



min magazine

Annual 2006

THE HOTTEST
MAGAZINE
LAUNCHES

INTRIGUING
MEGA BRANDS

CAMPAIGNS
WE LOVE



21 most intriguing people

ESSENCE salutes MIN magazine's
21 Most Intriguing People

including our President

Michelle Ebanks



She's the quiet warrior who conquers with conviction, strength and humility.
Who gives 200% of herself—but never let's 'em see her sweat.

And she does it in the name of our 7.7 million highly-involved
readers—whom she humbly regards as her “bosses.”

Now, that's *intriguing*.

ESSENCE
WHERE BLACK WOMEN COME FIRST

INSIDE

MIN MAGAZINE ANNUAL 2006

COVER STORY

PAGE **31**

THE 21 MOST INTRIGUING PEOPLE This year's crop ranges from a new broom helping transform a conservative packaged goods giant to a maverick brand innovator who lives and breathes the car industry and a digital guru who's helping recreate the digital landscape. In common are an instinct for survival and an insider's view of the future. We reveal the secrets of their success.

FEATURES

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THIS YEAR'S HOTTEST MAGAZINE LAUNCHES & REINVENTIONS

Samir Husni picks the top start-ups and reinventions.

PAGE **69**

LAUNCH EXECUTIVES OF THE YEAR

We pick an editor, art director and publisher who know how to "do launch."

PAGE **74**

BACK TALK

Steve Cohn on why reports of the death of magazines are greatly exaggerated, and why integrated marketing is the wave of the future.



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UPFRONT

PAGE **7**
TRENDS

Talking points, tipping points, numbers, quotes, it was a good year for...it was a bad year for...

PAGE **10**
NEW MEDIA

Are you ready for your video close-up?

PAGE **12**
CAMPAIGNS WE LOVE

Philips gives back to the consumer, Gap gives to AIDS and "Weeds" just gives good vibes.

PAGE **14**
MEGABRANDS

They're big, they're bold and they're the wave of the future. Six magazines show us how it's done.

PAGE **20**
CELEBRATIONS

Magazine milestones and people galore.

EXCLUSIVE TO MINONLINE.COM

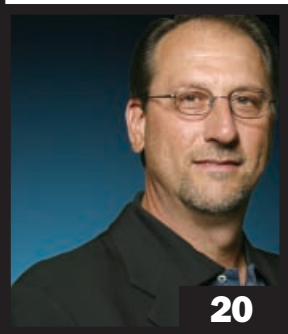
→ **THE FUNNY PAGES:** check out the magazine biz one frame at a time, compliments of the New Yorker Cartoonbank.

→ **SEVEN QUESTIONS:** We ask the leaders of this year's Hottest Launches to answer 7 important questions.

CELEBRATIONS EXTRA: More on how magazines are celebrating their anniversaries; and much more on Media People and what makes them tick and who's inspired them over the years.



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*** ON OUR COVER:** Top to bottom: Kerri Martin, Rishad Tobaccowala, Drew Schutte, Michelle Ebanks, Adam Moss & Ellen Levine.



BRANDS THAT ENRICH PEOPLE'S LIVES

IF YOU WANT TO KNOW ABOUT THE KEY ISSUES informing magazines over the past year, then read the following list: Brands, engagement, digital revolution, accountability, integrated marketing, podcasting, videocasting, Web sites, brand extensions, blogs, mobile marketing, events, deep data, consumer generated content, Google, YouTube, MySpace, metrics, interactivity, e-media, distribution costs, relevancy, new technologies, measurement, metrics, circulation and research.

Did I leave anything out? Tons, no doubt. In fact, I could fill this entire column with topics. And by next month, I could add a few more, so great is the rate of change pulsing through the media and marketing economies. But while everyone is familiar with the buzz words, trends, tipping points, issues and problems, it's another thing knowing what to do about them *in time*. And that's the key for survival.

Also key is being part of, or working on, a brand that enriches people's lives. Because, ultimately, one of the main reasons for any brand, whether a magazine or product to exist, is to do just that. And it's this that all of our savvy 21 Intriguing People, the focus of this magazine, have in common.

Regan Hofmann, for example, came out to reveal she was HIV-positive earlier this year at what could have been great personal risk, to take over the editorship of *POZ* magazine, a lifeline for many with the disease. Brenda Saget Darling is publisher of *More*, a magazine which women over forty, love, identify with, and feel stands up for us in a world where advertisers and society traditionally glom onto the younger demographic. *Model Search for models over 40? Yeah, I love it!* Hearst Magazine's Ellen Levine has been a beloved iconoclast, and icon, all her life. Rishad Tobaccowala of Denuo puts his reputation and career on the line with every controversial utterance. Nancy Smith steers the global sponsorship of American Express via a series of campaigns, whether it's Jerry Seinfeld and Superman in Webisodes, or Ellen DeGeneres and Robert DeNiro in print, which go on to become part of our culture. And then there's...so many more.

Similarly, the aim of *min magazine*, our annual look at the magazine industry — from the Top 21 to the 15 Hottest Magazine Launches — is our own small attempt to enrich the media and marketing environment surrounding magazines. By honoring such achievers, all we can hope to do is shine the light on an industry reinventing itself in ever more ingenious ways.

Ann J. Cooper

Increasing competition means magazines are under threat as never before — but that also means that publishers are competing as never before.



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 min magazine Best of the Web Awards
 min online min's Advertising Report
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You've
made US
very, very
proud.

Congratulations to Drew Schutte,
Vice President Publishing Director,
Wired Media, for being among the
“21 most intriguing people”
and to both *Cookie* and *Men's Vogue*
for their “15 Hottest Launches” in
this year's *Min Magazine* “21 Most
Intriguing” special issue.

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