NYC 9/11 Public Portal Document

NEW YORK POST, MONDAY, OCTOBER 22, 2001

# Mag conf. bites Apple

## Publishing bigs meeting in NYC, but mood gloomy

THE American Magazine Conference, which was originally going to be in Phoenix, kicked off last night in the Big Apple instead with a keynote address by **Mayor Giuliani.**

Later today, **Oprah Winfrey** is set to give an opening address, and New York Gov. **George Pataki** is scheduled to speak at a luncheon tomorrow.

Last night, Giuliani thanked the attendees for switching the venue to the Big Apple. "It is a helpful boost to our economy," he told the crowd at the Sheraton Hotel and Towers.

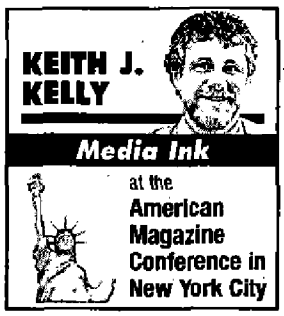
He said of the terrorists, "They can't stop us, no how, no way, never. America is stronger than that."

Everyone from **Martha Stewart** to former GE Chairman **Jack Welch** will be on hand. The gathering, which brings together executives from the biggest publishing companies with the star editors of consumer magazines, is usually a swaggering, upbeat affair dominated by dinners and golf and tennis matches — even when staring into the face of a recession. This time around, attendees won't be able to ignore the tough times.

In the last two months, four critically acclaimed magazines have closed: Mademoiselle, Expedia Travels, The Industry Standard and Lingua Franca. Even before the events of Sept. 11, magazine publishing was being hit by skyrocketing mail costs and sinking ad revenue.

"I don't recall any more trying time," said **Daniel Brewster**, the president of Gruner + Jahr Publishing, who is slated to take over from Hearst President **Cathleen Black** as the chairman of the Magazine Publishers of America.

"The mood of the industry, like everywhere else, is agitated to say the least," said **David Remnick**, editor-in-chief of The New Yorker.




"The business side is tough," said Remnick. "It is tough for everyone. In journalistic terms, it has also seen publications at their best. That part of it is heartening."

Through the first three quarters of the year ending Sept. 30, advertising revenue dropped to $11.8 billion, down 2.5 percent from the same nine months a year earlier, according to the Publishers Information Bureau. Ad pages — which many observers say is really a more accurate tally of the industry's strength — were down a staggering 9.2 percent to 174,728 pages from a year earlier.

The latest numbers from PIB do not reflect the falloff after Sept. 11 because the big monthlies close their ad pages so far in advance.

The earliest indicator is likely to be the December issues, which start hitting next month.

On the mail front, Second Class postage saw a 9.9 percent hike in January, a 2.6 percent hike in July. The U.S. Postal Service plans another increase next year.

It has the industry reeling. "The impact is huge," said Brewster. "Ninety percent of all magazines sold are sent through the mail."

Conference organizers reported that 540 people had signed up to attend — a big drop from the 700-plus who usually make the trek when the conference is in Bermuda or other warm-weather spot.

Even with about 70 percent of the industry based in the New York area, many spouses will be skipping this year.

MPA President **Nina Link** is hoping that with the conference close to home, more executives will bring their top staffers to the show. International turnout is also off slightly this year, she said.

With the media now clearly targeted for anthrax attacks, security will be tightened. "We're adding extra security plus the hotel has extra security," said Nina, who declined to disclose details.

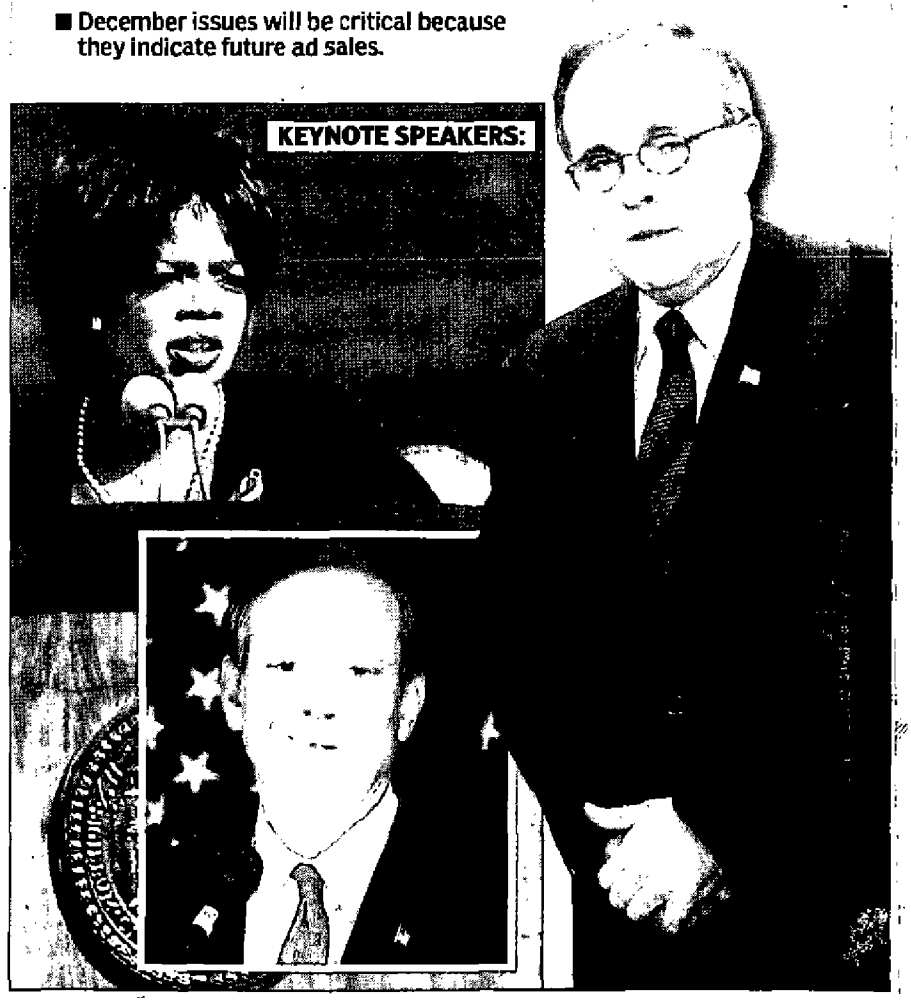
The most heavily attended breakout session may be one entitled: "2002 Ad Turnaround: Likely or Longshot."

■ *Please send e-mail to: kkelly@nypost.com*

### Talking shop

**The American Magazine Conference was headed for Phoenix but is staying in New York — and addressing some tough issues:**

- Four critically acclaimed magazines have closed: Mademoiselle, Expedia Travels, The Industry Standard and Lingua Franca.
- Even before Sept. 11, mags were hit by a postage hike and decreasing ad dollars.
- December issues will be critical because they indicate future ad sales.




CITY_21MC100_011831454

NYC-WTC_000413740