

e-newsletter

Media Convergence Asia-Pacific is happy to send you this CONFIDENTIAL newsletter about recent developments in the region. This regular newsletter will be sent to media companies' CEO's and senior executives.

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Didier Guérin

President

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2010 Asia-Pacific Magazine Advertising Forecasts:

- Overall growth of 3.2% across the region
- Contraction of 8% in the US and 9.9% in Europe
- China to expand by 4.1%
- Japan continues to contract, India is flat
- Indonesia is the fastest growing market: +20%

The news is good for **Asia**, but not so good for **Europe** and the **US**.

The Asia Pacific region seems to have hit the bottom of the global economic downturn and is expected to head into a mild recovery in 2010. In the 11 largest countries in the region (excluding **Japan**), magazine advertising spending is expected to grow by 3.2% next year, reversing its first ever decline of 6.2% this year. Meantime, magazine markets in **Europe** and the **US** are expected to continue to contract by 9.9% and 8% respectively.

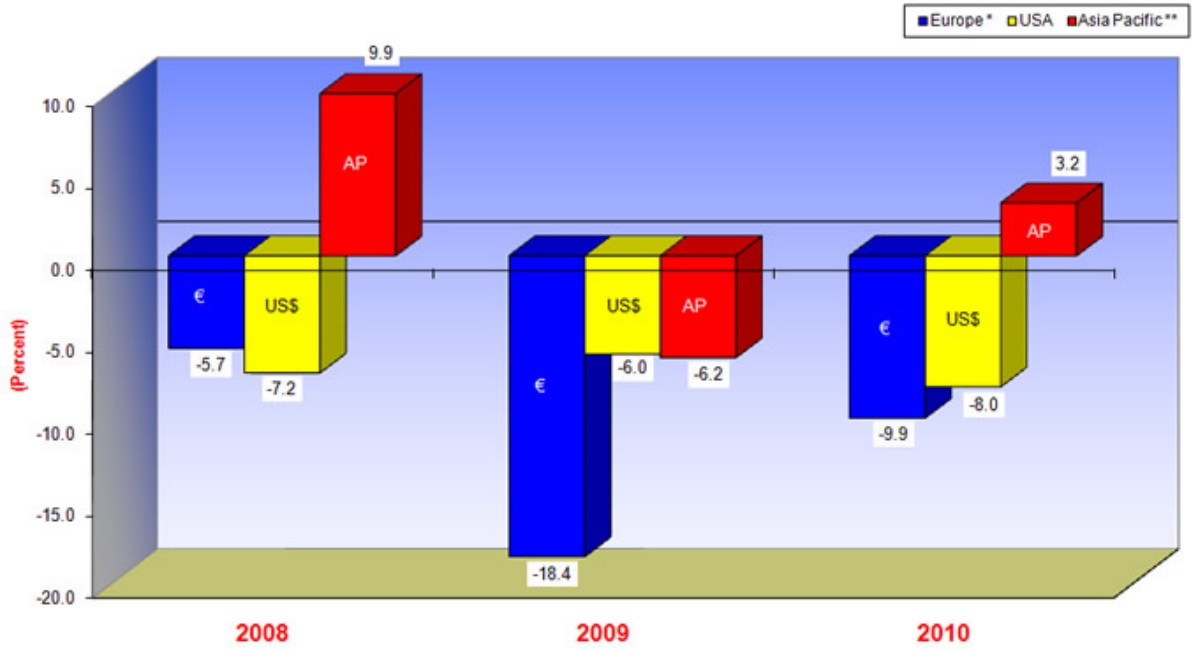
In its recently released *Worldwide Media and Marketing Forecasts*, **GroupM*** sees **China** as the leader of growth in Asia with a 4.1% increase in magazine advertising spending. But it will be far from the engine room of regional growth it has been over the last eight years. Going back to positive territory are **Hong Kong, Australia, South Korea, Indonesia** and **Thailand**.

For the third consecutive year, in 2010 **US** magazine advertising spending is expected to fall by 8% (after a 6% drop this year and -7.2% in 2008) to a total of \$25.9 billion - approximately the level of advertising dollars in 2001. This situation is actually much better than the 21.2% decline for the first half of 2009, as just reported by **Publishers Information Bureau (PIB)** for US consumer magazines.

In **Europe**, the 2009 *annus horribilis* is coming to an end. The four largest European markets should experience a reduced erosion of their magazine advertising spending next year, from **France** (-6.3% compared with -17% in 2009), to the **UK** (-9.5% compared with -17.2% in 2009), to **Germany** (-10% compared with -17.5% in 2009) and to **Italy** (-20% compared with -24.9% in 2009).

** GroupM is the parent company of WPP Group media agencies including MAXUS, MediaCom, Mediaedge:cia and Mindshare. With worldwide billing in excess of US\$60 billion, GroupM operates more than 42 offices in 81 countries. With a slightly bleaker picture, Publicis Group subsidiary, ZenithOptimedia, also published its "Advertising Expenditures Forecasts", which will be reviewed separately.*

Magazine Advertising Expenditure Year-on-Year Growth in Largest Markets



Source: GroupM, Summer 2009

* Includes Germany, France, UK and Italy
 ** includes 11 countries in Asia Pacific, but not Japan

Country by Country Projections for 2010:

The magazine advertising business generally accentuates economic cycles: it thrives with economic growth but performs badly during recessions. This year represents the first time since World War II that the global economy is set to shrink and it has been a painful year for magazine publishers. Helped by near-zero interest rates and a large fiscal stimulus, it appears (as of mid July 2009), that several countries are showing signs of a recovery which should bring a better environment to sell advertising pages in 2010. The following reports present the forecast for the 12 largest countries based on GroupM's "*This Year Next Year*" (northern) Summer 2009 Forecasts. For the first time, we have included **Vietnam** in our annual review and deleted **Malaysia**.

[Click on the flags below to be transferred directly to the country of your choice.](#)



Japan
-14.7%



Hong Kong
+5.1%



China
+4.1%



Australia
+2.0%



South Korea
+1.2%



India
0%



Taiwan
-0.7%



Indonesia
+20.0%



Thailand
+2.7%



New Zealand
-6.7%



Singapore
+6.1%



Vietnam
+4.4%

Country by Country Projections for 2010

Source: GroupM Worldwide Media & Marketing Forecasts - Summer 2009

JAPAN		Growth over previous year	Magazine Advertising (in million Yen and at current prices)
			
	2008	-11.1%	407,800
	2009	-17.4%	336,917
	2010	-14.7%	287,255

The world's second largest economy appears to be coming out of its deepest post-war recession. After a 14.2% contraction in the economy during the first three months of 2009, analysts forecast a 2.3% GDP growth for the second quarter and an overall -6% for this year. Despite a 5.2% five-year high unemployment rate, household spending increased by 0.3% in May - the first rise in 15 months. Investor optimism seems to be returning, as demonstrated by the 37% gain in the **Nikkei 225 Stock Average** by early July following a 26-year low on March 10.

Magazine advertising spending experienced the most severe contraction of 17.4% in 2008 and it is expected to decline by another 14.7% in 2009 to a level of ¥287 billion (€2.1 billion or US\$3 billion). The **Japanese** magazine advertising market is now 40% below its 2005 peak and has shrunk to fourth place in the world market behind the **US, France** and **Germany**. These difficult conditions caused a drop in advertising pages of about 18% in fashion magazines during the first six months of this year, underlined by the closure of the local editions of *Esquire* and *marie-claire*.

Although Japan's growth prospects are limited, the market cannot be ignored. **The Organisation for Economic Co-operation & Development (OECD)** reports that Japan has the oldest population of its member countries, with just 2.6 people of working age for every person aged over 65. That compares with an average of four working age people per person over 65 in the other OECD countries. However, Japan's magazine industry still has a 7% market share of the nation's advertising spending of ¥4 trillion (€30 billion or US\$42 billion) and plenty of room for magazine pages.

CHINA		Growth over previous year	Magazine Advertising (in million RMB and at current prices)
		23.4%	4,048
	2008	0%	4,048
	2009	4.0%	4,210
	2010		

China's economy is already in recovery mode. Fuelled by massive government spending and large bank lending, China's economy grew higher than expected by 7.9% year-on-year in the second quarter, compared with a 6.1% in the first quarter. This represents an estimated 16.5% annualised growth based on a quarter-on-quarter basis. Therefore, China's GDP is likely to grow 8.3% this year and 10% in 2010.

Although the export sector is still feeling the impact of the world economic slowdown, the domestic economy is reacting positively to the government's huge RMB 4 trillion (€420 billion or US\$586 billion) fiscal stimulus package. Hence, property sales jumped by 45.3% in the first five months of this year, while car sales rose 47% in May, making China the world's largest automobile market – ahead, even, of the **US**.

The most important figures for advertisers – and magazine publishers – come from the retail sector, where sales rose 15% in June (+15.2% in May), exceeding economists' expectations. Yet, we are far from the 23% retail spending growth experienced in the final quarter of last year. However, at that level an increase in advertising and promotion becomes a must for advertisers who want to maintain their market share.

Furthermore, the enthusiasm of investors is evident with the stock market's sharp increase: the Shanghai's benchmark index has gained 75% since the beginning of the year. Meantime, China's foreign currency reserves are the largest in the world with the recent record surge to US\$2.13 trillion at the end of June.

Magazine advertising spending has recorded sustained double digit growth every year since 2002, but for the first time is expected to be flat this year and climb by only 4% in 2010. **China** now becomes the second largest market in the Asia Pacific region after **Japan** – a position which was held by **Australia** until this year.

The performance of magazines in 2009 was affected by the internet – which attracted an increase in advertising of 20% and is expected to grow by 50% in 2010 – and by the decision of the **L'Oréal** group to shift a large part of its budget to TV. The move was followed by several cosmetics and fashion advertisers, who tried to put more pressure on magazine rates. Of course, it takes a large magazine budget to pay for a small TV schedule. Hence, fashion magazine advertising pages dropped by about 12% for the first six months of 2009.

China is becoming a more competitive market. Advertisers now require magazine publishers to have good distribution in the second-tier cities, beyond the main urban centres of Beijing, Shanghai and Guangzhou. This is a challenge as the distribution system is far from adequate and there are now 273 Chinese cities with a population in excess of one million.

However, besides the complexity of the legal system for foreign publishers, the key for success rests with the quality of the editorial product, which too many magazines have not improved systematically to match the expectations of the increasingly demanding Chinese customers. With these hurdles in mind, China remains a highly attractive and rewarding market.

HONG KONG SAR		Growth over previous year	Magazine Advertising (in million HK\$ and at current prices)
		22%	5,189
	2008	-10%	4,670
	2009	5%	4,904
	2010		

The **IMF** forecasts a contraction of the economy of 4.5% in 2009 before returning to a marginal 0.5% growth next year.

As several advertising agencies and advertisers keep their Asian (or Greater China) headquarters in **Hong Kong**, it remains difficult to evaluate what portion of advertising spending strictly belongs to Hong Kong. However, it appears 2009 would have been the worst on record with a contraction of 17% in 2009. Surprisingly, the magazine industry's share of market was able to marginally increase to a respectable 14.3% and it is looking at a solid 15% growth in 2010.

AUSTRALIA		Growth over previous year	Magazine Advertising (in million A\$ and at current prices)
		0.3%	901
	2008	-9.0%	820
	2009	2.1%	837
	2010		

After a small contraction of its economy in the last quarter of 2008 (-0.8%), **Australia** has avoided a technical recession due to a marginally positive first quarter in 2009 (+0.4%) and is now showing surprising strength. Whereas a small shrinking of the economy was originally expected for this year, it is now predicted that Australia should perform better than most of the G7 or G20 economies and experience a marginal growth of 0.3% in 2009. Projections for 2010 show Australia's GDP growing around 2%.

In 2009, Australian magazine publishers suffered their worst year on record with an expected contraction of their advertising revenues of 9% (mostly driven by consumer magazines dropping 11%). Although the worst appears to be over, this year's magazine spending is expected to drop to A\$820 million, roughly the equivalent of spending in 2005. The recent appearance of new weekly magazines in the market puts stress on the monthly magazines and contributes to an increase in rate negotiations. Like everywhere, Australian advertisers shifted larger budgets to internet display and paid search, two categories which now collect more advertising dollars than the magazine industry.

However, with a 7.2% share of the advertising market, the magazine industry is better placed to resist the on-line assault than the TV and newspaper sectors. A 2.1% growth in magazine advertising spending is expected for 2010.

SOUTH KOREA		Growth over previous year	Magazine Advertising (in million Won and at current prices)
		3.0%	498,623
	2008	-2.0%	488,651
	2009	1.0%	493,537
	2010		

During the steep economic down-turn of 1997– referred to as the Asian Crisis or locally as the IMF crisis – **Korea** was one of the first countries to fall, but also was among the first to return to growth.

Following a 5.1% contraction of the economy in the final quarter of last year, a surprising marginal growth appeared in the first quarter, to be followed by a likely 1.7% increase in the second quarter. The **OECD** recently published a report predicting Korea will be one of the first countries to return to economic growth. Unemployment rose to 4%, the highest point in eight years but domestic consumption increased by 7.5%. Although it is forecast the economy will contract by 2% in 2009, the Korean government expects economic growth of 4% in 2010 (1.5% for the **IMF**).

After a steady 3% growth in magazine advertising spending in 2008, the market is predicted to contract by only 2% in 2009 despite a difficult first half of the year. During that time, women's fashion magazines experienced a decrease in advertising pages of about 19%, with some titles like *marie-claire* or *Harper's BAZAAR* falling by about 30% compared with the same period in 2008. The second half of the year appears healthier, with a return to full year growth in 2010 and the size of the market similar to the highest ever of 2008.

INDIA		Growth over previous year	Magazine Advertising (in million Rupees and at current prices)
		11.8%	8,500
	2008	-5.0%	8,075
	2009	0.1%	8,080
	2010		

Following a GDP growth of 6.7% in the fiscal year ending March 31, the **Indian** economy is expected to grow by 6.5% in 2010. Although these figures are below the average 8.8% rate of expansion over the last five years, investors are betting on a stronger than predicted growth. The **Bombay Stock Exchange's** benchmark 30-share Sensex has jumped by about 50% since January.

For the first time since 2002, magazine advertising spending in India is expected to finish this year with a 5% contraction. This is the first time in four years that India is not experiencing a double digit growth. The internet has now overtaken magazines (with the same amount of spending collected by magazines in 2008). In 2010, internet advertising is expected to increase its market share at the expense of newspapers and magazines, which should be down to 39.8% and 3.2% of the 252 billion Rupees advertising market (€3.7 billion or US\$5.1 billion).

TAIWAN PROVINCE OF CHINA		Growth over previous year	Magazine Advertising (in million NT\$ and at current prices)
			
	2008	-6.3%	6,050
	2009	-20.0%	4,840
	2010	-1.0%	4,792

After Singapore, the island this year has suffered the most brutal recession in Asia, with a contraction of the economy expected by the **IMF** to reach 7.5% in 2009, followed by a zero growth next year.

Magazine advertising spending is expected to finish this year with a 20% drop, in the wake of a 6.3% contraction in 2008. The conditions for next year remain bleak for the magazine industry, which has now been overtaken by on-line advertising and experienced a 2% drop in market share to 11.6% of the total advertising expenditure.

INDONESIA		Growth over previous year	Magazine Advertising (in billion Rupiah and at current prices)
			
	2008	27%	1,046
	2009	20%	1,256
	2010	20%	1,507

The recent re-election of President Susilo Bambang Yudhoyono sent the world an image of a more predictable and stable country, previously known for its corruption and upheaval. Actually, **Indonesia** - with its population of 230 million and 17,500 islands stretching over the same distance which separates New York and Los Angeles – now appears as the new China. The worldwide recession did not affect the Indonesian economy, which grew 4.4% in the first quarter this year and could expand at the same rate for the rest of this year. Since the beginning of 2009, the Rupiah has increased in value by 9% against the US dollar and the **Jakarta Composite** index is up by 54%. GDP may not grow by 7% in 2010, as pledged by the President, but Indonesia should be the fastest growing economy in Asia after **China** and **India**.

Magazine advertising spending is expected to increase by 20% this year and another 20% in 2010, which is in line with the growth of total advertising expenditure in the country. Indonesia now represents a market larger than **Thailand** and it will most likely reach the size of **Taiwan Province of China's** magazine advertising spending by 2010 or 2011. In a country where newspapers are still expanding their market share of advertising and the internet is not growing, the magazine industry should expect to expand its current modest 4% market share.

THAILAND		Growth over previous year	Magazine Advertising (in million Baht and at current prices)
		1.8%	4,771
	2008	-15.0%	4,055
	2009	3.0%	4,177
	2010		

The political unrest of recent times did not help either the **Thai** economy – which is expected to contract by 3% this year – or the magazine industry, which suffered a 15% reduction in advertising spending from the previous year. Marginal economic growth of 1% is expected to return in 2010 with a 3% increase in magazine advertising spending, bringing the industry back to the size of the market in 2003. New launches this year and possibly next year could prevent the erosion of the share of market which is hanging at 6% of the country's total advertising spending of Baht 67 million (€1.4 million or US\$1.9 million).

NEW ZEALAND		Growth over previous year	Magazine Advertising (in million NZ\$ and at current prices)
		-3.1%	249
	2008	-8.4%	228
	2009	-7.0%	212
	2010		

Like its Australian neighbour, **New Zealand** could technically avoid a recession in 2009 or experience a mild recession. The **IMF** currently expects GDP to contract by 2% this year before growing marginally by 0.5% in 2010.

However, the magazine industry is expected to continue to struggle. With an expected drop of 8.4% in advertising revenue this year and a further decrease of 7% next year, the magazine industry risks losing a full point in market share next year and finish at 10.5% of the NZ\$2 billion advertising (€900 million or US\$1.25 billion) market.

SINGAPORE		Growth over previous year	Magazine Advertising (in million Sing\$ and at current prices)
			
	2008	-3.4%	85
	2009	-11.2%	75
	2010	5.6%	80

After experiencing its deepest recession in 44 years, **Singapore's** economy appears to be on a V-shape recovery trend. The economy grew 20.4% in the second quarter compared to the previous quarter which was down by 12.7% from the previous three month period. Yet for 2009, Singapore's GDP is still expected to contract by 4 to 6%. A return to a small positive growth appears likely for 2010.

Magazine advertising spending suffered its most severe reduction ever, taking the industry back to the level of 2005. The dominant local media company, **Singapore Press Holdings** – publisher of 17 newspapers including the local largest daily and about 100 magazines in the region – just announced its results for its third quarter ending May 31, 2009. Newspapers and Magazines advertising revenue fell 16.4% to Sing\$ 494 million (€242 million or US\$338 million). However, the magazines industry held to its 5.5% market share of the total advertising spending and it is expected to return to a positive growth of 5.6% in 2010.

VIETNAM		Growth over previous year	Magazine Advertising (in million US\$ and at current prices)
			
	2008	6.1%	40
	2009	13.6%	45
	2010	5.3%	47

The government recently announced that the **Vietnamese** economy expanded by 4.5% in the second quarter, following 3.9% growth in the first quarter. Vietnam's GDP growth reached 6.2% in 2008 after 8.5% in 2007. The country is on the verge of creating a high inflation risk (inflation is currently running at 5.8%, down from 28% in 2008) because of a massive injection of loans into the economy by state banks. The stock market benchmark index is up by 86% since March.

For the first time, Vietnam enters our list of the Asia Pacific countries with a potential credible magazine industry. **Malaysia** has been deleted, as its small and culturally diverse population (26 million) along with a fragile advertising spending (less than US\$37 million) makes the country less promising than the 85 million people in the Vietnamese market. Vietnam starts from a small base – US\$ 45 million in magazine advertising spending expected this year – but it is growing quickly at a rate of 13.6% this year and 5.3% in 2010. Magazine market share of the US\$646 million total advertising market is expected to grow to 7.3% next year.

Magazine Developments in the Asia Pacific Region:



Thailand and **Indonesia** will be the next Asian countries to launch a local edition of **GRAZIA**. After its successful launches in **China** last March, in **Australia** in July 2008 and in **India** in April 2008, **Inspire Entertainment Company Limited** will publish the **Thai** edition in September and plans to sell 180,000 copies with a cover price of Baht 90 (€1.90 or US\$2.65). The **Indonesian GRAZIA** will appear in November. Both editions will be monthly.



After the launch of **GQ** in **India** in September 2008, a **Chinese** edition of the men's magazine will be published in October 2009. While the Indian edition is published by a wholly owned **Condé Nast** subsidiary, in **China** the monthly title will appear under a copyright cooperation agreement with the **China News Service**. The magazine will have a cover price of RMB20 (€2.00 or US\$2.90) and is targeting circulation of 400,000 copies a month.



In **China**, two magazines launched a few years ago changed partners and were relaunched with a new team. **Madame FIGARO**, published since 1999 by **Opus Media**, was relaunched in February by **Vision/Fung Choi Media**. Previously launched by a subsidiary of **Morningside Business Publishing**, **FORBES China** is now published by **Fosun Media Holdings**. Both titles are monthly with a cover price of RMB20.



In **Australia**, **Pacific Magazines** will launch **Prevention** in October or in November under a licence agreement with **Rodale**. The healthy lifestyle magazine is targeting the over 40 women's market and it is expecting to sell 70,000 copies a month. With this 17th edition of **Prevention**, Pacific Magazines (already publisher of **Men's Health** and **Women's Health**) consolidates its domination of the health magazines segment down under.



In **India**, **Harper's BAZAAR** was launched last March by **Living Media India**, part of the **India Today** group. The magazine licensed from **Hearst** is published 10 times a year, with a cover price of 100 Rupees (€1.40 or US\$2.00) and a circulation of 50,000 copies. Still in **India**, **Media Transasia** launched **Casa Viva** under licence from **Mondadori** in January. With a circulation of 50,000 copies, the interiors and design monthly magazine also retails for 100 Rupees.



In **Korea**, a local edition of **FORTUNE** was launched by newspaper publisher **Hankook Ilbo** last March. The magazine licensed from **Time Inc** carries a cover price of Won 15,000 (€8.45 or US\$11.80) and is targeting a circulation of 29,000 copies. In **Bangladesh**, a local edition of **CAMPAIGN** was launched last March by **Haymarket's** new licensee: **Unicom Media**. Published in English, the monthly magazine sells for BDT99 (€1.05 or US\$1.45) with a circulation of 10,000 copies. At the same time, Haymarket launched the Chinese on-line site of campaignchina.com.





Rodale's *Women's Health* was launched in **China** and the **Philippines** last April under licensing agreements with **Titan Media** and **Summit Media**. The Chinese edition is expected to reach a circulation of 458,000 copies a month with a RMB15 cover price (€1.50 or US\$2.20), while the Philippines edition is looking to sell up to 20,000 copies at Pesos 125 per copy (€1.85 or US\$2.60). Also in **Australia**, *Yoga Journal* is planned to be launched by niche publisher **Odysseus Publishing**. Under license from **Active Interest Media**, the magazine will be published bi-monthly with a print-run of 25,000 copies and a cover price of A\$7.95 (€4.50 or US\$6.35).



In **India**, *FORBES* was launched in May by **Network18**. The licensed magazine carries a cover price of 50 Rupees (€0.70 or US\$1.00) with a circulation of 75,000 copies every other week. Still with **Haymarket**, the soccer title *Inside United: The Official Manchester United Magazine* was launched in **China** in October 2008 by **Soccer Asia Interactive**, with a RMB 15 cover price (€1.50 or US\$2.20) and a circulation of 50,000 copies.



Expanding further in Asia, **Haymarket** has also licensed its high tech and gadget magazine *Stuff* in **Vietnam** and in **India**. The Indian version was launched by the UK publisher's wholly owned subsidiary in Mumbai in December 2008 and sells 40,000 copies per month. *Stuff's* Vietnamese edition was launched in March 2009 by **Le Media JSC** and sells 40,000 copies at a cover price of VND 29,000 (€1.15 or US\$1.65).



Media Convergence
Asia-Pacific

眾志

Nice Profits and Heavy Commitments in the Magazine World:



Bucking the challenging global conditions, **The Economist Group** increased its revenue last year by about 18% to £313 million (€363 million or US\$507 million) and its pre-tax profits by 26% to £56 million (€65 million or US\$91 million). These impressive results (for the fiscal year ending March 31, 2009) were mostly driven by the performance of the weekly news magazine, whose global circulation grew by 6% to 1.39 million copies. Not a bad performance for an old media vehicle.



Meantime, profits at **RCD1 Ltd** - the **Northern & Shell's** holding controlled by Richard Desmond (pictured) – plunged 25% to £41.6 million (€48.2 million or US\$67.4 million) on revenue of £484 million (€562 million or US\$785 million). These results were mostly affected by the heavy losses of the US edition of *OK!* which were down to £20.6 million (€24 million or US\$33.4 million) from the 2007 loss of £24.3 (€28.2 million or US\$39.4 million). Maybe it does not look good on paper, but it certainly shows the incredible commitment of a media owner to establish his publication in the world's largest magazine market.

Au Revoir George!



A personal tribute to George Green (pictured) who just retired as Chairman of **Hearst Magazines International**, by Didier Guérin, President and CEO of **Media Convergence Asia Pacific**.

George Green has been responsible for more than 200 licensed or joint-venture editions of Hearst magazines in 55 countries, in 36 languages for distribution in more than 100 countries.

On June 30, 2009, George Green retired from **Hearst Magazines International**. In his farewell party in London on May 5, he said: *"I'm very proud of what I've accomplished over the years, having expanded our global footprint into more than 100 countries. **COSMOPOLITAN**, with 60 editions, is the most-widely read women's magazine around the world and we've seen tremendous growth for **Esquire** and **Harper's BAZAAR**, as well as with our Australian joint venture with **ACP**."*

Modesty has never been George's strength. Actually, George is very good at telling people what to do. Perhaps, not in the most subtle way.

Is it simply arrogance? Absolutely not. And I know what I am talking about: I was born with a PhD. in arrogance. With George, it is commitment. George sees exactly where he wants his business to go and he sticks to it. It is vision with a touch of passion. Although George would have been a lousy diplomat, he changed the magazine publishing world.

To me, George has always been a formidable competitor. As an executive working on the international development of **Hachette-Filipacchi** and later **Condé Nast**, each time I visited a new market with the idea of launching **ELLE** or subsequently **VOGUE**, George had been there before me. George had already established **COSMOPOLITAN** and few other **Hearst** titles. Of course, I have hundreds of stories and anecdotes about George, who was not always a competitor.

In 1983, as a junior executive working for **Hachette**, I was sent to New York to test market **ELLE**, which at that stage had never been published outside France. I went to see George – he was President of **The New Yorker** at the time – who, with his team, helped me print, distribute and sell advertising, while the editorial content was produced in Paris. Two years later, George moved to Hearst and Rupert Murdoch came in to invest in what became the most successful fashion magazine launch in the US. The rest is history.

What is not so well known is that George had a rare ability to take big risks. Just as he did in China with the **Trends** group and later on with **IDG**. George kept his operating cost low and managed his business with just a few executives (mainly the talented and loyal Jeannette Chang and Kim St. Clair Bodden). When he came on board at Hearst, the international division was a fraction of the domestic business. Today, I hear that Hearst Magazines International profits are larger than the earnings generated by the US magazines. George created a gigantic amount of value for Hearst.

But best of all, George became my friend.

When I founded Media Convergence Asia Pacific 10 years ago, George said: *"Didier, you should write a newsletter about magazines in the region."* The Media Convergence eNewsletter has been published regularly ever since and it is now well-known in the industry.

So, congratulations for your achievements and thank you, George, for your advice.

My warmest and best wishes to you, Wilma, Elisabeth and William.

Au revoir et à bientôt.

Didier Guérin



More Wealthy People in China than in the UK or in France:



China has 364,000 *High Net Worth Individuals* compared with 362,000 in the **UK** and 346,000 in **France**. Defined as people "*having investable assets of US\$1 million or more, excluding primary residence, collectibles, consumables and consumer durables*", High Net Worth Individuals in China now represent the fourth largest group of their kind after the **US, Japan** and **Germany**.

(Source: 2009 *World Wealth Report* by **Capgemini - Merrill Lynch Wealth Management**)

Famous Quote:

" Dazzle your readers, inform them, inspire them and grip their imagination. Connect to their hearts and their minds.

Do it with conviction and with emotion. Convey the same values with a website, with a weekend, with an event or an experience which engages them.

Love your readers (and your advertisers) and they will love you back. "

Jonathan Newhouse
Chairman, **Condé Nast International**
London, May 6, 2009

