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# AdAge SPECIAL REPORT MAGAZINES: THE A-LIST

## 1 LUCKY

**Parent:** Conde Nast Publications  
**VP-publisher:** Alexandra W. Golinkin  
**Editor in chief:** Kim France

<b>Ad pages:</b>	1,045.9	▲ 61.3%
<b>Total circulation:</b>	834,802	▲ 7.1%
<b>Subscriptions:</b>	614,526	▲ 7.4%
<b>Single-copy sales:</b>	220,276	▲ 6.4%

Purists pshawed and advertisers scratched their heads when *Lucky* announced. Seems so long ago now, even if it's not yet three years. Chin-stroke about the depressing cultural implications if you must, but "The Magazine About Shopping" continues to record explosive growth. Last year in this space we wished for *Lucky for Men*—well, funnily enough, *Cargo* hits next spring. Is *Lucky Home* next?



# THE A LIST

**In a magazine market still pulling itself together, these 10 winners make the top grade with Ad Age editors for excellence in 2003**

## 2 REAL SIMPLE

**Parent:** Time Inc.  
**Publisher:** Robin Domeniconi  
**Managing editor:** Kristin van Ogtrop

<b>Ad pages:</b>	795.2	▲ 55.9%
<b>Total circulation:</b>	1,375,355	▲ 31.3%
<b>Subscriptions:</b>	1,022,454	▲ 40.6%
<b>Single-copy sales:</b>	352,901	▲ 10.1%

The wobbly launch is far behind it, if not the odd exit of the former Managing Editor Carrie Tuhy, but neither event seems more than a minor speed bump as *Real Simple* becomes Time Inc.'s next franchise. Its numbers would be eye-popping even if the magazine world wasn't still mired in the Never-Ending Recession. There is no other way to put it: Real Something.



## 3 COSMOGIRL

**Parent:** Hearst Magazines  
**Publisher:** Kristine Welker  
**Editor in chief:** Susan Schulz

<b>Ad pages:</b>	504.5	▲ 14%
<b>Total circulation:</b>	1,279,436	▲ 21.3%
<b>Subscriptions:</b>	855,720	▲ 30.7%
<b>Single-copy sales:</b>	423,716	▲ 5.9%

Began as an exclamation-riddled offshoot of powerhouse *Cosmopolitan*, to take on the teen girl niche then owned by *Seventeen*. But four years after launch, *CosmoGirl's* ad pages still mushroom, and its circ is fast closing in on that of its once-far-off old-school rival *Seventeen*. To make the circle complete, *Seventeen's* where you'll now find the antic editing style of founding *CosmoGirl* Editor Atoosa Rubenstein.



## 4 THE ATLANTIC MONTHLY

**Parent:** The Atlantic Monthly Group  
**Publisher:** Elizabeth Baker Keffer  
**Managing editor:** Cullen Murphy

<b>Ad pages:</b>	403.5	▲ 19.9%
<b>Total circulation:</b>	520,174	▲ 3.6%
<b>Subscriptions:</b>	465,774	▲ 1.1%
<b>Single-copy sales:</b>	54,400	▲ 30.8%

Ably stewarded by *Ad Age* Editor of the Year Cullen Murphy, the newly-revitalized-but-very-long-running *Atlantic* found its way back to, and maintains, top-of-mind status among the medium's highest-brow players. Next, a big bet on increasing subscription price pends for '04.



## 5 COOKING LIGHT

**Parent:** Time Inc.  
**VP-publisher:** Christopher C. Allen  
**VP-editor:** Mary Kay Culpepper

<b>Ad pages:</b>	979.9	▲ 8.8%
<b>Total circulation:</b>	1,617,193	▲ 0.8%
<b>Subscriptions:</b>	1,349,038	▲ 0.5%
<b>Single-copy sales:</b>	268,155	▲ 2.7%

An oasis of strong and steady growth. Not even the third straight year of recession stilled *Cooking Light's* steady upward progress. It ain't *Wallpaper* or *Saveur*, but that also ain't the point. The point is serving a growing readership with sharp, well-tuned edit, and watching advertisers flock to it.



## 6 ESPN THE MAGAZINE

**Parents:** Walt Disney Co., Hearst Magazines  
**VP-publisher:** Christopher Collins  
**Editor in chief:** Gary Hoenig

<b>Ad pages:</b>	1,131.9	▲ 8.6%
<b>Total circulation:</b>	1,692,735	▲ 10.2%
<b>Subscriptions:</b>	1,656,777	▲ 11%
<b>Single-copy sales:</b>	35,958	▼ 16.7%

It may bear the ESPN name, but don't write it off as a program guide for its big brother on cable. The title had enough substance to win a National Magazine Award in 2003. And while Time Inc.'s *Sports Illustrated* outscores *ESPN* in ad pages through September, topping 1,600, *SI* is down 6.8%.



## 7 ESSENCE

**Parent:** Essence Communications Partners  
**Publisher-CEO:** Edward Lewis  
**Editor in chief:** Diane Weathers

<b>Ad pages:</b>	999.9	▲ 29.7%
<b>Total circulation:</b>	1,068,214	▲ 1.5%
<b>Subscriptions:</b>	812,116	▼ 0.6%
<b>Single-copy sales:</b>	256,098	▲ 8.7%

The inclusion in Time Inc.'s Women's Group joint buy hardly hurts it—but inclusion in that group alongside the likes of *People* and *In Style* doesn't account for the strong newsstand performance either. Another strong year for this franchise, but then how could it not be, given that *Essence's* year kicked off with Ed Lewis winning a Henry Johnson Fisher lifetime achievement award?



## 8 MORE

**Parent:** Meredith Corp.  
**Publisher:** Carol E. Campbell  
**Editor in chief:** Susan Crandell

<b>Ad pages:</b>	512.7	▲ 35.1%
<b>Total circulation:</b>	852,884	▲ 18%
<b>Subscriptions:</b>	748,284	▲ 20.6%
<b>Single-copy sales:</b>	104,600	▲ 2.1%

The women-of-a-certain-age niche has a body count made up of past ambitious attempts like *Lear's* and *Mirabella*. But it took Meredith, the prototypical tortoise in an industry still captivated by hares, to make it work. And the strategic fit is felicitous: *More* neatly fills out its niche in Meredith's portfolio of women's titles alongside *BH&G*, *LHJ* and newcomer *American Baby*.



## 9 MEN'S HEALTH

**Parent:** Rodale  
**VP-publisher:** MaryAnn Bekkedahl  
**Editor in chief:** David Zinczenko

<b>Ad pages:</b>	692	▲ 21.5%
<b>Total circulation:</b>	1,697,026	▲ 2.3%
<b>Subscriptions:</b>	1,241,467	▲ 2.6%
<b>Single-copy sales:</b>	455,559	▲ 1.4%

Rodale's mass men's title is back on track. Ad pages are poised for another year of double-digit growth. The editorial consistently executes its mission under Editor in Chief David Zinczenko, who manages to stay on track between gossip-column blurbs and nights at Elaine's. (Did we mention the TV-star girlfriend in L.A.?)



## 10 DETAILS

**Parent:** Fairchild Publications  
**VP-publisher:** William Wackermann  
**Editor in chief:** Daniel Peres

<b>Ad pages:</b>	730.8	▲ 31%
<b>Total circulation:</b>	418,005	▲ 0.1%
<b>Subscriptions:</b>	348,030	▼ 0.8%
<b>Single-copy sales:</b>	69,975	▲ 4.5%

Let's start by banning the horrid coinage "metrosexual" that those who market Fairchild's rebirthed-again men's title have seized upon. But let's finish by realizing that the rise of men-who-moisturize dovetails nicely with the new *Details* demographics. The bonus is the stabilized editorial product, its wit and focus and voice—one willing to not take itself too seriously.

