

FIRST DAY

Living Fit folds, More rolls: Page 2
Mademoiselle sharpens Glance: Page 3

The leading news source for the magazine industry - twice weekly from FOLIO:

PennWell Buys U.K.'s Image Processing

PennWell Publishing Co. has expanded its portfolio of international trade magazines with the purchase of *Image Processing* from Marlborough, U.K.-based European Technology Publishing Ltd. PennWell, a privately held company based in Tulsa, Okla., said the 12,000-circulation *IP*--launched by Reed Elsevier in 1988 and acquired by European Technology in 1993--will be part of its Nashua, N.H.-based advanced-technology division and complement the 30,000-circulation monthly *Vision Systems Design*, established in 1996.

Jayne Gilsinger, VP of planning and development with PennWell, wouldn't reveal specific plans for *IP* and *VSD*, saying only that the company "will use these magazines as a springboard for other products and services for the market." She noted that both publications are enjoying steady ad-page growth in a growing market: image processing and machine vision. *IP* will continue to be published in Marlborough and will stick to its six-times-a-year schedule. ETP president head Graham Sprigg will serve PennWell as a consultant.

Neal Vitale Quits Petersen; Sources Cite a Clash With James Dunning Jr.

Last week's resignation of Neal Vitale as president/CEO of Petersen Cos. Inc. was precipitated by a power struggle with Petersen chairman James D. Dunning Jr., according to sources familiar with goings-on inside the 100-plus-title publishing company.

Petersen watchers might have seen this coming. Vitale, who was group VP of Cahners' entertainment group before joining Petersen about two years ago, acted as a high-level spokesman for the Los Angeles-based company. But he had been "oddly silent" in recent weeks, a source inside Cahners noted. Dunning, rather than the familiar Vitale, was quoted in the announcements of Petersen's many recent magazine acquisitions. [Although] Vitale was prominent in the May 18 announcement of Petersen's purchase of *Stereophile*, Dunning did all the talking in the May 15 announcement of the *Slam* buy and the June 4 notice on the acquisition (and folding) of *Inside Sports*. The Cahners source said Dunning and Vitale were doing more

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No 'Pets' Allowed on Military Bases: Ruling Against *Penthouse* Is Upheld

The U.S. Supreme Court on Friday turned down *Penthouse* publisher General Media Communications' appeal of a lower court's decision that banned the sale of sexually explicit material on military bases. Without comment, the court let stand the 2nd U.S. Circuit Court of Appeals November 1997 ruling in support of the Military Honor and Decency Act, established in 1996. The Circuit Court ruling had reversed the decision of New York federal judge Shira A. Scheindlin, who had struck down the Military Honor and Decency Act in January 1997, writing, "Society is better served by protecting our cherished right to free speech, even at the cost of tolerating speech that is outrageous, offensive and demeaning." Lawrence Savell, a

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Correction: Main Street Marketing Not Sold

The June 24 issue of FIRST DAY incorrectly reported that American Family Enterprises has purchased Main Street Marketing. It has not. AFE has acquired Publications Direct, a division of Main Street, and struck a partnership in which Main Street will act as AFE's credit card agency. We regret the error.

Mademoiselle Enhances Retailer Program, Pitching Ad Space

The Advance Glance program launched last spring by Conde Nast's *Mademoiselle* has been tweaked to help advertisers in the 1.1-million-circulation title connect with retailers. The new wrinkle will give advertisers the chance to place an ad in Advance Glance, a monthly mailing alerting 450 general merchandise managers and buyers to brands and items featured in the upcoming *Mademoiselle's* fashion and beauty stories.

Nina Lawrence, who replaced Vicki Lasdon Rose as publisher of *Mademoiselle* three months ago, says Advance Glance "is another way to communicate and develop dialogue with retailers. It helps them sell products and in turn helps service the reader." A just-completed survey found that 86% of participants use Advance Glance to make purchasing plans and 57% circulate it to their sales staff. (*Mademoiselle* mailed 183 questionnaires for the poll and got an 8.2% response.) The research findings led to the offer of ad space on the back of the Advance Glance mailing, an offer Lawrence cites in her publisher's letter insert in the July issue. The first AG advertiser will be Evian, whose ad will be featured on the September and October mailings and coincide with Evian's sponsorship of fall women's fashion shows. Lawrence says: "There is absolutely no blurring of what the editors do and what retailers can do with [AG] information. By the time we create Advance Glance, the editorial pages have already been designed."

Penthouse...(continued from page 1)

media-law and Constitution specialist with the New York firm of Chadbourne & Parke, agrees with Scheindlin and worries about the precedent the Supreme Court's decision might set.

"It's a scary thing when you can discriminate among different types of publications based on the content or viewpoint being expressed," Savell says. "Does this signal an increased willingness to accept increasing restrictions on the exercise of free speech?"

In a statement, *Penthouse* publisher Bob Guccione said the Supreme Court decision "hands right-wing zealots another victory in their agenda of dictating what Americans should see or read." He added, "What a bitter irony it is that we call on these men and women to risk their lives protecting our country and then treat them like children by telling them what magazines they can or cannot read. Guccione he vowed that *Penthouse* would continue to lobby Congress to repeal the Military Honor and Decency Act through "a grass-roots campaign in support of the right of armed forces personnel to read and see whatever they want. There may also be other options for us to pursue and we are exploring them."

General Media, based in New York, was joined in the appeal by parties including the International Periodical Distributors Association, the Video Software Dealers Association and the National Association of Recording Merchandisers.

Century Publishing Company

has sold the assets of

Inside Sports Magazine

to

The Petersen Companies, Inc.

We acted as financial advisor to and assisted in the negotiations as the representative of Century Publishing Company
June 1998

VERONIS, SUHLER & ASSOCIATES INC.

VERONIS, SUHLER & ASSOCIATES INC.

Veronis, Suhler & Associates, founded in 1981, has formed a worldwide network of media and communications industry relationships, substantiated by more than 400 completed transactions totaling more than \$20.5 billion - including more than \$1 billion in consumer magazines, business-to-business magazines, newsletters, and tradeshow/exhibit transactions.

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