



READ US, TALK US, TRUST US

WWW.USMAGAZINE.COM

| HOME | DEMOGRAPHICS | CIRCULATION | RATES & SPECS | EDITORIAL CALENDAR | SIGNATURE INITIATIVES | CUSTOM SECTIONS | **PRESS** | CONTACT |



**Of course, it's *US Weekly's* world, and we all just live in it."
– Los Angeles Times, 4/29/07**

**Our 2007 list is out and...we reveal how *Us Weekly* left *People* in the dust..."
– AdWeek, 3/5/07**

INDUSTRY DISTINCTIONS

- Advertising Age Magazine of the Year, 2004
- Adweek Hot List, 2005, 2006, 2007
- Adweek Editor of the Year, 2005
- Advertising Age A-List, 2002, 2004, 2005
- Capell's Circulation Report "Top Performer of the Decade", 1996-2006

Special Report MAGAZINES: THE A-LIST

THE A LIST

What's it take to make the list? Advertising Age editors look at circulation, page, editorial excellence and buzz in the buying community for this annual feature.

1 PEOPLE
Parent: Time Inc.
Publisher: Ray Cline
Managing editor: Pat Sullivan

Advantage: 27842 ▲ 0.6%
Subscriptions: 277612 ▲ 0.4%
Subscribers: 276412 ▲ 0.4%
Single-copy rate: \$4.95 ▲ 0.5%

For more information, contact advertising age at 1230 Avenue of the Americas, 12th floor, New York, NY 10020-1396. Phone: (212) 512-2000. Fax: (212) 512-2001. Email: advertisingage@timeinc.com

2 REAL SIMPLE
Parent: Time Inc.
Publisher: Judith Platt
Managing editor: Kathleen Cullen

Advantage: 342 ▲ 0.4%
Subscriptions: 252,625 ▲ 0.2%
Subscribers: 252,625 ▲ 0.2%
Single-copy rate: \$2.99 ▲ 0.4%

For more information, contact real simple at 1230 Avenue of the Americas, 12th floor, New York, NY 10020-1396. Phone: (212) 512-2000. Fax: (212) 512-2001. Email: realsimple@timeinc.com

3 US WEEKLY
Parent: Time Inc.
Publisher: Janice Min
Managing editor: Janice Min

Advantage: 1384 ▲ 0.2%
Subscriptions: 137,212 ▲ 0.2%

For more information, contact us weekly at 1230 Avenue of the Americas, 12th floor, New York, NY 10020-1396. Phone: (212) 512-2000. Fax: (212) 512-2001. Email: usweekly@timeinc.com

4 MORE
Parent: Time Inc.
Publisher: David Sargent
Managing editor: David Sargent

Advantage: 800 ▲ 0.4%
Subscriptions: 220,000 ▲ 0.4%
Subscribers: 220,000 ▲ 0.4%

For more information, contact more at 1230 Avenue of the Americas, 12th floor, New York, NY 10020-1396. Phone: (212) 512-2000. Fax: (212) 512-2001. Email: more@timeinc.com

The Newsletter of Magazine Circulation

Capell's Circulation Report

Volume 25 No. 1 January 16, 2006

BEST PERFORMERS IN CIRCULATION 2005

The list of the top ten circulation performers of 2005 (CCE's twenty-third year of picks) includes six reporters from 2004, and two titles on the list for the first time. Time Inc. has three winners, Rodale has two. Three of the top ten are weeklies.

Selection Criteria: CCE reviewed all circulation statistics published in 2005 for all AISC member magazines. Last year's data was then compared to 2003 and 2004 to determine which titles showed the greatest improvement. Rate, page management, pricing, access, risk, increased sales, audit reports, and where relevant, circulation performance, in relation to the competitive environment surrounding the magazine were the key selection criteria. Advertising pages were used as an indicator of circulation and advertising sales working together. For a complete wrap-up of all data analyzed for this year's top ten, see Special

AdAge SPECIAL REPORT MAGAZINES: THE A-LIST

MAGAZINE OF THE YEAR

US WEEKLY

US Weekly

It's a new year, it's a new magazine. In a year of change, US Weekly has emerged as a powerhouse in the women's magazine market. Under the leadership of Editor Janice Min, the magazine has achieved remarkable growth in circulation and advertising revenue. This success is a testament to the magazine's commitment to providing readers with the latest news, entertainment, and lifestyle content. US Weekly's focus on relatable, fun, and empowering stories has resonated with its audience, making it a must-read for women everywhere.

Advertising in Focus

As the industry's leading women's magazine, US Weekly offers advertisers a unique opportunity to reach a highly engaged and affluent audience. The magazine's diverse content and strong brand identity make it an ideal platform for a wide range of products and services. Advertisers can benefit from US Weekly's extensive distribution network and its commitment to high-quality production values. Contact your account manager for more information on advertising opportunities in US Weekly.

Special Report

THE HOT LIST

Real Simple Repeats at No. 1

EDITOR OF THE YEAR
Janice Min

Real Simple has earned its reputation as a leading lifestyle magazine, offering readers practical advice and inspiration. Under the guidance of Editor Janice Min, the magazine has consistently delivered high-quality content that resonates with its audience. Min's leadership and commitment to excellence have been instrumental in Real Simple's success, earning her the title of Editor of the Year. Her focus on providing readers with actionable tips and relatable stories has made Real Simple a go-to source for home, fashion, and lifestyle inspiration.

ADWEEK The 2007 Hot List Top 10 Magazines

- 1 **0**
- 2 **REAL SIMPLE**
- 3 **Us**
- 4 **More**
- 5 **teenVOGUE**
- 6 **GLAMOUR**
- 7 **allure**
- 8 **WIRED**
- 9 **Living**
- 10 **The Economist**

[back to top](#)