



CFMR CONSENSUS
**2007 AD SPENDING
OUTLOOK**

ALL THE
NUMBERS
ARE ONE
CLICK AWAY

MediaDailyNews

SEARCH [Advanced Search](#) [Archives](#)

[Home](#) > [All Archives](#) > [MediaDailyNews Archives](#) > [Friday, Dec 15, 2006](#)

Welcome [Sign-in](#) | [Register](#). Tue, Jan 9, 2007

[EMAIL THIS ARTICLE](#) [PRINT](#) [REPLY](#) [SUBSCRIBE](#) [TODAY'S EDITION](#)

Mag Bag: Zinio Launches New Titles

by Erik Sass, Friday, Dec 15, 2006 8:00 AM ET

Zinio Launches New Titles, Gift Service

Zinio, a digital publisher for consumer magazines, has launched 50 new titles around the world in the second half of the year. U.S. titles launched include *Men's Health*, *Black Enterprise*, *Penthouse*, *The Advocate* and *Out*. Many of the foreign launches are becoming available in Britain and Spain, with the latter group including Spanish versions of *Cosmopolitan*, *Elle*, *Maxim* and *National Geographic*. The company also kicked off a digital version of *Business Today* for Taiwan and mainland China. Zinio's major publishing partners include Hearst, IDG, McGraw-Hill, Primedia, Hachette Filipacchi and Playboy Enterprises.

Rich Maggiotto, president and CEO of Zinio, touted the product: "Single digital magazine issues and subscriptions are perfect for holiday travelers or individuals living abroad who want local versions of magazines from their home country. In minutes, you can buy digital magazines and have them delivered right to your computer, so that you can take them with you wherever you go."

Ancestry Is Reborn

Ancestry, one of a new generation of magazines launched by Web sites, is being reborn with its November/December issue. The magazine is published by MyFamily.com as an offline companion to Ancestry.com, which helps users trace genealogies and connect with members of their extended family. It offers research tips, stories and more from successful genealogists.

In addition to a colorful new look, new content will appeal to both novice genealogists and advanced researchers. Dennis Szucs, executive editor of *Ancestry*, says: "Our readership has evolved over the years, and the new *Ancestry* magazine speaks directly to today's family historian, providing readers of every skill set and all levels of interest with the best and most efficient ways to discover the stories of the lives of their ancestors."

Hearst Goes Glam

Hearst Magazines is hooking up with Glam Media to provide content to Glam.com, which positions itself as an online resource for fashion and lifestyle information. The first magazine slated for partnership, *Marie Claire*, will provide both editorial content and some unique interactive content to the site. The Glam Media network of 200 Web sites will add links to magazine Web sites, and also help promote subscriptions. *Marie Claire* will receive prominent positioning on GlamSpace, the site's substantial social network. According to comScore Media Metrix, Glam Media reached 7 million unique visitors in October.

JANUARY 23, 2007, NEW YORK



Today's Most Read

1. [Disney Unveils New Portal Play, Offers Personalized Content, Video File Sharing](#)
2. [Google Tests In-Stream Video Ads](#)
3. [Audi CMO's Aim: Put Some 'Soul' Into Brand](#)
4. [Yahoo Upgrades Mobile Service](#)
5. [Carat Fusion Promotes 3 Execs In West Coast](#)