Document 1123

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[21123001]
              Blue-chip advertisers have plenty of complaints about the magazines they advertise in , ranging ev-w1566f3 _ _ _ ev-w60f1 _ _ ev-w2488f1
              The conference opened Monday with glowing reports about consumer magazines 'growth in circulation and advertising revenue in the past year .
            [21123004]
            "Magazines are not providing us in-depth information on circulation , "said ev-w2833f1 "said ev-w2833f1" said ev-w2833f1 said ev-w2833f1 said ev-w2833f1" said ev-w2833f1 said ev-w283
                                           (MANN-arg) (ACT-arg) feel
              How deeply do they read it ?
              [21123007]
             [21123008]
            Reuben Mark , chief executive of Colgate-Palmolive , said advertisers lack detailed demographic and geographic breakdowns of magazines 'audiences .
            [21123010]
                                                                                                                                                                    CAUS)
                                                                                                 CAUS)—
              [21123012]
         "Niche-itis fragments our advertising dollars , "
ev-w1409f1 _ _ _ _ ev-
            "We are being over-magazined .
_ _ _ v-w666_u_nobodyf1_u_nobody _
                                                                                                                                                                                                                           (ACT-arg)
                                   (ADDR-arg) (top)
                                  constantly faced with deci
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