



**Kable News
Company, Inc.**

Connections

Dear Kable Partners,

Make no mistake about it – this winter will go down in the record books as one of the coldest yet. As we all try to find comfort from the elements with dinners at home with the family, long phone calls with far-away friends or simply a warm bowl of soup, we are constantly reminded of our good fortune in a thousand small ways. We find it in the people that bring us joy, those that challenge our minds and make each day an adventure.

For over 70 years, Kable has been operating as a family, and its members – from employees to clients and partners – take comfort in one another. Working together as a cohesive team, we have conquered the tumult of recent years, and our perseverance and consequent success has only served to reinforce what we already know: That Kable News Company is a leader in the distribution and fulfillment industry.

The New Year is a time to remember what has made us so strong. Dan Friedman, former Chairman of the Board and Chief Executive Officer of Kable News Company played a large role in making Kable the company it is today. His recent passing reminds us of how precious life is, and just how much Kable has evolved into a family over the years. He will be deeply missed, yet we are certain he knew his legacy would continue for another 70 years.

As always, Kable is working hard to continuously improve our competencies, but never do we miss the opportunity to find time to brainstorm to identify new frontiers of service required by the evolving issues of our time. Scan Based Trading Programs, dynamic and interactive report capabilities, a full rewrite of our leading edge computer system (critical for systems to stay ahead of the curve) and expansion opportunities for our subscription fulfillment business are just a few of the things that we are currently working on. Kable’s own strength has and will continue to be drawn from the diversity of its clients.

As your business acclimates to ever-changing environments, our goal is to support you in any way possible. In this issue of Connections, you will find a long list of new developments that are designed to do just that. You will also be introduced to a plethora of new titles, new launches and special issues that have us all excited about the future.

From all of us at Kable News Company, we wish you good health and prosperity, and we want to acknowledge and thank you for the support you provide.

Sincerely,

Michael P. Duloc

Winter 2003

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Kable News Company

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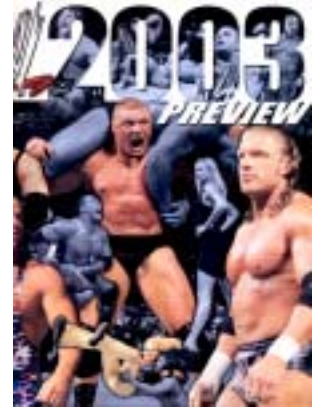
New Titles



From the publishers of The Knot Wedding Pages and Wedding Gowns comes **The Knot Real Weddings Texas (48984)**, an inside look at the dream weddings of 36 real-life Texas couples. Find out about their ceremony sites, caterers, photographers and more. This title, previously called *Dallas Wedding Pages* is on sale April 24 and is priced at \$4.95 U.S.



WWE 2003 Preview (47483), formerly *Wrestlemania*, is the must-have publication for wrestling fanatics. An oversized, glossy, perfect-bound magazine, **WWE** answers crucial questions for the 2003 showdown, predictions, a look at **WWE's** Divas, a look at some new rising stars, as well as the 2003 pay-per-view schedule. This very special issue went on sale February 11 and is priced at \$9.99 U.S. / \$14.50 CAN.



Ms. Fitness (47425) is the fitness lifestyle magazine for today's active woman. Great photography, helpful how-to's and strong editorial that provides those in search of a healthy life with the tips they need to maximize their efforts. Learn how to stop bad eating habits, boost your metabolism, and perform yoga moves. The next issue of this title is on-sale April 1. **Ms.**

Fitness is priced at \$3.99 U.S. / \$4.99 CAN.



A favorite of day-dreamers and jet setters alike, **Spa Finder's Annual Directory (44437)** includes almost 400 pages of full-color listings, pictorials and articles. Regardless of when or where you wish to travel, **Spa Finder** will be able to supply you with a comprehensive list of the world's spas, with something for every budget and whim. The beautiful layout and design of this popular title – and an always spectacular cover – ensure that this title is a top seller. On-sale March 4, and priced at \$5.95 U.S. / \$6.95 CAN.

From All American Crafts, publisher of *The Quilter*, comes **Fabric Trends (46795)**. A much anticipated special, this title went on sale February 11, and is priced at \$5.99 U.S. / \$7.99 CAN. Within the pages of this eye-catching title, readers will find stunning photography, 25 projects, and exciting new contests. This magazine is a great resource for craft enthusiasts who work with fabric and want to improve their expertise.



Kings of Swing (48240) presents an in-depth look at the history of baseball's most influential hitters from the origins of the sport all the way up to today's modern players. **Kings of Swing** is priced at \$7.99 U.S. / \$12.99 CAN. Each of the 96, perfect-bound pages are designed to consume readers with interesting articles and stunning four-color pictorials. This title went on sale February 18.



More New Titles on Page 3

More New Titles



Continued From Page 2



Backyard Flyer (48168)
“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. It is for this reason that **Backyard Flyer** had decided to move to a bi-monthly format. This perfect-bound glossy is taking

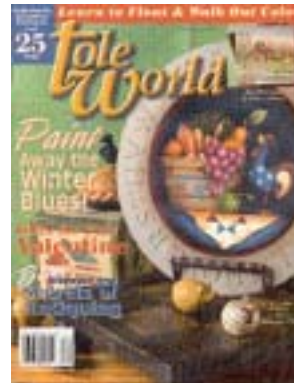
flight off of the shelves! The May issue is on sale March 11. Cover Price: \$5.99 U.S. / \$7.99 CAN.

With a renewed passion for crafts, readers will revel in the flurry of new titles from publisher EGW that are about to hit the shelves. Take a look:



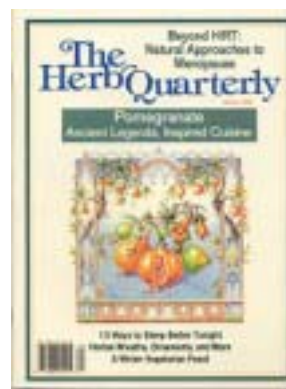
Weekend Woodcrafts (45863) provides readers with creative woodworking projects. The magazine includes profiles and plans for exciting do-it-yourself projects. **Weekend Woodcrafts** went on-sale March 4 and is priced at \$5.99 U.S. / \$6.99 CAN.

Wood Strokes (45862) is yet another new title that focuses on wood projects, but with a slightly different angle. This beautifully illustrated magazine provides painting techniques for small projects – great for beginners! This title is on sale March 11 and is priced at \$5.99 U.S. / \$6.99 CAN.



Can't seem to put your paintbrush down? Pick up a copy of **Tole World (45860)**, the definitive resource for those interested in the decorative art of tole painting. Each issue features 10-12 painting projects, beautiful color photography and step-by-step instructions. This title is on sale March 4 and is priced at \$5.99 U.S. / \$6.99 CAN.

While woodworking and related arts definitely appeal to a large audience, many folks have found cooking to be the answer to their creative itch. Combine this interest with a renewed desire to live a healthy life, and you have **Veggie Life (45861)**, a vegetarian guide to healthy foods and eating habits. The magazine includes recipes, tips and healing foods. This title is on sale April 29, and is priced at \$4.99 U.S. / \$5.99 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. Also look for seasonal menus and tantalizing recipes. This title is on sale April 29 and is priced at \$5.99 U.S. / \$6.99 CAN.

HORRORSEEK.COM WINS AWARD

Congratulations to the Starlog Group, Inc. for their recent award! Horrorseek.com was named the **FANGORIA (49172)** Bulletin Boards Best of 2002.

Congratulations Guys!

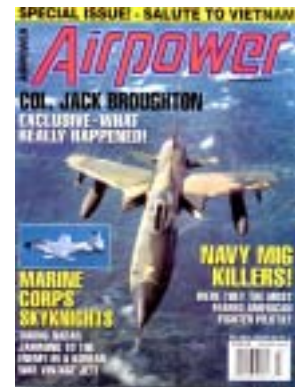
WINGS & AIRPOWER MAGAZINES ANNOUNCES SPECIAL ISSUES!

This year marks two significant anniversaries in aviation.

Foremost in everybody's mind is the 100th Anniversary of powered flight, heralding the epic achievement of the Wright Brothers at Kitty Hawk flying the world's first true airplane on December 17, 1903. Fifty years later, two experimental rocket-powered aircraft had flown at more than twice the speed of sound! The November 2003 issue of **AIRPOWER (49045)** will commemorate that stunning achievement with the dramatic story of man's quest for Mach 2, followed in the



December **WINGS (49045)** with a 100th Anniversary of Flight Special. This exciting issue will cover not only the Wright Brothers' triumphant flights, but those of three other legendary names in aviation – Charles Lindbergh, Chuck Yeager, and Neil Armstrong – written the way no other aviation publication can. Read it all in **WINGS & AIRPOWER Magazine**.



MILLIONAIRE IS NOW BI-MONTHLY

Due to its impressive sales strength, **Millionaire (48553)** is changing to a bi-monthly format, with plans to turn into a monthly very soon. Congratulations on your success!

NEW FULFILLMENT CLIENTS

MAGAZINES

- HOBBY PUBLICATIONS
- CAR COLLECTOR MAGAZINE
- AMERICAN SCHOLAR
- RAMP
- PERFECT 10
- HULBERT NEWSLETTER
- FOLIO
- AMERICAN DEMOGRAPHICS
- TRUSTS & ESTATES
- REMIX
- ARTHRITIS TODAY
- SHONEN JUMP
- AMERICAN KENNEL CLUB'S FAMILY DOG
- BUDGET LIVING
- FHM
- EATING WELL
- HOME ENTERTAINMENT & DESIGN
- GRACE

PRODUCTS

- NATIONAL AUDUBON SOCIETY
- PGA GOLF

NEW DISTRIBUTION CLIENTS

- GREAT CHEFS
- COCKTAIL TIMES
- SANTA FEAN GUIDE
- DESIGNER BATHS
- BEST OF KITCHENS
- HERB QUARTERLY
- WEEKEND WOODCRAFTS
- WOOD STROKES
- TOLE WORLD
- THE HERB QUATERLY
- VEGGIE LIFE
- YU-GI-OH
- MS. FITNESS
- BACKYARD FLYER
- PGA TOUR
- CHAMPION TOUR
- BLOOMBERG MARKETS
- REAL TEXAS WEDDINGS

RENEWALS

- NORTHEAST PUBLICATIONS
- DUNCAN MCINCTOSH
- LONGBOARD
- MOTHER EARTH NEWS
- VALTECH MEDIA

Chain Links

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

MARKETING NEWS

4TH QUARTER 2003

PEOPLE ON THE MOVE

Wendy Whillock buyer for **Wal-Mart** was recently married and is now Wendy Quam. Skip Martin is the new Manager of News Group in St. Rose, LA. Daryl Corbin is the new distribution manager at News Group in Grand Prairie, TX. International News has a new buyer, Eric Cheung. Adrian Prater has returned to the category as buyer of **Shoppers Drug Mart**. John Olson is no longer with the News Group Canadian Division. Glenn Brillinger will be assuming his responsibilities. Ms. Marty Miller is new buyer for **Food Lion**.

OTHER NEWS

Loblaws — through **The Source** — has developed a new promotional vehicle for magazines - feature pocket located on its newly installed checkouts. Contact Nancy Watt @ **The Source** for full details.

A&P Canada and Sobeys: Pay-to-stay programs are currently in the works. Look for the new Canadian

digest from Chatelaine Magazine - Chatelaine Recipes to be vying for key positions.

Presse Commerce: A new store is opening in March under the Multimag's banner - they are also opening a new upscale games/hobby/collectibles store in March - which will have direct access to the new Multimag's banner store. This is a new venture for this chain.

CHAIN HAPPENINGS

A&P is planning to sell-off their 31-store, Wisconsin-based **KOHL'S** division.

SAFEWAY will soon be unloading the Chicago-based, 113 unit, **DOMINICKS** division. The California chain had failed to reach agreement on a new contract with its union, UF&CWU in 2002.

WEGMANS has temporarily halted its planned expansion into Maryland. Opposition community groups had raised concerns of traffic congestion in the Baltimore suburb of Timonium.

Supermarket merger and acquisition activity was down 19% in 2002 from 2001 levels, according to a report from the Food Institute in New Jersey. It seems some of the "Big Guys" are now in the downsizing mode.

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

Rick Bohs, National Marketing Director

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INTERNATIONAL

"GRAMOPHONE" WINS AWARD

Kable is pleased to announce that our international client Haymarket Magazines Ltd. of London won a top award at the Periodical Publishers Association Awards ceremony in London. The award was given to "**Gramophone**" which is a monthly publication in the U.K. for opera and Classical Music lovers. It is the premier magazine in it's field in the U.K. and arguably in the world. They



are a client on Kable's Fundamentals Fulfillment System designed for small growing publications.

The publication is anxious to develop circulation in the U.S. and approached Kable's Circulation SuperStore for help developing a direct mail campaign. Kable staff conceived the idea, designed the double postcard, wrote the copy, chose a list broker, helped with the list selection and did the merge purge and Lettershop work. The mailing produced a 6% gross response yielding 1266 paid subscriptions representing a payup of 64.2%. These stellar results were sufficient to earn "**Gramophone**" the gold award at this year's Periodical Publishers Association awards dinner held in London, in the category - 2002 International Direct Marketing Award of the Year.

KNC Chats with Dave Rosenbaum, Editor of *Looker*

Riding high on a wave of PR coups and continuous media hits, *Looker's* (47340) much anticipated launch this January promises to be a success such as the industry has not seen in a long time. Kable recently had the opportunity to sit down with Dave Rosenbaum, Editor of *Looker*. Take a look at what he has to say about the launch of this brand new lifestyle magazine.



KNC: What is the concept behind *Looker*?

DR: When we first decided to put together this magazine, we didn't want to copy anyone out there. Then again, sex sells...and we give it to our readers in a big way. This magazine is filled with the kinds of things guys would talk about at a bar – we like to think of it as similar to *Maxim*, but with tasteful nudity.

KNC: There is nudity in *Looker*?

DR: There are some topless women – posed tastefully. Other than that, there is no full frontal nudity. *Playboy* also came to mind when we were designing *Looker*. When *Playboy* was at the top of its game, it had a lot of tasteful nudity. I feel that they (*Playboy*) have fallen out of touch with what guys really want, and *Looker* picks up where *Playboy* left off, giving guys what they want today. The girls are sexy and beautiful, but it's all very tasteful.

KNC: How strong is *Looker's* editorial?

DR: It's strong. Since we are trying to appeal to a broader demographic (18-40), we are trying to include a little bit of everything. The copy is written in a snappy, blurb-like format, but it is not without substance. This is a lifestyle magazine, and we try not to take ourselves too seriously. There is a lot of humor in *Looker*.

KNC: What can we look forward to in the March issue of *Looker*?

DR: The March issue, which went on sale January 21st, features cover model Teresa Fox. We are really excited about having this extraordinarily beautiful woman on our cover. Cover stories include tips on how to maximize virility, proper etiquette in less than proper situations, nude professional wrestling and a bevy of Latin TV babes. Also, readers will find a list of inexpensive cars that are sure to impress, a tally of high-paying jobs that *anybody* can do, and so much more.

DR: The March issue of *Looker* will also be backed by an impressive promotional and advertising marketing-media blitz. Linsey Dawn McKenzie, a natural beauty and *Looker* model, will be featured on the Howard Stern Show with national syndication coverage. This is target marketing for a lion share of *Looker's* demographics.

KNC: Where would you like to see *Looker* a year from now?

DR: We would like to see *Looker* on the middle or front shelves of the newsstands – sitting right next to men's lifestyle section alongside *Maxim* and *FHM*. This is definitely feasible. We have taken the best parts of all the top men's lifestyle magazine and blended them together. Our covers are designed to be tasteful and visible—we wanted to appeal to a wider level of retailer acceptance and availability compared to most magazines in this category. *Looker* belongs out in front of the rest without clear and opaque bagging restrictions. It's sexy. It's funny. It's what guys really want.

Looker is priced at \$7.99 U.S. /\$8.99 CAN. For more information on *Looker*, please contact George Metzler at gmetzler@kable.com.

2003 KABLE CLIENT CONFERENCE

We are pleased to announce that the 2003 Kable Client Conference, *Connections ... Helping You Connect With Customers In Powerful New Ways*, to be held on the shores of Lake Erie at the beautiful Sawmill Creek Resort and Conference Center, is just a few months away. Mark your calendars with these dates: May 4th – 7th, 2003.

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 have assembled a group of well-known, respected industry leaders who will share their insights and ideas with us, in the hopes of making all of our endeavors easier to achieve.

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.

Now, all we need is your participation! We hope you will come join us. Conference attendance, materials, food, and activities are on us! We have arranged discounted hotel rates for you at the Sawmill Creek Resort which is located just one hour outside of Cleveland Airport; as well as affordable airline fares through our corporate travel agent, Uniglobe Travel. We'll even have transportation waiting to take you there upon your arrival!

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 on the shores of Lake Erie.



HERE'S WHAT'S NEW AT KABLE

KABLE'S IT DEPARTMENT:

HFC CONVERSION

We have successfully completed the in-conversion of Kable's biggest client, HFC. After a heroic effort by many members of the programming and operations staff over the Christmas holidays, we are now live with HFC's subscription fulfillment services.

NEWSSTAND SYSTEM REWRITE

We are underway in the design and development phase of the rewrite of the Newsstand System. When completed, this system will add efficiencies both internally and externally, and it will allow on-line real-time Internet access to data by all clients and users. It will also provide a much more accurate and timely system for accounting publisher payables and other billing issues while giving us much more flexibility with the application of billing and purchase rates. A major feature of the new system will allow us to better control weekly titles and transaction and billing history. The new system is being designed to take advantage of the latest graphical, open technologies which will allow us to quickly react to any new business model that develops.

WEB SERVICES

In January 2000 Kable Fulfillment Services launched its web based order system for its fulfillment clients. Since that time, growth has almost doubled each year through 2002.

Currently we offer the following Web-based services:

- NEW SUBSCRIPTIONS
- SWEEPS/CONTESTS
- QUALIFIED RENEWALS
- GIFT RENEWALS
- DEMOGRAPHICS UPDATES
- GIFT SUBSCRIPTIONS
- QUALIFIED SUBSCRIPTIONS
- RENEWALS
- CHANGE OF ADDRESS
- PAYMENTS

GOAL

The goal is to complete conversions of all product clients to the K-OPS system by June, 2003.

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

YU-GI-OH UNSTOPPABLE!

Congratulations to **Yu-Gi-Oh (48247)**, the magazine that has kids and parents alike in a buying frenzy! The sales of this title are unstoppable!

PRODUCT FULFILLMENT IMPROVEMENTS:

Kable Product Fulfillment has gone through many changes over the course of the last several months. We have made many improvements including:

- Installation of *Order Power!*™ Enterprise Customer Management software designed by Computer Solutions, Inc. (CSI)
- A new product fulfillment center, conveyance and racking solutions for more efficient processing
- Installation of Logistics Pro® Manifesting System

With Kable's relational database, your subscription data and product customer information is integrated.

Some of the product fulfillment features include the ability to:

- Support orders for premiums, back issues, products, kits, assortments, continuities and replenishments
- Integrate your shopping cart with the fulfillment system, mimic the look and feel of your home page, and produce orders on-line and in real-time for true e-commerce
- Allow the customer to use variable payment methods
- Perform real-time order entry validations and calculations to give an estimated total including shipping/handling and taxes
- Operate in a single or multi-company, multi-warehouse environment

For additional information about the Product Fulfillment at KableSM, visit our [Product and Merchandise Fulfillment](#) at www.kable.com or please contact:

Kable News Company
Marketing & Sales
Phone: 800-800-7451
Fax: 815-734-5228
Email: info@kable.com

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.

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.

KABLE'S BACK PAGE!

AUTO/TRUCK ROUND-UP and IRONWORKS

AUTO/TRUCK ROUND-UP (48555), published by Auto Round-Up Publications, Inc., and **IRONWORKS (46075)**, published by Hatton-Brown Publishers, Inc., each separately began hitting the road with Kable a little over a year and a half ago, and each publication's newsstand sales have accelerated at a fast pace! Second half '02 vs. second half '01 average unit sales have zoomed by a projected 55% and 38%, respectively!



DOLL WORLD

Jones Publishing, Inc. has completed the purchase of *Doll World* from



House of White Birches. The final issue of *Doll World* is the February 2003 cover dated issue. From that point on, *Doll World* will be combined into existing title, **DOLLS (47470)**, effective with the April 2003 cover dated issue. Any newsstand location previously occupied by *Doll World* can be fulfilled with **DOLLS** magazine, effective with the April 2003 or later cover dated issue.

MOTHER EARTH NEWS

For over 30 years, **Mother Earth News (49770)** has served as a resource for those concerned with the environment and who want to live a healthy, aware life. "When we first launched the magazine," explains Bryan Welch, Publisher and General Manager of Ogden Publications Inc., "our message was somewhat radical. Living an environmentally aware life was a relatively new concept, and those who chose to live that way were more off the beaten path." Over the years, **Mother Earth News** has held true to its original goal, and the message remains the same – that it is possible to live a self-reliant, conscientious lifestyle. "The ideas may not seem as radical as they once did, and that's fine by us."



For **Mother Earth News**, a wider acceptance of the message of the magazine translates into a larger readership. Readers span an extraordinarily wide demographic, one that is growing every day.

Mother Earth News is a thriving magazine. It is an invaluable resource to many, and it lets people throughout the country know that they are not alone in their desire to live an environmentally aware life. "We are sensing a powerful interest among people in their twenties," says Bryan. "As time goes forward, we plan on increasing our responsiveness to urban audiences by reflecting current issues and knowledge bases."

Under bi-pad (49770), **Mother Earth News** is putting out a special issue called **Mother Earth News Guide to Homes**. It's a summer issue on sale April 22. Priced at \$4.95 U.S. / \$6.95 CAN, this issue is sure to be an enormous success. "This special is going to be more newsstand oriented," explains Bryan, "and it will definitely catch the eye of all who pass by."



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.

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