

NEWSSTAND RESOURCE

Retailers Guide to Mass Media and More . . .

The **POCKET GUIDE** to New Magazine Launches, One Shots, Specials & Annuals

Mission

To provide distributors, wholesalers, and their field representatives with an easy-to-use guide to new magazine launches, one shots, specials and annuals. Each issue will include an industry service and supplier directory, calendar of events and distributor profiles.

Compact Size: 5-1/2 x 8-1/2

Issue Dates: January, March, May, July, September, and November 2005

Circulation: North American distributors, wholesalers, secondary distributors, client services supervisors, officers, marketing and trade representatives, field representatives, retailers and librarians.

Subscription Rate: \$30/Year \$5.95/Single Copy

Advertising Rates:	1X	3X	6X
Back Cover.....	\$3,000	\$2,850	\$2,700
Cover 2.....	2,500	2,375	2,250
Cover 3.....	2,000	1,900	1,800
Full Page.....	1,000	950	900
1/2 Page.....	500	475	450
1/2 Page.....	250	235	225
Enhanced Magazine Listing.....	250	235	225
Enhanced Service/Supplier Listing.....	250	235	225
Front Cover Spot.....	450	425	400

Ad Sizes:

Full Page.....	5-1/2 x 8-1/2
1/2 Page.....	5-1/2 x 4-1/4
1/4 Page.....	2-3/4 x 4-1/4
Enhanced Magazine Listing.....	2 x 3-1/4
Cover Image.....	1-1/4
Copy.....	2

For advertising deadlines and specifications, please contact:

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or mail: P.O. Box 38636, Greensboro, NC 27438

NEW LAUNCHES



KISS QUARTERLY

Distributor: Curtis Circulation Co., LLC

Phone: 201-634-7400

Publisher: DNA Publications, Inc.

Category: Entertainment/Music

Issue Date: Spring 2005

On-Sale: Jan. 4, 2005

Frequency: 4X

Cover Price: \$5.95/\$7.95 **Bipad:** 01102 **RDA:** 10%

This authorized quarterly with in-depth interviews, lots of photos and behind-the-scenes information. The magazine is elegantly designed and gloss with full color throughout. The KISS fan's fantasy magazine.



COOKING SMART

Distributor: Curtis Circulation Co., LLC

Phone: 201-634-7400

Publisher: Coincide Publishing LLC

Category: Culinary/Healthy Eating/Recipes

Issue Date: Feb./Mar. 2005

On-Sale: Jan. 4, 2005

Frequency: 6X **Cover Price:** \$4.99/\$6.99

Bipad: 01535 **RDA:** 10%

From the publisher of *Low Carb Energy* comes *Cooking Smart*. A magazine with a blend of smart, practical advice and supportive, personalized inspiration. The magazine is filled with nutritious menu ideas and the recipes to go with it.

SPECIALS



GUITAR WORLD ACOUSTIC

Distributor: Curtis Circulation Co., LLC

Phone: 201-634-7400

Publisher: Future Network USA

Contact: Tom Ferruggia, Newsstand Director

Phone: 646-723-5434 **Category:** Entertainment/Music

Issue Date: Dec./Jan. 2005 **On-Sale:** Nov. 19, 2004

Bipad: 01871 **Cover Price:** \$5.99/\$7.99

This special issue features an exclusive with Paul McCartney, his first guitar interview in over ten years. He explains how he plays "Yesterday," "Blackbird" and other classics and what songwriting with The Beatles was like. He talks about his new signature Epiphone Guitar. Paul McCartney speaks out!



SHONEN JUMP

2nd Anniversary Issue

Distributor: Curtis Circulation Co., LLC

Phone: 201-634-7400

Publisher: VIZ LLC **Category:** Comic Books

Contact: Christopher Boily

Phone: 415-546-7073

On-Sale: Dec. 17, 2004 **Bipad:** 01847

Cover Price: \$4.99/\$7.99

Every issue of *Shonen Jump* includes an exclusive Yu-Gi-Oh! Trading Card. This special anniversary issue will include chapters from major series including: Dragon Ball Z, Shaman King, Naruto and One Piece.