

2004 Jimmy

Circulation goal - Depends on how the test goes
Under ^{5%} 10% of total circ.

Media Deck 5-6 hours In mkt in Feb Have time to react in June

Backup Deck Chris Jarrell tracked Eclipse by book.

Prime Selection & T.H.E.S. Any special research during the year? No

Leave the Bull Behind Campaign

Out of mkt in Nov. & Dec.? in a few core books.

Feedback on matches? Not sure where they fit in

the communication

Consecutive Pages how many? two (not 3)

functional Conseq Pages.

Use media merch to get 1/4 page across from Conseq Page.
Mullen can't promise right now.

primary unit is pages heavy up w/ Conseq pages during focus time.

Mix of product ads & fractionals

Tier magazine by heavy & lighter schedules Less books w/ heavier frequency