

MPA DAILY NEWS ROUNDUP

November 24, 2008

Magazine Industry News Compiled Exclusively for MPA-Member Companies



TODAY'S TOP STORIES



Reader's Digest Pushes on in Weak Climate [New York Times](#)

"The company is taking risks," reports Richard Perez-Peña.

'Consumer Reports' Campaign: No Bailout For Shoppers

[MediaPost](#) [MediaDailyNews](#)

Traditionally ad-free Consumer Reports launches its third public service education campaign on staying out of debt.

Hey, Magazines, Are You in or Are You out?

[Advertising Age](#)

Columnist Simon Dumenco questions publishers' "faith in publishing."

OTHER HEADLINES

- ❖ **For Luxury Brands, Less Money to Spend on Ads**
[New York Times](#)
- ❖ **Maxim Publisher Could Be Turned Over to Creditors**
[Wall Street Journal \(subscription\)](#) and [Folio:](#)
- ❖ **AMI Squeezed... (second item)**
[Women's Wear Daily](#)
- ❖ **Brides.com Redesigns Community Section, Lands Ann Taylor**
[MediaPost Online Media Daily](#)
- ❖ **Outside Slows Go; Time Inc. Shuttters Spanish SI Folio:**
- ❖ **Doubledown Trims Back on High-Flying Strategy**
[Mediaweek](#)
- ❖ **Penton Fades Out Remix, Keeps 'Hotel'**
[Folio:](#)
- ❖ **Will the Print Axe Fall on Electronic Gaming, Too?**
[Folio:](#)
- ❖ **People Editor Calls Times Allegations 'Totally Bogus'**
[GAWKER](#)
- ❖ **The Last Page: A Guide to Magazines That Have Ceased Publication**
[Advertising Age](#)
- ❖ **U.S. News' College Rankings Go International**
[Folio:](#)
- ❖ **WashPo Names Chief Digital Officer**
[MediaPost](#) [MediaDailyNews](#)
- ❖ **Wanted: New Economic Models For Media**
[MediaPost](#) [MediaDailyNews](#)
- ❖ **Welcome To The Post-Agency Era**
[MediaPost](#) [MediaDailyNews](#)
- ❖ **OPA Extends Public Policy Efforts**
[MediaPost Online Media Daily](#)

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NEWS FROM MPA



Highlights from Magazine Coalition Rally '08

Nearly 400 magazine ad sales professionals attended the industry rally on November 12, eager to learn how to grow business in a down economy. Check out:

- [Event recap, speech transcripts and photos](#)
- [Sales tools and research presented at the rally](#)

Are You Making the Most of Your Membership?

[Find out what your MPA membership can do for you](#)

MPA-MEMBER PRESS RELEASES

- ❖ [Parenting.com Launches Multimedia Shopping Channel](#)
- ❖ [Yahoo! Autos and Road & Track Present Excelerator Award](#)
- ❖ [HFM U.S. Zvia Herrmann Promoted Automotive Group](#)
- ❖ [ESSENCE Announces Its Second Annual Black Women in Hollywood Luncheon](#)
- ❖ [LIFE Photo Archive To Be Made Available on Google](#)

MPA EVENTS & SEMINARS

[Forum: 2008 Financial Review of Magazines](#)

December 8, 2008

[Magazines 24/7: MPA's 5th Annual Digital Conference](#)

March 3, 2009

[Retail Conference 2009](#)

March 22-24 2009

MEMBER SPOTLIGHT



People brings sexy back through this "[Sexiest Man Alive](#)"