

Masthead

The Magazine About Magazines

Q&A

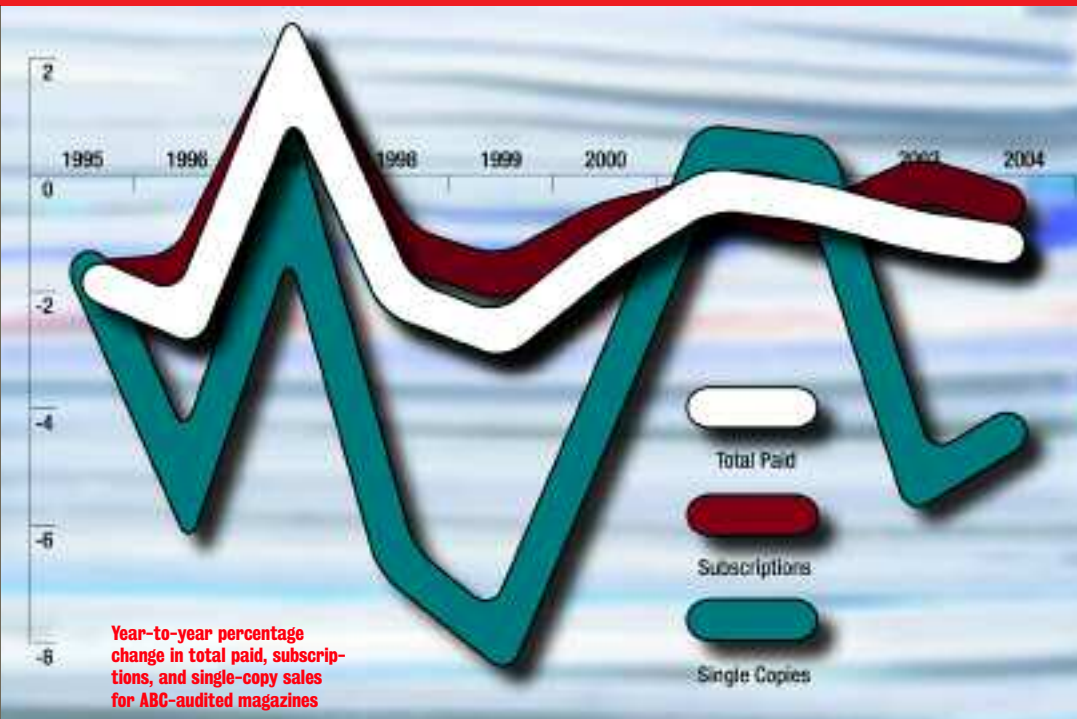
Macleans' editor and publisher
Ken Whyte



Q Why would you want to edit *Macleans*'s?

A Well you know, I've always wanted to. After the *Sherwood Park News*, my first real job was *Alberta Report*, which was a newsweekly and always considered itself competitive with *Macleans*'s, though *Macleans*'s was obviously in an entirely different league.

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CIRC WATCH

Highlights punch through gloom

For the seventh consecutive year, ABC Fas-Fax data reports that Canadian total paid circulation has declined for the December period, this time by 1.25% overall, the worst performance since 1999.

The biggest damage was inflicted at the newsstand, where Canadian ABC-audited titles took a beating, down 4.23% overall. A staggering 69.2% of ABC-audited titles reported single-copy sales declines.

Even more incredible, French-language titles were pummeled at the newsstand, down 8.78% overall. Plus, a shocking 92% of French titles reported single-copy declines in December.

According to several sources, single-copy sales in Quebec are not as soft as ABC data suggests. Many non-ABC audited titles are picking up the slack at the newsstand.

This may suggest that some of the "old guard" French-language titles are in need of a face-lift in order to compete with new titles, such as *La Semaine*. This new weekly, published by Claude J. Charron, formerly of *7 Jours*, has exploded on the Quebec scene and is now selling more than 200,000 copies per week at \$3.95, and is the number-one seller in Quebec, we're told.

Canada's circulators can't take much comfort in the ABC data coming out of the United States. While trends south of the border are not fantastic, total paid circulation was up in both the June 2004 (1%) and December 2004 (0.17%) periods. Not so in Canada, where total paid circulation was down in both the June 2004 (2%) and December 2004 (1.25%) periods.

However, there are always bright spots.

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Circ watch

Successful titles in a tough year had one thing in common: teamwork

BY SCOTT BULLOCK

► continued from cover

Some of those bright spots include true superstar performances, even when times are tough for many Canadian circulators, thus making this year's consumer marketing achievements that much more spectacular.

Titles turning in eye-popping growth are familiar names such as *Flare*, on the racks; *Canadian Home & Country*, when it comes to selling subscriptions; and *Canadian Geographic*, for total paid performance.

Terri De Rose, vice-president circulation, Transcontinental Media, was modest about *CH&C's* phenomenal growth. "We just executed the plan. I've been given the resources to work with and I've got great staff helping me." She pointed out she does not grace any copies to prop up the subscription numbers. "Our trade show generates awareness for the magazine brand, our editors are delivering a fantastic magazine, and our newsstand team is doing a fabulous job, all of which gives us great momentum," she explained.

Peter Willson, who heads up the retail team at Rogers, and who has been cleaning up at the Canadian Newsstand Awards year after year, echoed many of De Rose's points regarding teamwork. "From our retail, wholesale, and national distributor partners, right up the ranks of our own senior management, the support for our efforts at retail have been focused and consistent." When asked if more marketing resources are being deployed for *Flare*, Willson pointed out that "resources are part of it, but our publishing operation has a mindset and an attitude that is pro-retail, and everyone is on board. We're getting great support from our editors, art directors, and publishers, because everyone understands the value that retail sales deliver when pitching consumer-wantedness of the title."

Unlike his Blue Jays, Mr. Rogers believes in stacking his circulation team with star-studded superstars. Just look at a partial list of the talent: Tracey McKinley (20 years experience), Marisa Latini (18 years), Libby Nixon (19 years), Catherine Louvet (11 years), Sylvaine Gombert (14 years), Peter Willson (19 years), Mark Hamill

ABC TOP 5 SINGLE-COPY GAINERS AND DECLINERS DEC. 2004 VS. DEC. 2003

Gainers by Volume			Decliners by Volume		
Total	Unit Increase	Total	Unit Decline		
Flare	22,097	10,118	TV Guide	65,490	14,818
Canadian Living	147,084	7,695	Chatelaine	76,251	13,006
Canadian Geographic	25,028	6,213	Hockey News	15,546	8,025
Harrowsmith Country Life	17,181	3,091	TV Hebdo	58,097	6,868
Reader's Digest	62,626	2,917	Cool!	29,338	6,315

Gainers by Percentage			Decliners by Percentage		
Total	% Increase	Total	% Decline		
Flare	22,097	84.5%	Hockey News	15,546	-34.1%
Maclean's	8,874	41.1%	Renovation Bricolage	6,265	-24.0%
Revue Commerce	969	37.5%	Affaires Plus	1,450	-23.2%
Canadian Geographic	25,028	33.0%	Fleurs, Plantes et Jardin	4,165	-22.3%
Canadian Business	5,762	22.7%	TV Guide	65,490	-18.5%

ABC TOP 5 SUBSCRIPTION GAINERS AND DECLINERS DEC. 2004 VS. DEC. 2003

Gainers by Volume			Decliners by Volume		
Total	Unit Increase	Total	Unit Decline		
Canadian Home & Country	112,994	20,563	Reader's Digest	863,835	31,601
Clin D'oeil	51,320	11,864	Maclean's	392,206	26,909
Décormag	76,903	7,737	Chatelaine	598,765	14,665
Fashion	129,469	7,711	TV Guide	278,388	11,840
Les Idées de ma Maison	46,466	6,489	Canadian Living	386,286	8,330

Gainers by Percentage			Decliners by Percentage		
Total	% Increase	Total	% Decline		
Star Inc.	12,997	41.7%	Filles D'aujourd'hui	21,318	-21.40%
Clin D'oeil	51,320	30.1%	Le Lundi	13,240	-15.10%
Canadian Home & Country	112,994	22.3%	BC Outdoors Sport Fishing	15,600	-11.30%
Les Idées de ma Maison	46,466	16.2%	Cool!	33,726	-9.70%
Décormag	76,903	11.2%	Hockey News	73,486	-7.60%

(27 years), Sue Phillips (15 years), Cathy Lewis (20), Cathy Saad (29 years), Ellen L'Écuyer (27 years) and John Matyskiel (30 years).

Twenty-one-year circulation pro Maureen Ogilvie, vice-president consumer marketing and operations at *Canadian Geographic*, explained the magazine's growth in paid circulation (up 10,690 or 5.04%). "First, there is a commitment from the entire senior management team to increasing paid circulation. We understand the value of paid readers... that increased paid circulation benefits advertising, web traffic, merchandise sales, and furthers the important mandate of the [Royal Canadian Geographical] Society. It's a real team effort. Second, I've been given the resources to market the magazine more aggressively."

When asked about her 33% increase in single-

copy sales, Ogilvie pointed out that her marketing budget for newsstand continues to grow year after year, because it works. Specifically, she pointed to the November/December 2004 75th anniversary issue. It had 180 pages—the largest issue ever—was polybagged with a sponsored map, was stickered to push the map, was promoted aggressively at newsstands, and featured an \$8.95 cover price (normal price is \$6.95). This issue sold 24,323 copies, compared to 20,872 for the prior year, an increase of 16.5%. Plus, as a result of the higher cover price, this issue generated 50% more single-copy revenue. "We're trying to take advantage of opportunities at the planning stage to ensure all possibilities for circulation growth are exploited," said Ogilvie.

Another positive sign continues to be the abil-

COVER STORY

ity of Canadian publishers to charge readers more for the magazine at newsstand, even in a down period. This bodes well for publishers who invest in the quality of their product and who trust their readers are smart enough to appreciate the value of superior editorial content, words, pictures, paper, page counts, trim size and binding.

What this year's data also suggests is that even excellent circulators are not immune from taking hits to their circulation. Sometimes it may be managed down, sometimes the newsstand just smacks you down. But clearly, magazines that appear to be making investments in retaining or enhancing quality circulation staff, in aggressively marketing their magazines, and taking a team approach that cuts across various disciplines, are producing some truly amazing results.

Cover price

One important metric to gauge the strength of a magazine's circulation is to track cover price. Remember, consumers often spend more for a cheesy greeting card than they do for a 250-page, perfect-bound glossy magazine. While subscription pricing is demonstrably price-sensitive, the evidence suggests that at the newsstand, which is more impulse-driven, consumers are opening their wallets. However, with ever-increasing hordes of new niche titles entering the market every day, with retail shelf space in demand, and with ever more aggressive American magazine launches to contend with, the newsstand battlefield becomes more challenging for hard-pressed circulators.

Of the Canadian ABC titles analyzed in the June 2004 period, 15 or 25.9% took their price up. Of these brave 15, seven magazines (or 46.6%) enjoyed a newsstand unit sales increase. Furthermore, 12 of the 15 (or 80%) enjoyed newsstand revenue increases.

The average cover price increase went from \$3.78 to \$4.22, a jump of \$0.44 cents, or a 12% hike in single-copy price.

The biggest increase was \$1, which was adopted by a few confident titles. For *Fashion* magazine, single-copy sales increased by 2.4% and revenue increased by 31.6%. *Western Sportsman* also

ABC TOP 45 FAS-FAX	SIX MONTHS ENDING DECEMBER 2004			% CHANGE VS. DECEMBER 2003		
	Subscriptions	Single-Copy Sales	Total Paid	Subscriptions	Single-Copy Sales	Total Paid
Reader's Digest	863,835	62,626	926,461	-3.5	4.9	-3.0
Chatelaine	598,765	76,251	675,016	-2.4	-14.6	-3.9
Canadian Living	386,286	147,084	533,370	-2.1	5.5	-0.1
Maclean's	392,206	8,874	401,080	-6.4	41.1	-5.7
TV Guide	278,388	65,490	343,878	-4.1	-18.5	-7.2
Canadian House & Home	173,595	75,529	249,124	-3.0	2.7	-1.3
Sélection du Reader's Digest	222,345	15,092	237,437	2.7	-1.8	2.4
Style At Home	174,628	57,843	232,471	0.6	-2.8	-0.3
Time (Canada)	221,230	9,170	230,400	0.5	-9.3	0.1
Coup de Pouce	175,293	53,743	229,036	0.6	-0.1	0.4
Canadian Geographic	197,665	25,028	222,693	2.3	33.0	5.0
Châtelaïne (French)	175,138	27,876	203,014	3.1	-9.3	1.2
L'actualité	177,182	9,154	186,336	1.5	-15.6	0.5
Today's Parent ^(a)	172,957	5,479	178,436			
Flare	142,948	22,097	165,045	-2.7	84.5	3.9
Canadian Gardening	144,649	8,960	153,609	2.4	-16.8	1.0
Good Times	151,812		151,812	-3.4		-3.4
Le Bel Age	141,510	6,630	148,140	1.8	-3.2	1.6
TV Hebdo	82,543	58,097	140,640	-7.3	-10.6	-8.7
Fashion Magazine	129,469	10,355	139,824	6.3	0.0	5.8
Canadian Home Workshop	126,801	3,755	130,556	2.7	-4.0	2.5
Harrowsmith Country Life	108,358	17,181	125,539	-2.4	21.9	0.3
Protégez-Vous ^(a)	109,267	15,780	125,047			
Canadian Home & Country	112,994	10,037	123,031	22.2	17.4	21.8
MoneySense	94,818	12,000	106,818	3.7	2.3	3.5
7 Jours	2,717	102,336	105,053	2.4	-3.6	-3.5
ELLE Canada	84,949	19,777	104,726	5.0	16.9	7.0
Gardening Life	79,666	16,131	95,797	-0.3	13.6	1.8
Toronto Life	82,656	9,036	91,692	-0.2	-10.7	-1.4
Outdoor Canada	84,485	6,000	90,485	5.8	15.6	6.4
ELLE Québec	63,869	26,360	90,229	0.4	6.5	2.1
Décormag	76,903	12,743	89,646	11.2	-17.1	6.0
Hockey News	73,486	15,546	89,032	-7.6	-34.0	-13.7
Affaires Plus	84,535	1,450	85,985	1.7	-23.2	1.1
Canadian Business	76,322	5,762	82,084	-1.5	22.6	-0.1
Les Affaires	80,113	1,953	82,066	0.5	-9.7	0.2
Décoration Chez-Soi	52,304	23,953	76,257	-7.0	-12.6	-8.8
Clin D'oeil	51,320	20,574	71,894	30.1	-7.1	16.7
Les Idées De Ma Maison	46,466	19,027	65,493	16.2	-11.2	6.7
COOL!	33,726	29,338	63,064	-9.7	-17.7	-13.6
TV Notas	4,645	50,876	55,521	120.1	16.3	21.1
Fleurs, Plantes et Jardins	51,341	4,165	55,506	3.6	-22.3	1.1
FASHION18 ^(a)	47,232	7,000	54,232			
Capital Santé	44,043	5,610	49,653	0.6	-3.4	0.1
Femme Plus	31,701	16,900	48,601	0.6	-10.5	-4.3

Notes: (a) Comparative data for previous-year period not supplied or not applicable

raised cover price by \$1 or 20%, with sales increasing by 11.5% and revenues jumping by 34%. *BC Outdoors* bumped its price by \$1 or 20%, but unit sales increased a modest 1.9%. However, newsstand revenues spiked by 22.4%. *Canadian Business* raised cover price by a conservative \$0.25 cents or 6%, but watched sales jump by 24%, and revenues increase by 31.3%, a noteworthy achievement.

TV Guide, suffering at the newsstand for many years now, courageously increased its cover price by 25%, from \$1.99 to \$2.49, which despite continued slippage in unit sales, resulted in an increase in single-copy revenue of 1.7%.

If you strip out *TV Guide* and *TV Hebdo*, 11 of the 13 titles that raised cover price increased their newsstand revenue. Eight of those 11 also increased unit sales.

Three ABC-audited titles lowered their single-copy price. All three suffered massive unit sales erosion. Combined, these titles saw single-copy sales fall by 21.3%, and newsstand revenue drop by 22%.

For the December 2004 period, 26 ABC-audited titles reported higher cover prices. As a group, unit sales were down 4.56%, with 10 or 73% reporting declining unit sales and seven or 27% reporting sales flat or up. However, revenue was up for this group by an average of 1.97%.

Canadian Business continued to prosper at \$4.50, and has since increased the price to \$4.95, effective with January 2005.

Flare tested a \$3.95 price in September, and has since raised the cover price to \$4.50 (matching *Fashion*) effective with the March 2005 issue. Unit sales are up 84.5% for the December 2004 period.

CCAB/BPA TOP 45 CONSUMER TRAC	SIX MONTHS ENDING SEPTEMBER 2004*				% CHANGE VS. SEPTEMBER 2003*		
	Subscriptions	Sponsored Subs	Single-Copy Sales	Total Paid	Subscriptions	Single-Copy Sales	Total Paid
Homemakers ^(a)	353,972	41,706	13,425	409,103	-6.6%	82.4%	-5.1%
British Columbia Magazine	106,028		13,586	119,614	-12.0%	14.1%	-9.7%
Madame ^(b)	99,245	5,465	4,730	109,440	-3.3%	71.8%	-1.4%
Chickadee	85,143		2,000	87,143	2.0%	16.8%	2.3%
Ontario Out of Doors ^(b)	79,582		6,803	86,385	-1.4%	-16.2%	-2.7%
United Church Observer, The	3,234	68,670	21	71,925	-6.3%	-4.6%	-6.3%
Ontario Snowmobiler (March annual) ^(b)		71,651		71,651	-6.5%		-6.5%
ScoreGolf (Dec. 2003 period)	59,859	11,211	197	71,267	-18.3%		-18.1%
Cottage Life	57,412	1,309	11,630	70,351	4.7%	-1.7%	3.6%
Chirp	66,286		1,347	67,633	4.7%	9.9%	4.8%
Owl	66,335		1,159	67,494	3.3%	1.9%	3.3%
Performance Auto & Sound ^(b)	7702		50,137	57,839	39.0%	-4.3%	-0.2%
Profit ^(a)	357	51,530	4,793	56,680	3.2%	69.0%	-6.7%
TV Week Magazine	45,505		8,762	54,267	2.4%	-14.1%	-0.7%
The Beaver Magazine	47,089		773	47,862	-1.9%	3.3%	-1.8%
Dogs in Canada (Monthly)	3,322	34,664	786	38,772	6.5%	-14.3%	5.9%
Pets Magazine	33,312	1,217	2,650	37,179	-10.4%	28.2%	-8.4%
The Walrus	25,166		11,906	37,072	8.4%	-24.9%	-5.1%
Downhomer	18,092		18,009	36,101	10.1%	8.9%	9.5%
Aventure Chasse & Pêche	19,060		14,854	33,914	12.9%	6.2%	9.9%
Ski Canada ^(a)	13,389	15,636	2,440	31,465	-6.1%	-11.5%	-6.6%
Les Debrouillards	28,687		1,000	29,687	-2.1%	-7.2%	-2.3%
Saltscapes (Monthly) ^(a)	20,822	3,195	4,754	28,771	11.9%	29.3%	14.5%
Outpost ^(b)	14,108	9,629	4,557	28,294	5.6%	7.2%	5.9%
Cycle Canada	24,075		3,978	28,053	7.2%	-5.2%	5.3%
Today's Bride (March annual) ^(b)			26,904	26,904		-3.9%	-3.9%
Explore	20,608		5,881	26,489	-12.0%	-28.2%	-16.2%
Photo Life ^(a)	13,353		12,093	25,446	12.3%	26.3%	18.5%
Gardenwise	18,551	2,167	4,478	25,196	41.4%	-18.8%	24.9%
SkyNews	5,620	14,413	3,367	23,400	10.8%	-6.6%	7.9%
Geo Plein Air	17,673		4,779	22,452	2.0%	-6.4%	0.1%
Up Here ^(b)	18,410		543	18,953	-1.0%	49.6%	0.0%
Adorable (French) ^(a)	4,189		13,440	17,629	-30.1%	-13.7%	-18.3%
Family Chronicle	12,359		4,988	17,347	-22.1%	-18.2%	-21.0%
Le Monde De L'Auto	12,275		2,647	14,922	23.0%	-33.1%	7.0%
Tidings	682	11,838	117	12,637	7.5%	12.5%	7.6%
BC Business Magazine ^(a)	10,951		1,349	12,300	2.4%	-47.0%	-7.1%
Moto Journal	10,276		1,700	11,976	3.0%	1.6%	2.8%
Eastern Woods & Waters ^(b)	9,679		986	10,665	4.7%	79.3%	8.9%
Velo Magazine ^(a)	7,658		2,812	10,470	14.4%	-3.0%	9.1%
Azure ^(a)	4,896	855	4,045	9,796	13.5%	0.3%	7.6%
Canadian Biker	7,770		1,835	9,605	12.3%	77.1%	20.7%
Business in Vancouver ^(a)	9,152		234	9,386	-0.5%	4.5%	-0.4%
Alberta Venture	3,958	2,561	930	7,449	0.5%	30.6%	3.4%
Motomag	3,439		3,296	6,735	27.6%	66.9%	44.2%

* Reporting period for September 2004 except (a) June 2004 (b) March 2004.

Sponsored/member subscriptions show new reporting format for CCAB/BPA.

** % increase (or decline) for paid subscriptions compares total of all subscriptions and sponsored/member subscriptions for current period vs. year earlier period

Chatelaine bumped its price from \$3.95 to \$4.50 effective with its October 2004 issue, while rival *Canadian Living* is priced at \$3.50, also effective with its October 2004 issue.

Of the 13 French-language titles raising prices, 10 or 77% still lost single-copy revenue. Of the 13 English-language titles raising cover prices, 11 or 85% gained single-copy revenue.

Two titles reported lower cover prices. Both saw massive losses in single-copy sales. *Cool* was down 17.7% and *Filles D'Aujourd'hui* was down 13.9%.

Twenty-five titles held price, and as a group reported sales down 2.05%.

Subscriptions (ABC)

On the subscription side, relentless price increas-

es from Canada Post continue to place enormous pressure on circulators, not only to sell subscriptions, but to service subscribers profitably. The GST on magazines is sadly still a reality. Increased pressure regarding privacy is straining list rental revenues and threatens telemarketing efforts to renew precious readers. PAP support remains under threat. More and more niche titles compete for the attention of consumers' diminishing leisure time. Circulators arguably have never faced such a perfect storm of negative conditions.

For the December 2004 period, subscription sales were basically flat, on average losing 0.61% from the prior year.

On the plus side, 28 titles or 51.9% of the list posted subscription increases, while 26 or 48.1%

reported subscriptions were down. The top five gainers and decliners by volume and percentage are listed on page 8.

Single-copy sales (ABC)

At the newsstand, an ever-increasing list of new magazines, both domestic and import, fight for already crowded and limited retail shelves, with no end in sight. Savvy publishers continue to up the ante with improved cover stock and trim size, more and more vertical specials, and aggressive promotion at point of purchase, thus making competition that much more intense.

Overall, the December 2004 period was even worse than the first half of the year, with ABC-audited Canadian titles reporting single-copy sales off by 4.23%. Plus, only 16 or 30% of the list posted increases, with 36 titles or 70% reporting declines... a brutal result. For the top five winners and decliners by volume and percentage, see the chart on page 8.

Big houses (ABC)

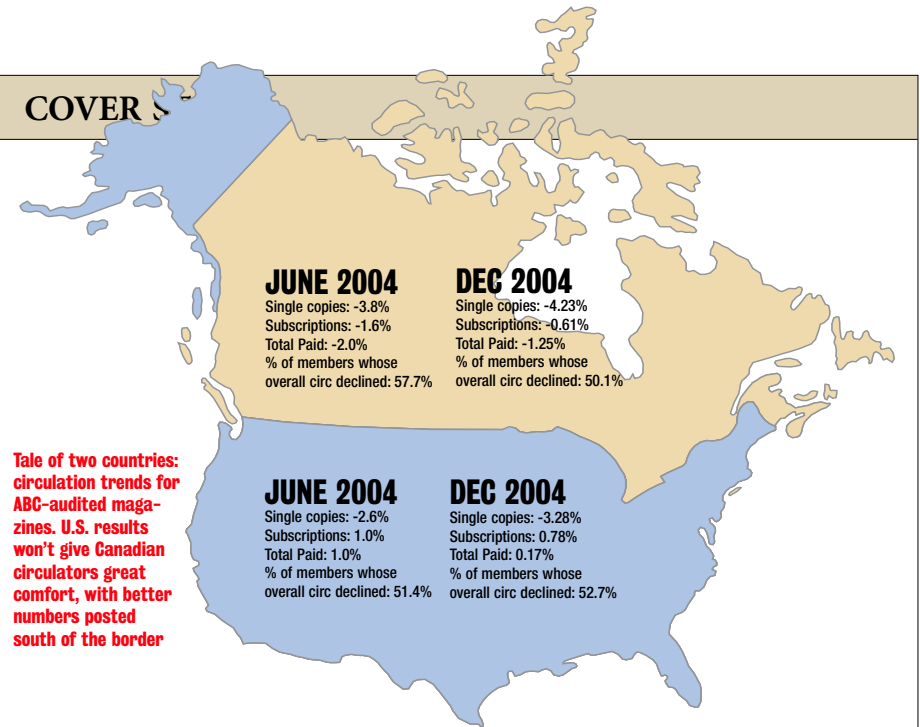
For the December 2004 period, the Rogers team reported subscriptions down by 2.09% overall, while the average for all ABC-audited Canadian titles was 0.61%. Four of seven titles were up.

The Rogers newsstand team, meanwhile, still delivered the goods for the December 2004 period, despite an overall loss of 2.14% in single-copy sales. First of all, four of the seven titles reported increases; plus the increases on *Flare* (up 84.5%), *Maclean's* (up 41.1%) and *Canadian Business* (up 22.65%)

were huge. Secondly, *Chatelaine's* drop-off is in part explained by the spectacular December 2003 issue (which sold over 101,000 copies), making this year's repeat performance in December nearly impossible to replicate. Finally, the overall drop in single-copy sales for ABC-audited titles was 4.23%, so they beat that index too.

At rival Transcon, the subscription folks should take a bow, as they posted excellent results, with an overall increase of 0.61% for the December 2004 period. Fifteen of Transcon's 20 titles, or 75% of the list, posted gains. Very impressive.

Newsstand sales for the December 2004 period improved from the dismal June results. However, as a group, single-copy sales still slid by 4.45%, with 13 titles posting declines. *TV Guide* and *TV*



Tale of two countries: circulation trends for ABC-audited magazines. U.S. results won't give Canadian circulators great comfort, with better numbers posted south of the border

Hebdo were the prime culprits.

This resulted in an overall loss of only 0.29%, statistically insignificant, and shows just how efficiently the circulation group performed as a team.

Finally at TVA, the subscription folks deserve applause, with subs posting an impressive increase of 1.85% overall for December 2004.

They needed it, because single-copy sales performance remained brutal, with an overall loss of 10.55%. All 12 TVA titles posted losses. Because French titles are more newsstand dependent, this resulted in an overall paid circulation decline of 5.17%, compared to a loss of 1.25% for all Canadian ABC-audited titles in the study.

Subscriptions (BPA)

As a group, BPA-audited Canadian titles posted a 2.46% decrease in subscriptions.

Thirty-three magazines, or 62.2% of the titles in the survey, posted gains, while 20 titles, or 37.8%, reported declines.

Gardenwise reported subscriptions up 6,061 units year over year for best performance. *Chirp*, *Cottage Life*, *Saltscapes*, and *Dogs in Canada* all reported solid gains.

Looked at from the point of view of best per cent gainers on subscriptions, *Gardenwise* tops the chart of the Top 45 titles, with a 41.3% increase. *Performance Auto & Sound* and *Motomag* also deserve kudos.

Single-copy sales (BPA)

The single-copy story for BPA-audited titles was a much more buoyant one than at ABC titles. As a group, single-copy sales are up by 0.64%. Furthermore, 29 titles or 55.7% of the list reported increases, while 23 or 44.3% reported erosion.

Headlining the gainers list is *Homemakers*, reporting sales up by 6,065. Next best is *Photo Life*, reporting a gain of 2,520 copies per issue on average. Third best is *Madame*, which reported sales up by 1,976 copies per issue. *Profit* and *British Columbia Magazine* also posted healthy increases.

On the flip side, *The Walrus* returned to earth after the launch frenzy, posting a decrease of 3,945, but still reporting a very respectable sale of nearly 12,000 copies sold per issue. *Explore* lost its way with single-copy erosion of 2,314 copies per issue, and *Performance Auto & Sound* slipped by 2,256 copies per issue on average. (However, take note of *Performance Auto & Sound's* impressive single-copy sales: more than 50,000 copies sold per issue.)

Looked at from the perspective of biggest per cent gainers, *Homemakers* leads the parade with an 82.4% improvement. *Eastern Woods & Waters* posted a 79.3% increase, and *Canadian Biker* rolled in with a 77.1% increase year over year.

Total paid (BPA)

BPA-audited titles posted an overall decrease in total paid circulation of 2.06%. However, 29 magazines or 54.7% of the list reported net gains in circulation, while 24 titles or 45.3% reported a negative variance year over year.

Gardenwise tops the chart with an overall increase of 5,025 copies on average. *Photo Life* turned in an impressive performance with an increase of 3,980 (with no sponsored or member subscriptions). *Saltscapes* takes the third slot with a reported increase of 3,632. *Profit* and *Downhomer* turned in nice numbers, too.

In a rough-and-tumble year, our celebrity circulators (and their enlightened publishing teams) should take a collective bow. **M**

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BATTLE OF THE TITANS

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