

MAGAZINES CHILDREN'S CATEGORY

K-ZONE STILL THE LEADER, BUT MUCH OFF-AUDIT ACTIVITY



Unaudited titles *Mania* (Next Publishing) and *DMag* (Smartypantz & Australian Geographic).

ACP: KIDS' MAGS STILL "HAVEN'T HIT THE CEILING"



K-ZONE
Pacific \$3.90
Circ Dec 2002: 117,573
Circ Jun 2000: 92,000*
R/ship 2002: 471,000**
2002 Ad pages: 324
Full page ad: \$5,700
Editor: Joan-Maree Hargreaves
Sen Account Manager: Katherine Baena
Group Publisher: Nicole Sheffield



DISNEY ADVENTURES ACP \$3.90
Circ Dec 2002: 72,897
Circ Dec 1997: 85,219
R/ship 2002: N/A
2002 Ad pages: N/A
Full page ad: \$4,830
Editor: Kate Jobling
Advertising Manager: Grant Crossley
Publisher ACP Kids: Wendy Moore



WINNIE THE POOH & FRIENDS ACP \$4.95
Circ Dec 2002: 15,663
Circ June 2000: 28,436*
R/ship 2002: N/A
2002 Ad pages: N/A
Full page ad: \$2,200
Editor: Wendy Moore
Advertising Manager: Grant Crossley
Publisher ACP Kids: Wendy Moore

Although there are still only three titles in this category, there is a plethora of titles that don't audit and ones that are yet to post their first circulation figure. New launches include *Total Girl* and *Disney Girl* while titles choosing not to audit are *DMag*, *Mania* and *Barbie*. Pacific's *Cartoon Network* has been launched and closed since we last looked at the category. In the past 12 months the retail sales value of the category has dropped from \$5.07m to \$4.77m. Copies sold are down from 1.39m to 1.24m.

* First audit. Sources: NDD Audit report, Nielsen Media Research, Audit Bureau, Roy Morgan Research. **Not a Morgan figure.

With the launch of *Disney Girl* this week, ACP kids' division has grown by a third - with the title now sitting alongside *Disney Adventures* and *Winnie The Pooh & Friends*. Wendy Moore, previously editor of *Disney Adventures*, is now publisher of ACP Kids' Titles. "We've had *Disney Adventures* for three years, when ACP won the Disney contract from Pacific Publications," Moore said. "To be honest it was pretty run-down when we got to it. We were surprised and thankful that once we did a bit of work on the product and the distribution it bounced back, selling the same or more than when it was the only magazine in the market. The great thing about the whole category is no magazine today is shown to cannibalise anything else in the market. The category is still showing growth and hasn't hit the ceiling yet."

ACP this week spun-off *Disney Girl* from *Disney Adventures*. "We did a lot of research which showed around 80% of our female *Disney Adventures* readers were over 10, which really left a gap for us for a core market of 6-10 year old girls we weren't reaching. We had a lot of brand value we could use for that and with a magazine that's so popular with boys you have to be careful not to overdo the girl content otherwise you're going to lose the boys. This gave us the opportunity to service the girl market and still keep *Disney Adventures* very zappy." Circulation is currently split 80/20 in favour of supermarkets over newsagents. With a current audit figure of 73,000, Moore says the title's dip was small compared to the large drop at rival *K-Zone*. "There's a lot of movement to multi-covermounts and it isn't the best business model to go for in the interest of longevity and stability. We wanted to work on the title itself. Considering we dropped back quite a lot on the covermounts and we're still able to pretty much maintain our sales figures, that says a lot for the brand and the magazine itself. Now we're in a much better position for growth and we can get much more strategic in the covermounts and circulation boosters we do. The title is a helluva lot more profitable than it was three years ago."