

→ Recap of meeting

→ Stay in 1999  
out in 2000

Spin, Vibe, BW-out

2071289453

	<b>ESPN</b>	
Publishing Company	Buena Vista Publishing	
Editorial Focus	Sports	
Rate Base	850M-July99, 1,000M-Jan00	
Audited/Service	no	
Frequency of Publication	bi-weekly	
<u>METHOD OF DISTRIBUTION</u>		
Newsstand %	20	
Subscription %	80	
Other %		
<u>RECERTIFICATION HISTORY</u>		
% Circulation under 21	1999 14	1998 14
% Audience 21-24	10.5 *MRI Prototype	N/A
Source/Methodology	1998 MRI Sub. Study	1998 Sub. Study
<u>SYNDICATED RESEARCH (MRI Doublebase '98)</u>		
<u>Prototyped on SPORT</u>		
% Audience 18-20	unavailable	
% M/F Ratio	78/22	
Reader Per Copy	6.6	
AS 21+ Index	103	
AS 21-24 Index	128	
PM Tobacco Brands Currently Advertising:	Marlboro, Parliament	
Other Tobacco Brands Currently Advertising:	Salem, Winston, Camel, Kool	
Other National Advertisers:	Nike, Chevrolet, Tommy Hilfiger, Barcardi, Nokia, 800-Collect, Jim Beam, Tag Heuer, 7-up, Dewers, Altoids	

*Review in  
6 mos*

*original  
prototype  
base on  
ST & RS  
11%*

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