

# THE A-LIST



## 1 BETTER HOMES AND GARDENS

**PARENT:** Meredith Corp.  
**VP-PUBLISHER:** Jan Studin  
**EDITOR IN CHIEF:** Gayle Goodson Butler

AD PAGES:	1,669.2	↑ 5.1%
TOTAL CIRCULATION:	7,675,910	↑ 0.8%
SUBSCRIPTIONS:	7,433,077	FLAT VS. LAST YEAR
SINGLE-COPY SALES:	242,833	↑ 35.5%

Better Homes and Gardens rode a February redesign to a huge spike in newsstand sales—during a year choppy enough for editors and publishers elsewhere to joke grimly that down is the new flat. The brand team also fixed Better Homes' website; added a video channel, BetterTV; and struck a long-term licensing deal to return its name to the residential real-estate business.



## 2 MORE

**PARENT:** Meredith Corp.  
**VP-PUBLISHER:** Brenda Saget Darling  
**EDITOR IN CHIEF:** Peggy Northrop

AD PAGES:	1,041.2	↑ 20.4%
TOTAL CIRCULATION:	1,254,273	↑ 8.5%
SUBSCRIPTIONS:	1,067,873	↑ 6.1%
SINGLE-COPY SALES:	186,400	↑ 24.6%

More magazine is a year older, wiser and wealthier since topping our 2006 A-List, proving again that a little aging doesn't mean the end of times. In the case of More, in fact, it barely means showing your age (not that there's anything wrong with that): This magazine's ad sales are still growing like it's a launch, but More is almost 10 years old. Rate base is slated to climb again, by 9.1% to 1.2 million in 2008.

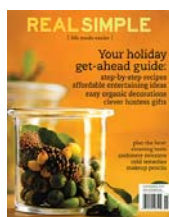


## 3 REAL SIMPLE

**PARENT:** Time Inc.  
**PUBLISHER:** Steve Sachs  
**MANAGING EDITOR:** Kristin van Ogtrop

AD PAGES:	1,656	↑ 17.1%
TOTAL CIRCULATION:	1,973,306	↑ 1.8%
SUBSCRIPTIONS:	1,575,169	↑ 2.0%
SINGLE-COPY SALES:	398,137	↑ 1.1%

One of Time Inc.'s best examples of a brand that's more message (and money) than any particular medium, Real Simple added an issue, published Real Simple Family and Real Simple Travel, moved an anticipated \$15 million of licensed merchandise, and said it would increase guaranteed paid circulation 2.6% to 1.95 million in '08 from 1.9 million. We don't know if it's made life easier, but it definitely makes life look simpler.



## 4 THE ECONOMIST

**PARENT:** The Economist Newspaper Ltd.  
**PUBLISHER-NORTH AMERICA:** Paul Rossi  
**EDITOR IN CHIEF:** John Micklethwait

AD PAGES:	1,501	↑ 8%
TOTAL CIRCULATION:	694,345	↑ 15.6%
SUBSCRIPTIONS:	633,468	↑ 16.1%
SINGLE-COPY SALES:	60,877	↑ 10.6%

Cited as the inspiration for revamping outlets from Time to The Wall Street Journal, The Economist widened its inroads this year with U.S. marketing programs and smarter edit than we're used to. It posted double-digit growth in U.S. subscriptions and newsstand sales—and increased ad sales even while the big newsweeklies sold less.



## 5 VOGUE

**PARENT:** Condé Nast Publications  
**PUBLISHING DIRECTOR:** Thomas A. Florio  
**EDITOR IN CHIEF:** Anna Wintour

AD PAGES:	2,610.8	↑ 6.1%
TOTAL CIRCULATION:	1,301,575	↑ 0.6%
SUBSCRIPTIONS:	849,368	↓ 1.4%
SINGLE-COPY SALES:	452,207	↑ 4.6%

Fashion magazines entice their core advertisers with beautiful layouts, controlled environments, luxuriously thick paper and an imprimatur of the High End. Anna Wintour, last year's Editor of the Year, and Publishing Director Tom Florio continue to make Vogue, an A-Lister in 2006, shine among its competitors; they keep shaping the fashion industry and again deliver the fattest September issue ever.



## 6 PREVENTION

**PARENT:** Rodale  
**VP-PUBLISHER:** Bob Ziltz  
**VP-EDITOR IN CHIEF:** Liz Vaccariello

AD PAGES:	1,043.9	↑ 4.2%
TOTAL CIRCULATION:	3,396,760	↑ 2.9%
SUBSCRIPTIONS:	2,983,511	↓ 0.2%
SINGLE-COPY SALES:	413,249	↑ 32.0%

This digest about treating your body right—Shrink Your Fat Cells!—can't beat the sex appeal of, well, any magazine except maybe Housepet. But Prevention does have huge paid circ, surging newsstand sales after a redesign and an audience eager to see what pharma has to offer. Smart mix of lifestyle edit makes reading an issue a lot more fun than watching pharma's other fave: the evening news.



## 7 O, THE OPRAH MAGAZINE

**PARENTS:** Hearst Magazines, Harpo Print  
**VP-PUBLISHER:** Jill D. Seelig  
**EDITOR IN CHIEF:** Amy Gross

AD PAGES:	1,678.9	↑ 5.9%
TOTAL CIRCULATION:	2,436,703	↑ 4.3%
SUBSCRIPTIONS:	1,548,867	↑ 7.2%
SINGLE-COPY SALES:	887,836	↓ 0.4%

Not any celebrity can sell a magazine—witness American Media's ill-fated attempt to launch Sly on the fame of Stallone—and no celebrity can carry a magazine entirely. That's why it's so remarkable that Oprah and her staff consistently turn out product not only friendly to advertisers but interesting enough for readers—many, many readers.



## 8 EVERY DAY WITH RACHAEL RAY

**PARENT:** Reader's Digest Association  
**PUBLISHER:** Christine Guilfoyle  
**EDITOR:** Silvana Nardone

AD PAGES:	553.5	↑ 80.9%
TOTAL CIRCULATION:	1,302,360	↑ 57.6%
SUBSCRIPTIONS:	916,059	↑ 199.4%
SINGLE-COPY SALES:	386,301	↓ 25.8%

Rachael Ray's magazine, a Launch of the Year in 2006, keeps going and going. Newsstand cratered in the first half, but we're not too concerned—not when subscriptions shot up nearly 200%. When readers don't want to be Martha Stewart, they're happy to learn from Ms. Ray. Sadly for the book, Christine Guilfoyle has bolted to WWD.



## 9 ELLE

**PARENT:** Hachette Filipacchi Media U.S.  
**SENIOR VP-GROUP PUBLISHING DIRECTOR:** Carol A. Smith  
**VP-EDITOR IN CHIEF:** Roberta Myers

AD PAGES:	2,015.1	↑ 6.9%
TOTAL CIRCULATION:	1,072,729	↑ 1.7%
SUBSCRIPTIONS:	718,396	↓ 1.6%
SINGLE-COPY SALES:	354,333	↑ 9.1%

It wasn't just a well-timed Lindsay Lohan cover story—the September mega-issue featured the troubled star talking up rehab in an interview 36 hours before she got busted for drunken driving—that kept Elle front-of-mind. It also chalked up its seventh consecutive period of paid-circ growth and what looks to be another year of ad-page growth.



## 10 HARPER'S BAZAAR

**PARENT:** Hearst Magazines  
**SENIOR VP-PUBLISHER:** Valerie Salembier  
**EDITOR IN CHIEF:** Glenda Bailey

AD PAGES:	1,579.7	↑ 17.9%
TOTAL CIRCULATION:	722,058	↓ 1.5%
SUBSCRIPTIONS:	539,552	↓ 2.6%
SINGLE-COPY SALES:	182,506	↑ 2.0%

The A-List isn't usually for magazines that have lost ground they once coveted, so the first-half circulation decline at Harper's Bazaar didn't really reel us in. But its contemporary editorial—including a Simpsonsized version of editor Glenda Bailey—was tough to miss. And nobody in fashion could look away from the 18% expansion in ad pages.



Notes: Year-to-date ad-page numbers are for January through October 2007 from Media Industry Newsletter. Data for The Economist, a weekly, are as of the issue dated Sept. 8. Circulation numbers are averages for the six-month period ended June 30, 2007, from the Audit Bureau of Circulations. Total circulation and subscriptions are total paid and verified numbers. All percentage changes are vs. the same period last year.