

## LIST OF NAMES FOR NOV. 10 BRIEFING/LUNCHEON:

|    | <u>Publication</u>                                                                                                                   | <u>Editor-in-Chief</u>                        |
|----|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 1. | <b>Allure</b><br>Conde Nast<br>360 Madison Ave.<br>New York, NY 10017<br>212-880-5551<br>212-370-1949, fax                           | <b>Linda Wells</b><br>200,000                 |
| 2. | <b>Buenohogar</b><br>6355 NW 36th Street<br>Miami, FL 33166<br>305-871-6400<br>305-871-5844, fax                                     | <b>Maria Julia Ballarin</b><br>(Circ. 24,000) |
| 3. | <b>Child Magazine</b><br>The New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1310<br>212-463-1383, fax | <b>Freddi Greenberg</b>                       |
| 4. | <b>Cosmopolitan</b><br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-2000<br>212-247-0890, fax           | <b>Helen G. Brown</b><br>2,600,000            |
| 5. | <b>Elle</b><br>Hachette Publications<br>1633 Broadway, 44th Floor<br>New York, NY 10019<br>212-767-5800<br>212-489-4216, fax         | <b>Ruth LaFerla</b><br>875,000                |
| 6. | <b>Essence</b><br>Essence Communications<br>1500 Broadway, 6th Floor<br>New York, NY 10036<br>212-642-0600<br>212-354-9068, fax      | <b>Susan Taylor</b><br>942,000                |
| 7. | <b>Family Circle</b><br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1839<br>212-463-1808, fax      | <b>Susan Ungaro</b><br>5,251,000              |

8. **Glamour**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8140  
212-880-7767, fax  
**Ruth Whitney**  
**2,200,000**
9. **Good Housekeeping**  
Hearst Magazines  
959 Eighth Avenue  
New York, NY 10019  
212-649-2280  
212-265-3307, fax  
**John Mack Carter**  
**5,186,000**
10. **Harper's Bazaar**  
Hearst Magazines  
1799 Broadway, 37th Floor  
New York, NY 10019  
212-903-5462  
212-757-6701, fax  
**Elizabeth Tilberis**  
**751,000**
11. **Jet/Ebony**  
Johnson Publishing Company  
820 South Michigan Avenue  
Chicago, IL 60605  
312-322-9300  
312-322-0951, fax  
**Lynda Johnson Rice**  
President and CEO
12. **Ladies' Home Journal**  
Meredith Corporation  
100 Park Avenue  
New York, NY 10017  
212-351-3579  
212-351-3628, fax  
**Myrna Blythe**  
**5,235,000**
13. **Jackie Leo**  
The New York Times Company  
Director of Magazines and Media  
110 Fifth Avenue  
New York, NY 10011  
212-789-3371  
212-789-3414, fax
14. **Mademoiselle**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8402  
212-880-8254, fax  
**Elizabeth Crow**  
**1,220,000**

15. **Marie Claire**  
250 West 55th, 5th Floor  
New York, NY 10019  
212-649-4450  
212-541-4295, fax
  
16. **McCall's**  
New York Times Magazines  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000  
212-463-1403, fax
  
17. **Mirabella**  
News America Publishing, Inc.  
200 Madison Avenue  
New York, NY 10016  
212-447-4600  
212-447-4728, fax
  
18. **MS.**  
Lang Communications  
230 Park Avenue  
New York, NY, 10169  
212-551-9595  
212-551-9384, fax
  
19. **New Woman**  
K-III Magazine Corporation  
215 Lexington Avenue  
New York, NY 10016  
212-251-1601  
212-251-1590, fax
  
20. **Parents**  
Gruner & Jahr Publishing  
685 Third Avenue  
New York, NY 10017  
212-878-8751  
212-867-4583, fax
  
21. **Redbook**  
Hearst Magazines  
224 West 57th Street  
New York, NY 10019  
212-649-2000  
212-649-3472, fax

**Bonnie Fuller**

~~Kate White~~  
5,145,000

**Gay Bryant**  
400,000

**Grace Mirabella**  
Founder and Director

**Marcia Ann Gillespie**  
(Circ. 200,000)

**Betsy Carter**  
1,300,000

**Ann Pleshette-Murphy**

**Ellen Levine**  
3,950,000

*Sally Yurph*  
*Boston*

*Lee Connor - spec. features edit.*

22. **Sassy**  
Lang Communications  
230 Park Avenue  
New York, NY 10169  
212-551-9500  
212-599-4597, fax  
**Christina Kelly**  
(Circ. 620,000)
23. **Self**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8864  
212-880-8335, fax  
**Alexandra Penney**  
1,142,000
24. **Seventeen**  
K-III Corporation  
850 3rd Avenue  
New York, NY 10022  
212-407-9700  
212-935-4236, fax  
**Caroline Miller**  
(Circ. 1,916,000)
25. **Shape**  
21100 Erwin Street  
Woodland Hills, CA 91367  
818-884-6800  
**Barbara Harris**  
(Circ. 887,176)
27. **Soap Opera Digest**  
K-3 Magazines  
45 West 25th Street  
New York, NY 10010  
212-229-8400  
212-645-0683, fax  
**Lynn Leahey**
28. **Sur Padres**  
Gruner and Jahr  
685 3rd Avenue  
New York, NY 10017  
212-878-8700  
\* this magazine targets hispanic parents.  
**Joseline Frank**  
(Circ. 425,000)
29. **Town and Country**  
Hearst Magazines  
1700 Broadway, 30th Floor  
New York, NY 10019  
212-903-5334  
212-765-8308, fax  
**Pamela Fiori**
30. **Vanity Fair**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8767  
**Graydon Carter**

212-880-7728, fax

31. **Vanidades**  
6355 NW 36th Street  
Miami, FL 33166  
305-871-6400  
305-871-5844, fax
32. **Vogue**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-6840  
212-880-7892, fax
33. **W Magazine**  
Fairchild Publications  
Seven West 34th Street  
New York, NY 10001  
212-630-3559  
212-630-3566, fax
34. **Woman's Day**  
Hachette Magazines  
1633 Broadway  
New York, NY 10019  
212-767-6251  
212-767-5613, fax
35. **Working Mother**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9407  
212-599-5008, fax
36. **Working Woman**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9441  
212-866-2707, fax

**Sara Castany**  
(Circ. 86,000)

**Anna Wintour**  
1,255,000

**Etta Froio**  
Senior V.P., Editor  
and Assoc. Publisher

**Jane Chesnutt**  
4,852,000

**Judsen Culbreth**

**Lynn Povich**  
900,000

(?): *are you sure you want to cut?*

**Fitness Magazine**  
Gruner and Jahr  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000  
212-463-1906, fax

**Rona Cherry**  
(Circ. 600,000)  
Women's Health Mag.

Miami Mensual  
Hispanic

REPORT DATE 11/09/94

REPORT TIME 11:19AM

Briefing & Luncheon (Women's Magazine Editors) -  
Thursday, November 10, 1994 - 10:00AM  
Contact Social Office X2510

MRS. CLINTON

Ms. Maria Julia Ballarin  
Editor-in-Chief, Buenohogar  
Ms. Myrna Blyth  
Editor-in-Chief, Ladies' Home Journal  
Ms. Gay Bryant  
Editor-in-Chief, Mirabella  
Hon. Lisa Caputo  
Deputy Assistant to the President & Press Secretary to the First Lady  
Ms. Betsy (Babette) Carter  
Editor-in-Chief, New Woman  
Ms. Sara Castany  
Editor-in-Chief, Vanidades  
Ms. Janet Chan  
Executive Editor, Good Housekeeping  
Ms. Rona Cherry  
Editor-in-Chief, Fitness Magazine  
Ms. Jane Chesnutt  
Editor-in-Chief, Woman's Day  
Ms. Nancy Clark  
Deputy Editor, Family Circle Magazine  
Ms. Elizabeth Crow  
Editor-in-Chief, Mademoiselle  
Ms. Judsen (Judy Ann) Culbreth  
Editor-in-Chief, Working Mother  
Ms. Barbara Finland  
Managing Editor, MS.  
Ms. Joceline Frank  
Editor-in-Chief, Sur Padres  
Ms. Etta Froio  
Senior V.P., Editor, & Associate Publisher, W Magazine  
Ms. Bonnie Fuller  
Editor-in-Chief, Marie Claire  
Ms. Freddi Greenberg  
Editor-in-Chief, Child Magazine  
Ms. Amy Gross  
Editorial Director, Elle  
Ms. Barbara Harris  
Editor-in-Chief, Shape  
Hon. (Ms.) Alexis Herman  
Assistant to the President & Director of Public Liaison  
Ms. Christina Kelly  
Editor-in-Chief, Sassy

REPORT DATE 11/09/94

REPORT TIME 11:19AM

## Briefing &amp; Luncheon (Women's Magazine Editors) - November 10, 1994

Ms. Sally Koslow  
Editor-in-Chief, McCall's

Ms. Lynn Leahey  
Editor-in-Chief, Soap Opera Digest

Ms. Jackie Leo  
Director of Magazines & Media, The New York times Company

Hon. (Mrs.) Doris Matsui  
Deputy Assistant to the President & Deputy Director of Public  
Liaison

Ms. Caroline Miller  
Editor-in-Chief, Seventeen

Ms. Grace Mirabella  
Founder & Director, Mirabella

Ms. Ann Pleshette-Murphy  
Editor-in-Chief, Parents

Ms. Lynn Povich  
Editor-in-Chief, Working Woman

Hon. Ann Stock  
Special Assistant to the President & Social Secretary

Ms. Susan L. Taylor  
Editor-in-Chief, Essence Magazine

Ms. Elizabeth Tilberis  
Editor-in-Chief, Harper's Bazaar

Hon. (Dr.) Laura D'Andrea Tyson  
Chairman, Council of Economic Advisers

Hon. Melanne Verveer  
Deputy Assistant to the President & Deputy Chief of Staff to the  
First Lady

Ms. Linda Wells  
Editor-in-Chief, Allure

Ms. Kate White  
Editor-in-Chief, Redbook

Hon. Margaret (Maggie) Williams  
Assistant to the President & Chief of Staff to the First Lady

Ms. Anna Wintour  
Editor-in-Chief, Vogue

## LIST OF NAMES FOR NOV. 10 BRIEFING/LUNCHEON:

| <u>Publication</u>                                                                                                                                                             | <u>Editor-in-Chief</u>             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 1. <b>Allure</b><br>Conde Nast<br>360 Madison Ave.<br>New York, NY 10017<br>212-880-5551<br>212-370-1949, fax                                                                  | <b>Linda Wells</b><br>200,000      |
| 2. <b>Child Magazine</b><br>The New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1310<br>212-463-1383, fax                                        | <b>Freddi Greenberg</b>            |
| 3. <b>Cosmopolitan</b><br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-2000<br>212-247-0890, fax                                                  | <b>Helen G. Brown</b><br>2,600,000 |
| 4. <b>Elle</b><br>Hachette Publications<br>1633 Broadway, 44th Floor<br>New York, NY 10019<br>212-767-5800<br>212-489-4216, fax                                                | <b>Ruth LaFerla</b><br>875,000     |
| 5. <b>Essence</b><br>Essence Communications<br>1500 Broadway, 6th Floor<br>New York, NY 10036<br>212-642-0600<br>212-354-9068, fax                                             | <b>Susan Taylor</b><br>942,000     |
| 6. <b>Family Circle</b><br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1839<br>212-463-1808, fax                                             | <b>Susan Ungaro</b><br>5,251,000   |
| 7. <del><b>Fitness Magazine</b></del><br><del>New York Times Company Magazines</del><br>110 Fifth Avenue<br>New York, NY 10011<br><del>212-463-1181</del><br>212-463-1906, fax | <b>Rona Cherry</b><br>600,000      |

Owner  
+  
John

212-463-1000

8. **Glamour**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8140  
212-880-7767, fax  
**Ruth Whitney**  
**2,200,000**
9. **Good Housekeeping**  
Hearst Magazines  
959 Eighth Avenue  
New York, NY 10019  
212-649-2280  
212-265-3307, fax  
**John Mack Carter**  
**5,186,000**
10. **Harper's Bazaar**  
Hearst Magazines  
1799 Broadway, 37th Floor  
New York, NY 10019  
212-903-5462  
212-757-6701, fax  
**Elizabeth Tilberis**  
**751,000**
11. **Ladies' Home Journal**  
Meredith Corporation  
100 Park Avenue  
New York, NY 10017  
212-351-3579  
212-351-3628, fax  
**Myrna Blythe**  
**5,235,000**
12. **Jackie Leo**  
The New York Times Company  
Director of Magazines and Media  
110 Fifth Avenue  
New York, NY 10011  
212-789-3371  
212-789-3414, fax
13. **Mademoiselle**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8402  
212-880-8254, fax  
**Elizabeth Crow**  
**1,220,000**
14. **Marie Claire**  
250 West 55th, 5th Floor  
New York, NY 10019  
212-649-4450  
212-541-4295, fax  
**Bonnie Fuller**

- 15. McCall's**  
New York Times Magazines  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000  
212-463-1403, fax

**Kate White**  
**5,145,000**
- 16. Mirabella**  
News America Publishing, Inc.  
200 Madison Avenue  
New York, NY 10016  
212-447-4600  
212-447-4728, fax

**Gay Bryant**  
**400,000**

**Grace Mirabella**  
Founder and Director
- 17. New Woman**  
K-III Magazine Corporation  
215 Lexington Avenue  
New York, NY 10016  
212-251-1601  
212-251-1590, fax

**Betsy Carter**  
**1,300,000**
- ~~**18. New Yorker**~~  
Newhouse Properties  
20 West 43rd Street, 17th Floor  
New York, NY 10036  
212-536-5971  
212-398-6705, fax

**Tina Brown**
- 19. Parents**  
Gruner & Jahr Publishing  
685 Third Avenue  
New York, NY 10017  
212-878-8751  
212-867-4583, fax

**Ann Pleshette-Murphy**
- 20. Redbook**  
Hearst Magazines  
224 West 57th Street  
New York, NY 10019  
212-649-2000  
212-649-3472, fax

**Ellen Levine**  
**3,950,000**
- 21. Self**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8864  
212-880-8335, fax

**Alexandra Penney**  
**1,142,000**

22. **Town and Country**  
Hearst Magazines  
1700 Broadway, 30th Floor  
New York, NY 10019  
212-903-5334  
212-765-8308, fax  
**Pamela Fiori**
23. **Vanity Fair**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8767  
212-880-7728, fax  
**Graydon Carter**
24. **Vogue**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-6840  
212-880-7892, fax  
**Anna Wintour**  
**1,255,000**
25. **W Magazine**  
Fairchild Publications  
Seven West 34th Street  
New York, NY 10001  
212-630-3559  
212-630-3566, fax  
**Etta Froio**  
Senior V.P., Editor  
and Assoc. Publisher
26. **Woman's Day**  
Hachette Magazines  
1633 Broadway  
New York, NY 10019  
212-767-6251  
212-767-5613, fax  
**Jane Chesnutt**  
**4,852,000**
27. **Working Mother**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9407  
212-599-5008, fax  
**Judsen Culbreth**
28. **Working Woman**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9441  
212-866-2707, fax  
**Lynn Povich**  
**900,000**

These two additions have NOT been called yet:

**29. Soap Opera Digest**

K-3 Magazines  
45 West 25th Street  
New York, NY 10010  
212-229-8400  
212-645-0683, fax

**Lynn Leahey**

**30. Jet**

*Ebony*  
Johnson Publishing Company  
820 South Michigan Avenue  
Chicago, IL 60605  
312-322-9300  
312-322-0951, fax

*Robert E. Johnson*  
**Robert E. Johnson**  
Assoc. Publisher and  
Executive Editor

Additional Invites (?):

**MS.**

Lang Communications  
230 Park Avenue  
New York, NY, 10169  
212-551-9595  
212-551-9384, fax

**Marcia Ann Gillespie**  
(Circ. 200,000)

**Shape**

21100 Erwin Street  
Woodland Hills, CA 91367  
818-884-6800

**Barbara Harris**  
(Circ. 887,176)

**Sassy**

Lang Communications  
230 Park Avenue  
New York, NY 10169  
212-551-9500  
212-599-4597, fax

**Christina Kelly**  
(Circ. 620,000)

**Seventeen**

K-III Corporation  
850 3rd Avenue  
New York, NY 10022  
212-407-9700  
212-935-4236, fax

**Caroline Miller**  
(Circ. 1,916,000)

**Sur Padres**

Gruner and Jahr  
685 3rd Avenue  
New York, NY 10017  
212-878-8700

**Joseline Frank**  
(Circ. 425,000)

\* this magazine targets hispanic parents.

|    | <u>Publication</u>                                                                                  | <u>WOMEN'S MAGAZINES</u><br><u>Circulation</u> | <u>Editor-in-Chief</u>                               |
|----|-----------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------------------------------------|
| 1. | Allure<br>Conde Nast<br>360 Madison Ave.<br>New York, NY 10017<br>212-880-5551                      | 200,000                                        | Linda Wells                                          |
| 2. | Cosmopolitan*<br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-3550     | 2, 600,000                                     | Helen G. Brown                                       |
| 3. | Elle<br>Hachette Publications<br>1633 Broadway, 44th Floor<br>New York, NY 10019<br>212-767-5800    | 875,000                                        | Ruth LaFerla                                         |
|    |                                                                                                     |                                                | Amy Gross<br>Editorial Director<br>212-767-5926      |
|    |                                                                                                     |                                                | Elaina Richardson<br>Managing Editor<br>212-765-5894 |
| 4. | Essence<br>1500 Broadway, 6th Floor<br>New York, NY 10036<br>212-642-0600                           | 942,000                                        | Susan Taylor                                         |
| 5. | Family Circle<br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1830 | 5,251,000                                      | Susan Ungano                                         |
| 6. | Glamour*<br>Conde Nast Publications<br>350 Madison Avenue<br>New York, NY 10017<br>212-880-8140     | 2,200,000                                      | Ruth Whitney                                         |
| 7. | Good Housekeeping<br>Hearst Magazines<br>959 Eighth Avenue<br>New York, NY 10019                    | 5,186,000                                      | John Mack Carter<br>212-649-2235                     |
|    |                                                                                                     |                                                | Donna Behan<br>Medical Editor<br>212-649-2235        |

- |     |                                                                                                       |           |                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------|
| 8.  | Harper's Bazaar*<br>Hearst Magazines<br>1799 Broadway, 37th Floor<br>New York, NY 10019               | 751,000   | Elizabeth Tilberis<br>212-903-5462                                                            |
|     |                                                                                                       |           | <del>Ann Marie Iverson</del><br><del>Health &amp; Beauty Ed.</del><br><del>212-903-5462</del> |
| 9.  | Ladies' Home Journal<br>Meredith Corporation<br>100 Park Avenue<br>New York, NY 10017<br>212-351-3579 | 5,235,000 | Myrna Blythe                                                                                  |
| 10. | Mademoiselle*<br>Conde Nast Publications<br>350 Madison Avenue<br>New York, NY 10017<br>212-880-8402  | 1,220,000 | Elizabeth Crow                                                                                |
|     |                                                                                                       |           | <del>Dana Points</del><br><del>Features Editor</del><br><del>212-880-6912</del>               |
| 11. | McCall's<br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1000        | 5,145,000 | Kate White                                                                                    |
| 12. | Mirabella<br>News America Publishing, Inc.<br>200 Madison Avenue<br>New York, NY 10016                | 400,000   | Gay Bryant                                                                                    |
|     |                                                                                                       |           | Grace Mirabella<br>Founder and Director<br>212-447-4600                                       |
| 13. | New Woman<br>K-III Magazine Corporation<br>215 Lexington Avenue<br>New York, NY 10016<br>212-251-1601 | 1,300,000 | Karen Walden                                                                                  |
|     |                                                                                                       |           | <del>Susan Kane</del><br><del>Exec. Editor</del>                                              |

14. Redbook\* 3,950,000 Ellen Levine  
Hearst Magazines  
224 West 57th Street  
New York, NY 10019  
212-649-2000

15. Self 1,142,000  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8864

Alexandra Penney

- *changed*

16. Vogue\* 1,255,000  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-6840

Anna Wintour

~~Peggy Northrop~~  
~~Senior Editor~~  
~~212-880-8946~~

18. Woman's Day 4,852,000  
Hachette Magazines  
1633 Broadway  
New York, NY 10019  
212-767-6251

Jan~~e~~ Chesnutt

19. Working Woman 900,000  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9441

Lynn Povich

**Additional Invites (?):**

Child Magazine  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000

Freddi Greenberg

Fitness Magazine  
110 Fifth Avenue  
New York, NY 10011  
212-463-1181

Rona Cherry

Jackie Leo  
The New York Times Company  
Director of Magazines and Media  
110 Fifth Avenue  
New York, NY 10011

212-789-3371

Parents  
685 Third Avenue  
New York, NY 10017  
212-878-8700

Ann Pleshette-Murphy

TO: Hillary  
FR: Lisa  
RE: Health Care Briefing for Editors of Women's Magazines  
DT: May 24, 1994

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You are scheduled to do an on the record health care briefing with the editors in chief (or health editors if the editors in chief cannot come) of the major women's magazines on Tuesday at the Waldorf Astoria from 3-4:30 pm. Your presentation should be similar to what it was at the networks. You should talk about the 10 most frequently asked questions on health care as well as the myths about the President's approach to health care reform. I will pass out the same handouts we gave to the networks.

The list of attendees is as follows:

1. Linda Wells, editor in chief, Allure (circ. 200,000)
2. Helen Brown, editor in chief, Cosmopolitan (circ. 2.6 million)
3. Elaina Richardson, managing editor, Elle (circ. 875,000)
4. Susan Ungaro, editor in chief, Family Circle (circ. 5.25 million)
5. Ruth Whitney, editor in chief, Glamour (circ. 2.2 million)
6. Donna Dehan, health editor, Good Housekeeping (circ. 5.18 million)
7. Myrna Blythe, editor in chief, Ladies Home Journal (circ. 5.23 million)
8. Dana Points, features editor, Mademoiselle (circ. 1.2 million)
9. Kate White, editor in chief, McCall's (circ. 5.14 million)
10. Grace Mirabella, editor in chief, Mirabella (circ. 400,000)
11. Ellen Levine, editor in chief, Redbook (circ. 3.95 million)
12. Alexandra Penny, editor in chief, Self (circ. 1.14 million)
13. Peggy Northrop, health editor, Vogue (circ. 1.25 million)
14. Jane Chesnutt, editor in chief, Women's Day (circ. 4.85 million)
15. Lynn Povich, editor in chief, Working Woman (circ. 1 million)
16. Jackie Leo, vice president, Child and Fitness magazines

17. Susan Taylor, editor in chief, Essence (circ. 942,000)

18. Ann Marie Iverson, health and beauty editor, Harper's Bazaar (circ. 750,000)

19. Karen Walden, editor in chief, New Woman (circ. 1 million)

*Abstract this magazine*

*Ann Gross*

*Walden*

New York, NY 10017  
212-351-3579

- |     |                                                                                                               |           |                                                           |
|-----|---------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------|
| 10. | Mademoiselle*<br>Conde Nast Publications<br>350 Madison Avenue<br>New York, NY 10017<br>212-880-8402          | 1,220,000 | Elizabeth Crow                                            |
| 11. | McCall's<br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1000                | 5,145,000 | Kate White                                                |
| 12. | Mirabella<br>News America Publishing, Inc.<br>200 Madison Avenue<br>New York, NY 10016<br>212-447-4600        | 400,000   | Gay Bryant<br><br>Grace Mirabella<br>Founder and Director |
| 13. | New Woman<br>K-III Magazine Corporation<br>215 Lexington Avenue<br>New York, NY 10016<br>212-251-1601         | 1,300,000 | <del>Karen Walden</del><br>Betsy Carter                   |
| 14. | Redbook*<br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-2000                    | 3,950,000 | Ellen Levine                                              |
| 15. | Self<br>Conde Nast<br>350 Madison Avenue<br>New York, NY 10017<br>212-880-8864                                | 1,142,000 | Alexandra Penney                                          |
| 16. | Vogue*<br>Conde Nast<br>350 Madison Avenue<br>New York, NY 10017<br>212-880-6840<br>Fax: 212-880-7892         | 1,255,000 | Anna Wintour                                              |
| 18. | Woman's Day<br>Hachette Magazines<br>1633 Broadway<br>New York, NY 10019<br>212-767-6251<br>Fax: 212-767-5613 | 4,852,000 | Jane Chesnutt                                             |

19. Working Woman 900,000

Lynn Povich

Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9441

FAX: 212-866-2707

20. Child Magazine  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000

Freddi Greenberg

21. Fitness Magazine  
110 Fifth Avenue  
New York, NY 10011  
212-463-1181

Rona Cherry

22. Jackie Leo  
The New York Times Company  
Director of Magazines and Media  
110 Fifth Avenue  
New York, NY 10011  
212-789-3371

23. Parents  
685 Third Avenue  
New York, NY 10017  
212-878-8700

Ann Pleshette-Murphy

24. *Marie Claire*

25. *Vanity Fair*

26. *New Yorker*

27. *Esquire*

28. *GG*

29. *Working Mother*

30. *W Magazine*

31. *Town and Country*

|    | <u>Publication</u>                                                                                                          | <u>WOMEN'S MAGAZINES</u><br><u>Circulation</u> | <u>Editor-in-Chief</u> |
|----|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------------------------|
| 1. | Allure<br>Conde Nast<br>360 Madison Ave.<br>New York, NY 10017<br>212-880-5551                                              | 200,000                                        | Linda Wells            |
| 2. | Cosmopolitan*<br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br><del>212-649-3550</del>                  | 2, 600,000                                     | Helen G. Brown         |
| 3. | Elle<br>Hachette Publications<br>1633 Broadway, 44th Floor<br>New York, NY 10019<br>212-767-5800                            | 875,000                                        | Ruth LaFerla           |
| 4. | Essence<br>1500 Broadway, 6th Floor<br>New York, NY 10036<br>212-642-0600                                                   | 942,000                                        | Susan Taylor           |
| 5. | Family Circle<br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br><del>212-463-1830</del> 2,2-463-1839 | 5,251,000                                      | Susan Ungaro           |
| 6. | Glamour*<br>Conde Nast Publications<br>350 Madison Avenue<br>New York, NY 10017<br>212-880-8140                             | 2,200,000                                      | Ruth Whitney           |
| 7. | Good Housekeeping<br>Hearst Magazines<br>959 Eighth Avenue<br>New York, NY 10019<br><del>212-649-2235</del> 212-649-2280    | 5,186,000                                      | John Mack Carter       |
| 8. | Harper's Bazaar*<br>Hearst Magazines<br>1799 Broadway, 37th Floor<br>New York, NY 10019<br>212-903-5462                     | 751,000                                        | Elizabeth Tilberis     |
| 9. | Ladies' Home Journal<br>Meredith Corporation<br>100 Park Avenue                                                             | 5,235,000                                      | Myrna Blythe           |

as of 10/18 2:30 pm

1

**LIST OF NAMES FOR NOV. 10 BRIEFING/LUNCHEON:**

| <u>Publication</u>                                                                                                                            | <u>Editor-in-Chief</u>             |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 1. <b>Allure</b><br>Conde Nast<br>360 Madison Ave.<br>New York, NY 10017<br>212-880-5551<br>212-370-1949, fax                                 | <b>Linda Wells</b><br>200,000      |
| 2. <b>Child Magazine</b><br>The New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1310<br>212-463-1383, fax       | <b>Freddi Greenberg</b>            |
| 3. <b>Cosmopolitan</b><br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-2000<br>212-247-0890, fax                 | <b>Helen G. Brown</b><br>2,600,000 |
| 4. <b>Elle</b><br>Hachette Publications<br>1633 Broadway, 44th Floor<br>New York, NY 10019<br>212-767-5800<br>212-489-4216, fax               | <b>Ruth LaFerla</b><br>875,000     |
| 5. <b>Essence</b><br>Essence Communications<br>1500 Broadway, 6th Floor<br>New York, NY 10036<br>212-642-0600<br>212-354-9068, fax            | <b>Susan Taylor</b><br>942,000     |
| 6. <b>Family Circle</b><br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1839<br>212-463-1808, fax            | <b>Susan Ungaro</b><br>5,251,000   |
| 7. <b>Fitness Magazine</b><br>New York Times Company Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1181<br>212-463-1906, fax | <b>Rona Cherry</b>                 |

8. **Glamour**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8140  
212-880-7767, fax  
**Ruth Whitney**  
**2,200,000**
9. **Good Housekeeping**  
Hearst Magazines  
959 Eighth Avenue  
New York, NY 10019  
212-649-2280  
212-265-3307, fax  
**John Mack Carter**  
**5,186,000**
10. **Harper's Bazaar**  
Hearst Magazines  
1799 Broadway, 37th Floor  
New York, NY 10019  
212-903-5462  
212-757-6701, fax  
**Elizabeth Tilberis**  
**751,000**
11. **Ladies' Home Journal**  
Meredith Corporation  
100 Park Avenue  
New York, NY 10017  
212-351-3579  
212-351-3628, fax  
**Myrna Blythe**  
**5,235,000**
12. **Jackie Leo**  
The New York Times Company  
Director of Magazines and Media  
110 Fifth Avenue  
New York, NY 10011  
212-789-3371  
212-789-3414, fax
13. **Mademoiselle**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8402  
212-880-8254, fax  
**Elizabeth Crow**  
**1,220,000**
14. **Marie Claire**  
250 West 55th, 5th Floor  
New York, NY 10019  
212-649-4450  
212-541-4295, fax  
**Bonnie Fuller**

15. **McCall's**  
New York Times Magazines  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000  
212-463-1403, fax  
**Kate White**  
5,145,000
16. **Mirabella**  
News America Publishing, Inc.  
200 Madison Avenue  
New York, NY 10016  
212-447-4600  
212-447-4728, fax  
**Gay Bryant**  
400,000  
**Grace Mirabella**  
Founder and Director
17. **New Woman**  
K-III Magazine Corporation  
215 Lexington Avenue  
New York, NY 10016  
212-251-1601  
212-251-1590, fax  
**Betsy Carter**  
1,300,000
18. **New Yorker**  
Newhouse Properties  
20 West 43rd Street, 17th Floor  
New York, NY 10036  
212-536-5971  
212-398-6705, fax  
**Tina Brown**
19. **Parents**  
Gruner & Jahr Publishing  
685 Third Avenue  
New York, NY 10017  
212-878-8751  
212-867-4583, fax  
**Ann Pleshette-Murphy**
20. **Redbook**  
Hearst Magazines  
224 West 57th Street  
New York, NY 10019  
212-649-2000  
212-649-3472, fax  
**Ellen Levine**  
3,950,000
21. **Self**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8864  
212-880-8335, fax  
**Alexandra Penney**  
1,142,000

22. **Town and Country**  
Hearst Magazines  
1700 Broadway, 30th Floor  
New York, NY 10019  
212-903-5334  
212-765-8308, fax  
**Pamela Fiori**
23. **Vanity Fair**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8767  
212-880-7728, fax  
**Graydon Carter**
24. **Vogue**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-6840  
212-880-7892, fax  
**Anna Wintour**  
**1,255,000**
25. **W Magazine**  
Fairchild Publications  
Seven West 34th Street  
New York, NY 10001  
212-630-3559  
212-630-3566, fax  
**Etta Froio**  
Senior V.P., Editor  
and Assoc. Publisher
26. **Woman's Day**  
Hachette Magazines  
1633 Broadway  
New York, NY 10019  
212-767-6251  
212-767-5613, fax  
**Jane Chesnutt**  
**4,852,000**
27. **Working Mother**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9407  
212-599-5008, fax  
**Judsen Culbreth**
28. **Working Woman**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9441  
212-866-2707, fax  
**Lynn Povich**  
**900,000**

These two additions have NOT been called yet:

**29. Soap Opera Digest**

K-3 Magazines  
45 West 25th Street  
New York, NY 10010  
212-229-8400  
212-645-0683, fax

**Lynn Leahey**

**30. Jet**

Johnson Publishing Company  
820 South Michigan Avenue  
Chicago, IL 60605  
312-322-9300  
312-322-0951, fax

**Robert E. Johnson**  
Assoc. Publisher and  
Executive Editor

Additional Invites (?):

**MS.**

Lang Communications  
230 Park Avenue  
New York, NY, 10169  
212-551-9595  
212-551-9384, fax

**Marcia Ann Gillespie**  
(Circ. 200,000)

**Shape**

21100 Erwin Street  
Woodland Hills, CA 91367  
818-884-6800

**Barbara Harris**  
(Circ. 887,176)

**Sassy**

Lang Communications  
230 Park Avenue  
New York, NY 10169  
212-551-9500  
212-599-4597, fax

**Christina Kelly**  
(Circ. 620,000)

**Seventeen**

K-III Corporation  
850 3rd Avenue  
New York, NY 10022  
212-407-9700  
212-935-4236, fax

**Caroline Miller**  
(Circ. 1,916,000)

**Sur Padres**

Gruner and Jahr  
685 3rd Avenue  
New York, NY 10017  
212-878-8700

**Joseline Frank**  
(Circ. 425,000)

\* this magazine targets hispanic parents.

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|    | <u>Publication</u>                                                                                                                   | <u>Editor-in-Chief</u>                        |
|----|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 1. | <b>Allure</b><br>Conde Nast<br>360 Madison Ave.<br>New York, NY 10017<br>212-880-5551<br>212-370-1949, fax                           | <b>Linda Wells</b><br>200,000                 |
| 2. | <b>Buenohogar</b><br>6355 NW 36th Street<br>Miami, FL 33166<br>305-871-6400<br>305-871-5844, fax                                     | <b>Maria Julia Ballarin</b><br>(Circ. 24,000) |
| 3. | <b>Child Magazine</b><br>The New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1310<br>212-463-1383, fax | <b>Freddi Greenberg</b>                       |
| 4. | <b>Cosmopolitan</b><br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-2000<br>212-247-0890, fax           | <b>Helen G. Brown</b><br>2,600,000            |
| 5. | <b>Elle</b><br>Hachette Publications<br>1633 Broadway, 44th Floor<br>New York, NY 10019<br>212-767-5800<br>212-489-4216, fax         | <b>Ruth LaFerla</b><br>875,000                |
| 6. | <b>Essence</b><br>Essence Communications<br>1500 Broadway, 6th Floor<br>New York, NY 10036<br>212-642-0600<br>212-354-9068, fax      | <b>Susan Taylor</b><br>942,000                |
| 7. | <b>Family Circle</b><br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1839<br>212-463-1808, fax      | <b>Susan Ungaro</b><br>5,251,000              |

8. **Glamour**  
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New York, NY 10017  
212-880-8140  
212-880-7767, fax  
**Ruth Whitney**  
**2,200,000**
9. **Good Housekeeping**  
Hearst Magazines  
959 Eighth Avenue  
New York, NY 10019  
212-649-2280  
212-265-3307, fax  
**John Mack Carter**  
**5,186,000**
10. **Harper's Bazaar**  
Hearst Magazines  
1799 Broadway, 37th Floor  
New York, NY 10019  
212-903-5462  
212-757-6701, fax  
**Elizabeth Tilberis**  
**751,000**
11. **Jet/Ebony**  
Johnson Publishing Company  
820 South Michigan Avenue  
Chicago, IL 60605  
312-322-9300  
312-322-0951, fax  
**Lynda Johnson Rice**  
President and CEO
12. **Ladies' Home Journal**  
Meredith Corporation  
100 Park Avenue  
New York, NY 10017  
212-351-3579  
212-351-3628, fax  
**Myrna Blythe**  
**5,235,000**
13. **Jackie Leo**  
The New York Times Company  
Director of Magazines and Media  
110 Fifth Avenue  
New York, NY 10011  
212-789-3371  
212-789-3414, fax
14. **Mademoiselle**  
Conde Nast Publications  
350 Madison Avenue  
New York, NY 10017  
212-880-8402  
212-880-8254, fax  
**Elizabeth Crow**  
**1,220,000**

- |                                                                                                                                        |                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <b>15. Marie Claire</b><br>250 West 55th, 5th Floor<br>New York, NY 10019<br>212-649-4450<br>212-541-4295, fax                         | <b>Bonnie Fuller</b>                                                                      |
| <b>16. McCall's</b><br>New York Times Magazines<br>110 Fifth Avenue<br>New York, NY 10011<br>212-463-1000<br>212-463-1403, fax         | <b>Kate White</b><br><b>5,145,000</b>                                                     |
| <b>17. Mirabella</b><br>News America Publishing, Inc.<br>200 Madison Avenue<br>New York, NY 10016<br>212-447-4600<br>212-447-4728, fax | <b>Gay Bryant</b><br><b>400,000</b><br><br><b>Grace Mirabella</b><br>Founder and Director |
| <b>18. MS.</b><br>Lang Communications<br>230 Park Avenue<br>New York, NY, 10169<br>212-551-9595<br>212-551-9384, fax                   | <b>Marcia Ann Gillespie</b><br>(Circ. 200,000)                                            |
| <b>19. New Woman</b><br>K-III Magazine Corporation<br>215 Lexington Avenue<br>New York, NY 10016<br>212-251-1601<br>212-251-1590, fax  | <b>Betsy Carter</b><br><b>1,300,000</b>                                                   |
| <b>20. Parents</b><br>Gruner & Jahr Publishing<br>685 Third Avenue<br>New York, NY 10017<br>212-878-8751<br>212-867-4583, fax          | <b>Ann Pleshette-Murphy</b>                                                               |
| <b>21. Redbook</b><br>Hearst Magazines<br>224 West 57th Street<br>New York, NY 10019<br>212-649-2000<br>212-649-3472, fax              | <b>Ellen Levine</b><br><b>3,950,000</b>                                                   |

22. **Sassy**  
Lang Communications  
230 Park Avenue  
New York, NY 10169  
212-551-9500  
212-599-4597, fax  
**Christina Kelly**  
(Circ. 620,000)
23. **Self**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-8864  
212-880-8335, fax  
**Alexandra Penney**  
1,142,000
24. **Seventeen**  
K-III Corporation  
850 3rd Avenue  
New York, NY 10022  
212-407-9700  
212-935-4236, fax  
**Caroline Miller**  
(Circ. 1,916,000)
25. **Shape**  
21100 Erwin Street  
Woodland Hills, CA 91367  
818-884-6800  
**Barbara Harris**  
(Circ. 887,176)
27. **Soap Opera Digest**  
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212-229-8400  
212-645-0683, fax  
**Lynn Leahey**
28. **Sur Padres**  
Gruner and Jahr  
685 3rd Avenue  
New York, NY 10017  
212-878-8700  
\* this magazine targets hispanic parents.  
**Joseline Frank**  
(Circ. 425,000)
29. **Town and Country**  
Hearst Magazines  
1700 Broadway, 30th Floor  
New York, NY 10019  
212-903-5334  
212-765-8308, fax  
**Pamela Fiori**
- 30.

31. **Vanidades**  
6355 NW 36th Street  
Miami, FL 33166  
305-871-6400  
305-871-5844, fax
- Sara Castany**  
(Circ. 86,000)
32. **Vogue**  
Conde Nast  
350 Madison Avenue  
New York, NY 10017  
212-880-6840  
212-880-7892, fax
- Anna Wintour**  
1,255,000
33. **W Magazine**  
Fairchild Publications  
Seven West 34th Street  
New York, NY 10001  
212-630-3559  
212-630-3566, fax
- Etta Froio**  
Senior V.P., Editor  
and Assoc. Publisher
34. **Woman's Day**  
Hachette Magazines  
1633 Broadway  
New York, NY 10019  
212-767-6251  
212-767-5613, fax
- Jane Chesnutt**  
4,852,000
35. **Working Mother**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9407  
212-599-5008, fax
- Judsen Culbreth**
36. **Working Woman**  
Lang Communications  
230 Park Avenue, 7th Floor  
New York, NY 10169  
212-551-9441  
212-866-2707, fax
- Lynn Povich**  
900,000
- (?):
- Fitness Magazine**  
Gruner and Jahr  
110 Fifth Avenue  
New York, NY 10011  
212-463-1000  
212-463-1906, fax
- Rona Cherry**  
(Circ. 600,000)  
Women's Health Mag.