



**Kable News
Company, Inc.**

Connections

Dear Kable Clients,

At Kable News Company, the fall has always been a time for renewal. Perhaps it is the changing leaves and cool weather that inspires us, or even the anticipation of spending time with friends and family during the upcoming holidays. Regardless of origin, the desire to build and create, renew and strengthen remains strong throughout each division of the company. From single copy distribution to systems technology to magazine and product fulfillment, new bonds are being formed, creativity is on the rise, and a renewed sense of dedication to our growing roster of clients is clear. While personal service for each and every one of Kable's clients has been a hallmark of the company for over 70 years, it is the ability to look at things with a fresh eye that keeps attracting new clients to our expanding business.

Just where do we get our energy? We think the buzz around the office is a direct response to all of the incredible developments that have taken place throughout the organization over the past few months. Technologically, Kable is using its resources to improve the quality of service to our clients. Our Core system rewrite for our newsstand distribution division boasts many features that are a direct response to the wants and needs of our publishers. In Colorado, Kable has completed the construction of its [Data Center](#), which will include 25 servers.

Fall 2003

Issue *Highlights*

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Kable News Company
641 Lexington Avenue
New York, NY 10022

By the time this newsletter reaches your hands, we will have also installed an upgraded network in our Mt. Morris facility in order to satisfy increasing demand. [See page 7 for more details.](#)

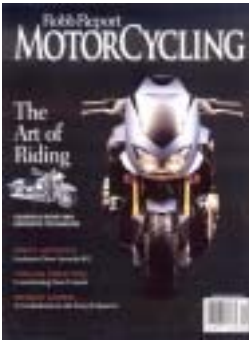
But we're not the only ones making headlines these days! As it turns out, the growing success of Kable's product line has not gone unnoticed by the media. [Archie and the Gang showed up in the fashion section of the New York Times](#) last summer, reminding us all how deeply Archie is imbedded in the hearts and minds of our culture. Several titles are celebrating milestone anniversaries, while others are breaking records with enormous sales.

We would like to take this opportunity to thank all of Kable's clients and partners for their unending support over the years. Through your hard work and dedication, you have gone a long way to making our job a whole lot easier, as well as rewarding. We look forward to continued success.

Sincerely,

Michael P. Duloc

New Titles



The publishers of *Robb Report* magazine bring you a bold new two-wheel lifestyle-based publication that takes the interests of this emerging audience to the next level. **Robb Report Motorcycling (48173)** is dedicated exclusively to the best of everything that two wheels have to offer. **Robb Report Motorcycling** is priced \$5.99 U.S. / \$7.99 CAN. and is due to go on sale February 10, 2004.

Raijin Comics Magazine (45601) is a monthly magazine (Japanese comics) anthology series, which made its debut December 2002. **Raijin Comics** is now set to expand to all avenues of distribution with its 2004 issue. It features 232 pages of explosive storytelling. This title is priced at \$5.95 U.S. / \$8.95 CAN.



In acquiring **WORTH (48172)**, CurtCo Robb Media is joining the market strength of **WORTH** with the unwavering influence of *Robb Report* magazine, the world's leading luxury lifestyle publication. As the much anticipated **WORTH**, this new publication will dazzle readers by leveraging the financial acumen and investment expertise of **WORTH's** editors, contributors and columnists

as wells *Robb Report* management's in-depth knowledge of this demographic's lifestyles, interests and concerns. The December issue of **WORTH** is priced at \$6.00 U.S. / \$8.00 CAN. and will go on sale November 18, 2003.

Direct from the founders of *Home Theater Magazine* and the publishers of *Robb Report Home Entertainment & Design* magazine comes **Digital TV (47174)**, a quarterly publication. Over the last decade, DVD and digital satellite TV has drawn consumers into stores by the millions to buy their own personal home entertainment systems. **Digital TV** is the only



magazine that focuses on televisions! **Digital TV** is priced at \$5.95 U.S. / \$7.95 CAN and is on-sale January, 2004.

Woodworking for Women (47076), published by All American Crafts, is the only title of its kind – written by women, for women. The magazine gives inspiration, projects and advice to this unique and rapidly growing audience of women—instilling confidence, satisfaction and pride in new found skills and completed projects. Each bi-monthly issue explores the mysteries of tools, terms and techniques to open up the pleasures of working with wood. The March issue is on sale February 10, 2004, and is priced at \$4.99 U.S. / \$5.99 CAN.



People, Places & Plants (46700), published by People, Places & Plants Inc., gives detailed information about selecting and growing plants as well as garden centers, landscape design and profiles about plant enthusiasts. Gardeners are attracted to the magazine for the plant information, but come back for the feeling of a “gardening community” that they get in this regional targeted magazine.

People, Places & Plants went on sale July 29, and is priced at \$4.95 U.S. / \$6.95 CAN.

Bucks (48315) alludes to both “money” and “Bucks County, PA.” Throughout the glossy pages of this beautiful title, savvy readers will indulge in exotic travel features, high-end fashions, outdoor adventures, music and a lot more. This bi-monthly transition title went on sale this past June. **Bucks** is priced at \$5.00 U.S. / \$7.50 CAN. and is published by Bucks Media.



Starlog Presents Fantasy Worlds (43033), on sale November 18! Set to release in conjunction with Peter Jackson's final part of his movie epic based on The Lord of the Rings trilogy, this is the third, all-new volume in its top-selling FANTASY WORLD series. It features amazing coverage of the eagerly awaited finale. Cover Price: \$7.99 U.S. / \$11.99 CAN.

[More New Titles on Page 3](#)

More

New Titles



Continued From Page 2

The new **Indy Car Series 2003 Review (48849)**, published by Racer Communications, will celebrate Indy Racing's new heroes and the storied history of Indy Car Racing, bringing to life the human story of Indy racing. The season review will include an in-depth profile of the IRL championship-winning driver and team, history of past champions, ranking of all the IRL drivers for the season with profiles and statistics, race-by-race season recaps, 2004 IRL schedule of races, and a technical assessment of the Indy Car Series cars and engines all interspersed with brilliant photography!

On-sale November 11, 2003. Cover Price: \$4.95 U.S. / \$5.95 CAN.



New at Archie

Archie's Double Digest #147

What's better than a digest full of those teen-dream queens Betty & Veronica? A double digest full of them! Featuring new stories and classic tales. On sale: November 4. Cover Price: \$3.59 U.S. / \$4.29 CAN.



Betty & Veronica Spectacular # 63

"Best in Show?": When Betty has to watch her aunt's cuter-than-cute dog, Veronica suffers from attention deficit! How can Veronica compete with a canine and regain her position as the center of attention? By getting her own dog, of course... a show dog at that! On sale: November 4. Cover Price: \$2.19 U.S. / \$2.59 CAN.



Holiday Fun Digest #8

'Tis the season to be jolly as Archie and his friends celebrate in true holiday style! Archie and crew have long displayed their holiday spirit, and now through the magic of this digest series, many of the Christmas classics of old are re-presented along with new Yuletide tales. For example, "Here We Come A-Caroling": Archie and his friends work some Christmas magic when their caroling crew becomes a full-fledged caravan! On sale: October 28. Cover Price: \$2.39 U.S. / \$2.89 CAN.



KABLE NEWS HISTORY

In 1993, the acquisition of the Capitol Distribution Company enhanced Kable's newsstand business, increasing the company's distribution by 15%.

In January 1995, Kable acquired Fulfillment Corporation of America (FCA) located in Marion, Ohio to expand its locations for Fulfillment operations beyond the Mt. Morris, IL. location. This acquisition made Kable the third largest subscription company in the United States.

In April of 2003, the acquisition of EDS's fulfillment division (previously known as Neodata) further solidified Kable's stand as a leader in the fulfillment world, resulting in a significant change in market share and giving Kable a third location in Louisville, CO. The acquisition of EDS Fulfillment business enabled Kable to access an entirely new labor market, and added some very prestigious clients to Kable's roster.

The Kable of today is a full service circulation company, with over 1500 employees. Kable is capable of providing all the circulation needs of its publishers, including newsstand distribution, direct to retail, subscription fulfillment, lettershop services, product fulfillment, list services and graphic services. Kable currently has over 600 magazines in its newsstand division, comprised of more than 200 customers and over 300 publishers - including over 800 titles - in its Fulfillment Division.

Since its inception over 70 years ago, Kable has continued on a steady path of growth. A focus on teamwork that extends from Kable employees to our long list of clients and partners has proven to be the critical ingredient in our formula for success. Kable looks forward to bringing new and innovative ideas to today's highly competitive marketplace.

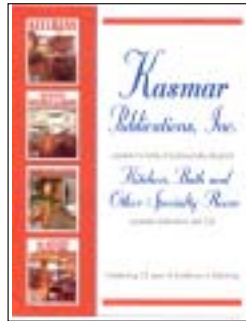
RENEWED DISTRIBUTION CLIENTS:

- GENRE
- SCOTT PUBLISHING
- BECKETT PUBLICATIONS
- AMERICAN SNOWMOBILER

THE KABLE WIRE

KASMAR PUBLICATIONS

Kasmar Publications, Inc. celebrates 25 years of excellence in publishing. Presenting a family of professionally designed kitchen, bath and other specialty room publications, **Kasmar** creates magazines for those who want to do things right. The objective of these magazines is to provide the public with factual design information and showcase professional designs completed by professional designers. Kasmar has gone from two beautiful annual magazines to one bipad (**47509**) that features 4 issues per year. Professional Designers Presents *Kitchens, Designer Kitchens & Baths, Designer Bath* and the *Kitchen Collection* are expected to have sell-throughs in the 65% range! For more information on these titles, please contact your Kable rep.



EQUINE JOURNAL

Equine Journal (48565) is an all-breed, all-discipline publication for horse enthusiasts in the Northeast and beyond. As a regional publication with national recognition they have earned a large and loyal following.

Readers love to browse for their dream farm in **Equine Journal's Real Estate Showcase**. With over 20 pages of properties for sale, it is the region's largest resource for equestrian properties. Their in-depth calendar is a great tool for readers to locate horse shows, clinics and other equestrian events in their area. The classifieds are second to none with everything a horse owner might be looking for.

Don't miss their upcoming issues! October will feature excellent topics of interest to a broad audience. Enjoy



an exciting *Equine Affaire* preview, endurance trail riding and suggestions for easy barn upgrades. In November **Equine Journal** will focus on the upcoming holiday season with the first of two gift guides. They will also be taking a detailed look at exciting careers in the Equine industry.

For more information on this fun, informative magazine call 1-800-742-9171 or check out their website at www.equinejournal.com.



WINGS MAGAZINE – COLLECTOR'S ISSUE!

REPUBLIC PRESS celebrates the 100th Anniversary of Flight with this blockbuster special issue featuring innovations never before seen in the pages of this publication! **Wings (49045)** is on sale November 1, 2003.

SOPHISTICATE'S HAIRSTYLE GUIDE

The 25th Anniversary Issue of the highest-selling hairstyle magazine ever published hit newsstands on September 23. This issue of **Sophisticate's Hairstyle Guide (46846)** will contain over 30% more pages, all four-color, and many special spectacular celebratory features.



GUIDEPOSTS

Kable Fulfillment Services has signed an agreement with **Guideposts** to provide a dedicated team of CSR's to assist with their customer service work. Specifically, Kable will be answering telephone calls and helping respond to e-mail inquiries. The first CSR training class started in July and the entire team was fully implemented in September. Mike Blaine, Director of

Customer Service, Kable Fulfillment, said, "We are very excited about the opportunity we have been given to partner with an outstanding organization like **Guideposts**. We are looking forward to developing and maintaining a long-term working relationship with them."

GREAT SUCCESS FOR ARCHIE!

Congratulations to Archie and the gang on an exciting time! On August 17, a six-page full-color spread of Betty, Archie, Veronica, Jughead and their friends appeared in the New York Times Magazine, "Fashion of the Times." Thanks to heavy media coverage and Archie's recent announcement of a deal with Miramax Films to produce a live action film and merchandising, Archie is more popular than ever!



TRACE MAGAZINE

Trace Magazine (48821), the fashion, music and art lifestyle magazine, has announced plans to publish a special issue that is focused on Mexico. **Trace** is the first publication that focuses on transculturalism, an international trend where ethnically diverse people share common tastes in expression, fashion, and lifestyles. **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. This issue is on sale December 10, and is priced at \$4.99 U.S. / \$6.99 CAN.

More The Kable Wire on Page 6

Chain Links

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

MARKETING NEWS

WAL*MART Canada endcaps were in place by mid-September (where there are now new positions for *Taste of Home*, *Taste of Home Specials* and *Paintworks* as well as *Archie Digest Library*).

STAPLES (Business Depot) The Robb Report will have new checkout racks. They have been finalized and are expected to be in stores by Mid-November.

A&P Canada has also finalized its pay-to-stay digest adapter and that installation is expected to begin in mid-November. *Archie Digest Library* will be continuing its participation in that program.

INDIGO BOOKS/CHAPTERS have put together a new spinner rack for teens. The new program is expected to be finalized and in stores by end of November. *Archie Digest Library* will be participating in that program.

Mags Plus is shutting down operations in Modesto, Ca. Owned by Anderson News, they will give up over 300 7-Eleven stores and 66 independents. These stores will be serviced by Milligan News of San Jose, Ca., News Group in Sacramento, Ca. and Tulare News in Visalia, Ca.

Safeway Canada experienced a strike in late September by its union personnel, and Safeway will consider selling all of their Canadian stores.

CHAIN HAPPENINGS

GRISTEDES, the New York City based chain, announced its intention to purchase **KINGS SUPER MARKETS**, the 27-store New Jersey chain.

A&P closed the remaining 23 stores in its Wisconsin division. **KOHL'S**: The 71 stores of **MINYARDS**, based in Texas, are now being serviced by **The News Group**, Grand Prairie. They had previously received magazines from **Anderson News** in Dallas. **FIESTA MART's** 49 stores switched their magazine distribution from **News Group** Houston to **Anderson** in Dallas.

It's now official, **W.H.SMITH's** U.S. airport division has been sold to the **Hudson Group**. The September 19, 2003 NY Times reported the selling price is \$66 million.

PENN TRAFFIC CO. is now under Chapter 11 bankruptcy protection. It is looking to sell all of its supermarket divisions, which include **Big Bear**, **Quality Foods**, **Bi-Lo Foods** and **P & C Markets**.

Walgreens is rolling out a national Feature Title Pocket program across 4191 stores. The program will begin on October 7, 2003, and the cost is \$25,146 or \$6 per pocket. Chas.Levy has won the right to administer this program.

NEW BUYERS

KABLE welcomes the following new buyers, and we look forward to working with them to improve client sales and profits.

SHAW'S SUPERMARKETS – Steve Perry

RALPH'S SUPERMARKETS — David Talmage

KROGER Corporate — Lance Parsons

7-11 Canada – Jeff Ring

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 NEWS

KUWAIT

With the exception of the presence of some military forces in the hotels and other public places, there is no visible consequence of the Iraqi war in Kuwait. Nevertheless, the war has had economical consequences. Many expatriates returned home, weakening the consumer market. Some shops have closed, and restaurants and hotels are suffering from a lack of customers. As of late, the country has been considered reasonably safe, and people are slowly starting to return. The war came at a moment when the country enjoyed a significant growth of its non-Kuwaiti population. Unfortunately, this trend has stopped for the moment. A remarkable 93.7% of the Kuwaiti working population still remain employed by the public sector. The government is concerned by this high proportion and has implemented a variety of measures to push its nationals entering the private sector.

BAHRAIN

As in Kuwait, expatriates living in Bahrain were encouraged to return back home. It has also stopped the tourist flow of Saudis who were relied upon for the money their tourist dollars put back into the economy. Slowly, they have begun to return, much to the delight of shops and hotels throughout the city. However, the rate of hotel occupancy remains low. The business people of Bahrain are hoping that the winter season brings back most of the former expatriates.

Censorship has become stricter on moral issues, especially regarding images. The influence of Islam is taking a higher precedence, little by little. No member of the coalition is as visible here as they are in Kuwait. The local press has expressed concern about the ability of the “liberators” to win the peace, recognizing that the former regime in Iraq was “brutal” and had to be ousted but at the same time reminding the people that it had instilled order to the population.

MORE THE KABLE WIRE *Continued From Page 4*

AUGUST HOME JOINS KABLE DISTRIBUTION SERVICES

August Home, publisher of five spectacular niche magazines, has made the transition to the Kable Distribution Services family. With quality design and editorial, each and every title has a flavor all its own, all offering the hands-on enthusiast something that he/she can really use. From woodworking to gardening and cooking, August Home covers some of the most popular hobbies in North America.

To fully understand the success of August Home Publishing Company, one would have to step back in time to 1978, when founder Don Peschke’s interest in woodworking began to take hold. Disappointed with the lack of helpful information on the



subject, he launched his own woodworking title – *Woodsmith*, an 8-page pamphlet. The response was enormous and the magazine – along with its readership – grew quickly. Before long, August Home began to expand its vision beyond woodworking, and *ShopNotes* (a magazine focused on woodshop jigs) was launched. *Garden Gate* (a guide to home gardening and design) and *Workbench* soon followed. *Cuisine at Home*, created for both the novice and professional cook, is the most recent addition to the August Home family.

August Home currently employs 125 professionals, with a combined circulation of 1,200,000. Based in a beautiful colonial style building in Des Moines, August Home takes great care to ensure that every technique, design, project and recipe is tested and experienced prior to publication. A casual atmosphere combined with a fierce dedication to quality has proved to be a winning combination for August Home.

Here is all of the information you need to know to insure a smooth transition:

<u>Title</u>	<u>Freq.</u>	<u>Current UPC</u>	<u>1st KNC Issue</u>	<u>On-Sale</u>	<u>Price</u>
Workbench	6X	0-71896-48440-3	December	11/4	\$4.99
Woodsmith	6X	0-71896-48442-7	January	12/2	\$4.95
Shopnotes	6X	0-71896-48444-1	December	11/11	\$4.95
Cuisine at Home	6X	0-71896-48446-5	December	11/11	\$4.99
Garden Gate	6X	0-71896-48447-2	December	11/4	\$4.99



HERE'S WHAT'S NEW AT KABLE

TERMINAL SERVER TECHNOLOGY

Kable has entered the 21st Century with state-of-the-art imaging equipment and software applications. This processing enhancement gives us a significant competitive advantage by improving our ability to process our client's media faster and more efficiently. Keying from images into predefined fields has improved our speed and just as importantly, our accuracy.

The next generation of technological improvements combines the Imaging system keying from images with the Internet. The PC Support/Technology Group researched a variety of options that would enable remote keyers to access our imaging system through the Internet and key images as though they were sitting right beside our employees. With the installation of a Terminal Server, we have the capability to add an additional 70 keyers from a variety of locations. In essence, we have a virtual workforce that is working beside us even though they may be located as far away as Colorado or as close as home workers in our own community.

During Marion's first year working with Highlights For Children's (HFC) in peak processing season, they have utilized keyers from the Mt. Morris facility to remotely key images from the Marion imaging system while Marion keyers were used to key hard copy documents for a special Teacher mailing. With the addition of Kable Colorado and the advent of terminal server technology, the three locations will have the ability to share keying resources without physically transporting hard copy media.

WEB DEVELOPMENT SYSTEM ENHANCEMENTS

Online Cage Summary: This application was enhanced to provide a "Last Business Date" option when selecting a reporting period.

Online Web Transaction Summary: This application was enhanced to provide a "Download Option" to save reporting results in a standard CSV file which can then be brought up in MS Excel for further evaluation or manipulation.

PROGRAMMING UPDATE

As announced this spring, Kable Distribution Services continues to work on the core system rewrite. September 22 marked the beta test release of the allotment analyzer. This application provides the user with the ability to analyze past orders, view current orders and post order changes. This application will replace the current galley (M104) reports used by publishers and consultants and the M310 report used by the Kable field personnel. This is the first application to be released under the new system. It is the direct result of a spring user group meeting where publishers requested the ability to view order

history, current orders, chains serviced by the individual agency (including number of stores), and authorization information all in one application. Publishers also requested to have the ability to enter new orders. Expect more to follow. For further information, contact your Kable account executive.

NEW HARDWARE INSTALLED IN COLORADO

Kable has completed the construction of a Data center in our Colorado facility. All UNIX and INTEL applications will operate from this data center following conversion from EDS servers. We have currently migrated three distinct waves of applications to the hardware in this data center, and we are scheduled to be completed with the migration by December 15, 2003. Approximately 25 servers and a 3 TByte SAN are in the new data center. We are also currently installing an upgraded SAN in our Mt. Morris facility in order to satisfy increasing data storage demand. The new SAN is an IBM 4 TByte unit and is expected to be fully in production by the end of October, 2003.

KABLE DIRECT MAIL SERVICES

Did you know that Kable is a full-service direct mail vendor? We provide turn-key services from list processing and mailing to graphic services and printing. And we do it all quickly, accurately — and at a price that is very competitive.

What's more, when you choose Kable for your direct mail needs, you get more than your typical print company's coordinator. You get someone who is also an expert in Kable's order processing needs, finder numbers and postal requirements.

Whether you mail a few thousand or a few million pieces — whether you use self-mailers, billboards, voucher packages, catalogs, or traditional envelope packages — we can review your current pieces and suggest ways you can save on production or mailing costs. Make your job easier — let Kable help you with your next mailing!

For a brochure that lists all the services we can provide, please contact us at (800) 800-7451. We would be happy to provide a proposal for your entire project — from preparing your mailing lists to dropping the pieces in the mail!

Thank you for considering Kable!

NEW FULFILLMENT CLIENTS:

Worth
Digital TV
SFO - Stock Futures and Options
Milwaukee Home
The Maine Times
Air Brush Action

KABLE'S BACK PAGE!

POWERBOAT MAGAZINE SNEAK PREVIEW

Powerboat Magazine (46709), the premier magazine for performance boating, will be featuring a poly-bagged premium with the Oct/Nov issue. This double issue is traditionally the best-selling issue of the year, with its award-winning photography of the SNEAK PREVIEW 2004 NEW MODELS. The premium—a stunning 12-month 2004 calendar featuring two of the finest boats in performance boating—will be poly-bagged on the back of the extra-thick double issue. This issue will be on sale for eight weeks!



sale November 4, and priced at \$6.95. This special issue is closely followed by its regular December issue, on sale November 11, and then (this year) its special 70th ANNIVERSARY Jumbo issue (January 2004, on sale December 9), specially priced at \$5.95. All three issues of this venerable hobby title are characterized each year by significant sales jumps over previous issues during the year.



“NEOPETS - THE OFFICIAL MAGAZINE”

Beckett Publications is coming out with yet another special title destined to be a blockbuster newsstand seller! This time, it's “**NEOPETS - THE OFFICIAL MAGAZINE**”, which is all about the latest Internet craze among millions of girls and boys in the U.S. and Canada. Priced at \$9.99, the first bi-monthly issue went on sale

September 16, 2003 as a special under the Beckett Anime Collector (48257). This will be followed by issues scheduled to go on sale November 11 and December 30, 2003.



BEAD & BUTTON'S ANNIVERSARY

This December, keep your eyes peeled for **Bead & Button's (46772)** 10th Anniversary issue, scheduled on sale November 4. This huge issue with a special U.S. cover price of \$6.95 will translate into enormous sales and profits.

ASTRONOMY IS POLYBAGGED

Both the December and January issues of **Astronomy** will be polybagged, thanks to the special give-aways enclosed in both issues. The December issue will feature a giant Cosmos Tour poster. Profits are expected to be high thanks in part to an increased cover price (from \$4.95 U.S. to \$5.50 CAN.) effective with the January issue.



HIGH SEASON FOR MODEL RAILROADER

Kalmbach's **MODEL RAILROADER (46784)** is gearing up for its yearly “High Season” sales upswing, which starts with its annual special entitled “Great Model Railroads”, scheduled on

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

