

MEMO FROM LCF&L

Date: July 12, 1994
Subject: Misty POV - InStyle
From: Catherine Burnett *CJB*
To: Bill Degenhardt

This provides the evaluation and a qualified recommendation to include InStyle in the 1994 Misty print schedule.

InStyle is a celebrity lifestyle magazine in that it showcases the "private" and personal style of well-known persons, expressed in their fashion, beauty, home decorating and entertaining. After three test issues, InStyle formally launched with its June issue with a circulation rate base of 500,000. Misty advertised in the Sept and Nov 1993 and January 1994 test issues as well as in this premiere issue. InStyle has a strong chance for success as it is published by Time/Life and has its distribution support as well as already having received positive media coverage.

Their audience profile is closest to that of Harper's Bazaar based on our analysis as well as the magazine's initial reader survey.

Below provides details:

P4CB Cost:	\$17,280
Media Age:	34.8
Media HHI:	\$49,900
Target Aud CPM:	\$121.69

For comparison purposes, several titles are detailed below. These titles have been selected as they have similar composition indexes and/or editorial environments as InStyle.

<u>Publication</u>	<u>Target Composition Index</u>	<u>Median Age</u>	<u>Median HHI</u>	<u>Aud CPM*</u>
InStyle	115	34.8	\$49.9K	\$121.69
Allure	115	32.0	\$52.8K	\$158.50
People	133	38.6	\$40.3K	\$40.10
Mademoiselle	136	28.6	\$41.6K	\$99.28
Glamour	159	29.9	\$38.7K	\$73.80

*based on negotiated P4CB rates

Although InStyle has a surprisingly high CPM (eg +23% vs. Mademoiselle at \$99.28) it provides a strong image environment, similar to the current fashion/lifestyle books which are relatively inefficient (eg. Allure's CPM of \$158.59).

InStyle does have a moderately young median age of 34.8. The median HHI of \$49.9K is a bit high but we feel that +11% above our target of <\$45K is within acceptable range.

SUMMARY

On the one hand, we would like to recommend that InStyle be included in Misty's 1994 print schedule as it provides strong fashion/style image environment in a new magazine, that has been receiving media and consumer attention, at a low out of pocket cost. It is felt that this is an excellent opportunity for Misty to be a part of a new and hot celebrity/fashion property. A schedule of 3 pages would cost a total of \$51.8M to be funded from contingency.

However, InStyle has been unable to negotiate a lower CPM. The current \$17,280 page cost is based on earned 4% rate card discount plus 10% "charter" advertiser discount. The InStyle circulation CPM is \$34.56. Three other Time/Life magazines (People, Time, SI) that ATCo advertises in have circulation CPMs at approximately \$30.00; and these magazines are well established as opposed to InStyle's recent launch. At this cost efficiency, we are reluctant to recommend InStyle at this time.

Please call to discuss or provide approval (October issue close August 8).

cc: ATCo.
G. Maresca
K. Noone

LCF&L
J. Adamson
B. Adler
C. Dosil
B. Cronin
M. Tillinghast