

min's intriguing issue

People & Launches

A special issue of min and min's b2b

Why magazine people are intriguing. Shortly after I joined *min* in June 1986, an early piece of advice from my late boss Bill Barlow was that “magazines are a people business.” In spite of all the subsequent technology from desktop through the iPad, that premise is steadfast. Machinery has changed the way we deliver the products, but it is the work and the emotion of the creators that makes the difference.

That is why each year since 2003, *min* has recognized those who made a difference. It may not be a slam-dunk success, but the people we call Intriguing are getting the attention from their peers and the marketplace by their innovation, strategy and the occasional guts. Our profiles of the 21 (including a few pairs)

tell why they do what they do.

Plus, we celebrate the year's launches with Dr. Samir Husni. “Mr. Magazine’s” association with *min* also dates back to 1986. Let's see if any of his 15 matches the success of *Wired* (1993) and *The Week* (2001), which he quickly embraced when others didn't.

And we salute the People to Watch—those under-30-some-things who have the potential to be leaders in our field. These are, in the words of *Sports Illustrated*, magazines' “Faces in the Crowd” that make the business so dynamic. All of these “intriguings” are honored during a breakfast event at New York's Grand Hyatt on December 5, 2011. — Steve Cohn

21 Most Intriguing People in Media



Matt Bean

Associate Vice President, Mobile, Social & Emerging Media, Rodale

He's the mastermind of the Rodale app strategy, one of the smartest among magazine-media companies. He was already instrumental in the design of many of the company's most successful apps when Rodale named him associate vice president, mobile, social & emerging media, working across all departments and brands to develop projects in mobile, social media and gaming. But Bean didn't stop there—his momentum picked up in 2011, leading the company from a “home-brewed digital magazine system” to adopting Adobe's digital publishing platform, launching four brands with the Apple Newsstand iOS5 update, and looking to

align efforts with Nook, Kindle Fire and iPad, among others. “Rodale is among the first wave of publishers to embrace these new curation platforms, and there's a sort of symbiosis at work when partnering with such forward-thinking startups. These strides, among others, have helped Rodale strategically transition its core audience and cultivate new audiences across print, online and mobile to maintain our leadership position in the evolving digital landscape.” ●



David Carey

President, Hearst Magazines

June 2010 was a landmark month for Hearst Magazines. David Carey was named president, while Michael A. Clinton was named president, marketing and publishing director. The two have

been on an unstoppable ride since, sitting at the heart of some of the company's most important initiatives, including the development of HGTV Magazine, the creation of the Hearst App Lab and, most notably, the thus far smooth absorption of Hachette Filipacchi Media's properties that greatly extend Hearst's global footprint. “I'm most proud of our publishing teams being able to master the new model of magazine print, digital, e-readers, mobile and other platforms in an integrated sale that connects our brands with consumers everywhere,” says Clinton. ●

Next big tech trend: According to Carey, “The growing penetration of tablets and e-readers offer publishers like Hearst, blessed with great brands and valuable content archives, enormous opportunities to generate millions of dollars of new consumer revenue.”



Michael Clinton

President, Marketing, Hearst Magazines

LEADERS. INNOVATORS. INFLUENCERS.

TIME INC. CONGRATULATES THE 2011 MIN HONOREES

21 Most Intriguing People in Media

PAUL CAINE

EVP, Chief Revenue Officer, Time Inc.

KAREN KOVACS

Publisher, PEOPLE

min's People to Watch

ALLIE TOWNSEND

Technology Reporter/Social Media Producer, TIME

TimeInc.
WE'RE ON IT

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Mike Beller

Vice President, Source Interlink's Mediaworks



For more than 14 years, Mike Beller has been an innovator in digital marketing and advertising, having designed groundbreaking campaigns for Toys R Us, NBC Universal, Jaguar, Kellogg's and McDonald's. Earlier this year, Beller brought his talents to Source Interlink to help lead as vice president its dedicated division, Mediaworks, focus on emerging and integrated technologies. Since its launch in February

2011, the team has created innovative products for Source brands such as *Hot Rod*, *Motor Trend*, *Sail*, *Surfing*, *JP*, *Automobile* and *Diesel Power*, as well as brand advertising partners including Ford Motor Company, General Motors and Maxwell. ●

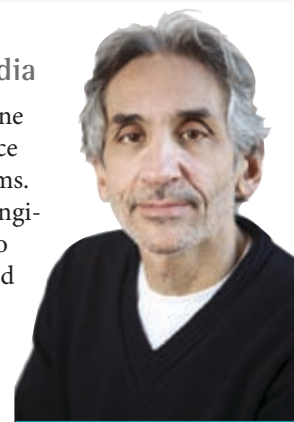
"This is by no means an individual effort," says Beller. "Driving collaboration across internal and external groups, centered around emerging platforms, has been and continues to be the major accomplishment. I was a digital sales exec in the early days of publishers taking the web seriously, and as I think we all know it was a struggle. It's been so refreshing to work for an organization like ours that understands the massive opportunity the digital world affords."

Lewis D'Vorkin

Chief Product Officer, Forbes Media

Lewis D'Vorkin joined Forbes Media in June 2010, bringing with him 35 years of practice in both traditional and new media platforms. Once onboard, he was responsible for re-engineering the company's online newsroom to marry content and analytics, and developed an ad platform that ties advertising closer to edit. Forbes.com is now one of the leading business sites online, offering users a cleaner, simpler and more interactive experience. "We put our authoritative journalism at the center of a social media experience, enabling us to make our magazine a more conversational and participatory product," says D'Vorkin. ●

Next big tech trend affecting the media landscape: "HTML5 programming tools will make content and advertising more transportable across platforms and devices, producing more engaging consumer experiences."



Jeff Giese | Founder and CEO, BestVendor

He's an entrepreneur focused on b2b social commerce and marketing services with a track record, thus far, that's been sterling. Jeff Giese was the founder of FierceMarkets, a successful cutting-edge digital-only media company, and is now building out a b2b lead-gen and peer-reference social media play with BestVendor. In short, it's a company that helps people at startups and small businesses make faster, smarter purchasing decisions through social recommendations. "Our vision is to become the first place you go whenever you need to figure out what to buy for your business," explains Giese. "My biggest accomplishment this year has been setting BestVendor into motion —developing the vision, finding good partners, and resourcing it appropriately. My colleagues are the ones actually building the product, I'm just an enabler. It matters because there are new, scalable ways to connect buyers and sellers that do not necessarily involve editorial. Google and Facebook are examples of that. Now it's happening in b2b, and BestVendor is an example of this. This is both an opportunity and a threat to media companies. ●



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21 Most Intriguing People in Media

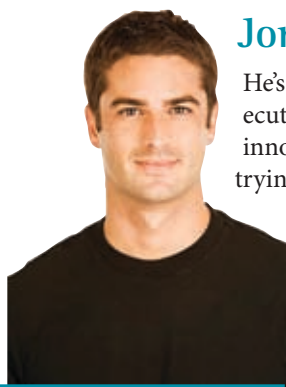


Paul Caine | Vice President and Chief Revenue Officer of Time Inc.
and **Karen Kovacs** | Publisher, *People*

In the midst of one of the worst economic periods in our nation's history, Paul Caine, chief revenue officer, Time Inc., and Karen Kovacs, publisher, *People*, have kept the magazine industry juggernaut on track as the ad-revenue champion – a position it has held for 20 years running. Under the tenure of Caine and Kovacs, the brand delivered on major initiatives, including its Royal Wedding special collector's issue that resulted in 105 ad pages in a 220-page book—its biggest in four years.

What do you see happening in the next 18 months that will make an impact in the industry: According to Kovacs, “Readers will seamlessly adapt from one medium to another, be it print magazines, TV screens, computer screens, tablet devices or mobile, with each medium complementing and enhancing the other for a richer, more deeply engaging experience.” ●

another, be it print magazines, TV screens, computer screens, tablet devices or mobile, with each medium complementing and enhancing the other for a richer, more deeply engaging experience.” ●



Jon Haber | Chief Innovation Officer, OMD

He's one of the champions of innovation on the agency side and a strong partner with media companies on their ad executions. Jon Haber, chief innovation officer at OMD, has been leading the company through exceptional growth and innovation in mobile and gaming. “My job is to push the boundaries of every media type,” he says. “We are constantly trying to invent new ways to communicate with people and to reinvent traditional platforms.” One of the departments under his purview is Ignition Factory, a creative media catalyst organization within OMD that is dedicated to “thinking differently.” Finding that magazines offer an exciting opportunity for creativity, the team several years ago placed the first-ever video screen with 40 minutes of content in an issue of *Entertainment Weekly* for CBS and Pepsi. ●

Next big tech trend: “The cloud war is heating and will continue to do so for the foreseeable future. Every major technology company is moving into the cloud and so will follow content and media.”

Marie Jones

General Manager, Digital Media, Allure.com

As general manager of digital media, Marie Jones is charged with conceiving and implementing *Allure's* digital strategy, disseminating the brand's content across all platforms (tablet, smartphone apps, scan tags, and more). This said, 2011 was a very good year for Jones—she spearheaded the highly successful reconceptualization and major relaunch of *allure.com*. “People have shopped from the pages of magazines for over a century,” says Jones. “With the relaunch of *allure.com*, we've made that experience a seamless one. Our digital users now have the ability to cruise our content and be inspired, and then click a button and buy through a site-wide integrated cart. We have successfully married content with commerce, without compromising the integrity of our editorial or the user experience. This gives content a value beyond advertising or subscription revenue.” ●

What will be intriguing in 2012: “Highly targeted and personalized content coupled with commerce: predictive analytics on steroids, Facebook brands and the race to capitalize on new video platforms.”



Geoff and Derek Handley

Co-founders, HyperFactory

Who are they? Brothers Geoff and Derek Handley are the co-founders of HyperFactory mobile marketing and advertising agency. Acquired by Meredith Corp. in 2010, this agency is among the most creative in exploring the move from mobile to mobility with consistent growth. HyperFactory is currently enjoying its most successful quarter to date. ●

Geoff Handley on what will impact the industry in the next 18 months: “The move from ‘mobile’ to ‘mobility’ has increasingly been taking shape. We have talked much about ‘mobile’ as a channel over the past years, and this means changing the way we look from a technology-specific, small screen ‘revolution on the go’ to a world of contextually-aware, content & function specific, ‘digital interfaces wherever we are.’ Mobile engagement must shift focus from specific phone-based small screens to the consumer's journey across multiple screens (from tablet to kitchen appliances to autos). Each interface plays different, location-based and contextually relevant roles. Knitting this experience together for publishers, advertisers and consumers will be the next great challenge.”



JoAnne Kao

Director of Sales, SourceMedia

She created *Credit Union Journal's* social media department, SourceMedia, when she took on the role of social media manager/strategist in April 2010. JoAnne Kao is the central figure of some of the company's most successful on-



line and social media campaigns via Facebook, Google, etc. But what's even more impressive is how Kao got to this point and overcame an avoidance of technology. With a successful career in print, Kao was forced to learn a new skill quickly or become "obsolete" when the economy tanked and took a direct hit at publishing and the department she headed was disbanded.

Kao says, "I stepped out of my comfort zone in print and joined various associations, attended seminars and started taking classes on digital media. I confronted my fears, explored new social and digital platforms, learned a ton of new things, and found a new passion! I became the evangelist and social media expert within my company. I reinvented my career and created a hybrid role for myself. This matters to the magazine industry because publishing has been going through the same agonizing transformation." ●

Bob Kaslik

Senior Vice President, Consumer Marketing, Interweave Press

It's safe to say that knitting, crochet and quilting has never been as cutting-edge as it is today at Interweave Press. The company (founded in 1975) welcomed its current svp, consumer marketing Bob Kaslik in January 2007. In turn, he gave the sleepy craft-media operation a complete overhaul of its digital content and marketing operation, turning Interweave Press into a digital force. Thanks to Kaslik, the Interweave marketing mindset went from 'list-centric' to 'customer-centric,' putting more of the focus on the consumer. ●



What will be intriguing in 2012: "The number of people and the range of demographic groups shifting from physical and print content consumption to digital content consumption on the many new tablet platforms announced or rumored. More than ever before, I feel like we're living in the future. And the velocity of change is accelerating. I'm seeing people around me [quickly] transitioning to a digital life and they aren't looking back."



Victoria Lasdon Rose | Publisher, Us Weekly

In her 11-plus years as publisher, Vicci Lasdon Rose has made quite the impact at *Us Weekly*. The publication's circulation has more than doubled, and advertising pages have increased by over 400%. In addition, Rose has launched at least eight special-interest publications this year along with strong page-views and unique-visitors growth on usmagazine.com, including two royal wedding issues and *All About Katy Perry* in July. Rose told *min* earlier this year that the Perry issue, which featured 12 pages from Schick's Quattro for Women razor, was the first advertiser-supported. "My greatest accomplishment is in maximizing *Us Weekly's* brand equity and a 30 million-plus multimedia audience to deliver double digit increases in ad sales revenue," she says. "Most notable is a double-digit percentage increase in print to capture



Us Weekly's highest revenue in the brand's history. This is particularly meaningful as the industry compensates for declining magazine advertising sales, by chasing still nascent digital investments." ●

What will impact the industry in the next 18 months: "The proliferation of myriad digital tablets and their proprietary platforms as these products act as a hybrid between the print and digital space."



Dawn Ostroff | President, Condé Nast Entertainment

She was hired by Condé Nast to head up efforts to expand the company's expansive and renowned brands/personalities into television and film, as well as create original digital content for the Web. Makes sense, since prior to joining the Condé Nast team, she launched and led the new CW broadcast network, developed a multitude of ground-breaking hit series including *Gossip Girl*, *The Vampire Diaries* and *America's Next Top Model* and, in an effort to engage the digital CW generation across multiple platforms, developed cutting-edge strategies for leveraging interactive opportunities. Before that, she served as president of UPN Network. Since joining Condé Nast in September, Ostroff has taken the plunge. As she puts it, "Six weeks into the position, immersing myself in over 18 Condé Nast brands is my major accomplishment." ●

What's happening in the next 18 months that will impact the industry: "New opportunities for content delivery will have a major impact on the industry. Who knew five years ago that Netflix or Hulu would be inking billion-dollar deals?"

21 Most Intriguing People in Media

Steve Palm | President & CEO, NewBay Media

The popular acquire-and-aggregate business model that came to fruition in the 1990s is more than alive and well at NewBay Media. Since Steve Palm joined the private-equity-backed b-to-b media company in 2007 as its President & CEO, he's been instrumental in the company's continued growth.

"2011 rewarded the confidence and commitment we made over the last few years to the markets we serve, the brands we publish and the multimedia strategy we've worked to create. "Clearly, there have been tough times along the way, but we used this time wisely by acquiring great brands with wonderful print, digital and event assets and redesigning and rethinking our core brands, improving their value to readers, advertisers and partners." ●

What will be intriguing in 2012: *"The stuff that isn't supposed to happen is intriguing to me — a rebound in select b-to-b and enthusiast print revenue and increased M&A activity within the b-to-b sector. Of course, the Jets winning the Super Bowl will also be very intriguing."*



Florent Peyre

VP Strategy
and Business Development,
Gilt City

It's been a busy 2011 for Florent Peyre, at Gilt City. The longtime business-development executive from Hachette Filipacchi Media is one of many on the magazine side who went to this members-only retail sales group, and he is changing the relationship between media and e-commerce. This year alone, he has played a key role in a series of strategic partnerships, including Google Offers, *Us Weekly* and a national partnership with Virgin America, which brought in millions of dollars in revenue. According to Peyre, "These companies are leaders in their respective field and our partnerships represent a marriage of commerce and content, search, mobile, and more. They have also enabled us to build our 360-degree marketing platform." ●

Next big tech trend affecting the media landscape: *"We are seeing the emergence of a new marketing model that allows direct response, click-to-retail and media branding."*

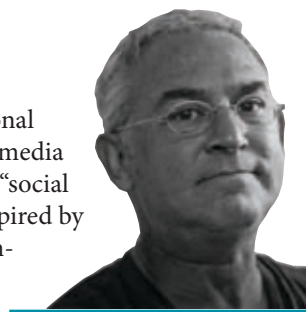


Josh Quittner

Editorial Director, Flipboard

What happens when you mix traditional journalism with a trendy new digital media model? You end up with *Flipboard*, a "social magazine" with an iPad app that's inspired by print media and has a mission to "fundamentally improve how people discover, view and share content across their social networks." Joining the team as editorial director this past July, in a role intended to bring magazine sensibilities and content into new digital models, is 16-year Time Inc. veteran Josh Quittner. "After a career working for amazing, traditional publishing companies that were grappling with technology, the time felt right to go work for an amazing technology company that's grappling with publishing," says Quittner. "Maybe I'm part of a wider trend, perhaps even a tipping point: publishing companies are really just another kind of tech company, after all. The ones that thrive will embrace that fact, model themselves on great tech companies and make that transition." ●

What's happening in the next 18 months that will impact the industry: *"Keep watching Flipboard!"*



Jefferson Rabb | Co-founder/Creative Director/Chief Technical Officer and Evan Ratliff | Co-founder/Editor, The Atavist

If you take Apple's iTunes model and apply it to nonfiction literature, you end up with something like *The Atavist*. This unique publishing house, based in Brooklyn, produces original nonfiction stories for digital, mobile reading devices. The brains behind this emerging digital publishing model are Evan Ratliff, co-founder/editor (an award-winning writer and contributing editor for *Wired*, among other publications) and Jefferson Rabb, co-founder/creative director/chief technical officer (creating innovative Web sites for the publishing world for over a decade). According to Ratliff, they are hoping to "point the way toward new models for digital long-form journalism. We were the first publishers devoted to creating what are sometimes called e-singles or digital shorts—stories 5,000 to 35,000 words long sold individually on Kindle, the iPad/iPhone, and elsewhere. Now, other publishers, both independent ones and major magazines, are following suit." ●

Next big tech trend affecting the media landscape: *"I'm not much on predictions, but clearly we are only at the beginning of how tablets and phones are going to alter how journalism is both practiced and disseminated,"* says Ratliff.





Desirée Rogers CEO, Johnson Publishing

Earlier this year, Johnson Publishing released its issue of *Ebony* magazine with a brand new look and content that was aimed at a “new generation.” Spearheading this change and more is the company’s CEO Desirée Rogers, the venerable company’s first outside executive. Rogers, a

Harvard Business School graduate and former White House social secretary, is tapping into a proven track record and reputation for generating creative solutions for established organizations facing changing industries or consumer tastes and is steering Johnson’s storied brands in new directions. ●

What will be intriguing in 2012:

“We will launch the new *Ebony* Web site as well as introduce a refreshed *Jet* magazine and Web site. We believe that we can be a viable conduit to our 20 plus million readers each month to inspire them to have their absolute best lives.”



Dan Roth Executive Editor, LinkedIn

There was certainly plenty of executive movement within the media industry over the past year. One story b-to-b publishers will undoubtedly keep a close watch on is Dan Roth’s move from Time Inc. as *Fortune* digital edi-

tor to his current role as executive editor at LinkedIn. With the goal of turning the professional online networking powerhouse into a complete media company, Roth’s first task is to help shape “LinkedIn Today,” a service that lets users share and recommend stories, as well as feedback, with their friends/associates. “What we’re doing with ‘LinkedIn Today’ is finding a way to bring the most relevant professional news to the most relevant professionals – on a massive scale.” ●

What will be intriguing in 2012: “Next year, you’re going to see this kind of social influence really changing journalism. Every story is a work in progress: as it gets shared, new insights emerge that should be folded back into the piece.”



Liz Schimel | Executive Vice President, Chief Digital Officer

Liz Schimel is a central force at Meredith Corp., one of the nation’s leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. Since arriving at Meredith a little over a year ago, she’s been leading a thoughtful and tactically smart app initiative while leveraging digital video quite effectively. ●

Major accomplishment this year: “My major accomplishment was to develop Meredith’s consumer insight driven strategy to building our brands on tablet and mobile,” she says. “We have been a key partner in the major Newsstand launches (Apple, Amazon, Nook) for our subscription based brands and have developed a range of mobile apps that have been downloaded by millions of consumers. The tablet is a massive opportunity for the magazine industry, and we all benefit from developing innovative products that will delight consumers and reimagine our brands in a new format.”



Josh Tyrangiel Editor, Bloomberg Businessweek

Since Josh Tyrangiel took the helm as editor of the renamed *Bloomberg Businessweek* in 2009, he put the emphasis on “team.” Tyrangiel, who may have been a puzzling choice by Bloomberg with little business background and only 37 years of age, reportedly met with his staff early on, carefully considering their input. Also relying on his own experience as deputy managing editor of *Time* magazine, he quickly quieted cynics by turning around what was once a moribund title into a thriving publication and, year to date, is seeing ad pages up by nearly 20%. ●

Major accomplishment this year: “More than anything, we’ve done a good job of creating value. Every week we deliver a minimum of 66 editorial pages written, reported and photographed from all over the world. It’s a lot of work, and we want all that effort to show on the page, so that when our subscribers get the magazine they feel like it’s the best value in their media life.”



min's People -to-Watch

We spotlight media professionals age 30 and younger who are more than up-and-comers. Clearly, they have already established themselves as major contributors to their brands and organization. One thing we have learned from their comments—they don't seem to find time to sleep.



Aaron Cunningham
Director of Research & Analytics,
Pensions & Investments, Crain
Communications

Aaron Cunningham joined *Pensions & Investments* in 2008, where he was a data editor. Cunningham skyrocketed to the top, and as *P&I* director of research and analytics he is responsible for

developing and overseeing the research center. His biggest achievement (so far) at the weekly *P&I* is the creation of a database and analytical tool that analyzes more than 500 stories the newsletter generates each year. Cunningham says that this database enables the reader to answer critical questions in seconds that previously could only be found by reading all of the stories. He has proved that it's possible to turn great news coverage into an online analytical tool. ●



Nicole Ferraro
Executive Editor, Internet
Evolution, UBM TechWeb

Nicole Ferraro is nothing short of "intriguing." Her video blog featured on Internet Revolution, titled "what.the.ferraro," is based off of cockamamie Internet trends. Because of her sarcasm and wit, she has won over many readers racking up thousands of views each week and has won many awards because of her talent, including the 2011 *min's* Integrated Marketing Award for Best B2B Customized Site/Microsite. Ferraro is well-known for coming up with the phrase Social Networking Anxiety Disorder (SNAD), putting a light and frothy spin on real Internet-related dramas. ●



Amy Jaick
Communications Manager,
The Economist

Amy Jaick recognizes that the media landscape is changing and that over the past few years, digital devices have grown in

popularity. Jaick emphasizes the potential impact these devices could have on the publishing industry. She has worked with Pew Research Center's Project for Excellence in Journalism within The Economist Group in order to better understand habits of digital device users, and she has gained valuable insight into how people consume media on such platforms. ●

Intriguing in 2012: "From the pages of *The Economist* to the data and analysis of *The Economist Intelligence Unit*, *The Economist* Group helps individuals and organizations operate across borders and make sense of the world around them. In 2012, *Economist Education* will do the same for the business community."



Kristen Hayashi
Premium Market Manager,
Wired

Kristen Hayashi has reached a new high by securing close to \$1 million in net revenue in less than six months. Hayashi's creative and positive attitude combined with her extreme dedication has helped grow her territory by 63%. In addition to her many accomplishments within *Wired*, Hayashi has also worked with ESET, GameFly, iRobot and Incase, among others, to produce interactive displays and unique promotions at the 2011 *Wired* store in New York's Times Square (open through December 24). ●

Typical Day: "I play the parts of strategy consultant, media planner, production coordinator, and news junkie. Sometimes I moonlight as tech support. In the evenings I fight crime."



Krystle Kopacz

Digital Product Manager, Government Executive Media, Atlantic Media Group

Krystle Kopacz has made an impact by helping to maximize audience engagement through the introduction of news alerts and a revised user experience. At the beginning of 2011, traffic at govexec.com grew 50% and registered users grew 30% versus 2010. Kopacz takes pride in driving traffic through a combination of search-engine optimization, news alerts and extending the newsletter reach. In addition to her accomplishments in 2011, she is currently helping to redesign govexec.com for a January 2012 re-launch in hopes of better serving the needs of the audience. ●

The Objective: "Data allows us to answer key questions that all online content publishers can benefit from asking themselves: What is our audience already telling us about how they consume content, and how can we better deliver to them?"

Sara Rossi

Marketing
Manager,
Traditional Home/
Meredith
Corporation

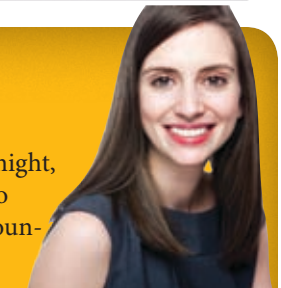


Sara Rossi has gone above and beyond her role as marketing manager. She has also secured a partnership for *Traditional Home* to serve as the national media sponsor for November's inaugural Napa Valley Film Festival. In addition, she launched a successful sweepstakes by embracing social media to help a client get over 14,000 hits on its Facebook page. ●

Sustaining Integrity: "Before joining Meredith, I spent two years at an online startup. That experience has provided me with the skills to strengthen our relationships with our corporate sponsors, while providing incredible value."

Tammy Tibbetts

Social Media Editor, Seventeen.com



By day, she is Seventeen.com social media editor; by night, she leads "She's the First", a nonprofit she founded two years ago to raise money for girls from third-world countries to attend school. Who is this social media champion? Tammy Tibbetts, the driver of digital journalism and philanthropy interaction. Tibbetts oversees Seventeen.com on Twitter, Facebook and Tumblr, and thanks to her savvy social networking skills, @seventeenmag is the fastest growing magazine Twitter handle.

Tibbetts' work at "She's the First" uses the skill sets she learned as a web editor in Hearst Digital Media. In 2011, "She's the First" is more than tripling its impact from 2010. ●

Nicholas Walter

Interactive Marketing Manager, UBM Electronics



Nicholas Walter is responsible for out-bound marketing for EETimes.com, EBNonline.com, Datasheets.com and EET Times Confidential. He has overseen such projects as the launch of EBNonline.com and Datasheets.com, which debuted with 85,000 page views in its first month. EBNonline.com has seen a 150% increase in page views in the past year, and thanks to Walter's keen marketing skills, UBM Electronics has added more than 17,000 followers to its various social media accounts. ●

Allie Townsend | Technology Reporter—Social Media Producer *Time* /Time Inc.

Allie Townsend, brings multi-tasking to a whole new level by administering the weekly's Twitter account, as well as its Tumblr. Because of Townsend's savvy social networking skills, *Time* has become the #2 magazine brand and the #3 news brand on Twitter, securing over 2.9 million followers. *Time's* Tumblr, which launched this past summer, is shared daily via Facebook, Twitter and Google+. **Typical Day:** "Daily on InternetEvolution.com I create written/video content, manage programs, and engage with our active community. Outside the office, I write creative non-fiction." ●

HOTTEST LAUNCHES

Presented by min &
Samir "Mr. Magazine" Husni

When I select a magazine as a hot launch, it's more of a status symbol or medal-of-honor to celebrate that moment when all the DNA for a magazine comes to fruition. It's in the conception where a hot launch plays a big role. It's the vision, values and voice of those magazines that deserve the honors and awards.

From a field of over 800 new consumer titles, I looked over every magazine that has been published from October 2010 to September 2011 and went through a process similar to the creation of cream from a vat to whole vitamin A and D added milk.

—Dr. Samir Husni, Founder and Director, Magazine Innovation Center @ The University of Mississippi's Meek School of Journalism and New Media

HOTTEST LAUNCHES of the Year

#1 HOTTEST LAUNCHES of the Year

Athlon Sports

Editor: Charlie Miller
Publisher: Rob Harrison
Publishing Company: Athlon Sports Inc.
Web site: www.athlonsports.com



Athlon is no stranger to sports or sports fans. This is a household name when it comes to professional and college sports. Publishers of the famous *Athlon* annuals, the company launched the monthly *Athlon Sports* with 1 million circulation and a distribution model that reached more millions of newspaper readers nationwide. Aimed to be the first newspaper-distributed magazine aimed at a male audience, *Athlon Sports* in a few short months has been able to achieve that honor and to achieve it very well indeed. ●

Dash

Editor: Maggie Murphy
Publisher: Tracy Altman
Publishing Company: Parade Publications
Web site: www.parade.com



From *Parade*—the mother of all newspaper-distributed magazines—and the host of siblings from Condé Nast's vast food titles and Web sites, comes *Dash*, which is the latest entry in the magazines-distributed-via-newspapers field. *Dash*, in a very concise, lively and passionate way, echoes and reflects America's fascination with food and any thing related to food and food culture. While down to earth in its content, *Dash* takes its audience above the stars both in its presentation and approach. ●

Bitayavon

Editor: Shifra Klein
Chief Financial Officer: Shlomo Klein
Web site: www.bitayavon.com



Specialization is everywhere you look in today's magazine market place. Each and every category has been dissected and dissected again. *Bitayavon* brings the culture and recipes of the traditional and modern Jewish kosher kitchen to life through the pages of this latest addition to a very crowded food magazine marketplace. From a very simple beginning, the magazine continued to grow slowly by surely understanding that the "Jewish culture is celebrated with food." ●

Carson/Untitled

Editor: Alex Storch
Publisher/CEO: Leonara Alexandra Nielson
Web site: www.untitledmagazine.net



What started as Carson magazine ended as *Untitled* magazine after a mere one issue. The magazine generated more publicity for its original namesake and even more publicity when the namesake was dropped from the name. *Untitled* captures the feel and spirit of an era where design and typography still reign supreme and text and photography still give the eye and the brain something to pose about. In the midst of all the controversy, *Untitled* continues to thrive and expand the brand, which makes it the first-ever hottest magazine launch with no name. ●

Emerge

Group Publisher, Advertising & Business Development: LP Green, II
Publishing Company: Emerge Media Group
Web site: www.emergingfactor.com



Business and innovation for emerging businesses and innovators is what *Emerge* is all about. Sure, there are plenty of business magazines out there, and the same can be said about magazines dealing with innovation. However, the combination of those aforementioned topics is what makes *Emerge* different and better and therefore one of the hottest launches of the year. ●

HGTV

Editor: Sara Peterson
Executive Director: Jeanne Noonan Eckholdt
Publishing Company: Hearst Magazines
Web site: www.hgtv.com

If the first issue is a partial sign of things to come, than *HGTV* is set in its way to become the most notable launch of the year. The magazine, in one issue alone, was able to capture an entire network of television both with its programming and approach. A fun, fun magazine to read, look at, interact with and above all enjoy. A job very well done and a breath of fresh air in a very busy marketplace. ●



Lucky Peach

Editor: Peter Meehan/ David Chang
Publisher: David Chang
Publishing Company: McSweeney's
Website: www.mcsweeney.net/luckypeach

The magazine of food and culture gives a new meaning to "What makes a peach lucky?" The short answer, of course it becomes a magazine called *Lucky Peach*. More like a journal than a magazine and an equal balance of recipes, food and culture, *Lucky Peach* is a delight for the eyes, the mouth and the brain. It is one magazine that touches all your senses. ●

Mask, The Magazine

Editor: Michelle Jacoby
Publisher: Kimberly Cabral
Web site: www.maskmatters.org

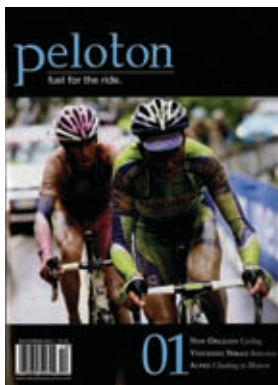


The magazine with a mission with no mask needed to hide that mission. The soul of the magazine can be felt through the ink on paper pages, and the love for children and their safety and education is evident in every page of *Mask, The Magazine*. Created based on the movement that preceded it (Mothers Awareness on School-Age Kids), *Mask, The Magazine* is a voice of a very much needed publication that shares a noble voice, values and vision of a very much needed cause. ●

HOTTEST LAUNCHES

Peloton

Editor/Creative Director: Tim Schamber
Publisher: Brad Roe
Web site: www.pelotonmagazine.com



Capturing a major trend sweeping the country and showing that magazines are the best medium to reflect our society, *Peloton* captures the essence of biking and presents it in a powerful combination of typography and photography. A trend reflector at its best and a good vehicle (no pun intended) to reach its intended audience. ●



Rebel

Editor: Ron Matejko
Publisher: Rick Cabral, Tim Halmekangas, Michael Kelley

This is a rebel with a capital R. The men's magazine *Rebel* aims "in a small way" to help men become better men, husbands, fathers, friends and leaders in their communities. With a mission like that, this is obviously not your father's magazine. Focusing more on challenging today's culture rather than reflecting it, *Rebel* stands miles apart from any of its competitors in the field of men's magazines. It is a *Rebel* with a cause; a very good cause indeed! ●

Road Iron

Editor: John Sullivan
Publisher: Joe Teresi
Web site: www.road-iron.com

First you have the bike, now you need to build your baggers. *Road Iron* is the latest edition from the folks at Paisano Publications. The mothership, *Easyriders*, brings forth *Road Iron* as a "culmination of publishing Easyriders, the number one Harley-Davidson-oriented motorcycle magazine." So, if you are an avid H-D motorcyclist, this magazine is for you and about you and your iron, so to speak. ●



The Social Media Monthly

Editor/ Publisher: Robert Fine
Web site: www.thesocialmediamonthly.com

When you think about social media you do not think about print. Well, think again. *The Social Media Monthly* is the first publication to capture the essence what we all do online on a daily basis and puts it in a monthly magazine--in ink on paper if I may add. The medium that is supposed to help eliminate the printed world is now covered on the pages of the printed world. Call it social media with a twist, or better yet with the old-fashioned way of doing social media: ink on paper. ●

Treats

Editor-In-Chief/Publisher: Steve Shaw
Editor: Rob Hill
Art Director: Eric Roinestad
Director of Photography: Rebecca Black

Stunning photography and captivating stories on and about the photography and the folks behind the lens, *Treats* offers more than eye candy images in an oversized high-quality paper. The in-depth questions and answers coupled with a breathtaking design gives the magazine its luxurious upscale European feel that has been lacking in a lot of photo-driven publications in the marketplace. Although the photographs may not meet everyone's moral standards, the artistic looks of *Treats* deserve to be recognized as one of the hottest, again, no pun intended, launches of the year. ●



Vegas/Rated

Editor: Melinda Sheckells
Publisher: Ryan Doherty/ Justin Weniger
Web site: www.vrated.com

Sin City found its match *Sin Magazine*. *Vegas/Rated* is a national magazine with city-specific content. As colorful and varied as the city it reflects, *Vegas/Rated* has managed to capture the sounds and sights of the most famous city of them all. As the famous commercials used to say, what happens in Vegas stays in Vegas; now, we can easily say, what happens in Vegas stays in *Vegas/Rated*. The magazine gives a whole new meaning and a new distribution model for regional and city magazines. ●



Where Women Cook

Editor: Jo Packham
Publisher: Kellene Giloff
Publishing Company: Stampington Media

From the experts at Stampington Media that publishes such magazines as *Where Women Create*, *Artful Blogging* and *Green Crafts* comes *Where Women Cook*. WWC engages the customers who count, a cornerstone in Stampington's business publishing model with the ins and outs of food and the folks behind it. The magazine reads and feels like a conversation with the reader, an interactive one that leads the reader into the conversation and engages her in a nice exchange of ideas and practices. In a delightful conversational tone, WWC is the centerpiece on that dinner table where women meet to discuss food and to consume it too. ●



HOTTEST EDITOR OF THE YEAR

Maggie Murphy Dash



Launching a new magazine is a full time job by itself; launching a new magazine and reinventing an established one is a job only a few can do at the same time. That's what made Maggie Murphy, the editor in chief of the new *Dash* and the established *Parade* an easy choice for the hottest editor of the year. The proof is in the pudding and the pudding is the hottest co-launch of the year. ●



HOTTEST PUBLISHER/CEO OF THE YEAR

Stephen Duggan Athlon Sports



It has been said that behind every good idea there is an executioner who takes the idea to fruition. Stephen Duggan, our hottest CEO and publisher of the year is the man behind one of the biggest launches of the year: *Athlon Sports*. A man who puts his money where his mouth and ideas are, made history by launching the first newspaper magazine aimed at a male audience in a market place filled with titles aimed at women. ●



HOTTEST LAUNCHES



HOTTEST DESIGN DIRECTOR OF THE YEAR

Eleftherios Kardamakis

HGTV Magazine

How can you take a television network known for fun and action, humor and seriousness, simple and hard projects, and turn it into an ink on paper fun publication? Very simple. Just ask Eleftherios Kardamakis, the hottest design director of a new launch in 2011. Kardamakis was able to create a fun, energetic and engaging ink on paper network that shares the same DNA as its sibling the pixels on the screen HGTV network. ●



HOTTEST REINVENTIONS OF THE YEAR

Parade

Editor: Maggie Murphy

Publisher: Brett Wilson

Published by: Parade Publications

Web site: www.parade.com

The honor of the “mother of all newspaper inserted magazines” goes with no doubt to *Parade*. So, who in their right mind try to reinvent such an established title? Well, the folks at *Parade* did that and did it successfully. It is a daunting task given the history and wide reach of the magazine. A testimony of the survival of the general interest magazines even in this day and age of specialization and digital. Where there is a will, there is a *Parade* or two, well, make that millions of *Parades*. ●



HOTTEST REINVENTIONS OF THE YEAR

House Beautiful

Editor-in-Chief: Newell Turner

Publishing Director: Kate Kelly Smith

Published by: Hearst Magazines

Web site: www.housebeautiful.com

Is it the survival of the fittest or is it being true to your 115-year-old DNA and to your customers who count rather than just counting customers? In the case of our co-reinvention of the year, *House Beautiful* easily answers yes to both questions. The last major standing magazine in the home category, *House Beautiful* continues to rule and control the field with innovative content that amplifies the future of print using the best of what technology can provide and the best of what the creative minds of its editors and designers can come up with. *House Beautiful* is as necessary, sufficient and relevant today as it was yesterday and as it will be tomorrow. ●





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C O N G R A T U L A T I O N S T O

Maggie Murphy

Hottest Editor of the Year, *dash*

A N D H E R E N T I R E T E A M .



HOTTEST REINVENTION OF THE YEAR



HOTTEST LAUNCH OF THE YEAR