

MAGAZINES TEEN

This category has suffered some pretty severe punishment lately, most of which however is attributable to the departure of *TV Hits* from the ABC audit. But despite that, the category has now been losing sales for seven consecutive years. Business for teen magazines peaked in 1998 when five audited magazines sold seven and a half million copies. If the first half figures hold, sales in 2002 could be around three and a half million.

Dolly and *Girlfriend* take the lion's share of copy sales and advertising revenue. Magazines that rely on teen celebrities have been hit very hard, although at some stage they should mount some sort of recovery. The growth of the "tween" market has not helped either with some of their younger readers no doubt finding solace in titles like *K Zone*, *D Mag* and, soon perhaps, *Total Girl*.



DOLLY
ACP \$4.60
Circ Jun 2002: 142,419
Circ Jun 1997: 159,013
R/ship 2002: 484,000
Full page ad: \$11,880
Ad pages 09/01: 513
Ad pages 09/02: 583
Editor: Virginia Knight
National Ad Manager: Susie Nash
Publisher: Pat Ingram



GIRLFRIEND
Pacific \$4.60
Circ Jun 2002: 105,00
Circ Jun 1997: 123,136
R/ship 2002: 388,000
Full page ad: \$9,000
Ad pages 09/01: 456
Ad pages 09/02: 432
Editor: Sandra Barker
Nat Ad Manager: Jessica Lay
GM Publishing: Angela Brooks



SMASH HITS
Emap \$4.95
Circ Jun 2002: 26,664
Circ Dec 1997: 41,738
R/ship 2002: N/A
Full page ad: \$3,400
Ad pages 09/01: 145
Ad pages 09/02: 227
Editor: Genevieve Quigley
Advertising Director: Jo Runciman
Publishing Director: Neil Ridgway



BIG HIT
Terraplanet \$4.95
Circ Jun 2002: 26,308
Circ Dec 1998: 57,125
R/ship 2002: 154,000
Full page ad: \$3,800
Ad pages 09/01: N/A
Ad pages 09/02: 67
Editor: Santi Pintado
Advertising Manager: Effe Sandas
Publisher: Lesa-Belle Furhagen

Source: NDD Audit Report

Sources: Audit Bureau of Circulations, Roy Morgan, Nielsen Media Research. Ad pages for 12 month period.

TV HITS TO SETTLE BEFORE IT'S AUDITED AGAIN

The fact that *TV Hits* is no longer audited is the perfect example of how this category is perhaps the most erratic of all magazine categories. While the magazine was absent from the January-June audit, the general manager of publishing for Pacific Publications, **Angela Brookes**, said it is absent for a good reason. "We repositioned *TV Hits* last year and we want to give it time to settle down before we resubmit it." *TV Hits* used to lead the category by a substantial margin. Sales peaked in the first half of 1998 with an average issue shifting 225,000 copies, well ahead of second-placed *Dolly* who was then selling 175,000.

Brookes said the other Pacific Publications title in the teen category, *Girlfriend*, was performing strongly again despite a drop in sales in the first half of 2002 of 13%, or 15,000 copies. This extends the gap between *Girlfriend* and its direct competitor, ACP's *Dolly*, from 25,000 to 37,000.