

15<sup>TH</sup> ANNUAL

# MAGAZINE

# 300

**TOP 10:** 1. People 2. Sports Illustrated 3. Time 4. TV Guide  
5. Better Homes & Gardens 6. Parade 7. Newsweek 8. Reader's Digest  
9. Good Housekeeping 10. Woman's Day

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## INSIDE

### Category star

Women's titles claims 12% of ad pages  
of Top 300 magazines.

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### Frequency flier

Monthlies grab half the \$32.49 bil. gross  
revenue from advertising, circulation.

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### People power

'People' tops 300 list stretching from  
\$1.24 bil. to \$18.5 mil. in gross revenue.

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# AdAge SPECIAL REPORT MAGAZINE 300

## TOP MAGAZINES BY CATEGORY

RANKED BY AD PAGES IN 2003

RANK 2003	CATEGORY/TOP MAGAZINE BY AD PAGES	AD PAGES	% CHG	TOTAL REVENUE	AD REVENUE	CIRCULATION REVENUE	MAGAZINE COUNT
<b>CONSUMER MAGAZINE CATEGORIES</b>							
1	Women's (49) <i>InStyle</i>	41,300.11	7.5	\$5,874	\$4,233	\$1,641	37
2	Home service & home (24) <i>Better Homes &amp; Gardens</i>	20,565.89	0.9	2,974	2,143	831	24
3	Newsweeklies (36A) <i>People</i>	19,836.26	0.1	5,460	3,388	2,073	9
4	General editorial (22) <i>The New York Times Magazine</i>	17,299.83	2.6	3,808	2,437	1,372	20
5	Business & finance (8) <i>Forbes</i>	16,238.03	-6.3	1,739	1,351	388	10
6	Men's (30) <i>GQ</i>	14,524.52	1.9	1,700	1,168	532	17
7	Sports (45) <i>Transworld Skateboarding</i>	14,029.98	-1.8	1,095	821	274	14
8	Brides, bridal (7) <i>Bridal Guide</i>	8,201.43	8.6	416	386	30	3
9	Automotive (3) <i>Road &amp; Track</i>	8,092.69	0.7	689	549	140	8
10	Boating & yachting (6) <i>Power &amp; Motoryacht</i>	7,686.60	-5.1	207	189	18	5
11	Music (33) <i>Rolling Stone</i>	6,139.71	4.3	506	390	116	6
12	Travel (46) <i>Travel &amp; Leisure</i>	6,041.27	10.9	641	402	239	6
13	Fashion, beauty & grooming (18B) <i>Vogue</i>	5,775.20	-1.5	618	524	94	3
14	Metropolitan/regional/state (30A) <i>Texas Monthly</i>	5,671.10	16.5	157	129	28	5
15	Parenthood (38B) <i>Parents</i>	4,943.56	11.6	616	503	113	5
<b>BUSINESS/COMPUTER MAGAZINE CATEGORIES</b>							
1	Computer/Internet* <i>CRN</i>	26,152.70	0.0	1,164	1,041	123	17
2	Electronic engineering (40) <i>EE Times</i>	6,726.60	-13.2	141	141	0	3
3	Travel, retail (149B) <i>Travel Agent</i>	5,616.03	-21.5	149	149	0	2
4	Business (20) <i>The Economist</i>	4,902.68	-4.6	336	211	125	6
5	Product design engineering (120) <i>Machine Design</i>	4,048.00	0.7	53	53	0	2
6	Restaurants & food service (127) <i>Nation's Restaurant News</i>	4,004.51	2.7	68	65	3	2
7	Electronic gaming (002) <i>PC Gamer</i>	3,847.69	-0.8	150	62	88	5
8	Travel, business conventions (149A) <i>Meetings &amp; Conventions</i>	3,511.74	-5.0	95	95	0	2
9	Medical & surgical (006) <i>JAMA</i>	3,422.00	1.5	37	31	6	1
10	Educational (038) <i>The Chronicle of Higher Education</i>	3,169.00	-14.3	40	33	7	1

### BUSINESS/COMPUTER MAGAZINE CATEGORIES

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Note: Dollars are in millions. Results include only magazines in the Top 300. All revenue is gross and considered AA estimates. \*Magazines are categorized according to their primary SRDS classification, except titles focused on computers/Internet which have been combined by Ad Age. Magazines in this combined class are in SRDS business classes 32C and 20 and consumer class 10A.

## MAGAZINE 300 TOTALS FOR 2003

BY FREQUENCY AND MAGAZINE TYPE

	TOTAL GROSS REVENUE	% CHG	GROSS ADVERTISING REVENUE	% CHG	ADVERTISING PAGES	% CHG	MAGAZINE COUNT
<b>All 300</b>	\$32,491	5.9	\$22,956	7.6	345,502.33	0.9	300
<b>Consumer magazines</b>	29,653	6.7	20,553	8.8	242,354.01	2.1	240
<b>Business magazines</b>	2,838	-1.7	2,403	-1.6	103,148.32	-1.8	60
<b>Monthlies</b>	17,598	8.2	12,609	10.7	179,682.24	2.3	182
<b>Fortnightlies</b>	1,254	5.6	1,041	7.0	18,608.57	-0.1	11
<b>Weeklies</b>	10,404	3.8	7,082	5.3	107,099.62	-2.7	62

Note: Dollars are in millions. Results include only magazines in the Top 300. Gross revenue are AA estimates. Monthlies are published 8 to 13 times a year; fortnightlies 22 to 27; weeklies 39 to 54. There are 45 magazines in this report whose frequencies fall outside these parameters.

# Top 300 revenue a record \$32.5 bil.

## Trio of 'People,' 'SI,' 'Time' forge to front of the field

By R. CRAIG ENDICOTT

**T**HE NATION'S TOP 300 magazines generated gross revenue of \$32.49 billion, up 5.9%, from advertising and circulation in 2003. That's a new high for the industry, passing the previous mark of \$31.23 billion set in 2000. In between have been two down years dulled by recession and the dot-com crash.

Time Warner pulled off a trifecta as its weeklies, *People*, *Sports Illustrated* and *Time* from its Time Inc. division, nabbed the top three spots with \$1.24 billion, \$936.2 million and \$920.8 million in gross revenue, respectively, according to *Advertising Age's* Magazine 300 report.

*People* also led all magazines in gross ad revenue at \$751 million, up 5.2%, while *TV Guide* paced the Magazine 300 in gross revenue from circulation at \$541.1 million, a decline of 2%, due to a 21.5% drop in newsstand sales. *Time* slipped into No. 3, replacing the Gemstar-TV Guide International publication, now No. 4 in total gross revenue at \$916.6 million, up 1.3%.

Broken down, magazines showed \$22.96 billion in ad revenue, up 7.6%, and \$9.53 billion in circulation, up 0.9%. Gross ad revenue was slightly affected by a restatement by Publishers Information Bureau of 2003 ad revenue for its magazines without adjusting 2002 figures. The restatement did not affect ad pages. PIB is the source of much of this report's consumer magazine ad data. As a result, *Ad Age* does not show year-to-year gross revenue growth in this report.

### ADPAGES GAIN 0.9%

Ad pages rose 0.9% in 2003 for the Top 300 to 345,502. Monthlies, accounting for 182 of the Top 300 titles, grew 2.3% in ad pages as weeklies (62 magazines) declined 2.7% and fortnightlies ended the year virtually as they started, down 0.1%. The uptick for monthlies is the first year-to-year page growth for any frequency category since 2000. Overall, magazines in 2003 were abetted by ad page growth from autos (up 9.7%), drugs & remedies (up 10.9%), home furnishings (6.8%) and toiletries & cosmetics (4.5%), according to PIB.

The ad page count in 2003 remains short of 2000 levels in several leading magazine categories: apparel, food, media & advertising, retail, financial, insurance & real estate and travel, hotels & resorts, direct response and technology. PIB data show all seem to be making comebacks this year except for direct response and technology.

Consumer magazines, which account for 70% of all ad pages of the Top 300, grew 2.1%

in ad pages; business publications slipped 1.8%, the continuation of a long slide that began immediately after magazines hit their previous high-water mark for ad pages in 2000.

The first eight months of 2004 have been flat, up 1.2% in ad pages, according to the 237 consumer and Sunday magazines monitored by PIB, most of which are among the Top 300. Publishers remain optimistic about higher growth in ad pages for the second half. Indeed, ad pages have grown in each month since May compared with the prior-year period.

Business publications so far in 2004 advanced 0.4% in ad pages through July, according to the Business Information Network unit of the American Business Media association. Ad revenue was up 1.6%, says BIN in predicting slightly higher page and ad revenue growth the rest of the year.

### WOMEN'S TITLES THE BACKBONE

The women's category, containing the largest number of publications in a Magazine 300 category at 37, advanced 7.5% in page growth. Only travel magazines among the top 10 categories surpassed that page growth, at 10.9%. Women's magazines are the backbone

## Magazines showed \$22.96 billion in ad revenue and \$9.53 billion in circulation

of the Top 300, accounting for 12% of the group's total ad pages.

Among the larger women's magazines, Meredith Corp.'s *Ladies' Home Journal* grew the most in ad pages (up 24.3% to 1,510) followed by Hearst Corp. Magazine Division's *Good Housekeeping* at 1,688, up 10.5%. Time Inc.'s *InStyle* continued to collect the most ad pages in the women's category at 3,045, up 0.5%.

The computer/Internet class of 17 magazines remained flat at 26,153 ad pages, second in size to women's, but a far cry from the computer/Internet's 76,761 pages generated by 30 publications in 2000. The dot-com crash and recession sapped much of the energy from this category. In fact, 14 of the segment publications in 2000 no longer exist. In 2000, they accounted for 35,000 ad pages.

The third largest ad page category was home service & home at 20,566, up 0.9%, for 24 magazines. The category ad page volume leader was Meredith's *Better Homes & Gardens* at 2,117, up 10.8.

The Top 300 recorded a 5.6 million net gain in circulation, the kind most publishers crave—paid subscribers. Subs rose 2.6% to 323.8 million as newsstand sales slipped 5.6% to 42.1 million copies, resulting in a 1.8% gain in circulation gross revenue. ■

# AdAge SPECIAL REPORT MAGAZINE 300

## TOP 300 MAGAZINES

RANKED BY TOTAL ADVERTISING AND CIRCULATION GROSS REVENUE IN 2003

RANK	2003	2002	MAGAZINE	PARENT COMPANY, SUBSIDIARY	TOTAL GROSS REVENUE	TOTAL PAID CIRCULATION	RANK	2003	2002	MAGAZINE	PARENT COMPANY, SUBSIDIARY	TOTAL GROSS REVENUE	TOTAL PAID CIRCULATION
1	1		People	Time Warner, Time Inc.	\$1,235,072	3,603,115	76	68		Smithsonian	Smithsonian Institution	\$121,137	2,030,647
2	2		Sports Illustrated	Time Warner, Time Inc.	936,187	3,210,040	77	83		Road & Track	Lagardere, Hachette Filipacchi Media U.S.	120,620	758,615
3	4		Time	Time Warner, Time Inc.	920,831	4,112,311	78	99		Gourmet	Advance Publications, Conde Nast Publications	116,809	968,326
4	3		TV Guide	Gemstar-TV Guide International	916,628	9,009,571	79	66		The Economist	The Economist Group	116,698	436,803
5	5		Better Homes & Gardens	Meredith Corp.	836,336	7,606,820	80	80		Town & Country	Hearst Corp., Magazine Division	116,685	461,291
6	6		Parade	Advance Publications, Parade Publications	617,166	34,692,428	81	85		Vibe	Miller Publishing Group, Vibe/Spin Ventures	116,281	834,984
7	8		Newsweek	The Washington Post Co.	597,933	3,122,407	82	84		Popular Mechanics	Hearst Corp., Magazine Division	114,157	1,238,965
8	7		Reader's Digest	Reader's Digest Association	563,745	11,044,694	83	95		Traditional Home	Meredith Corp.	111,872	938,901
9	9		Good Housekeeping	Hearst Corp., Magazine Division	519,952	4,755,893	84	79		Food & Wine	American Express Publishing Corp.	108,716	944,651
10	13		Woman's Day	Lagardere, Hachette Filipacchi Media U.S.	440,073	4,279,375	85	87		Essence	Essence Communications Partners	108,643	1,071,253
11	11		Cosmopolitan	Hearst Corp., Magazine Division	432,873	2,918,062	86	77		Ebony	Johnson Publishing Co.	107,879	1,663,957
12	12		Family Circle	Bertelsmann, Gruner & Jahr USA Publishing	429,859	4,641,656	87	72		Teen People	Time Warner, Time Inc.	107,511	1,571,272
13	10		BusinessWeek	McGraw-Hill Cos.	402,248	991,757	88	136		Lucky	Advance Publications, Conde Nast Publications	107,297	917,598
14	14		USA Weekend	Gannett Co.	380,245	23,711,486	89	78		Consumer Reports	Consumers Union of U.S.	106,758	4,012,807
15	17		InStyle	Time Warner, Time Inc.	355,863	1,652,906	90	70		House Beautiful	Hearst Corp., Magazine Division	106,738	854,627
16	18		Entertainment Weekly	Time Warner, Time Inc.	352,141	1,791,807	91	67		Harper's Bazaar	Hearst Corp., Magazine Division	105,944	730,665
17	21		Ladies' Home Journal	Meredith Corp.	351,616	4,102,373	92	82		Health	Time Warner, Time Inc./Southern Progress Corp.	105,347	1,387,870
18	15		Fortune	Time Warner, Time Inc.	343,855	887,935	93	129		Bridal Guide	RFP	104,665	215,976
19	27		Vogue	Advance Publications, Conde Nast Publications	329,483	1,260,026	94	88		FamilyFun	Walt Disney Co., Buena Vista Magazines	102,321	1,663,822
20	16		Forbes	Forbes Inc.	327,373	920,752	95	100		The Sporting News	Vulcan Ventures	96,974	711,430
21	20		U.S. News & World Report	Mortimer Zuckerman Publications	300,470	2,022,383	96	104		Popular Science	Time Warner, Time Inc./Time4 Media	95,784	1,463,565
22	22		National Geographic	National Geographic Society	290,410	6,602,650	97	58		Travel Agent	Advanstar Communications	94,663	NA
23	23		Southern Living	Time Warner, Time Inc./Southern Progress Corp.	271,535	2,608,632	98	86		Barron's	Dow Jones & Co., Magazine Group	93,679	295,706
24	28		Glamour	Advance Publications, Conde Nast Publications	268,326	2,328,846	99	103		Field & Stream	Time Warner, Time Inc./Time4 Media	93,614	1,529,565
25	25		O, The Oprah Magazine	Hearst Corp., Magazine Division	267,792	2,652,522	100	101		FHM	Emap, Emap Metro	93,582	1,107,940
26	30		The New York Times Magazine	The New York Times Co.	264,802	1,676,885	101	105		Esquire	Hearst Corp., Magazine Division	92,397	718,898
27	31		ESPN The Magazine	Walt Disney Co., ESPN Inc.	264,108	1,759,697	102	98		eWeek	Ziff Davis Media	91,560	900
28	24		Maxim	Dennis Publishing	259,778	2,504,932	103	132		Entrepreneur	Entrepreneur Media	90,452	558,462
29	40		Vanity Fair	Advance Publications, Conde Nast Publications	253,474	1,182,831	104	107		Stuff	Dennis Publishing	89,693	1,312,270
30	42		Us Weekly	Wenner Media/Walt Disney Co.	240,801	1,308,772	105	81		NetworkWorld	International Data Group	88,043	548
31	38		The New Yorker	Advance Publications, Conde Nast Publications	239,732	987,285	106	90		American Baby	Meredith Corp.	87,879	159,139
32	26		The National Enquirer	American Media	239,136	1,541,618	107	115		House & Garden	Advance Publications, Conde Nast Publications	84,023	907,191
33	19		Martha Stewart Living	Martha Stewart Living Omnimedia	238,719	2,364,920	108	96		Inc.	Bertelsmann, Gruner & Jahr USA Publishing	83,646	685,781
34	37		Star Magazine	American Media	225,983	1,206,984	109	110		Home	Lagardere, Hachette Filipacchi Media U.S.	83,394	1,008,015
35	32		Money	Time Warner, Time Inc.	225,295	2,028,219	110	122		CosmoGirl	Hearst Corp., Magazine Division	81,766	1,238,325
36	33		Rolling Stone	Wenner Media	215,133	1,288,324	111	60		Soap Opera Digest	Primedia, Consumer Magazines Group	81,487	564,677
37	34		Parents	Bertelsmann, Gruner & Jahr USA Publishing	214,933	2,072,867	112	123		Child	Bertelsmann, Gruner & Jahr USA Publishing	81,060	939,186
38	29		PC Magazine	Ziff Davis Media	202,943	916,710	113	131		Midwest Living	Meredith Corp.	78,993	858,836
39	41		Redbook	Hearst Corp., Magazine Division	202,869	2,392,427	114	108		EE Times	United Business Media, CMP Media	78,494	NA
40	39		Golf Magazine	Time Warner, Time Inc./Time4 Media	190,343	1,410,783	115	106		Automobile Magazine	Primedia, Consumer Magazines Group	78,019	635,723
41	44		Parenting	Time Warner, Time Inc./Parenting Group	188,246	2,040,092	116	112		This Old House	Time Warner, Time Inc./Time4 Media	77,754	971,596
42	47		Car & Driver	Lagardere, Hachette Filipacchi Media U.S.	188,163	1,369,286	117	97		Muscle & Fitness	American Media, Weider Publications	75,538	435,223
43	36		Playboy	Playboy Enterprises International	183,078	3,045,244	118	133		American Profile	Publishing Group of America	75,289	5,275,181
44	52		Elle	Lagardere, Hachette Filipacchi Media U.S.	182,325	1,030,555	119	111		Taste of Home	Reader's Digest Association, Reiman Publications	73,575	4,040,622
45	43		Prevention	Rodale	180,529	3,273,076	120	109		Globe	American Media	73,526	532,383
46	76		Bride's Magazine	Advance Publications, Fairchild Publications	179,629	371,445	121	113		Outside	Mariah Media	72,794	658,098
47	49		Golf Digest	Advance Publications, Golf Digest Cos.	177,504	1,572,803	122	149		More	Meredith Corp.	72,613	896,415
48	45		Country Living	Hearst Corp., Magazine Division	173,798	1,739,769	123	130		Elle Decor	Lagardere, Hachette Filipacchi Media U.S.	72,448	513,266
49	57		AARP The Magazine	AARP	171,675	22,052,328	124	154		Guideposts	Guideposts	72,429	3,119,836
50	54		Travel & Leisure	American Express Publishing Corp.	169,613	965,977	125	137		CRN	United Business Media, CMP Media	72,387	186
51	61		Architectural Digest	Advance Publications, Conde Nast Publications	169,049	812,892	126	120		SmartMoney	Hearst Corp./Dow Jones	69,830	823,429
52	59		Country Home	Meredith Corp.	162,868	1,247,563	127	118		First For Women	Bauer Publishing Co.	68,643	1,448,515
53	55		Motor Trend	Primedia, Consumer Magazines Group	160,836	1,263,030	128	125		Family Handyman	Reader's Digest Assn., Home Service Publications	67,800	1,140,997
54	50		Men's Health	Rodale	159,164	1,675,363	129	114		Jet	Johnson Publishing Co.	66,317	857,034
55	46		YM	Bertelsmann, Gruner & Jahr USA Publishing	157,691	2,183,988	130	121		Highlights for Children	Highlights for Children	65,208	2,200,000
56	35		Seventeen	Hearst Corp., Magazine Division	157,350	2,335,232	131	116		Kiplinger's Personal Finance Magazine	Kiplinger Washington Editors	64,795	1,028,275
57	48		Endless Vacation	Cendant, Resort Condominiums International	156,501	1,596,898	132	119		Fast Company	Bertelsmann, Gruner & Jahr USA Publishing	64,299	745,634
58	56		Shape	American Media, Weider Publications	156,002	1,640,871	133	117		Men's Journal	Wenner Media	64,129	660,678
59	53		Marie Claire	Hearst Corp./Comary	152,891	940,777	134	169		Wired	Advance Publications, Conde Nast Publications	62,961	547,069
60	62		GQ	Advance Publications, Conde Nast Publications	150,267	788,851	135	127		InfoWorld	International Data Group, InfoWorld Media Group	62,380	NA
61	69		Self	Advance Publications, Conde Nast Publications	144,760	1,314,270	136	145		Jane	Advance Publications, Fairchild Publications	61,463	722,506
62	65		W	Advance Publications, Fairchild Publications	138,979	470,727	137	152		New England Journal of Medicine	Massachusetts Medical Society	59,899	188,748
63	102		Real Simple	Time Warner, Time Inc.	138,668	1,500,246	138	147		Metropolitan Home	Lagardere, Hachette Filipacchi Media U.S.	58,416	604,247
64	51		Woman's World	Bauer Publishing Co.	137,486	1,538,030	139	138		BabyTalk	Time Warner, Time Inc./Parenting Group	57,463	NA
65	64		Cooking Light	Time Warner, Time Inc./Southern Progress Corp.	137,281	1,615,023	140	141		The Source	Source Publications	56,959	500,253
66	89		New York	New York Magazine Holdings	134,741	437,181	141	241		Yachting	Time Warner, Time Inc./Time4 Media	56,305	133,498
67	94		Popular Photography	Lagardere, Hachette Filipacchi Media U.S.	134,537	453,704	142	134		Meetings & Conventions	Boston Ventures, Northstar Travel Media	55,004	NA
68	75		Bon Appetit	Advance Publications, Fairchild Publications	133,907	1,302,049	143	126		Penthouse	General Media	54,842	478,042
69	91		Modern Bride	Advance Publications, Fairchild Publications	131,335	395,612	144	160		Hot Rod	Primedia, Enthusiast Group	54,411	695,759
70	74		PC World	International Data Group	130,408	1,103,699	145	124		Travel Weekly	Boston Ventures, Northstar Travel Media	54,272	14,600
71	71		Fitness	Bertelsmann, Gruner & Jahr USA Publishing	129,513	1,431,157	146	135		Men's Fitness	American Media, Weider Publications	54,260	607,347
72	92		Allure	Advance Publications, Conde Nast Publications	126,211	1,014,384	147	140		Business 2.0	Time Warner, Time Inc.	54,248	587,986
73	93		Conde Nast Traveler	Advance Publications, Conde Nast Publications	124,143	776,106	148	232		Power & Motoryacht	Primedia, Enthusiast Group	52,806	32,485
74	63		Sunset	Time Warner, Time Inc./Southern Progress Corp.	123,632	1,425,020	149	143		Travelhost	Travelhost	52,236	NA
75	73		InformationWeek	United Business Media, CMP Media	121,399	NA	150	144		Network Computing	United Business Media, CMP Media	51,158	NA

Notes: Gross revenue, in thousands of dollars, considered AA estimates. Ad page and circulation data by magazine, and methodology determining gross revenue are available at [AdAge.com](http://AdAge.com) QwikFIND aap96d. Paid circulation column encapsulates varied forms of magazine subs, including controlled circulation (NA), association memberships, and airline and distributed newspaper numbers. Sources: TNS Media Intelligence/CMR, Publishers Information Bureau, Audit Bureau of Circulations, BPA International, VNU's Perg/HCI, MIN, SRDS and others. Publishers may have restated data.

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## TOP 300 MAGAZINES

RANKED BY TOTAL ADVERTISING AND CIRCULATION GROSS REVENUE IN 2003

RANK	2003	2002	MAGAZINE	PARENT COMPANY, SUBSIDIARY	TOTAL GROSS REVENUE	TOTAL PAID CIRCULATION	RANK	2003	2002	MAGAZINE	PARENT COMPANY, SUBSIDIARY	TOTAL GROSS REVENUE	TOTAL PAID CIRCULATION
151	192		Details	Advance Publications, Fairchild Publications	\$51,002	413,550	226	231		Boys' Life	Boy Scouts of America	\$30,704	1,182,623
152	171		Ski	Time Warner, Time Inc./Time4 Media	49,025	458,745	227	265		Nick Jr.	Viacom International	29,735	540,248
153	199		Automotive News	Crain Communications	48,904	79,601	228	249		Fine Homebuilding	Taunton Press	29,496	308,468
154	163		Nation's Restaurant News	Lebhar-Friedman Publications	48,892	73,926	229	229		Hemispheres (United Airlines)	Pace Communications	29,312	NA
155	165		Computerworld	International Data Group	48,376	10,886	230	NA		Chicago	Tribune Co.	29,116	186,638
156	150		Black Enterprise	Earl G. Graves Publishing Co.	48,147	480,234	231	210		Golf World	Advance Publications, Golf Digest Cos.	28,779	156,576
157	158		Nickelodeon	Viacom International	47,762	1,064,855	232	273		Adweek	VNU, VNU Business Media	28,528	26,856
158	153		Departures	American Express Publishing Corp.	47,225	491	233	212		ABA Journal	American Bar Association	28,484	273,947
159	159		Sports Illustrated For Kids	Time Warner, Time Inc.	47,127	726,347	234	234		Video Store	Advanstar Communications	28,465	34
160	183		Outdoor Life	Time Warner, Time Inc./Time4 Media	47,047	925,707	235	228		American Way	AMR Corp., American Airlines Publishing	28,439	NA
161	146		Quick Cooking	Reader's Digest Association, Reiman Publications	46,393	2,538,735	236	NA		MotorBoating	Time Warner, Time Inc./Time4 Media	28,366	132,494
162	239		Los Angeles Times Magazine	Tribune Co.	46,258	1,379,258	237	223		Design News	Reed Elsevier, Reed Business Information	28,173	910
163	179		Runner's World	Rodale	45,607	542,058	238	236		Bassmaster	Walt Disney Co., ESPN Inc.	27,950	555,169
164	128		Computer Shopper	CNET Networks	45,595	501,183	239	261		Yankee	Yankee Publishing	27,882	502,086
165	156		Boating	Lagardere, Hachette Filipacchi Media U.S.	45,420	198,157	240	NA		Bicycling	Rodale	27,731	404,913
166	170		Advertising Age	Crain Communications	45,343	61,123	241	216		Electronic Design	Penton Media	27,373	NA
167	148		Sound & Vision	Lagardere, Hachette Filipacchi Media U.S.	45,075	401,435	242	226		Flying	Lagardere, Hachette Filipacchi Media U.S.	27,290	303,387
168	142		Discover	Walt Disney Co., Buena Vista Magazines	44,977	899,510	243	213		Chemical & Engineering News	American Chemical Society, Centcom	27,078	129,629
169	167		Scientific American	Scientific American Inc.	44,942	687,908	244	206		National Examiner	American Media	26,680	234,000
170	151		Harvard Business Review	Harvard Bus. School Publishing Corp.	44,719	240,238	245	225		American Hunter	National Rifle Assn. of America	26,366	1,056,569
171	202		Transworld Skateboarding	Time Warner, Time Inc./Time4 Media	44,630	130,602	246	268		Organic Style	Rodale	25,939	614,846
172	188		CIO	International Data Group, CXO Media	44,618	NA	247	NA		National Geographic Kids	National Geographic Society	25,749	1,048,830
173	162		Spin	Miller Publishing Group, Vibe/Spin Ventures	43,840	560,531	248	NA		Golf for Women	Advance Publications, Golf Digest Cos.	25,552	488,580
174	181		The Atlantic Monthly	Atlantic Media	43,336	494,067	249	262		Fit Pregnancy	American Media, Weider Publications	25,317	506,374
175	204		National Geographic Traveler	National Geographic Society	43,169	724,119	250	277		Transworld Snowboarding	Time Warner, Time Inc./Time4 Media	25,272	112,000
176	176		Fortune Small Business	Amer. Expr. Publishing/Time Warner, Time Inc.	43,101	NA	251	221		Flex	American Media, Weider Publications	24,995	144,106
177	166		Tennis Magazine	Miller Publishing Group, Miller Sports Group	43,076	702,340	252	275		PSM: 100% Independent PlayStation 2 Magazine	Future Network USA	24,991	401,890
178	186		CFO	CFO Publishing Corp.	42,795	NA	253	250		Backpacker	Rodale	24,880	300,897
179	200		Southern Accents	Time Warner, Time Inc./Southern Progress Corp.	42,445	439,192	254	263		National Geographic Adventure	National Geographic Society	24,858	401,644
180	174		Macworld	International Data Group, Mac Publishing	42,009	256,932	255	219		Machine Design	Penton Media	24,846	2,787
181	175		T&L Golf	American Express Publishing Corp.	42,005	406,692	256	238		Light & Tasty	Reader's Digest Association, Reiman Publications	24,790	1,346,416
182	157		Cycle World	Lagardere, Hachette Filipacchi Media U.S.	41,870	336,283	257	244		Cigar Aficionado	M. Shanken Communications	24,566	257,155
183	178		Wine Spectator	M. Shanken Communications	41,411	368,768	258	235		Video Business	Reed Elsevier, Reed Business Information	24,370	NA
184	182		Country Weekly	American Media, CMMG	40,818	436,287	259	245		Federal Computer Week	IOI Communications, FCW Media Group	24,145	NA
185	139		Science	American Assn. for the Advancement of Science	40,644	128,618	260	NA		Latina	Latina Media Ventures	24,089	308,439
186	177		Successful Meetings	VNU	39,863	NA	261	243		Journal of Accountancy	American Institute of CPAs	23,940	371,102
187	184		Furniture Today	Reed Elsevier, Reed Business Information	39,837	15,265	262	283		Builder	Hanley-Wood, Builder Group	23,809	90,441
188	155		Electronic Gaming Monthly	Ziff Davis Media	39,716	570,309	263	246		Cruising World	World Publications	23,711	155,336
189	240		Veranda	Hearst Corp., Magazine Division	39,674	412,039	264	255		American Family Physician	American Academy of Family Physicians	23,640	7,636
190	161		The Chronicle of Higher Education	The Chronicle of Higher Education	39,570	85,914	265	242		Country Woman	Reader's Digest Association, Reiman Publications	23,633	1,295,555
191	271		Official Xbox Magazine	Future Network USA	39,537	403,222	266	NA		Motorcyclist	Primedia, Enthusiast Group	23,353	246,117
192	237		MediZine Healthy Living	MediZine, Inc.	39,143	3,503,280	267	286		Southwest Airlines Spirit	AMR Corp., American Airlines Publishing	23,311	NA
193	215		Wood	Meredith Corp.	38,561	555,497	268	NA		Teen Vogue	Advance Publications, Conde Nast Publications	23,259	535,087
194	185		Interior Design	Reed Elsevier, Reed Business Information	38,474	56,572	269	260		American Legion Magazine	American Legion	23,071	2,589,299
195	203		ENR	McGraw-Hill Cos.	38,199	73,488	270	233		Progressive Farmer	Time Warner, Time Inc./Southern Progress Corp.	22,880	277,257
196	172		GamePro	International Data Group, IDG Entertainment	38,141	509,943	271	NA		Nursing 2004	Wolters Kluwer, Lippincott Williams & Wilkins	22,780	249,735
197	208		Coastal Living	Time Warner, Time Inc./Southern Progress Corp.	38,005	565,483	272	253		VFW Magazine	GLM Communications	22,366	1,710,550
198	197		Aviation Week & Space Technology	McGraw-Hill Cos.	37,744	101,764	273	252		Guns & Ammo	Primedia, Enthusiast Group	22,207	452,473
199	196		People en Espanol	Time Warner, Time Inc.	37,577	425,127	274	NA		Reader's Digest Selecciones	Reader's Digest Association	21,888	331,239
200	222		Working Mother	Working Mother Media	37,148	784,475	275	258		North American Hunter	North American Media Group	21,785	668,848
201	274		Weight Watchers	Weight Watchers Twenty First Corp.	36,796	1,098,275	276	256		Dirt Rider	Primedia, Enthusiast Group	21,656	182,520
202	180		JAMA	American Medical Association	36,789	199,623	277	251		Four Wheeler	Primedia, Enthusiast Group	21,491	293,242
203	205		VARBusiness	United Business Media, CMP Media	36,629	NA	278	270		Saveur	World Publications	21,335	376,403
204	214		Sky (Delta Air Lines)	Pace Communications	35,459	NA	279	292		Crain's Chicago Business	Crain Communications	21,133	42,769
205	187		Successful Farming	Meredith Corp.	35,244	397,468	280	298		US Airways Attache Magazine	Pace Communications	21,118	NA
206	189		American Rifleman	National Rifle Assn. of America	35,222	1,390,151	281	287		Easyriders	Paisano Publications	20,989	255,877
207	173		EDN	Reed Elsevier, Reed Business Information	35,216	NA	282	NA		Budget Living	Budget Living	20,953	424,201
208	168		Official U.S. Playstation Magazine	Ziff Davis Media	35,003	301,024	283	247		Chemical Week	Access Intelligence	20,813	12,329
209	209		Chicago Tribune Magazine	Tribune Co.	34,730	1,002,166	284	282		HANDY	North American Media Group	20,790	779,320
210	194		Birds & Blooms	Reader's Digest Association, Reiman Publications	34,393	1,902,511	285	285		Farm Journal	Farm Journal Media	20,782	85,434
211	211		Skiing	Time Warner, Time Inc./Time4 Media	34,345	408,372	286	NA		Los Angeles Magazine	Emmis Communications	20,748	153,284
212	201		Architectural Record	McGraw-Hill Cos.	34,197	111,311	287	280		HFN	Advance Publications, Fairchild Publications	20,723	6,339
213	267		AutoWeek	Crain Communications	34,120	353,029	288	289		Windows IT Pro	Penton Technology Media	20,595	97,226
214	217		Robb Report	CurtCo Media Labs	33,142	108,118	289	276		Country	Reader's Digest Association, Reiman Publications	20,386	1,128,447
215	224		SN-Supermarket News	Advance Publications, Fairchild Publications	32,574	36,674	290	NA		Scholastic Parent & Child	Scholastic Inc.	20,315	1,303,958
216	218		Texas Monthly	Emmis Communications	32,567	300,153	291	NA		Remedy	MediZine, Inc.	20,010	300,000
217	NA		Blender	Dennis Publishing	32,553	536,906	292	266		Diabetes Forecast	American Diabetes Assn.	19,998	414,010
218	NA		Salt Water Sportsman	Time Warner, Time Inc./Time4 Media	32,172	169,716	293	281		Pillsbury Classic Cookbooks	General Mills	19,752	470,000
219	198		Disney Adventures	Walt Disney Co., Buena Vista Magazines	32,034	1,230,216	294	278		Crain's New York Business	Crain Communications	19,658	40,906
220	230		PC Gamer	Future Network USA	31,819	307,691	295	293		Mary Engelbreit's Home Companion	Home Companion Publishing Group	19,542	612,859
221	195		Premiere	Lagardere, Hachette Filipacchi Media U.S.	31,725	514,119	296	279		Restaurants & Institutions	Reed Elsevier, Reed Business Information	19,423	NA
222	227		Variety (weekly)	Reed Elsevier, Reed Business Information	31,698	35,197	297	257		Government Computer News	The Washington Post Co.	19,158	NA
223	207		Petersen's 4-Wheel & Off Road	Primedia, Enthusiast Group	31,334	405,404	298	284		Weekly World News	American Media	18,857	167,000
224	190		Soap Opera Weekly	Primedia, Consumer Magazines Group	31,260	239,108	299	269		Computer Gaming World	Ziff Davis Media	18,829	270,014
225	264		Arthur Frommer's Budget Travel	The Washington Post Co.	31,252	529,638	300	272		Billboard	VNU	18,508	22,076

Notes: Gross revenue, in thousands of dollars, considered AA estimates. Paid circulation column encapsulates varied forms of magazine subs, including controlled circulation (NA), association memberships, and airline and distributed newspaper numbers. Sources: Publishers Information Bureau, TNS Media Intelligence/CMR Business, Audit Bureau of Circulations, BPA International, VNU's Perq/HCI, MIN, SRDS and others. In some cases, publishers restated data. Report staff: Kevin Brown, R. Craig Endicott, Scott MacDonald, Mark Schumann, Jennie Sierra and Gina Brown.

## TOP MAGAZINES BY GROWTH

RANKED BY TOTAL ADVERTISING PAGES AND PAID CIRCULATION GROWTH IN 2003

RANK 2003	MAGAZINE	PARENT COMPANY, SUBSIDIARY	ADVERTISING PAGES		
			% CHG	2003	2002
<b>AD PAGE GROWTH LEADERS</b>					
1	<b>National Geographic Kids*</b>	National Geographic Society	533.3	114.00	18.00
2	<b>Guideposts</b>	Guideposts	188.2	341.54	118.50
3	<b>Lucky</b>	Advance Publications, Conde Nast Publications	45.9	1,478.00	1,012.70
4	<b>Remedy</b>	MediZine, Inc.	45.6	234.23	160.91
5	<b>Real Simple</b>	Time Warner, Time Inc.	40.0	1,229.80	878.62
6	<b>MediZine Healthy Living</b>	MediZine, Inc.	37.0	284.90	208.01
7	<b>Bridal Guide</b>	RFP	35.1	3,128.05	2,315.66
8	<b>Arthur Frommer's Budget Travel</b>	The Washington Post Co.	35.1	712.81	527.69
9	<b>Working Mother</b>	Working Mother Media	34.9	559.04	414.41
10	<b>Blender</b>	Dennis Publishing	34.3	672.77	500.91
11	<b>More</b>	Meredith Corp.	33.2	748.63	562.21
12	<b>Weight Watchers</b>	Weight Watchers Twenty First Corp.	32.1	379.38	287.27
13	<b>Guns &amp; Ammo</b>	Primedia, Enthusiast Group	31.2	543.36	414.19
14	<b>Fit Pregnancy</b>	American Media, Weider Publications	29.8	696.89	536.75
15	<b>Latina</b>	Latina Media Ventures	29.8	883.32	680.41
16	<b>Endless Vacation</b>	Cendant, Resort Condominiums International	27.0	439.74	346.36
17	<b>Midwest Living</b>	Meredith Corp.	25.3	913.79	729.03
18	<b>Reader's Digest Selecciones</b>	Reader's Digest Association	24.8	482.33	386.59
19	<b>SN-Supermarket News</b>	Advance Publications, Fairchild Publications	24.5	1,534.59	1,232.62
20	<b>Los Angeles Magazine</b>	Emmis Communications	24.3	1,346.40	1,083.00
21	<b>Ladies' Home Journal</b>	Meredith Corp.	24.3	1,510.83	1,215.50
22	<b>Outdoor Life</b>	Time Warner, Time Inc./Time4 Media	24.0	541.36	436.41
23	<b>Details</b>	Advance Publications, Fairchild Publications	22.6	1,019.18	831.31
24	<b>Texas Monthly</b>	Emmis Communications	22.5	1,815.15	1,482.20
25	<b>Child</b>	Bertelsmann, Gruner & Jahr USA Publishing	22.2	995.21	814.70

Notes: All figures are actual. Ad page and circulation data for each Top 300 magazine are available at [AdAge.com](http://AdAge.com) QwikFIND aap96d. Controlled circulation and newspaper distributed magazines are not included in the above circulation chart. \*In the ad page growth chart above, National

RANK 2003	MAGAZINE	PARENT COMPANY, SUBSIDIARY	TOTAL PAID CIRCULATION		
			% CHG	2003	2002
<b>TOTAL PAID CIRCULATION GROWTH LEADERS</b>					
1	<b>Bicycling</b>	Rodale	41.5	404,913	286,090
2	<b>Official Xbox Magazine</b>	Future Network USA	37.5	403,222	293,172
3	<b>Weight Watchers</b>	Weight Watchers Twenty First Corp.	36.6	1,098,275	803,876
4	<b>National Geographic Kids</b>	National Geographic Society	36.2	1,048,830	769,938
5	<b>Real Simple</b>	Time Warner, Time Inc.	31.5	1,500,246	1,140,500
6	<b>Golf for Women</b>	Advance Publications, Golf Digest Cos.	21.1	488,580	403,564
7	<b>Latina</b>	Latina Media Ventures	21.0	308,439	254,833
8	<b>Organic Style</b>	Rodale	19.4	614,846	514,951
9	<b>Us Weekly</b>	Wenner Media/Walt Disney Co.	18.9	1,308,772	1,101,059
10	<b>Reader's Digest Selecciones</b>	Reader's Digest Association	18.0	331,239	280,630
11	<b>O, The Oprah Magazine</b>	Hearst Corp., Magazine Division	17.3	2,652,522	2,261,570
12	<b>Modern Bride</b>	Advance Publications, Fairchild Publications	17.2	395,612	337,491
13	<b>Stuff</b>	Dennis Publishing	16.1	1,312,270	1,130,466
14	<b>CosmoGirl</b>	Hearst Corp., Magazine Division	15.7	1,238,325	1,069,904
15	<b>The Sporting News</b>	Vulcan Ventures	15.2	711,430	617,447
16	<b>Easyriders</b>	Paisano Publications	15.1	255,877	222,380
17	<b>Fitness</b>	Bertelsmann, Gruner & Jahr USA Publishing	14.2	1,431,157	1,253,392
18	<b>ESPN The Magazine</b>	Walt Disney Co., ESPN Inc.	13.5	1,759,697	1,550,138
19	<b>Country Home</b>	Meredith Corp.	12.9	1,247,563	1,104,559
20	<b>More</b>	Meredith Corp.	12.2	896,415	798,626
21	<b>Lucky</b>	Advance Publications, Conde Nast Publications	12.1	917,598	818,250
22	<b>Traditional Home</b>	Meredith Corp.	10.2	938,901	852,121
23	<b>Nick Jr.</b>	Viacom International	10.1	540,248	490,549
24	<b>Men's Journal</b>	Wenner Media	9.7	660,678	602,092
25	<b>Southern Accents</b>	Time Warner, Time Inc./Southern Progress Corp.	9.5	439,192	401,261

Geographic Kids began accepting advertising in October 2002. Sources: Publishers Information Bureau, TNS Media Intelligence/CMR Business, VNU's Perq/HCI, MIN (Media Industry Newsletter), Audit Bureau of Circulations, BPA International, SRDS and publishers.

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