

Special Report MAGAZINES: THE A-LIST

THE A-LIST

1 MORE

Parent: Meredith Corp.
VP-publisher: Brenda Saget Darling
Editor in chief: Peggy Northrop

Ad pages:	750.9	▲ 12.9%
Total circulation:	1,155,627	▲ 9.9%
Subscriptions:	1,006,027	▲ 8%
Single-copy sales:	149,600	▲ 25.1%

More is breaking through advertisers' irrational obsession with 20-somethings by reaching out not just to women living happily after their 30s, but also to marketers that ought to want to reach them. Then again, smart marketers don't have much choice: As its subscriptions rise, *More* is also defying newsstand trends.



2 DWELL

Owner and founder: Lara Hedberg Deam
President-publisher: Michela O'Connor Abrams
Executive editors: Andrew Wagner, Sam Grawe

Ad pages:	831.8	▲ 29.3%
Total circulation:	272,043	▲ 12.1%
Subscriptions:	192,241	▲ 13.4%
Single-copy sales:	79,802	▲ 9%

Dwell lost Editor in Chief Allison Arieff in August, when she exited over a perceived "fundamental change in the magazine's mission." But Ms. Arieff and her team's masterful work until then still shines—and we hope the magazine will keep on outperforming without her. A shelter book that has aimed to bring modern design to everyone, *Dwell* always looks great inside and out as it keeps finding new readers and advertisers.



3 ELLE

Parent: Hachette Filipacchi Media U.S.
Senior VP-publishing director: Carol A. Smith
VP-editor in chief: Roberta Myers

Ad pages:	1,576.5	▲ 15%
Total circulation:	1,054,854	▲ 2.3%
Subscriptions:	730,004	▼ 3.3%
Single-copy sales:	324,850	▲ 17.6%

The rumor in 1988 was that Condé Nast Publications had just installed Anna Wintour at *Vogue* precisely to thwart a very heady challenge from the upstart U.S. version of *Elle*. As this year has proved, *Elle* can always represent a very real threat. Its ad pages to date grew more than any other title in the competitive set, and its newsstand jumped by a huge margin.



4 NEW YORK

Parent: New York Magazine Holdings
Publisher: Lawrence C. Burstein
Editor in chief: Adam Moss

Ad pages:	2,261.9	▲ 11.8%
Total circulation:	435,113	▲ 1.7%
Subscriptions:	412,752	▲ 1.6%
Single-copy sales:	22,361	▲ 3.6%

With a 2006 National Magazine Award for general excellence among magazines its size and another for design, *New York* officially reclaimed its deserved standing as a title that should be read across the country. The only reason no one calls Adam Moss "wunderkind" anymore is that he's not a kid any longer. The new web site, including its Daily Intelligence blog, is a winner.



5 VOGUE

Parent: Condé Nast Publications
VP-publishing director: Thomas A. Florio
Editor in chief: Anna Wintour

Ad pages:	2,137.9	▲ 0.8%
Total circulation:	1,293,185	▲ 6.1%
Subscriptions:	861,022	▲ 7.4%
Single-copy sales:	432,163	▲ 3.5%

Vogue was "only" a finalist for general excellence at the National Magazine Awards this year, but there isn't much question that the title kept up its relentless quest for quality. It improved newsstand sales even with sometimes unorthodox covers, brought advertisers the "Fashion on Demand" video podcasts and continued using its editorial to influence fashion tastes—and sales.



6 PEOPLE

Parent: Time Inc.
Publisher, People Group: Paul Caine
Managing editor: Larry Hackett

Ad pages:	2,700.3	▼ 0.7%
Total circulation:	3,823,604	▲ 1.2%
Subscriptions:	2,300,496	▲ 0.3%
Single-copy sales:	1,523,108	▲ 2.6%

Last year's Magazine of the Year returns to the A-List. *People* continues to dominate celeb weeklies with its highest average single-copy sales in 10 years. One coup: The June 19 issue featuring little Shiloh Nouvel Jolie-Pitt sold nearly 2.2 million newsstand copies, according to *People*. Despite the shutdown of *Teen People*'s print edition, the title's wings are still spreading. August was *People.com*'s biggest month ever.



STEVEN KLEIN

7 NATIONAL GEOGRAPHIC ADVENTURE

Parent: National Geographic Society
Publisher: Francis X. Farrell
Editor in chief: John Rasmus

Ad pages:	402.3	▲ 18.6%
Total circulation:	542,170	▲ 7%
Subscriptions:	498,314	▲ 6.6%
Single-copy sales:	43,856	▲ 11.6%

Increasing rate base for the seventh straight year isn't necessarily enough to enter the A-List; neither is double-digit newsstand growth even after hiking the cover price to \$4.95. But add to that 35 new advertisers, ad pages up almost 20% and maintaining strikingly beautiful content—then yes, you deserve a slot.



8 GOURMET

Parent: Condé Nast Publications
VP-publisher: Giulio Capua
Editor in chief: Ruth Reichl

Ad pages:	874.1	▲ 11.5%
Total circulation:	994,951	▲ 1.8%
Subscriptions:	909,673	▲ 1.1%
Single-copy sales:	85,278	▲ 9.1%

While *Gourmet* continued recruiting readers and advertisers, it pushed ahead in other important directions as well, creating a 20-week PBS show (and web site and podcast) sponsored by TIAA-CREF called "*Gourmet's* Diary of a Foodie," taking a finalist slot in the National Magazine Awards' photography category and publishing a fiction supplement, of all things for an epicurean book, in which Philips bought every ad page.



9 REAL SIMPLE

Parent: Time Inc.
Publisher: Steve Sachs
Managing editor: Kristin van Ogtrop

Ad pages:	1,204.4	▲ 8.1%
Total circulation:	1,937,598	▼ 0.5%
Subscriptions:	1,543,737	▲ 1.4%
Single-copy sales:	393,861	▼ 7.2%

Don't call it an empire yet, but *Real Simple* is undeniably a brand with a plan for expansion. Target now sells licensed *Real Simple* brooms, mops, notepads and organizers. Consumers can use them while watching the "*Real Simple* Television" series on PBS or listening to XM radio segments called "*Real Simple* Solutions." Please remember, however, that it all started with the magazine itself.



10 IN TOUCH WEEKLY

Parent: Bauer Publishing
Publisher: Bob Davidowitz
Editor in chief: Richard Spencer

Ad pages:	646.9	▲ 38.6%
Total circulation:	1,189,936	▲ 5.9%
Subscriptions:	42,546	▲ 27.5%
Single-copy sales:	1,147,390	▲ 5.3%

It didn't seem like much remained to be said about celebrity weeklies or the stars who live under their surveillance these days. But *In Touch Weekly* proved doubters wrong this year by finding more than ever to blab about and selling still more copies. Parent company Bauer, which traditionally relies on newsstands for nearly all its revenue, also made the smart move of starting a big push to sell more ads.

