Welcome Home" promotion for these brave soldiers, (approx 13,000). Although permanently stationed in Europe with their families, they are our loyal customers and truly appreciate the growing number of magazines published by many of Kable's publisher clients.



EGW is rapidly becoming the go-to publisher for natural living information and crafts. Two titles in particular are making serious waves!

Veggie Life (45861) is the nation's premiere vegetarian cooking magazine for today's health-conscious consumer—a seasonal commemoration of "Good Food for Good Health." Every issue features exciting tips, techniques, recipes and remedies from cooks, chefs, dietitians, and other health experts on great new ways to prepare creative plant-based cuisine, implement diet programs, and use healing foods for an improved and vibrant lifestyle. Priced at \$4.99 U.S./\$6.99 CAN.



Founded in 1978 and published four times a year, **The Herb Quarterly (45864)** brings readers the joy of herbs with each new season. Each issue introduces readers to new herbs and fascinating herbal lore; provides tips on hard to grow varieties and medicinals; showcases gardens from around the world; and tempts the palate with seasonal menus and tantalizing recipes built around herbs and edible flowers. Priced at \$5.99 U.S./\$7.99 CAN.



KABLE'S BACK PAGE

Are You Up to the Challenge?

All American Crafts is putting together a special issue of The Quilter called **The \$100,000 Quilting Challenge (46795)**, on sale 6/21. The Summer '05 issue will be priced at \$5.99 U.S./\$7.99 CAN. This quarterly title will enlist the talent and creative energy of the everyday quilter. It is a surefire way to engage textile artists from across the globe. By challenging their creative vision and ability by competing on an on-going basis, participants have the opportunity to score both an international reputation and a cash reward!

Did You Know?

Paintball Sports (47285) is the fastest growing magazine devoted to the world's fastest growing action sport! Every month, readers receive cutting-edge articles and full-color photos that capture the true essence of the sport of paintball at every level, from the woods to the tournament fields. They provide readers with in-depth coverage of the hottest people, players, products and events, while increasing the general public's awareness of this rapidly growing sport. World-class photographers and top paintball journalists are onsite covering all the major tournaments and the year's biggest games.



Paintball Sports Magazine is a hit with paintballers from coast-to-coast across the U.S. and in Canada. In the last 6 months Paintball Sports has almost tripled its over-the-counter sales! This is a monthly title, priced at \$4.99 U.S./\$6.99 CAN.

Camping Life gets a Whole New Look!

Camping Life (47910) invites you to visit the destination, product and lifestyle magazine for America's family campers! From tent to truck to trailer camping, **Camping Life (AGI)** covers the full spectrum of family camping. A brand new cover design will debut with the Mar/Apr issue, which will be poly-bagged with the annual Towing Guide. The Towing Guide includes information and instructions for every part of towing. \$4.99 U.S./\$6.50 CAN.

Archie

NEW AT ARCHIE!



Add another hit to the Archie Comics family! **Sonic X (46971)** features the adventures of **Sonic X** and his madcap gang. It's 32 pages of pure fun! This title is on sale June 6 and is priced at \$2.19 (U.S.) and \$2.59 (CAN).

New and Improved!

Things are changing over at Archie! While devoted readers can look forward to the same sidesplitting antics, the names of some favorite titles are about to change. Here is what you need to know:

Laugh Digest (46852) will become **Tales From Riverdale Digest**. The new title will begin after issue #200, which went on sale March 1, 2005. **Tales From Riverdale Digest** will go on sale April 12, 2005.



Jughead with Archie Digest (46851) will become **Jughead & Friends Digest**. The former title name will end with issue #200 (on sale March 15, 2005). **Jughead & Friends Digest #1** has a scheduled on sale date of April 26, 2005. The bipads will remain the same, as will the \$2.39 (U.S.) and \$2.89 (CAN) cover price.



Betty & Veronica - Fashionistas at Heart!

You bet! **Betty & Veronica Spectacular #69 (46963)** is getting fashionable with an all-new look inspired by women's and teen magazines! Hot on the heels of the Betty & Veronica fashion line made exclusively for Kitson - the boutique where the chic and the Hollywood elite love to shop - comes the most fabulous fashion news of the season. Girls can now get the scoop on the coolest clothes, hottest celebs, and latest trends from Betty and Veronica! Not to mention advice on how to avoid the mean girls and win the hearts of their favorite boys. This title shipped 2/9 and is priced at \$2.19 (U.S.)

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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



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