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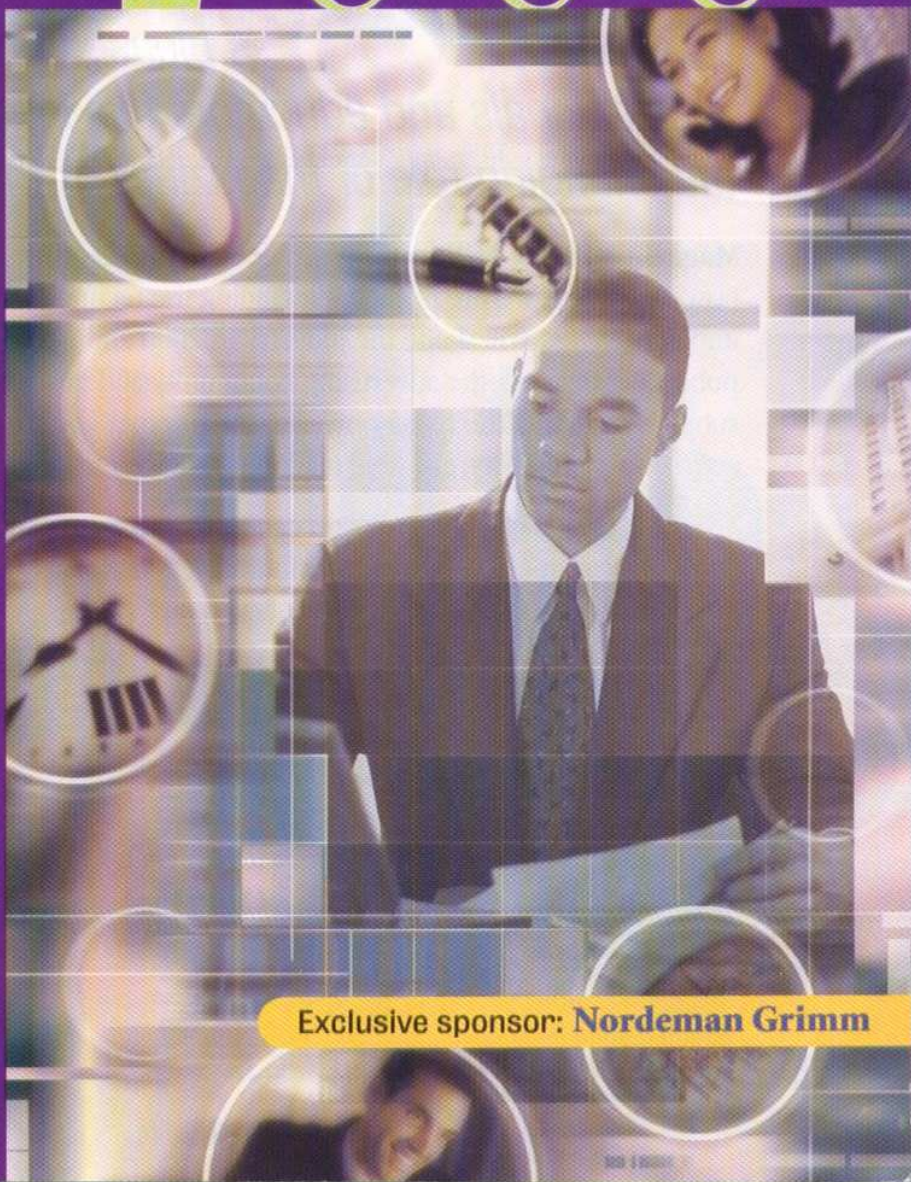
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How the Web  
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## BY MIKE PATRICK

**G**olf Magazine used to be the place to turn for the sport's latest statistics. Not anymore.

That's not to say the Times-Mirror publication isn't still on top of the most up-to-date numbers in the game—it just found a better way to report them.

That better way? The Internet.

"The magazine is changing how it approaches publishing statistics," says Julie Hansen, general manager of golfonline.com, *Golf Magazine's* Web site, where statistics are kept more up to date than they ever could have been in a monthly print publication. "It's better to do an analytical package [in the magazine] than just run the numbers."

There's a transformation going on in the magazine industry—a divine marriage of ink and plates with bits and bytes that's creating more readers and more revenues, just a few years after some doomsayers predicted the Internet might even mean the end of print publishing altogether.

But a handful of visionaries, like the folks at Times-Mirror, foresaw that print and online publications could take advantage of their own unique characteristics to complement each other.

"It was sheer belief in the immortality of the medium and the importance of being there early. There were pioneers

within Times-Mirror," says Hansen, noting golfonline.com went live early in 1996, when many other magazines looked at the Internet with a combination of curiosity, confusion and dread.

That has changed markedly. Since then, the majority of magazines have built, bought or partnered their way onto the Web, expanding existing brands and creating new titles to cover the developing "new" media. At the same time, the Internet has come to recognize the power of print: In 1999, dot-coms pumped \$383 million in advertising into consumer magazines, and even began to move to print themselves, as pure-play Web sites began replicating themselves in offline print titles.

But there have been other, more subtle ways in which the Web has cast its influence over the printed page.

"Beyond the billions of dollars in print advertising and the dozens of magazines that the Web has generated and spawned, the print business has and will be impact-

ed by the Internet in significant cultural ways," says Bill Slapin, vice chairman and founder of the Chatsworth, Calif.-based 101 Communications, a publisher of information technology and b-to-b niche publications.

There was, for instance, the so-called "brain drain." Print veterans and newly minted graduates alike abandoned the paper press for virtual publications and their promises of free-reign creativity and fat stock options, only to return like prodigal sons and daughters when the freedom and stock options dried up.

"When you offer the world to someone, it's kind of hard to turn that down," says Diane Cremin, director of professional development at Magazine Publishers of America. "The dream in most cases doesn't come true in the end and many are coming back. I just think that's a wonderful thing. It just proves the power of magazines."

Slapin also says the pendulum is swinging back from the Web.

# THE WEB

"While the future of any dot-com company [seemed golden], after April of this year many dot-com companies not only don't look golden, they don't look like they have a future at all," Slapin says. "I anticipate over the next six months you'll see many people from dot-com companies go back to print."

Yet others say they haven't seen much of that yet, and what does exist is more a product of a terrific economy and 4 percent unemployment than



something that can be blamed specifically on the lure of the Internet.

"I know that we've had, in our four-and-a-half years, two people leave the Web site to go to the magazine and two leave the magazine to go to the Web site," Hansen says. "It's been healthy for everyone; it leads to a certain level of cross-pollination that is healthy. We don't see people fleeing print for the Web."

That cross-pollination is transforming the print magazine workplace. Everything from how you dress (casually), to when you work, to where you write to has taken its cue from the information technology field.

At 101 Communications, there are very few private offices. Everyone works in cubicles, and when a private meeting is necessary, they move to a conference room.

"That allows for openness and open communications, easy access to everybody," Slapin says. "It gives us an element of not only openness but speed. We can and do get things done more quickly."

And quicker is better. The fast-paced

**"THE WHOLE INITIAL PARANOIA OF 'WAS THE WEB GOING TO ECLIPSE AND PUT PRINT OUT OF BUSINESS?' HAS INJECTED PRINT WITH **NEW LIFE BLOOD.**"**

**—STEVE THOMPSON, SENIOR VICE PRESIDENT AND GROUP PUBLISHER, *THE INDUSTRY STANDARD***

publications are the two most synergistic mediums ever," says James J. Spanfeller, former president of Ziff-Davis Media Consumer Magazines, which publishes three of the four largest technology magazines in the U.S.: *PC Magazine*, *Ziff-Davis' Smart Business for the New Economy* and *Yahoo! Internet Life*.

Spanfeller said that magazines are at risk of losing readers to Web sites. But in fact, the opposite has been true. In many cases, the Web has invigorated print magazines.

"The whole initial paranoia of 'Was the Web going to eclipse and put print out of business?' has injected print with

some people like to get a newsletter. They get their news and information in a variety of different ways."

The synergy doesn't just work with editorial content. Print publishers have discovered that their magazines and Web sites are the perfect marketing vehicles to drive subscriptions to each other.

"Magazines, especially vertical magazines, drive print traffic to the Web; the Web doesn't drive traffic to the Web," Slapin says, likening the industry to the motion picture business, when millions of dollars go into marketing a theatrical release, when the real money is to be

# EFFECT

**THE INTERNET DIDN'T  
KILL MAGAZINES,  
BUT IT CERTAINLY  
CHANGED THEM**

world of the Internet and its ability to provide literal up-to-the-minute news updates has prompted its print counterparts to follow suit.

"Nimbleness is a virtue," Hansen says. "It's definitely pushed the magazine to stretch themselves to do timelier reportage when there's a breaking story or championship on deadline. They've probably made greater efforts to be timely."

And it's not just that the content has to be as timely as the Web—it has to be unique. The most successful magazines and Web sites complement each other, rather than replicate each other's subject matter.

"I think the Web and magazine pub-

lishment are the two most synergistic mediums ever," says Steve Thompson, senior vice president and group publisher of *The Industry Standard*, a print and online publication that covers the influence the Internet has had on business.

"My feeling is companies that combine the two are at a much stronger position than those companies that have chosen to separate themselves from the pack," Thompson says. "We reach nearly 800,000 unique readers now at *standard.com* and that's in addition to the 200,000 people we reach through the magazine or nearly one- to two million we reach with our newsletters. Some people like print, other people like the Web,

made later through videotape and cable TV deals.

"We may have a similar model over time in the publishing business. That's how you get brand name that draws the greatest audience," he says.

"The Web is the greatest thing to happen to magazines since the printing press," MPA's Cremin says. "It allowed magazine publishers to communicate on a different level with our consumers and allows publishers to further extend their brand across media to reach people they otherwise would not have reached with a print publication. It allows them to grow their business." ■