

# THE A LIST



## 1 THE ECONOMIST

North American edition

PARENT: The Economist Group

NORTH AMERICAN PUBLISHER:

Paul Rossi

EDITOR IN CHIEF:

John Micklethwait

AD PAGES:	1,497.4	↑ 7.2%
TOTAL CIRCULATION:	747,254	↑ 7.6%
SUBSCRIPTIONS:	680,366	↑ 7.4%
SINGLE-COPY SALES:	66,888	↑ 9.9%

What's the mission for a weekly magazine in 2008? While other newsweeklies make their columnists' names bigger, The Economist relies instead on the value of its content. To be fair, it also has spent a few years adding distribution at chains such as Whole Foods. New subscribers pay more than \$100 for a year's worth of issues.



## 2 WOMEN'S HEALTH

PARENT: Rodale

VP-PUBLISHER:

Mary Murcko

VP-EDITOR IN CHIEF:

Kristina M. Johnson

AD PAGES:	537	↑ 18.1%
TOTAL CIRCULATION:	1,140,068	↑ 44.9%
SUBSCRIPTIONS:	778,211	↑ 52.1%
SINGLE-COPY SALES:	306,864	↑ 11.5%

Perhaps the most intuitive spinoff in magazines, this younger sibling of Men's Health broke the 1 million mark in paid and verified circulation this year—and will start guaranteeing paid and verified circulation of 1.35 million with its first 2009 issue. Newsstand sales are impressive for a \$4.99 title. Branded programs such as "Are You Game?" consumer events are doing nicely, as is a well-developed website.



## 3 ELLE

PARENT: Hachette Filipacchi Media U.S.

SENIOR VP-GROUP PUBLISHING

DIRECTOR: Carol A. Smith

VP-EDITOR IN CHIEF: Roberta Myers

AD PAGES:	1,826	↑ 5.2%
TOTAL CIRCULATION:	1,082,278	↑ 0.9%
SUBSCRIPTIONS:	709,579	↑ 8.8%
SINGLE-COPY SALES:	332,167	↓ 6.3%

Elle is a magazine with major business behind it, not to mention the awareness earned by its "Project Runway" and "Ugly Betty" appearances. Despite first-half newsstand declines, Elle enjoyed huge sales for its January issue with Victoria Beckham on the cover and for February with Jessica Alba.

September, fashion magazines' crucial month, saw declines for competitors but record ad pages for Elle.



## 4 EVERY DAY WITH RACHAEL RAY

PARENT: Reader's Digest Association

VP-PUBLISHER: Anne Balaban

EDITOR IN CHIEF: Rachael Ray

AD PAGES:	506.6	↑ 8.4%
TOTAL CIRCULATION:	1,749,842	↑ 34.4%
SUBSCRIPTIONS:	1,289,694	↑ 48.0%
SINGLE-COPY SALES:	410,148	↑ 6.2%

One of the top 10 circulation gainers in the first half of this year, Every Day With Rachael Ray is continuing its fast track to the big leagues. A mission premised on real life keeps winning readers with features such as "Smooth Operators," a break-down of the best peanut butters. We aren't sure how far or long Ms. Ray's popularity can go, but her magazine's success signals more big wins ahead.



## 5 NATIONAL GEOGRAPHIC

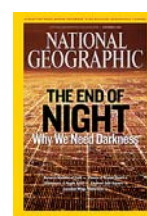
PARENT: National Geographic Society

VP-U.S. PUBLISHER: Claudia Malley

EDITOR IN CHIEF: Chris Johns

AD PAGES:	318.3	↓ 0.1%
TOTAL CIRCULATION:	5,061,047	- FLAT
SUBSCRIPTIONS:	4,754,014	↓ 0.7%
SINGLE-COPY SALES:	189,546	↑ 9.9%

More than most years, 2008 has made flat the new up and down the new flat. National Geographic maintained impressive circulation and matched last year's ad pages, which have been growing consistently, earning our respect this year. Two of its top-five-selling issues ever appeared in 2008. And the title took home a National Magazine Award for general excellence—again.



## 6 FAST COMPANY

PARENT: Mansueto Ventures

PUBLISHER:

Christine Osekoski

EDITOR:

Robert Safian

AD PAGES:	388.4	↑ 31.6%
TOTAL CIRCULATION:	742,316	↓ 0.5%
SUBSCRIPTIONS:	712,231	↓ 1.3%
SINGLE-COPY SALES:	30,085	↑ 23.6%

Fast Company this year won a Loeb Award for business and financial journalism, along with Overall Excellence and Cover Story of the Year from the Society of American Business Editors and Writers. The website has been devoted to building conversation and community; FastCompanyTV has grown under the former Silicon Valley blogger Robert Scoble since March.



## 7 NEW YORK

PARENT: New York Media

PUBLISHER: Lawrence C. Burstein

EDITOR IN CHIEF: Adam Moss

AD PAGES:	1,913.1	↓ 2.5%
TOTAL CIRCULATION:	433,289	↑ 0.9%
SUBSCRIPTIONS:	410,717	↑ 0.8%
SINGLE-COPY SALES:	22,572	↑ 3.4%

It's not easy being a weekly magazine when the supply of opinion outstrips demand, but New York under Adam Moss makes you care what it has to say. That's partly a result of great covers—witness the Barbara Kruger cover locating Eliot Spitzer's brain below his waist—but the quality of the feature well, standout columnists and neat approaches to old staples, such as its essentially open-source comments section, keep readers coming back. National Magazine Awards keep coming too. Kudos for swearing off escort ads after protesters drew links to human trafficking.



## 8 PEOPLE STYLEWATCH

PARENT: Time Inc.

PUBLISHER: Michelle Myers

EDITOR: Susan Kaufman

AD PAGES:	335.1	↑ 33.3%
TOTAL CIRCULATION:	686,417	↑ 8.3%
SUBSCRIPTIONS:	165,286	↑ 122.6%
SINGLE-COPY SALES:	512,189	↓ 8.5%

Don't overlook this celebrity style spinoff from People magazine, which has published 10 issues a year since just 2007. Ad pages aren't huge, but they're growing quickly. How fast? September's issue clocked 78.1 ad pages, up 73.6% over September '07. The title's expansion comes in a category where others, such as American Media's weekly Celebrity Living, have failed. The single-copy decline makes us wonder a bit about the future, but for now, the vast majority of its circulation—74.6%—still comes from newsstands, a vivid indicator of reader interest, at \$3.99 a copy.



## 9 HOUSE BEAUTIFUL

PARENT: Hearst Magazines

VP-PUBLISHER: Kate Kelly Smith

EDITOR IN CHIEF: Stephen Drucker

AD PAGES:	560.4	↑ 12.8%
TOTAL CIRCULATION:	844,258	↓ 3.3%
SUBSCRIPTIONS:	732,440	↓ 4.7%
SINGLE-COPY SALES:	84,645	↑ 9.2%

We would worry more about the subscription decline if House Beautiful wasn't significantly over-delivering on its rate base of 800,000. Plus any established title that can increase ad pages by 12.8% and newsstand copies by 9.2% is a winner in this rough market. House Beautiful also survives after more than 100 years—in a category recently savaged by the mortgage and housing meltdown.



## 10 CONDÉ NAST TRAVELER

PARENT: Condé Nast Publications

VP-PUBLISHER: Elizabeth

Henriques Hughes

EDITOR IN CHIEF: Klara

Glowczewska

AD PAGES:	1,185.7	↓ 3.6%
TOTAL CIRCULATION:	820,217	↑ 1.5%
SUBSCRIPTIONS:	752,565	↓ 2.0%
SINGLE-COPY SALES:	30,983	↓ 5.8%

Traveler has been on a tear for a while, which among other things means it faced tough comparisons—doubly true when you recall its anniversary issue in 2007. It's also holding onto the top spot in ad pages among travel books. As for those slight circ slips—well, we said down is the new flat.



Notes: Year-to-date ad-page numbers for monthlies cover January through September 2008 as reported by Media Industry Newsletter. Monthlies' overall ad pages declined 7.42% from January to September. The end date of the year-to-date period varies for weeklies. Circulation numbers are averages for the six-month period ended June 30, 2008, as reported to the Audit Bureau of Circulations. Our subscription data this year count only paid subscriptions and exclude verified circulation. Total circulation includes newsstand, paid subscriptions and verified. All percentage changes are vs. the period a year earlier.