

IN ANOTHER CONTRACTION for business magazines, Time Inc.'s **Fortune** will slash its frequency by one-fourth as it prepares for stepped-up competition with **BusinessWeek**, whose acquisition by Bloomberg LP was recently announced. Meanwhile, Bloomberg is hunting for a new top editor for **BusinessWeek**. Current editor Stephen Adler said he would step down after the title's sale becomes final later this year, stirring speculation that others may follow him out the door. Outside print, Dow Jones & Co. is launching an online "Professional Edition" that will let users set up a customized Web site with information from **The Wall Street Journal's** Web site and Dow Jones' B2B news service and databases. Seen as a less expensive rival to Bloomberg LP, the service will cost up to \$49 a month.

MAGAZINE MONITOR Compiled By Will Levith

Business/Personal Finance								
	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
BusinessWeek	26-Oct	25.76	27-Oct	42.37	-39.20%	967.68	1,482.37	-34.72%
Entrepreneur	November	64.06	November	75.23	-14.85%	784.91	950.46	-17.42%
Fast Company	November	57.69	November	76.87	-24.95%	372.73	550.30	-32.27%
Forbes ^A	19-Oct	156.95	6-Oct	176.75	-11.20%	1,435.05	1,924.97	-25.45%
Fortune	26-Oct	60.42	27-Oct	106.49	-43.26%	1,328.08	1,975.30	-32.77%
Fortune S.B. ¹⁰	November	38.72	November	48.41	-20.02%	356.43	436.00	-18.25%
Inc. ¹⁰	November	61.38	November	72.56	-15.41%	543.28	756.30	-28.17%
Kiplinger's P.F.	November	23.20	November	35.95	-35.47%	253.23	384.89	-34.21%
Money	November	56.60	November	85.95	-34.15%	500.00	715.45	-30.11%
SmartMoney	November	39.03	November	45.65	-14.50%	347.85	459.57	-24.31%
Wired	November	86.15	November	133.86	-35.64%	588.24	1,017.14	-42.17%
CATEGORY TOTAL		669.96		900.09	-25.57%	7,477.48	10,652.75	-29.81%

Footnotes: A=two fewer issues in 2009 than in 2008; 10=publishes 10x per year



CIRC REPORT Compiled By Lucia Moses

Teen										
	PAID SUBS	YOY % CHANGE	VERIFIED SUBS	YOY % CHANGE	TOTAL PAID & VER. SUBS	YOY % CHANGE	SINGLE COPY	YOY % CHANGE	TOTAL PAID & VERIFIED	YOY % CHANGE
J-14	100,907	-3%	0	n/a	100,907	-2.6%	301,760	-10.5%	402,667	-8.7%
M Magazine	40,136	-5%	0	n/a	40,136	-4.7%	250,060	-27.3%	290,196	-24.8%
Seventeen	1.76m	8%	8	-100%	1.76m	3.7%	321,095	-2.2%	2.1m	2.8%
Teen Vogue	800,335	5%	65,020	30%	865,355	6.1%	175,600	-12.7%	1.04m	2.3%
Twist	20,059	16%	0	n/a	20,059	16%	195,580	-10.5%	215,639	-8.6%

Source: Audit Bureau of Circulations, June 2009 Fas-Fax

THE FIRST HALF'S wholesaler disruption was hard on Bauer Publishing, with its dependence on newsstand sales. **J-14** missed its 450,000 rate base by 47,333 copies, or 10.5 percent; **Twist** fell short of its 250,000 rate base by 34,361 copies, or 13.7 percent; and **M** magazine fell short of its 350,000 rate base by 59,804 copies, or 17.1 percent. The first-half results led Bauer to reduce its rate base at all three titles for the second half of 2009: **J-14** went to 400,000, **Twist** to 350,000 and **M** to 200,000. Those rate bases will stay in place for the first half of 2010, per Bauer. Condé Nast's **Teen Vogue** also had a tough newsstand but made its 1 million rate base, with the help of 65,020 verified copies, up 30 percent over last year's first half.