

A PROPOSAL TO THE AMERICAN TOBACCO COMPANY

DIVISION OF AMERICAN BRANDS

from

WEEKEND KICKOFF MAGAZINE

Submitted by: WEEKEND KICKOFF
The Weekend Company, Inc.
60 East 42nd Street
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To introduce The American Tobacco Company to WEEKEND KICKOFF Magazine, we are offering a special charter rate for the first six issues. This rate provides one bonus page for each paid page run in the first six issues. Such bonus pages may be scheduled in the same or alternate issues as desired.

WEEKEND KICKOFF will be distributed in major newspapers in three markets beginning October 18, 1974. Additional markets will be added early in 1975.

Introductory markets are:

	<u>CIRCULATION</u>	
Washington, DC The Washington Post	543,084	50% 57%
Chicago, IL Chicago Sun-Times	728,977	50%
Cincinnati, OH The Cincinnati Enquirer	<u>193,972</u>	43%
3/31/74 ABC Circulation	1,466,033	

Advertising in any one or all of these markets will qualify for the charter discount in the first six issues.

Example: A four-color page is scheduled in each of the three markets for the first six issues.

	3 Pages at basic rate* =	\$28,692
	3 Bonus Pages	<u>n/c</u>
Total	6 Pages	\$28,692
	Less 3% disc. for 3 mkt. buy	27,831
	Less 6% frequency (6x) disc.	26,161
	Net Cost Per Page =	\$ 4,360
	CPM	2.97
	Cumulative 6x circulation	8,796,198

*see attached rate schedule

EFFICIENCY COMPARISON

Using Chicago as an example, the efficiency of WEEKEND KICKOFF compares as follows with male oriented magazines:

	<u>Chicago Circulation</u>	<u>4/C Page Cost</u>
Sports Illustrated	85,000	1,720
Time	200,000	3,300
Newsweek	115,000	2,335
U.S. News	<u>95,000</u>	<u>2,100</u>
Totals	495,000	\$9,455
WEEKEND KICKOFF	728,977	\$4,782 (Basic Rate 1x)

Cost of 4/C Page at 6x Frequency with Charter Discount=\$2,130

This comparison is shown only to indicate that massive circulation in major markets can be delivered by a single magazine, WEEKEND KICKOFF. And, at extremely efficient cost.

As an advertising medium. . .

The advantages of WEEKEND KICKOFF for The American Tobacco Company are not confined to cost alone.

As a magazine. . .

. . . It is the only magazine that serves the needs and interests of the TV sports fan who makes up the largest spectator group in existence.

. . . It is a colorful, high-quality magazine printed web offset on 50-pound coated stock.

. . . It is edited to the local market sports telecasts and to the specific sports interests of the local reader/TV viewers. Including NCAA, NFL, and WFL telecasts for that market.

. . . It is a magazine designed to be used as well as read repeatedly during the week.

A new magazine needs to prove itself.

The opportunity for WEEKEND KICKOFF to demonstrate its viability with the sports-minded public requires advertising support. Not for the revenue alone, but for the need to present the reader with a magazine that is complete and typical of what he expects in a magazine.

Our charter rate is the best evidence we can offer of our conviction that WEEKEND KICKOFF will prove itself, and of our desire for you to participate with us in this new publishing venture.

We urgently recommend your favorable consideration of an advertising schedule in WEEKEND KICKOFF.