

TODAY **B&T**

MARKETING/ ADVERTISING/ MEDIA/PR

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NEWS

NW tops dismal weeklies results

ACP's *New Weekly* (NW) has taken another hit in circulation with new Audit Bureau of Circulation figures revealing a 16.4% drop year on year, the worst of the weekly titles.

NW is not the only weekly feeling the pinch of less discretionary spending and a cluttered magazine market with the ABC figures for the three months to December 2008, showing that 11 of the 16 weekly titles have experienced year on year declines upwards of 10%.

Pacific Magazine's *New Idea* and ACP's *OK!* magazine and flagship *Woman's Day* also reported drops of more than 12% in the latter part of last year. Meanwhile ACP's *Grazia's* first official audit since launching last July revealed a circulation of 65,000, a 7% drop from its initial audit of 70,000 in the previous quarter. And *Zoo Weekly* (ACP), which just a year ago was dominating the men's magazine segment, has fallen by 8.1% year on year.

While these are brutal figures, this is not the first period that weeklies have felt the impact of the economic downturn. Having all experienced circulation growth during the January to March quarter last year, numbers across *New Weekly*, *New Idea*, *OK!* and *Woman's Day* declined during the subsequent April to June and July to September quarters.



While media analysts are not surprised by the results, Nick Chan, CEO of Pacific Magazines, insists the market is stable.

"If we look at the market from period to period it's flat for all intents and purposes."

Among the doom and gloom of the weeklies market, which analysts cite as the result of a decline in spending power, competition in the weekly market and the value offerings of individual titles, *Famous* (Pacific Magazines) has managed to come out on top. The celebrity-focussed title overcame two consecutive quarter-on-quarter drops last year to grow 1.6% year on year and 16.4% quarter on quarter growth. *Take 5* (ACP), *Time* magazine (Time Inc) and

BRW (Fairfax) were the only other weeklies to experience increases.

The rise in *Famous's* circulation, which was on a steady decline since the October to December period 2007, has been attributed to its drop in cover price to \$3.50 and the redesign of the title late last year.

Steve Allen, managing director of Fusion Strategy said the most recent circulation results show the changes to *Famous* "are a step in the right direction."

Following *New Idea's* ongoing circulation drop, finishing up with a 15% decline year on year, the magazine is in the midst of a redesign and will be supported by a campaign push this year, according to Chan.

Despite a cluttered market and a "sameness" in weekly titles being tipped as a reason for circulation decline, *Grazia*, which differentiates itself with its high-fashion content, has been unable to attract the niche audience it had anticipated.

"[ACP] has tried to launch something unique and while it's a good mag, its business model is inherently flawed in this segment. It's trying to do what a monthly does on a weekly basis which may not be the right thing," said Nick Keenan, head of non-broadcast at Mediacom."

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See ABC results p4.

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NEWS

Men's monthlies plummet

The Australian men's magazine market has taken a pummeling in the latest Audit Bureau of Circulations results, with *FHM*, *Ralph* and *Alpha* all dropping double-figure percentages of copy sales.

ACP Magazines' *FHM* tumbled 24.2% in circulation in the final six months of 2008, while stable mate *Ralph* slid 22.0% compared to the same period in the previous year. News Magazines' *Alpha* plunged 16%.

Consumers' discretionary spend and irreverent content were named as the reasons for the declines by media buyers.

Nick Keenan, head of non-broadcast at MediaCom said: "It comes down to their content and discretionary spend. I would say their content isn't part of some of the trends we're seeing in consumer behaviour and the types of magazines men are picking up."

In contrast, the health and fitness magazine sector spiked, with *Men's Health* growing 10.7%



of circulation in the period.

The same was true in the women's monthly magazine market, as luxury titles including *Harper's Bazaar* and *Madison* shed circulation by 10.9% and 7.5% respectively, making way

for strong growth in the health sector.

Women's Health magazine grew 13.3% in the second half of 2008 and *Reader's Digest's Health Smart* climbed 19.0% year on year.

Keenan added: "The result highlights a trend in the magazine sector generally, which is the trend in health and wellness including eating well, exercising and having a work/life balance."

"For this reason, *Men's Health* and *Women's Health* will continue to go up," he said.

And while the economy negatively affected sales of some monthly magazines, it also made room for growth in more practical magazines, such as home-interest titles.

Pacific Magazines' long established *Home Beautiful* and *Better Homes and Gardens* titles defied the downward trend, boosting circulations by 3.3% and 8.6% respectively.

Jackie Edwards, national buying director at Initiative said: "The increase shows that people are doing things at home, which is common during these times."

To comment [click here](#).

See ABC results p5.

Sundays suffer worst circulation falls

Metropolitan Sunday papers have fallen almost 4% compared to the same period last year, according to the latest audit figures.

In comparison the metropolitan dailies (including Saturdays) fell 1.9%, while national Saturday papers grew 1.7%, mainly because of a 3% increase in News Limited's *The Weekend Australian*.

Fairfax's *The Sunday Age* in Melbourne and News Limited's *Sunday Territorian* (Northern Territory), were the only Sunday papers to post increases, in the October to December Audit Bureau of Circulations figures year-on-year comparisons, with News' West Australian *Sunday Times* posting the biggest loss with a fall of 5.8%.

Media buyers claim the falls are a result of the tougher economic climate and people hold-



ing back on discretionary items such as Sunday papers.

OMD's head of print, Simon Davies, said these figures were a continuation of a trend which has been present in the last few audits.

Media buyers also put the

drops down to a softening of real estate and employment markets that are normally a staple of the Saturday and Sunday paper advertising revenue.

News' Adelaide *Advertiser* had the biggest falls out of the five major metros, falling 4.4% Monday to Friday and a 3.9% for the Saturday paper.

The West Australian and *The Courier Mail* also suffered falls, with some analysts citing the launch of new Fairfax owned websites in those locations as a possible cause.

Fairfax-owned *Sydney Morning Herald* and *The Age* were stable with 0.1% increase for both, while News' *Daily Telegraph* and *Herald Sun* suffered losses in the Monday to Friday market with a 1.6% and 2.7% decline respectively.

Overall the metropolitan

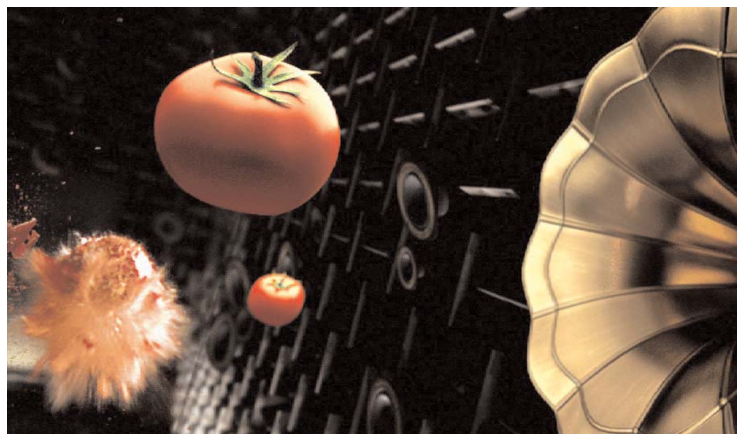
dailies Monday to Friday fell 2.1%, while metropolitan Saturdays fell 1.2%.

The gains made by *The Australian* and *The Weekend Australian* are partly due to a high level of marketing and promotion by News Limited according to media buyers, along with a higher than normal level of interest in national and international news, with events such as the US election garnering interest.

Nick Keenan, MediaCom's head of non broadcast added: "We buy our papers from a localised point of view, but I think *The Australian* has done a good job at positioning itself in the market as a metro title on a national level, resulting in a circulation increase."

To comment [click here](#).

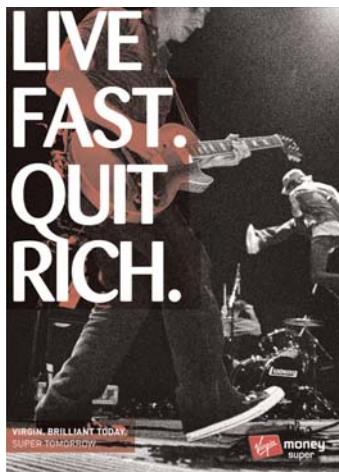
See ABC results p6.

NEWS**BREAKING CAMPAIGN****Leggo's, Grey Melbourne**

Leggo's is using a music-driven TVC to illustrate the passion that goes into the production of its tomato paste. The ad, created by Grey Melbourne, portrays Leggo's musical signature, Verdi's *La Donna e Mobile*, as the 'secret ingredient' that turns tomatoes into Leggo's paste. Tomatoes are shown flying through the air and exploding to the strains on the music, which is pumped into a room via speakers. The ad closes with the tagline '100% concentrated passion!'. The TVC, due to air on Sunday 15 February, will be supported by magazine and online activity.

To view the TVC [click here](#)

Credits: executive creative director Ant Shannon, copywriter Brendon Guthrie, art director Tim Holmes, agency producer Jess Smith, account service Ben Dalla Riva, production company Revolver, strategy planning: Amit Kekre, media Mitchell and Partners.

BREAKING CAMPAIGN**Virgin Money, Bulldozer**

A multimedia campaign for Virgin Money's superannuation fund specifically targets young people who tend to put off thinking about super. The "Brilliant Today. Super Tomorrow" campaign, the first piece of creative by independent agency Bulldozer for the brand, aims to highlight Virgin's unique offering in the super market. The online banners feature slogans including "Live Fast. Quit Rich" on a backdrop of a rock band, and another featuring a younger looking, short-short-wearing Richard Branson, making his moves with the tagline "Who says your golden years start when you retire".

Credits: account manager Caroline McLaughlin, creative team Andy McKeeon, Adam Hunt, Phoebe Beasley, Phillip Sage, Tim Rigg, media Starcom

**IN BRIEF****Duo for Duchenne Tour**

The Furnace's executive creative director Rob Martin Murphy and ex-Maverick founder Glen Condie have decided to get on their bikes and head to Melbourne, quite literally. Rob, Glen and 24 others are setting off on Tour Duchenne on March 7th, 2009. Tour Duchenne will see a team of local and international cyclists travel over 1200 gruelling kilometres in 10 days from Sydney to Melbourne from 7th to 16th of March 2009 aiming to raise \$1,000,000 for Duchenne Muscular Dystrophy. In order to raise money for the ride Murphy, Condie and The Chasers' Chris Taylor are hosting a Wine Night at Gazebo Wine Bar on Wednesday February 25th from 6.30 pm – 9.00 pm.

Optus targets business

Optus will this weekend launch a multi-million dollar advertising campaign – entitled 'We're Right

Behind Business'. The campaign aims to communicate a message to Optus' business customers, who range from small businesses through to large corporations and government agencies. The campaign retains animals as the Optus branding device, represented as animal shadows and conveying the message that Optus supports business.

Zing hires

PR agency Zing has appointed a new senior account manager to its digital division. Scott Rhodie has joined the integrated PR, digital and experiential agency as an online PR specialist with more than 15 years of media experience in the UK. Rhodie has previously worked on clients such as Xbox 360, Paramount Pictures, Tourism Australian and Intel. In his new role Rhodie's first priority will be working with Bacardi on its global experience campaign B-Live Share.

New eco-friendly posters

A new material for outdoor posters and point-of-sale material has become available with the launch of Adversol, a soft, eco-friendly textile range for advertising. Adversol has been created to be environmentally friendly as opposed to PVC.

Moneytime hires RMG

Moneytime, the Australia-based internet business that allows people to compare health funds online has hired RMG Communications to support Moneytime's corporate communications. Moneytime principal Sam Khalil said RMG Communications was hired by after a review of potential communications partners

AWARD school entries over

Creatives from agencies across Australia came together last week to judge over 690 applications submitted for the 2009

intake of News Limited AWARD School Australia. Although there was an increased number of applications, AWARD School has only accepted 180 students across Sydney, Melbourne, Adelaide, Brisbane, Perth and Hobart.

Frank PR set for Oz launch

Frank PR, the PR company acquired by the Photon Group 16 months ago, is understood to be opening up an office in Sydney. Reports suggest Frank PR believes there is a gap in the Australian market for more creative, experiential and ideas-based PR.

COMMENT

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NEWS**TV RATINGS**

**Top 15 programmes for Thursday 12 February OzTAM data
(Total people 5 city metro)**

		m'
1. Seven News	Seven	1.638
2. Seven News Extended	Seven	1.625
3. Today Tonight	Seven	1.323
4. Australia Unites	Nine	1.167
5. Nine News	Nine	1.151
6. Home And Away	Seven	1.093
7. Law And Order: SVU	Ten	0.995
8. Grey's Anatomy	Seven	0.993
9. Ten News At Five	Ten	0.970
10. The Biggest Loser	Ten	0.968
11. 7.30 Report	ABC	0.968
12. Life On Mars	Ten	0.939
13. ABC News	ABC	0.915
14. A Current Affair	Nine	0.902
15. The Man Inside Dame Edna	ABC	0.870

Nine's telethon *Australia Unites* handed it a victory in primetime share last night, as it took 31.7% against Seven on 26% and Ten on 20.7%. SBS posted 4.8%, while the ABC finished with 16.9%.

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ABCs WEEKLY MAGAZINE

Weekly Magazines	Sept-Dec 08	Sept- Dec 07	%change
BRW	41,002	40,676	0.8
Famous	74,237	73,068	1.6
Grazia	65,000	N/A	N/A
New Idea	330,218	388,257	-15
NW	142,183	170,046	-16.4
OK!	120,538	140,826	-14.4
People	48,547	52,112	-6.8
Picture	68,251	74,476	-8.4
Take 5	260,018	251,240	3.5
That's Life	309,508	321,076	-3.6
Time	74,327	73,037	1.8
TV Week	228,310	240,029	-4.9
Who	141,003	141,682	-0.5
Woman's Day	405,582	465,565	-12.9
West Australian Auto Trader	7,797	9,043	-13.8
Zoo Weekly	112,123	122,000	-8.1

NEWS**ABCs MONTHLY MAGAZINES**

Magazine	Jul-Dec 08	Jul-Dec 07	% Change
Alpha	104,557	124,450	-16
Australian Good Food	71,250	N/A	N/A
Australian Home Beautiful	70,234	68,007	3.3
Australian House & Garden	94,203	99,057	-4.9
Australian Motorcycle News	21,796	21,911	-0.5
Better Homes & Garden	380,000	350,000	8.6
Burke's Backyard	58,926	75,241	-21.7
Cleo	133,107	160,137	-16.9
Cosmopolitan	165,590	175,455	-5.6
Delicious	130,465	125,266	4.2
Dolly	119,072	121,578	-2.1
FHM	51,825	68,375	-24.2
Girlfriend	110,000	121,132	-9.2
Harper's Bazaar	47,691	53,531	-10.9
Instyle	61,788	64,874	-4.8
K-Zone	65,928	67,886	-2.9
Madison	90,279	97,632	-7.5
Marie Claire	116,500	115,500	0.9
Men's Health	77,500	70,000	10.7
Notebook	72,709	72,989	-0.4
People	48,547	52,112	-6.8
Picture	68,251	74,476	-8.4
Ralph	66,319	85,063	-22.0
Rolling Stone	22,043	27,051	-18.5
Shop Til You Drop	78,834	75,017	5.1
The Australian Women's Weekly	491,476	570,228	-13.8
Top Gear	85,350	N/A	N/A
Vogue Australia	50,252	51,829	-3.0
Weight Watchers	81,356	86,347	-5.8
Women's Health	85,000	75,000	13.3

NEWS**ABCs NEWSPAPERS**

State	Title	Days	Oct-Dec 08	Oct-Dec 07	% Change
Metropolitan Dailies					
National	The Australian	Mon-Fri	137,000	135,000	1.5
	The Weekend Australian	Sat	309,000	300,000	3.0
	The Australian Financial Review	Mon-Fri	86,158	88,247	-2.4
	Weekend Edition	Sat	93,800	96,166	-2.5
ACT	The Canberra Times	Mon-Fri	34,629	35,701	-3.0
	The Canberra Times	Sat	58,735	61,976	-5.2
NSW	The Daily Telegraph	Mon-Fri	369,000	375,000	-1.6
	The Daily Telegraph	Sat	325,000	319,000	1.9
	The Sydney Morning Herald	Mon-Fri	211,370	211,170	0.1
	The Sydney Morning Herald	Sat	360,200	360,000	0.1
Victoria	The Age	Mon-Fri	204,200	204,100	0.1
	The Age	Sat	296,750	298,500	-0.6
	Herald Sun	Mon-Fri	515,500	530,000	-2.7
	Herald Sun	Sat	502,000	509,500	-1.5
Queensland	The Courier-Mail	Mon-Fri	215,383	220,850	-2.5
	The Courier-Mail	Sat	296,054	305,215	-3.0
SA	The Advertiser	Mon-Fri	182,055	190,374	-4.4
	The Advertiser	Sat	254,499	262,591	-3.1
WA	The West Australian	Mon-Fri	192,964	198,316	-2.7
	The West Australian	Sat	336,287	344,342	-2.3
Tasmania	The Mercury	Mon-Fri	48,764	49,457	-1.4
	The Mercury	Sat	61,254	61,664	-0.1
NT	Northern Territory News	Mon-Fri	21,244	20,508	3.6
	Northern Territory News	Sat	31,481	30,697	2.6
Sunday Newspapers					
ACT	The Canberra Times	Sun	34,855	35,564	-1.2
NSW	The Sun-Herald	Sun	473,469	500,000	-5.3
	The Sunday Telegraph	Sun	653,000	670,000	-2.5
Victoria	The Sunday Age	Sun	227,100	226,000	0.5
	Sunday Herald Sun	Sun	606,500	623,500	-2.7
Queensland	The Sunday Mail	Sun	551,271	581,481	-5.2
SA	Sunday Mail	Sun	304,096	320,684	-5.2
WA	The Sunday Times	Sun	321,500	341,500	-5.9
Tasmania	The Sunday Tasmanian	Sun	59,526	60,225	-1.2
NT	Sunday Territorian	Sun	22,287	21,603	3.2

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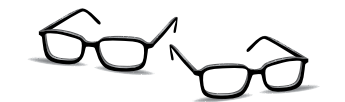
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