

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution

DATE: August 2, 1999

FROM: Phyllis E. LaRusso *PEL*

SUBJECT: 1999 PRINT RECERTIFICATION PROCESS REPORT - REVISION 1

This will provide you with Revision 1 of the 1999 Print Recertification Process Report.

This report has been revised to include the General Market Daily &amp; Sunday Newspaper Report as well as changes to the Magazine and Alternative ROP schedules. The attached charts have been updated to reflect these changes.

Below is a summary of total findings to date:

	<u>Passed</u>	<u>Failed</u>	<u>Suspended</u>
Magazines	251	1	9
Alternative ROP	93	2	2
Military ROP	40	0	0
Daily ROP	35	1	11
Sunday ROP	27	0	19

Please note that those publications that failed to meet PM guidelines will not be receiving any tobacco advertising. In addition, suspended publications will not receive any advertising until the appropriate information is received from the individual publication.

• **MAGAZINES (Attachment 1)**

*Country Music* and *Avenue* magazines submitted data meeting PM guidelines. These publications can be considered/recommended for appropriate brand plans.

*Flaunt* remains the only magazine that failed to meet PM guidelines based on prototypical information. When proprietary readership information is received it will be re-examined for use in Marlboro brand plans.

• **ALTERNATIVE WEEKLY NEWSPAPERS (Attachment 4)**

The following alternative newspapers have submitted data meeting PM guidelines. These newspapers can be considered/recommended for appropriate brand plans:

- Atlanta Press	- OC Weekly
- Los Angeles Weekly	- Santa Barbara Independent

• **GENERAL MARKET DAILY & SUNDAY NEWSPAPERS (Attachment 6)**

Only one general market newspaper has failed to meet our recertification process and will not be receiving any PM advertising, *The Oakland Tribune*.

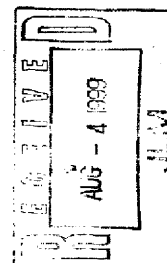
Please note that newspapers have been divided into Daily and Sunday readership. We are awaiting further information on 11 Daily newspapers and 19 Sunday newspapers.

Attached are six exhibits detailing publication status for each respective category.

/Attachments

Distribution:

A. Ballis	LBCo.	K. Marryshow	
L. Bledsoe	LBCo.	A. Mateus	LBCo.
I. Broeman		M. Medina	
R. Camisa		A. Mehlbaum	LBCo.
C. Conway		E. Merlo	
F. Coulson		J. Miller	Y&R
D. Fagerstrom	Y&R	P. Moran	LBCo.
J. Fontanez		E. Morris	E. Morris
M. Foxley	LBCo.	J. Murillo	
M. Gadsby	LBCo.	D. Murphy	
T. Garguilo		K. Piasecki	Y&R
G. Golub	LBCo.	S. Piskor	
D. Gonzales	LBCo.	A. Price	E. Morris
B. Harmon	LBCo.	S. Rafferty	
K. Huray		Y. Robinson	
T. Kelm		S. Rush	
B. Korduplewski	LBCo.	T. Ryan	
D. Laska		S. Sampson	
T. Lauinger		R. Schneider	
S. LeVan		A. Sinha	
D. MacLin	E. Morris	F. Smith	Y&R
M. Mahan		N. Suter	
W. Marin		S. Tomasik	



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## 1999 MAGAZINE STATUS REPORT

8/2/99

PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	REPETITIVE DATA	
								DATA RECEIVED/YEAR	VS. YEAR AGO
1 "A" Magazine	38	62	X				8.5%	1998 SUB. STUDY	YES
2 Advocate	19	81	X				< 1%	1997 MRI CUSTOM SUB. STUDY	YES
3 Alaska	6	94	X				0	1999 SPRING MRI	NO
4 Allure(CN)	30	70	X				2.5%	1999 CN SUB. DATABASE	NO
5 American Heritage	1	99	X				2.3% < 25 YRS	1998 SUB. STUDY	YES
6 Amer. Homestyle & Gardening	10	90	X				< 1%	1998 SUB. STUDY	NO
7 American Photo	26	74	X				4.7%	1998 MRI DOUBLEBASE	NO
8 American Spectator	7	93	X			CONDUCTING NEW STUDY SUMMER '99	1% (18-24)	1996 MRI CUSTOM SUB. STUDY	YES
9 Architectural Digest(CN)	19	81	X				< 1%	1999 CN DATABASE STUDY	NO
10 Army/Navy/Air Force Times	13	87	X				3.4%	1999 READER SURVEY	NO
11 Arthur Frommer's Budget Travel	16	84	X			CONDUCTING MRI CUSTOM STUDY 6/99	4% < 25 YRS.	1998 SPRING READER SURVEY	NO
12 Athlon Annuals	95	5			X	NEED INFO. ON EACH ANNUAL PUB.	15% (18-24)	1994 READER SURVEY	YES
13 Atlanta	10	90	X				1.1% < 25 YRS.	1997 SIMMONS CUSTOM STUDY	YES
14 Audio	15	85	X				8% < 25 YRS.	1998 SUB. STUDY	NO
15 Automobile (PRIME/A)	12	88	X				5.7% < 25 YRS.	1999 SUB. STUDY	NO
16 Automovil(ET)	96	4	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	7.9%	1998 PHONE SUB. STUDY	YES
17 Automundo	50	50	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	< 10%	1998 SUB. INFO.	NO
18 Autoweek	1	99	X				1.7%	1997 SUB. STUDY	YES
19 Avance Hispano	100	0			X	AWAITING REVISED INFO.	10%?		
20 Avenue	0	100	X				5%	1997 READER SURVEY	NO
21 Baltimore	15	85	X			STALE DATA/NEW INFO. DUE 12/99	2% (18-24)	1996 CUSTOM SUB. STUDY	YES
22 Bassmaster	3	97	X				8.7% < 25 YRS.	1998 BASS MEMBER SURVEY	YES
23 Beauty Handbook	100	0	X			REVIEW AGAIN 12/99	12%	1998 READER SURVEY	NO
24 Belle	92	8	X				4%	1997 READER SURVEY	NO
25 Better Homes & Gardens	5	95	X				7%	1998 MRI TWELVEPLUS STUDY	NO
26 Bikini	87	13	X			REVIEW AGAIN 12/99	13%	1999 READER SURVEY	NO
27 Biography	10	90	X				2.3%	1998 MRI CUSTOM SUB. STUDY	NO
28 Black Book	90	10	X				3%	1999 READER SURVEY	NO
29 Black Diaspora	63	37	X				12.5%	1999 SUB. STUDY	NO
30 Black Elegance	74	26	X				6%	1998 READER SURVEY	NO
31 Black Enterprise	7	93	X				3%	1998 MMR SUB. STUDY	NO
32 Black Men	90	10	X				4.8%	1999 READER SURVEY	NO
33 Bomb	75	25	X				6%	95-98 READER SURVEY	YES
34 Bon Appetit (CN)	16	84	X				< 1%	1999 CN SUB. DATABASE	NO
35 Boston	19	81	X				0%	1999 MRI STUDY	NO
36 Bridal Guide	87	13	X				9%	1999 READER SURVEY	NO
37 Brides (CN)	80	20	X				8.7%	1998 READER SURVEY	NO
38 Buenhogar(ET)	78	22	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	1.8%	1998 SUB. SURVEY	NO
39 Cable Guide	1	99	X				6.8%	1998 SPRING MRI	NO
40 Cape Cod Best Read Guide	97	3	X				< 1%	8/98 TELEPHONE SUB. SURVEY	NO

\* Prototype info.

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ATTACHMENT 1

	PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	REPETITIVE DATA	
									DATA RECEIVED	VS. YEAR AGO
41	Car & Driver (HACHETTE)	12	88	X				13.8%	1996 FALL MRI	NO
42	Car Craft (PETERSEN)	18	82	X			STALE DATA/NEW INFO DUE 12/99	10%	1998 SUB. STUDY	YES
43	Championship Racing Magazine	1	99	X			FORMERLY "INDY CAR RACING"	8% < 24 YRS.	1997 SUB. SURVEY	YES
44	Chicago Footlights	100	0	X				10% < 25 YRS.	3/99 IN-BOOK SURVEY	NO
45	Chicago Magazine	13	87	X				1.8% (18-24)	1997 SIMMONS SUB. STUDY	YES
46	Cinemania	100	0	X				12% < 24 YRS.	1998 READER SURVEY	NO
47	Circle Track(Petersen)	22	78	X				3%	1998 READER SURVEY	NO
48	City AZ	100	0	X			NEW INFO. DUE 12/99	0%	1999 READER SURVEY	NO
49	City NY	100	0	X			NEW INFO. DUE 12/99	0%	1999 READER SURVEY	NO
50	CN Traveler (CN)	4	96	X				< 1%	1999 CN SUB. DATABASE	NO
51	Code*	100	0	X			NEW INFO. DUE 9/99	13%	3/99 PROTOTYPE	NO
52	Connecticut	6	94	X				1.8% (18-24)	1997 SIMMONS	YES
53	Cosmopolitan (HEARST)	69	31	X				11.4%	1999 SPRING MRI	NO
54	Cosmopolitan En Espanol(ET)	70	30	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	7.6%	1998 SUB. SURVEY	NO
55	Country Home	25	75	X				8.1% (18-24)	1999 SPRING MRI	NO
56	Country Music	12	88	X				3%	1998 FALL MRI	NO
57	Country Weekly	50	50	X				5.4%	1998 FALL MRI	NO
58	Cristina La Revista(ET)	81	19	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	3.3%	1998 SUB. SURVEY	NO
59	Cycle World	25	75	X				4%	1998 SUB. STUDY	NO
60	"D" Magazine	38	62	X			STALE INFO/NEW INFO. DUE 12/99	< 1% (18-24)	1996 SIMMONS SUB.	NO
61	Dan's Papers	99	1	X			STALE INFO/DOING NEW STUDY 7/99	14% < 25 YRS.	1996 READER SURVEY	NO
62	Deporte Internacional(ET)	92	8	X				10.7%	1998 READER SURVEY	NO
63	Details	33	67	X				5.2%	5/99 CN SUB. DATABASE	NO
64	Detour	53	47	X				3%	1997 READERSHIP STUDY	NO
65	Direct Wire	54	46	X				5%	1998 SUB. SURVEY	NO
66	Ducks Unlimited	0	100	X				1%	1998 AUDIENCE STUDY	NO
67	Ebony	15	85	X				5.4% (18-24)	1999 SPRING MRI	NO
68	EL Ritmo de la Noche	66	34	X				10%	1999 READER SURVEY	NO
69	Elle	35	65	X				7%	1999 PANELISTS	NO
70	Elle en Espanol(ET)	97	3			X	SUSPENSION CONTINUES/NO METHODOLOGY	6.9%	1998 HACHETTE STUDY?	YES
71	Emerge	20	80	X			STALE INFO/NEW INFO. DUE 12/99	2.9% < 25 YRS.	1994 SUB. STUDY	YES
72	Encore	100	0	X				< 1%	1998 READERSHIP STUDY	NO
73	Entertainment Weekly	8	92	X				10%	1998 CROSS MAG. SUB. STUDY	NO
74	ESPN Sports	20	80	X			REVIEW AGAIN 12/99	14%	1998 MRI SUB. STUDY	NO
75	Esquire (HEARST)	13	87	X				5.6%	1998 FALL MRI	NO
76	Essence	23	77	X				8.5%	1999 SPRING MRI	NO
77	Estilo	25	75	X				3.9%	1999 SUB. STUDY	NO
78	Fama	50	50	X				1%	1998 READER SURVEY	NO
79	Family	99	1	X				6%	1997 READER SURVEY	YES
80	Family Circle	40	60	X				2.6%	1998 MRI	NO
81	Fast Company	22	78	X				1.4% < 24 YRS.	1997 SUB. STUDY	YES
82	Field & Stream	2	98	X				9.4% < 25 YRS.	1997 MRI SUB. STUDY	NO
83	First for Woman	89	11	X				4.7%	1998 FALL MRI	NO

\* Prototype info.

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	PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	REPETITIVE DATA	
									DATA RECEIVED	VS. YEAR AGO
84	Fiatron News	100	0	X				3%	1999 READER SURVEY	NO
85	Flaunt*	100	0		X			19.3%	1998 MRI PROTOTYPE	NO
86	Food & Wine	8	92	X				1.4% < 24 YRS.	1997 A&S PRIMARY RDRS.	YES
87	Fortune	7	93	X				1% < 25 YRS.	1997 SUB. STUDY	YES
88	Four Wheeler	35	65	X				10%	1999 SPRING MRI	NO
89	Gear	80	20	X			REVIEW AGAIN 12/99	13%	1999 READER SURVEY	NO
90	Genre	43	57	X				< 1%	1997 MRI	YES
91	Geomundo(ET)	50	50	X				< 1%	1998 SUB. SURVEY	NO
92	George	24	76	X				5.8%	1998 FALL MRI	NO
93	Glamour	48	52	X				6.1%	1999 CN DATABASE STUDY	NO
94	Glamour en Espanol	95	5	X				7.6%	1998 READERSHIP STUDY	NO
95	Globe	95	5	X				3.2%	1999 READER SURVEY	NO
96	Gourmet(CN)	12	88	X				< 1%	1999 CN SUB. DATABASE	NO
97	GQ(CN)	41	59	X				2.4%	1999 CN SUB. DATABASE	NO
98	Hamptons	90	10	X				< 2%	1998 READER STUDY	NO
99	Harper's Bazaar en Espanol(ET)	85	15	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	8%	1998 PHONE STUDY	NO
100	Harper's Bazaar(HEARST)	23	77	X				8.2%	1999 SPRING MRI	NO
101	Harpers Magazine	14	86	X				3.6% (18-24)	1997 MRI CUSTOM SUB. STUDY	YES
102	Hispanic	50	50	X				< 1%	1999 SIMMONS STUDY	NO
103	Hispanic Business	10	90	X				4% (18-24)	1999 MRI STUDY	NO
104	Hogarama	0	100	X				3.3%	1997 HISPANIC SIMMONS STUDY	YES
105	Home	11	89	X				2.7%	1998 FALL MRI	NO
106	Honolulu Magazine	5	95	X				3.7% (18-24)	1998 SIMMONS	NO
107	Hoop Magazines	100	0			X	AWAITING INDIV. STADIUM INFO.			
108	Hot Rod(PETERSEN)	13	87	X			STALE INFO/NEW INFO. DUE 12/99	9%	1996 SUB. STUDY	YES
109	Hour Detroit	33	67	X				5%	1998 SUB. STUDY	NO
110	House & Garden(CN)	22	78	X				< 1%	1999 CN SUB. DATABASE	NO
111	Hunting(PETERSEN)	8	92	X				4%	1999 SPRING MRI	NO
112	Icon	40	60	X				6%	1998 READER STUDY	YES
113	Ideas Para Su Hogar(ET)	65	37	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	1.8%	1998 SUB. SURVEY	NO
114	In Style	64	36	X				9.4%	1998 READER SURVEY	NO
115	Indianapolis	18	82	X				< 1%	1999 SUB. STUDY	NO
116	Interview	14	86	X				6.6%	1997 READER SURVEY	YES
117	Jacksonville Magazine	24	76	X			STALE INFO/NEW INFO DUE 12/99	< 1% (18-25)	1996 SIMMONS	YES
118	Jane Magazine	30	70	X			REVIEW AGAIN 12/99	14.8%	1999 SUB. STUDY	NO
119	Jersey Shore Vacation Guide	97	3	X				5%	7/98 READER SURVEY	NO
120	Jet	11	89	X				8%	1999 SPRING MRI	NO
121	Kentucky Farmer	0	100	X				< 1%	1999 SUB. STUDY	NO
122	Ladies' Home Journal	12	88	X				< 1%	2/99 MEREDITH SUBS.	NO
123	Latina	25	75	X				12%	1998 FALL MRI	NO
124	Latina Style	85	15	X				11% (18-25)	1997 READER SURVEY	YES
125	Latinos in Baseball	93	7	X				9%	1999 READER INFO.	NO
126	Latinos in Boxing	90	10	X				4%	1999 READER INFO.	NO

\* Prototype info.

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ATTACHMENT 1

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	PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	REPETITIVE DATA	
									DATA RECEIVED	VS. YEAR AGO
127	Latinos in Soccer	96	4	X				7%	1999 READER INFO.	NO
128	Life	22	78	X				1%	1998 CROSS MAG. SUB. STUDY	NO
129	Los Angeles Magazine	15	85	X				6%	1998 FALL MRI	NO
130	Louisville	7	93	X				7.3% < 25 YRS.	1997 FALL MEDIA AUDIT	YES
131	Mademoiselle	45	55	X				8.9%	1999 CN DATABASE STUDY	NO
132	Manhattan File	100	0	X				1%	1999 READER SURVEY	NO
133	Marie Claire	56	44	X				10.5%	1999 READER SURVEY	NO
134	Marie Claire (Hispanic)(ET)	85	15	X				3.3%	1998 READER SURVEY	NO
135	Maxim	40	60	X				5.8%	1999 SPRING MRI CUSTOM STUDY	NO
136	McCall's	10	90	X				1.8%	1998 MRI	NO
137	Mecanica Popular(ET)	63	37	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	9%	1998 SUB. SURVEY	NO
138	Metrosource	94	6	X				1%	1998 READER SURVEY	NO
139	Mia Magazine	74	26	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	3%	1999 SUB. SURVEY	NO
140	Miami Mensual	15	85	X				5%	1999 READER SURVEY	NO
141	Miami Metro	45	56	X				8% (18-24)	1998 MEDIA AUDIT	NO
142	Midwest Living	9	91	X				<1%	1999 MEREDITH DATABASE	NO
143	Milwaukee Magazine	10	90	X				4.2% < 25 YRS.	1998 SIMMONS	NO
144	Minneapolis/St. Paul	20	80	X				1% (18-24)	1997 SIMMONS	YES
145	Mirabella	20	80	X				11.5%	1998 FALL MRI	NO
146	Mode Magazine	30	70	X				4.9%	1998 READER PANEL	NO
147	Modern Bride(PRIMEDIA)	68	32	X				8%	1997 READER SURVEY	YES
148	Money	12	88	X				< 1%	1999 CROSS MAG. TRACK STUDY	NO
149	More	30	70	X				1.2% < 29	1999 MEREDITH DATABASE	NO
150	Motor Trend(PETERSEN)	13	87	X				2%	1999 TELEPHONE SUB. STUDY	NO
151	Motorcyclist(PETERSEN)	26	74	X				3%	1998 READER SURVEY	NO
152	Movieline	18	82	X				2%	1998 BETA SUB. SURVEY	NO
153	Mundo Deportivo(SEE HOGARAMA)	0	100	X				9.1%	1997 SIMMONS HISP. STUDY	YES
154	National Enquirer	77	23	X				7.0%	1998 FALL MRI	NO
155	National Review	4	96	X				1.4%	1997 MRI CUSTOM SUB. STUDY	NO
156	National Speed Sport News	6	94	X				5% < 25 YRS.	1997 SUB. STUDY	YES
157	New Orleans Magazine	8	92	X			STALE INFO/NEW INFO. DUE 12/99	11.3% < 35 YRS.	1996 READER SURVEY	NO
158	New Republic	3	97	X				2.3% < 25 YRS.	1998 MRI SUB. STUDY	NO
159	New York Magazine(PRIMEDIA)	8	92	X				2.8% < 25 YRS.	1998 FALL MRI	NO
160	New York Nightlife	70	30	X				3%	1998 SIMMONS STUDY	NO
161	Newport Best Read Guide	100	0	X				2.4%	1998 READER SURVEY	NO
162	Newsweek	5	95	X				1%	1999 INFO. BASE SUB. STUDY	NO
163	North American Fisherman	0	100	X				1.1%	4/99 MRI SUB. STUDY	NO
164	North American Hunter	0	100	X				< 1%	2/99 MRI SUB. STUDY	NO
165	Notorious	85	15	X				5.6%	1999 READER SURVEY	NO
166	Nylon*	85	16	X			NEW INFO. DUE 9/99	10%	1998 PROTOTYPE	NO
167	Ocean Drive	1	99	X				6.5%	1998 MEDIA AUDIT	NO
168	Off Beat	85	15	X				1.9% < 25 YRS.	5/99 READER SURVEY	NO
169	One World	76	24			X	NEW PUB/NEED NEWSSTAND INFO.	6%	3/99 SUB. STUDY	NO

\* Prototype Info.

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8/2/99

	PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	REPETITIVE DATA	
									DATA RECEIVED	VS. YEAR AGO
170	Open Wheel	19	81	X				5%	1997 READER SURVEY	NO
171	Opera News	2	98	X				1.7% < 25 YRS.	1999 SUB. STUDY - BETA	NO
172	Out	19	81	X				3% < 25 YRS.	1997 MRI	YES
173	Outdoor Life	4	96	X			STALE INFO/NEW INFO. DUE 12/99	5.8% < 25 YRS.	1996 SUB. STUDY	YES
174	Paper	76	24	X				8.3%	1997 READER SURVEY	YES
175	Parade	15	85	X				7.1%	1998 FALL MRI	NO
176	Penthouse	60	40	X				8.8%	1998 FALL MRI	NO
177	People	40	60	X				3%	1998 SUB. STUDY	NO
178	People En Espanol	70	30	X				7%	1998 READER SURVEY	NO
179	Petersen 4 Wheel & Off Road	33	67	X				2%	1998 TELEPHONE SUB. STUDY	NO
180	Philadelphia	17	83	X			STALE INFO/NEW INFO. DUE 12/99	13% < 25 YRS.	1996 MRI	YES
181	Philadelphia Style*	100	0	X			NEW INFO. DUE 9/99	8%	1998 SIMMONS PROTOTYPE	NO
182	Pittsburgh Magazine	9	91	X				2.4%	1996 MRI	NO
183	Playbill	95	5	X				10.2%	1998 PLAYBILL STUDY	NO
184	Playboy	15	85	X				2.8%	1998 PLAYBOY SUB. STUDY	NO
185	Popular Hot Rodding	32	68	X				6.2%	1997 SUB. SURVEY	YES
186	Popular Mechanics (HEARST)	13	87	X				4.5% < 25 YRS.	1999 SUB/NEWSSTAND STUDY	NO
187	Popular Photography	10	90	X				8.2%	1998 FALL MRI	NO
188	Popular Science	10	90	X				9% < 25 YRS.	1997 SUB. STUDY	NO
189	POW/EGG	5	95	X				< 1%	1999 SPRING MRI	NO
190	Premiere	22	78	X				5%	1998 SUB. SURVEY	NO
191	Q San Francisco	78	22	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	< 1%	1998 SUB. SURVEY	NO
192	Racer	23	77	X			STALE INFO/NEW INFO. DUE 12/99	< 1%	1996 MRI SUB. STUDY	YES
193	Raygun	87	13	X			REVIEW AGAIN 12/99	13%	1998 READER SURVEY	NO
194	Redbook	79	21	X				11.9% < 25 YRS.	1998 READER SURVEY	NO
195	Rhode Island	9	91	X				3.4%	1997 SIMMONS	NO
196	Richmond	15	85	X				0	1999 SUB. SURVEY	NO
197	Road & Track	19	81	X				14%	1998 FALL MRI	NO
198	Roadstar (Truckers News)	95	5	X				2%	1999 READER SURVEY	NO
199	Rolling Stone	14	86	X				6.8%	1999 NOVUS SUB. STUDY	NO
200	Salt Lake City Magazine	66	34	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	9.3% < 35 YRS.	2/98 SUB. STUDY	YES
201	Salute	86	14	X				2.0%	1998 READER SURVEY	NO
202	San Diego	19	81	X			STALE INFO/NEW INFO. DUE 12/99	8.7% (18-34)	1994 MRI SUB. STUDY	NO
203	Seattle	15	85	X				5%	1997 MEDIA AUDIT	YES
204	Selecta	40	60	X				3%	1996 SUB. STUDY	NO
205	Self (CONDE NAST)	38	62	X				2.3%	1999 CN SUB. DATABASE	NO
206	Signature Bride	95	5	X				2%	1998 READER SURVEY	NO
207	Soap Opera Digest (PRIMEDIA)	43	57	X				8.6%	1998 FALL MRI	NO
208	Soap Opera Weekly (PRIMEDIA)	81	19	X				10.5%	1998 FALL MRI	NO
209	Sophisticates Black Hair	100	0	X			REVIEW AGAIN 12/99	13.9%	1998 READER SURVEY	NO
210	Sound & Vision (See Audio)	38	62	X				8% < 25 YRS.	1996 SUB. STUDY	NO
211	Southern Living	8	92	X				1.5%	1998 FALL MRI	NO
212	Speak	11	89			X	DO NOT ACCEPT WEBSITE INFO.	14.5%	1998 SUB. STUDY	NO
213	Spin	23	77	X			REVIEW AGAIN 12/99	13%	1999 BETA PHONE SUB. STUDY	NO

\* Prototype info.

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	PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	REPETITIVE DATA	
									DATA RECEIVED	VS. YEAR AGO
214	Sport Truck (PETERSEN)	31	69	X				2%	1998 TELEPHONE SUB. STUDY	NO
215	Sport(PETERSEN)	9	91	X				4%	1998 TELEPHONE SUB. STUDY	NO
216	Sporting News	7	93	X				6.5%	1999 SPRING MRI	NO
217	Sports Afield(HEARST)	6	92	X				5.9% < 25 YRS.	1999 READER SURVEY	NO
218	Sports Illustrated	4	96	X				9.0%	1998 SUB. STUDY	NO
219	St. Louis Magazine	58	42	X				3.8%	1998 FALL MEDIA AUDIT	NO
220	Stagebill Group	95	5	X				4%	1999 AUDIENCE SURVEY	NO
221	Star	79	21	X				7.6%	1998 MRI DOUBLEDISE	NO
222	Steppin Out	95	5	X			NOT CURRENTLY USING	0	1998 IND. STUDY	NO
223	Sterling Black Women's Group	100	0	X				9.2%	1998 READER SURVEY	NO
224	Stock Car Racing	24	76	X				7% < 25 YRS.	1997 READER SURVEY	YES
225	Stuff	99	1	X			REVIEW AGAIN 12/99	12%	1998 READER SURVEY	NO
226	Surface Magazine	64	36	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	2%	1998 SUB. STUDY	NO
227	Talk*	50	40	X			NEW INFO. DUE 11/99	7%	1998 MRI PROTOTYPE	NO
228	Tampa Bay Magazine	45	55	X				0%	1998 READER SURVEY	NO
229	Tastemakers					X	NEW PUB./AWAITING INFO.			
230	Texas Monthly	12	88	X				5%	1998 FALL MRI	NO
231	Time	4	96	X				5% < 25 YRS.	3/99 SUB. STUDY	NO
232	Time Out New York	27	73	X				4%	1998 READER SURVEY	NO
233	Tobacco International	0	100	X				0	1999 READER SURVEY	NO
234	Today's Black Woman	97	3	X			STALE DATA/NEW INFO. DUE 12/99	7.3%	1996 SUB. STUDY	YES
235	Today's Homeowner	2	98	X				1.8% < 25 YRS.	1997 SUB. STUDY	YES
236	Trips	75	25	X				1%	9/98 SUB. SURVEY	NO
237	Troika	63	37	X			NO BRAND INTEREST	2%	1998 READER SURVEY	NO
238	True Story	17	83	X				3.5%	1997 MRI STUDY	YES
239	TV & Novelas(ET)	75	24	X			REQUIRE REPRESENTATIVE SURVEY IN Y2K	8.5%	1998 SUB. STUDY	NO
240	TV Guide	22	78	X				< 1%	1999 NOVUS SUB. STUDY	NO
241	U.S. News & World Report	2	98	X				6%	1999 SPRING MRI	NO
242	U.S.A. TODAY Baseball Weekly	70	30	X				14.7%	1999 SPRING MRI	NO
243	Upscale	62	38	X				6% < 25 YRS.	3/99 READERSHIP SURVEY	NO
244	US	40	60	X				5.4%	1999 NOVUS SUB. STUDY	NO
245	USA Weekend	15	85	X				4.5%	1999 SPRING MRI	NO
246	Vanidad (VAN)	75	25			X	DOING NEW SURVEY 7/99			
247	Variades Continental(ET)	55	45	X			REQUIRE SURVEY IN Y2K	< 1%	1998 SUB. STUDY	NO
248	Vanity Fair(CN)	36	64	X				< 1%	1999 CN DATABASE STUDY	NO
249	Vibe	37	63	X			REVIEW AGAIN 12/99	12%	1999 BETA PHONE STUDY	NO
250	Vogue(CN)	48	52	X				14.6%	1998 MRI	NO
251	W Magazine	12	88	X				11% < 25 YRS.	1997 YANKOLOVICH SUB. STUDY	YES
252	Wash. St. Bldg. & Const. Workers					X	NEED ADDITIONAL INFO.			
253	Washingtonian	35	65	X			STALE INFO/NEW INFO. DUE 12/99	1.4%	1996 MRI SUB. STUDY	YES
254	Weekly Standard	0	100	X				1% (18-24)	7/98 MMR SUB. STUDY	NO
255	Wired	21	79	X				1%	1999 CN DATABASE STUDY	NO

\* Prototype Info.

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									REPETITIVE DATA	
PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21YRS	DATA RECEIVED	VS. YEAR AGO	
256 Woman's Day	45	55	X				2.4%	1998 FALL MRI	NO	
257 Woman's World	100	0	X				1.7%	1998 FALL MRI	NO	
258 Women's Sports & Fitness	24	76	X				4.5%	1998 CN DATABASE STUDY	NO	
259 Working Mother	12	88	X				< 1% (18-24)	1998 READER PANEL	NO	
260 Working Woman	14	86	X				2% (18-24)	1997 READER PANEL	NO	
261 Yahoo! Internet Life	16	84	X				6.1%	1998 SPRING MRI	NO	

Note: Circulation numbers based on 6/30/98 ABC STATEMENTS.

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\* Prototype Info.



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## 1999 MAGAZINE STATUS REPORT - SIX MONTH PROBATION

REPETITIVE DATA

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## FAILED PUBLICATIONS

PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	DATA RECEIVED	VS. YEAR AGO
1 Flaut* <sup>1</sup>	100	0		X			19.3%	1998 MRI PROTOTYPE	NO

## SUSPENDED PUBLICATIONS

REPETITIVE DATA

PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	DATA RECEIVED	VS. YEAR AGO
1 Athlon Annuals	95	5			X	NEED INFO. ON EACH ANNUAL PUB.	15% (18-24)	1994 READER SURVEY	YES
2 Avance Hispano	100	0			X	AWAITING REVISED INFO.	10% <sup>7</sup>		
3 Elle en Espanol(ET)	97	3			X	SUSPENSION CONTINUES/NO METHODOLOGY	6.9%	1998 HACHETTE STUDY?	YES
4 Hoop Magazines	100	0			X	AWAITING INDIV. STADIUM INFO.			
5 One World	76	24			X	NEW PUB/NEED NEWSSTAND INFO.	6%	3/99 SUB. STUDY	NO
6 Speak	11	89			X	DO NOT ACCEPT WEBSITE INFO.	14.5%	1998 SUB. STUDY	NO
7 Tastemakers					X	NEW PUB/AWAITING INFO.			
8 Vanidad (VAN)	75	25			X	DOING NEW SURVEY 7/99			
9 Wash. St. Bldg. & Const. Workers					X	NEED ADDITIONAL INFO.			

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ATTACHMENT 2

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1996 OR OLDER DATA

## 1999 MAGAZINE STATUS REPORT - SIX MONTH PROBATION

## REPETITIVE DATA

8/2/99

PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	DATA RECEIVED	VS. YEAR AGO
1 American Spectator	7	93	X			CONDUCTING NEW STUDY SUMMER '99	1% (18-24)	1996 MRI CUSTOM SUB. STUDY	YES
2 Athlon Annuals	95	5			X	NEED INFO. ON EACH ANNUAL PUB.	15% (18-24)	1994 READER SURVEY	YES
3 Baltimore	15	85	X			STALE DATA/NEW INFO. DUE 12/99	2% (18-24)	1996 CUSTOM SUB. STUDY	YES
4 Car Craft (PETERSEN)	18	82	X			STALE DATA/NEW INFO DUE 12/99	10%	1996 SUB. STUDY	YES
5 "D" Magazine	38	62	X			STALE INFO/NEW INFO. DUE 12/99	< 1% (18-24)	1996 SIMMONS SUB.	NO
6 Dan's Papers	99	1	X			STALE INFO/DOING NEW STUDY 7/99	14% < 25 YRS	1996 READER SURVEY	NO
7 Emerge	20	80	X			STALE INFO/NEW INFO. DUE 12/99	2.9% < 25 YRS	1994 SUB. STUDY	YES
8 Hot Rod (PETERSEN)	13	87	X			STALE INFO/NEW INFO. DUE 12/99	9%	1996 SUB. STUDY	YES
9 Jacksonville Magazine	24	76	X			STALE INFO/NEW INFO DUE 12/99	< 1% (18-25)	1996 SIMMONS	YES
10 New Orleans Magazine	8	92	X			STALE INFO/NEW INFO. DUE 12/99	11.3% < 35 YRS	1996 READER SURVEY	NO
11 Outdoor Life	4	96	X			STALE INFO/NEW INFO. DUE 12/99	5.8% < 25 YRS	1996 SUB. STUDY	YES
12 Philadelphia	17	83	X			STALE INFO/NEW INFO. DUE 12/99	13% < 25 YRS	1996 MRI	YES
13 Racer	23	77	X			STALE INFO/NEW INFO. DUE 12/99	< 1%	1996 MRI SUB. STUDY	YES
14 San Diego	19	81	X			STALE INFO/NEW INFO. DUE 12/99	8.7% (18-34)	1994 MRI SUB. STUDY	NO
15 Today's Black Woman	97	3	X			STALE DATA/NEED NEWSSTAND DATA	7.3%	1996 SUB. STUDY	YES
16 Washingtonian	35	65	X			STALE INFO/NEW INFO. DUE 12/99	1.4%	1996 MRI SUB. STUDY	YES

## PROTOTYPICAL/NEW PUBLICATIONS

## REPETITIVE DATA

PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	DATA RECEIVED	VS. YEAR AGO
1 City AZ	100	0	X			NEW INFO. DUE 12/99	0%	1999 READER SURVEY	NO
2 City NY	100	0	X			NEW INFO. DUE 12/99	0%	1999 READER SURVEY	NO
3 Code*	100	0	X			NEW INFO. DUE 9/99	13%	3/99 PROTOTYPE	NO
4 Nylon*	85	15	X			NEW INFO. DUE 9/99	10%	1998 PROTOTYPE	NO
5 Philadelphia Style*	100	0	X			NEW INFO. DUE 9/99	8%	1998 SIMMONS PROTOTYPE	NO
6 Talk*	60	40	X			NEW INFO. DUE 11/99	7%	1998 MRI PROTOTYPE	NO

## 12-15% &lt; 21 BASED ON PROPRIETARY STUDY/EDITORIAL POSITIONING

## REPETITIVE DATA

PUBLICATION NAME	% NEWS	% SUBS	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS	DATA RECEIVED	VS. YEAR AGO
1 Beauty Handbook	100	0	X			REVIEW AGAIN 12/99	12%	1998 READER SURVEY	NO
2 Bikini	87	13	X			REVIEW AGAIN 12/99	13%	1999 READER SURVEY	NO
3 Black Diaspora	63	37	X			REVIEW AGAIN 12/99	12.6%	1999 SUB. STUDY	NO
4 ESPN Sports	20	80	X			REVIEW AGAIN 12/99	14%	1996 MRI SUB. STUDY	NO
5 Gear	80	20	X			REVIEW AGAIN 12/99	13%	1999 READER SURVEY	NO
6 Jane Magazine	30	70	X			REVIEW AGAIN 12/99	14.8%	1999 SUB. STUDY	NO
7 Raygun	87	13	X			REVIEW AGAIN 12/99	13%	1999 READER SURVEY	NO
8 Sophisticates Black Hair	100	0	X			REVIEW AGAIN 12/99	13.9%	1998 READER SURVEY	NO
9 Speak	11	89			X	DO NOT ACCEPT WEBSITE INFO.	14.5%	1998 SUB. STUDY	NO
10 Spin	23	77	X			REVIEW AGAIN 12/99	13%	1999 BETA PHONE SUB. STUDY	NO
11 Stuff	99	1	X			REVIEW AGAIN 12/99	12%	1998 READER SURVEY	NO
12 Vibe	37	63	X			REVIEW AGAIN 12/99	12%	1999 BETA PHONE STUDY	NO

\* Prototype Info.

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							REPETITIVE DATA
PUBLICATION NAME	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS.	DATA RECEIVED/YEAR	VS. YEAR AGO
ADVOCATE GROUP							
1 - FAIRFIELD ADVOCATE	X			STALE INFO/NEW INFO. DUE 12/99	4.0%	1993 SIMMONS READER SURVEY	YES
2 - HARTFORD ADVOCATE	X				7.0%	FALL 1998 MEDIA AUDIT	NO
3 - NEW HAVEN ADVOCATE	X				5.6%	FALL 1998 MEDIA AUDIT	NO
4 - SPRINGFIELD ADVOCATE	X			STALE INFO/NEW INFO. DUE 12/99	4.0%	1993 SIMMONS READER SURVEY	YES
5 - WESTCHESTER ADVOCATE	X			STALE INFO/NEW INFO. DUE 12/99	4.0%	1993 SIMMONS READER SURVEY	YES
6 ALBANY METROLAND	X				4.4%	1998 SPRING MEDIA AUDIT	NO
7 AQUARIAN WEEKLY/EC ROCKER (BAM)	X				5.0%	MAY/JUNE 1998 READER SURVEY	NO
8 ATLANTA CREATIVE LOAFING	X				6.1%	1998 FALL MEDIA AUDIT	NO
9 ATLANTA PRESS	X				5.3%	4/99 IN-PUBLICATION SURVEY	NO
10 BOSTON PHOENIX	X				8.3%	1999 SCARBOROUGH STUDY	NO
11 BUFFALO ART VOICE	X				11.9%	1998 WINTER MEDIA AUDIT	NO
12 BUFFALO BEAT	X				12.8% (18-24)	1999 WINTER MEDIA AUDIT	NO
13 CHARLESTON CITY PAPER	X				12.6% (18-24)	1997 FALL MEDIA AUDIT	YES
14 CHARLOTTE CREATIVE LOAFING	X				12.4% (18-24)	1998 SUMMER MEDIA AUDIT	NO
15 CHICAGO NEW CITY	X				6.9%	1998 SUMMER MEDIA AUDIT	NO
16 CINCINNATI CITY BEAT	X				9.3%	1998 WINTER MEDIA AUDIT	NO
17 CINCINNATI EVERYBODY'S NEWS	X				5.4%	1998 SUMMER MEDIA AUDIT	NO
18 CLEVELAND FREETIMES	X				4.4%	1998 FALL MEDIA AUDIT	NO
19 COLUMBIA FREE TIMES	X				8.4%	1998 FALL MEDIA AUDIT	YES
20 COLUMBUS OTHER PAPER	X				5.7%	1998 FALL MEDIA AUDIT	NO
21 DALLAS MET	X				7.5%	1997 FALL MEDIA AUDIT	NO
22 DES MOINES CITY VIEW	X				10.8%	1998 FALL MEDIA AUDIT	NO
23 DETROIT METRO TIMES	X				6.3%	1998 FALL MEDIA AUDIT	NO
24 FT. LAUDERDALE CITY LINK	X				5.8%	1998 SCARBOROUGH STUDY	NO
25 FORT WORTH WEEKLY	X				4.0%	1998 SIMMONS	NO
26 GRAND RAPIDS THE PAPER	X				7.0%	1/99 READER SURVEY	NO
27 GREENVILLE CREATIVE LOAFING	X				12.9%	1998 WINTER MEDIA AUDIT	YES
28 GREENSBORO RHINEROS TIMES	X				3.1%	1998 FALL MEDIA AUDIT	NO
29 HARRISBURG MODE			X	AWAITING ADDITIONAL INFO.	6.0%	1999 READER SURVEY?	NO
30 ILLINOIS ENTERTAINER (BAM)	X			STALE INFO/NEW INFO. DUE 12/99	9%	1996 READER SURVEY	NO
31 IMPROPER BOSTONIAN	X				3%	1998 READER SURVEY	NO

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	PUBLICATION NAME	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS.	DATA RECEIVED/YEAR	VS. YEAR AGO
32	INDIANAPOLIS NUVO WEEKLY	X				5.9%	1998 FALL MEDIA AUDIT	NO
33	JACKSONVILLE FOLIO WEEKLY	X				11.6% (18-24)	1998 WINTER MEDIA AUDIT	NO
34	KANSAS CITY PITCH WEEKLY	X				9.4%	1998 FALL MEDIA AUDIT	NO
35	KNOXVILLE METRO PULSE	X			STALE INFO/NEW INFO. DUE 12/99	4.2%	1996 SIMMONS	YES
36	LEXINGTON ACE	X				8.3%	1998 SPRING MEDIA AUDIT	YES
37	LOS ANGELES WEEKLY	X				6.5%	1999 MEDIA AUDIT	NO
38	LOUISVILLE ECCENTRIC OBSERVER	X				9.3%	1998 FALL MEDIA AUDIT	NO
39	MEMPHIS FLYER	X				5.5%	1999 WINTER MEDIA AUDIT	NO
40	MILWAUKEE SHEPHERD EXPRESS	X				10.8% (18-24)	1998 SUMMER MEDIA AUDIT	NO
41	MINNEAPOLIS CITY PAGES	X				4.7%	1999 SPRING MEDIA AUDIT	NO
42	NASHVILLE SCENE	X				12.4% (18-24)	1998 MEDIA AUDIT	NO
43	NEW ORLEANS GAMBIT	X				7.3% (18-24)	1998 FALL MEDIA AUDIT	NO
44	NORFOLK PORTFOLIO WEEKLY	X				4.2%	1999 WINTER MEDIA AUDIT	NO
45	OC WEEKLY	X				7.3%	1999 MEDIA AUDIT	NO
46	OKLAHOMA GAZETTE	X				6.3%	1998 SUMMER MEDIA AUDIT	NO
47	OMAHA READER	X				4.6%	1998 WINTER MEDIA AUDIT	NO
48	ORBIT MAGAZINE		X			18%	1999 READER SURVEY	NO
49	PACIFIC NORTH-WEST INLANDER	X				4.4%	1998 FALL MEDIA AUDIT	NO
50	PHILADELPHIA CITY PAPER	X				3.6%	1998 FALL MEDIA AUDIT	NO
51	PITTSBURGH CITY PAPER	X				14.5% (18-24)	1998 FALL MEDIA AUDIT	NO
52	PORTLAND OUR TOWN	X				2.9%	298 READER SURVEY	YES
53	PROVIDENCE PHOENIX	X				6.3%	1998 FALL MEDIA AUDIT	NO
54	RALEIGH/DURHAM SPECTATOR	X				8.9%	1998 FALL MEDIA AUDIT	NO
55	RESIDENT PAPERS	X			STALE INFO/NEW INFO. DUE 12/99	6%	1996 READERSHIP SURVEY	YES
56	RICHMOND STYLE WEEKLY	X				3.6%	1999 WINTER MEDIA AUDIT	NO
57	ROCKET (BAM)	X				7.2%	599 READER SURVEY	NO
58	SACRAMENTO NEWS & REVIEW	X				9.1% (18-24)	1998 FALL MEDIA AUDIT	NO
59	SAN FRANCISCO BAY GUARDIAN	X				5.3%	1998 FALL MEDIA AUDIT	NO
60	SAN JOSE METRO	X				5.6%	1998 SPRING MEDIA AUDIT	NO
61	SANTA BARBARA INDEPENDENT	X			STALE INFO/NEW INFO. DUE 12/99	2.8%	1996 SIMMONS	NO
62	SANTA CRUZ GOOD TIMES (CASS)			X	AWAITING REVISED INFO.			
63	SAVANNAH CREATIVE LOAFING	X				12.0%	1998 GRIFFIN TELEPHONE REPORT	
64	SCRANTON ELECTRIC CITY	X				12.0%	1998 SPRING TELEPHONE SURVEY	YES
65	SEATTLE WEEKLY/EASTSIDE WEEK	X				7.0%	1998 MEDIA AUDIT	NO
66	STUFF @ NIGHT (PHOENIX GROUP)	X				6.0%	1998 READER SURVEY	YES
67	SYRACUSE NEW TIMES	X				4.3%	1998 WINTER MEDIA AUDIT	NO

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	PUBLICATION NAME	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS.	DATA RECEIVED/YEAR	VS. YEAR AGO
68	TAMPA WEEKLY PLANET	X				14% (18-24)	1998 FALL MEDIA AUDIT	NO
69	TRIAD STYLE	X				<1%	1998 FALL MEDIA AUDIT	NO
70	URBAN TULSA WEEKLY	X				14.7% (18-24)	1998 FALL MEDIA AUDIT	NO
71	VILLAGE VOICE	X				7.0%	1999 SCARBOROUGH REPORT	NO
72	- LONG ISLAND VOICE		X			18.5%	1999 SCARBOROUGH REPORT	NO
73	THE VILLAGER	X				0.0%	1998 READER SURVEY	NO
	RUXTON GROUP							
74	- ALBUQUERQUE ALBI	X				7.3%	1999 SPRING MEDIA AUDIT	NO
75	- AUSTIN CHRONICLE	X				3.8%	1998 SIMMONS	NO
76	- BALTIMORE CITY PAPER	X				4.2%	1998 SIMMONS	NO
77	- BROWARD NEW TIMES	X				2.9%	1998 SIMMONS	NO
78	- CHICAGO READER	X				2.7%	1998 SIMMONS	NO
79	- CLEVELAND SCENE	X				4.4%	1999 SPRING MEDIA AUDIT	NO
80	- DALLAS OBSERVER	X				3.0%	1998 SIMMONS	NO
81	- DENVER WESTWORD	X				3.5%	1998 SIMMONS	NO
82	- HOUSTON PRESS	X				2.8%	1998 SIMMONS	NO
83	- IN PITTSBURGH	X				6.1%	1998 SIMMONS	NO
84	- LOS ANGELES NEW TIMES	X				2.4%	1998 SIMMONS	NO
85	- MIAMI NEW TIMES	X				2.9%	1998 SIMMONS	NO
86	- NEW YORK PRESS	X				3.4%	1998 SIMMONS	NO
87	- ORLANDO WEEKLY	X				3.4%	1999 SPRING MEDIA AUDIT	NO
88	- PHILADELPHIA WEEKLY	X				2.6%	1998 SIMMONS	NO
89	- PHOENIX NEW TIMES	X				5.1%	1998 SIMMONS	NO
90	- SALT LAKE CITY WEEKLY	X				7.4%	1999 SPRING MEDIA AUDIT	NO
91	- SAN ANTONIO CURRENT	X				3.4%	1998 SIMMONS	NO
92	- SAN DIEGO READER	X				2.9%	1999 SIMMONS	NO
93	- SAN FRANCISCO WEEKLY	X				2.3%	1998 SIMMONS	NO
94	- SEATTLE STRANGER	X				7.4%	1998 SIMMONS	NO
95	- ST. LOUIS RIVERFRONT TIMES	X				3.4%	1998 SIMMONS	NO
96	- TUSCON WEEKLY	X				1.9%	1999 SIMMONS	NO
97	- WASHINGTON CITY PAPER	X				2.7%	1999 SIMMONS	NO

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## 1999 MILITARY STATUS REPORT

8/2/99

PUBLICATION NAME	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS.	DATA RECEIVED/YEAR	REPETITIVE DATA VS. YR AGO
<b>MARKETPLACE MEDIA</b>	<b>X</b>			STALE DATA/ MARKETPLACE MEDIA DOING NEW STUDY IN YEAR 2000	7.5%	1996 MILITARY MARKET RESEARCH STUDY	YES
1 AEROTECH NEWS AND REVIEW/DESERT WINGS/TIEFORT TELEGRAPH, CA							
2 AIR PULSE, NE							
3 AIRTIDES, NJ							
4 BARKSDALE OBSERVER, LA							
5 BAYONET, GA							
6 BULLETIN, IL							
7 CANNONEER, OK							
8 DESERT AIRMAN, AZ							
9 DISPATCH, AL							
10 EAGLE, DC							
11 FLAGSHIP, VA							
12 FLYER, VA							
13 FLYING TIMES, TX							
14 FRONTLINE, GA							
15 FT. BLISS MONITOR, TX							
16 FT. CAMPBELL COURIER, KY							
17 FT. HOOD SENTINEL, TX							
18 FT. LEWIS RANGER, WA							
19 GOSPORT, FL							
20 GUARDIAN, LA							
21 HARBOR WATCH, NY							
22 HAWAII NAVY NEWS/ARMY WEEKLY/ MARINE, HI							
23 HICKAM KUKINI, HI							
24 JAX AIR NEWS/AIRWINGER, FL							
25 KEESLER NEWS, MS							
26 MILE HIGH GUARDIAN, CO							
27 MILITARY PRESS - ZONE 3, CA							
28 MIRROR, FL							

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## 1999 MILITARY STATUS REPORT

8/2/99

	PUBLICATION NAME	PASSED	FAILED	SUSPENDED	COMMENTS	% LESS THAN 21 YRS.	DATA RECEIVED/YEAR	REPETITIVE DATA VS. YR AGO
29	MOUNTAINEER, CO							
	NUCLEUS, NM (FORMERLY THE							
30	FOCUS)							
31	OBSERVATION POST, CA							
32	PARAGLIDE/CAROLINA FLYER, NC							
33	PENTAGRAM/CAPITAL FLYER, DC							
34	SAN DIEGO NAVY DISPATCH, CA							
35	SCOUT, CA							
36	SOUND OFF, MD							
37	SOUTHERNMOST FLYER, FL							
38	TALLY HO, AZ							
39	THUNDERBOLT, FL							
40	TINKER TAKE OFF, OK							

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## GENERAL MARKET DAILY AND SUNDAY NEWSPAPERS REPORT

8/3/95

	PUBLICATION NAME	DAILY			SUNDAY			COMMENTS	% LESS THAN 21 YRS.		DATA RECEIVED	REPETITIVE DATA VS. YEAR AGO
		PASSED	FAILED	SUSPENDED	PASSED	FAILED	SUSPENDED		DAILY	SUNDAY		
1	ATLANTA JOURNAL-CONSTITUTION	X			X				12.9%	13.4%	1993 GALLUP POLL	NO
2	BALTIMORE SUN	X			X				3.0%	4.0%	1996 SCARBOROUGH REPORT	NO
3	BIRMINGHAM NEWS	X			X				10.2% (18-24)	10.2% (18-24)	1990 SCARBOROUGH REPORT	NO
4	BOSTON GLOBE	X			X				5.2%	4.1%	1993 GALLUP POLL	NO
5	BOSTON HERALD	X			X				4.0%	5.0%	1993 GALLUP POLL	NO
6	BUFFALO NEWS			X			X	AWAITING ADDITIONAL INFO.				
7	CHICAGO SUN TIMES	X			X				5.0%	5.0%	1998 SCARBOROUGH REPORT	NO
8	CLEVELAND PLAIN DEALER	X			X				4.5%	4.5%	1998 SCARBOROUGH REPORT	NO
9	CORLEY NEWSPAPERS, CHICAGO	X			X				3.5%	4.6%	1998 SCARBOROUGH REPORT	NO
10	DALLAS MORNING NEWS	X			X				5.3%	4.5%	1996 SCARBOROUGH REPORT	NO
11	DAYTONA BEACH NEWS JOURNAL	X			X				7% (18-24)	7% (18-24)	1997 MINNESOTA OPINION RES.	NO
12	DENVER POST	X					X	NEED SUNDAY INFO.	5.9%		1998 SCARBOROUGH REPORT	NO
13	DETROIT NEWS & FREE PRESS			X			X	AWAITING ADDITIONAL INFO.				
14	FT. LAUDERDALE SUN SENTINEL	X			X				3.6%	3.7%	1998 SCARBOROUGH REPORT	NO
15	FT. WORTH STAR TELEGRAM	X			X				6.0%	5.5%	1999 BELDEN STUDY	NO
16	HARTFORD COURANT	X			X				4.8%	5.0%	1996 SCARBOROUGH REPORT	NO
17	HOUSTON CHRONICLE	X					X	NEED SUNDAY INFO.	9% (18-24)		1996 SCARBOROUGH REPORT	NO
18	KANSAS CITY STAR			X			X	AWAITING ADDITIONAL INFO.				
19	KNOXVILLE NEWS-SENTINEL			X			X	AWAITING ADDITIONAL INFO.				
20	LOS ANGELES NEWSPAPER GROUP: LA DAILY NEWS, SAN GABRIEL VALLEY TRIBUNE, LONG BEACH PRESS TELEGRAM	X			X				9% (18-24)	12% (18-24)	1996 SCARBOROUGH REPORT	NO
21	LOS ANGELES TIMES			X			X	AWAITING ADDITIONAL INFO.				
22	MEMPHIS COMMERCIAL APPEAL	X			X				4.6%	5.2%	1993 SCARBOROUGH REPORT	NO
23	MIAMI HERALD	X			X				9% (18-24)	9.0% (18-24)	1998 SCARBOROUGH REPORT	YES
24	NASHVILLE BANNER-TENNESSEAN			X			X	AWAITING ADDITIONAL INFO.				
25	NEWARK STAR LEDGER	X					X	NEED SUNDAY INFO.	5.0%		1998 GALLUP POLL	NO
26	NEW ORLEANS PICAYUNE			X			X	NO INFORMATION RECEIVED				
27	NEW YORK DAILY NEWS	X			X				4.4%	4.1%	1998 GALLUP POLL	NO
28	NEW YORK NEWS DAY	X			X				5.0%	4.0%	1998 SCARBOROUGH STUDY	NO
29	NEW YORK POST	X			X				4.7%	5.4%	1994 SCARBOROUGH REPORT	NO
30	OAKLAND TRIBUNE		X				X	NO SUNDAY INFO. RECEIVED	15.0%		1997 GALLUP POLL	NO
31	ORLANDO SENTINEL	X					X	NEED SUNDAY INFO.	5.0%		1998 SCARBOROUGH REPORT	NO
32	PALM BEACH POST	X			X				10% (18-24)	11% (18-24)	1997 GALLUP POLL	YES
33	PHILADELPHIA INQUIRER NEWS	X					X	NEED SUNDAY INFO.	6.6% (18-24)		1993 SCARBOROUGH REPORT	NO
34	PITTSBURGH POST-GAZETTE	X			X				4.0%	4.0%	1998 SCARBOROUGH REPORT	NO
35	PROVIDENCE JOURNAL NEWS	X			X				8% (18-24)	6% (18-24)	1998 BELDEN STUDY	NO
36	RALEIGH NEWS & OBSERVER	X			X				3.6%	3.7%	1993 SCARBOROUGH REPORT	NO
37	RICHMOND TIMES-DISPATCH	X					X	NEED SUNDAY INFO.	11% (18-24)		1998 BELDEN STUDY	NO
38	SACRAMENTO NEWS			X			X	AWAITING ADDITIONAL INFO.		5.0%	1996 GALLUP STUDY	NO
39	SAN FRANCISCO CHRONICLE/EXAMINER	X			X				4.0%		1998 SCARBOROUGH REPORT	NO
40	ST. LOUIS POST-DISPATCH	X					X	NEED SUNDAY INFO.	4.0%		1998 SCARBOROUGH REPORT	NO
41	ST. PETERSBURG TIMES	X			X				10.9%	13.5%	1998 SCARBOROUGH REPORT	NO
42	TAMPA TRIBUNE			X			X	NO INFORMATION RECEIVED				
43	TOLEDO BLADE			X			X	AWAITING ADDITIONAL INFO.				
44	TOPICS NEWSPAPERS			X			X	NEED ADDITIONAL INFO.	11% (18-24)		1996 READER SURVEY?	NO
45	USA TODAY	X							3.7%	NO SUNDAY EDITION	1996 SPRING SAMMONS	NO
46	WASHINGTON POST	X			X				4.1%	4.8%	1998 SCARBOROUGH REPORT	NO
47	WESTCHESTER HOOK AND PUTNAM JOURNAL NEWS	X			X				10% (18-24)	8% (18-24)	1997 GALLUP POLL	NO

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## GENERAL MARKET DAILY AND SUNDAY NEWSPAPERS REPORT

8/3/99

	PUBLICATION NAME	DAILY			SUNDAY			COMMENTS	% LESS THAN 21 YRS.		DATA RECEIVED	REPETITIVE DATA VS. YEAR AGO
		PASSED	FAILED	SUSPENDED	PASSED	FAILED	SUSPENDED		DAILY	SUNDAY		
	NEWSPAPERS NOT ACCEPTING TOBACCO ADVERTISING											
1	CHICAGO TRIBUNE							ACCEPTS EVENT ADVERTISING ONLY				
2	COLUMBUS DISPATCH											
3	EL PASO TIMES, TX											
4	HONOLULU STAR-BULLETIN											
5	NEW YORK TIMES											
6	SAN JOSE MERCURY NEWS											
7	SEATTLE TIMES											
8	SPOKANE SPOKESMAN REVIEW											

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