



Time Inc.

By: Shawn Brumell
GRA:2406

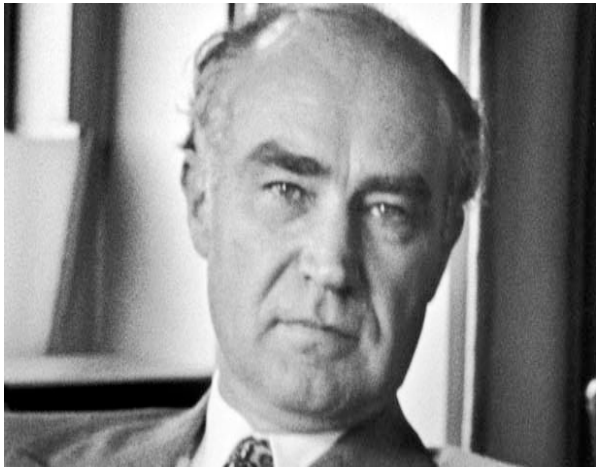
About The Company

Time Inc. is one of the largest branded media companies in the world. With a portfolio that includes some of the world's most popular brands, they provide us with **news, finance, sports, celebrity, and entertainment.** The company engages more than 138 million U.S. consumers in print, online, and via mobile devices each month. With 21 U.S. magazines, and 45 U.S. Web sites, its customer demographic ranges from 18-34.





(Briton Hadden)



(Henry Luce)

- In 1922, Henry Luce and Briton Hadden, longtime friends and Yale classmates, resigned from their jobs at the Baltimore News, and moved to New York to begin work on the creation of TIME magazine. Seventy stockholders invested \$85,675 to launch TIME, and the company became incorporated on November 28, 1922.
- Over ninety years after its founding, Time Inc. is now one of the largest content companies in the world. With a portfolio that consists of approximately 130 magazines, it is the largest magazine publisher in the U.S. and U.K., and the third largest publisher in Mexico.

The Beginning

Main Corporate Headquarters

Time Inc.'s New York headquarters houses more than 18 titles, including ***TIME***, ***Sports Illustrated*** and ***People***. In addition to its New York businesses and Web sites, they also have the following businesses/companies across the U.S. Such as **IPC Media** which is located in U.K., **Grupo Editorial Expansion** which is located in Mexico, and **American Express Publishing**.

Some of its Business Units:

- Media Networks Inc: The leader in results driven target market advertising.
- Targeted Media: Creates superior customer relationship marketing programs
- Time Inc. Home Entertainment: Publishes special magazines, books, calendars and videos for Time Inc.
- Time Inc. Studios: Is a dedicated in house digital studio.
- Time Warner Retail Sales & Marketing: Operates in the wholesale and retail sectors



Time Inc.
1271 Avenue of the Americas
New York, NY 10020
212.522.1212

Companies

- IPC Media: With more than 60 iconic media brands, IPC creates content for multiple platforms, across print, online, mobile, tablets and events.
- Grupo Editorial Expansión: The premier publisher of high end consumer and business magazines in Mexico.
- American Express Publishing: Produces influential lifestyle content that empowers wealthy primed consumers, and the businesses that serve them, to make informed decisions.

SIZE OF COMPANY

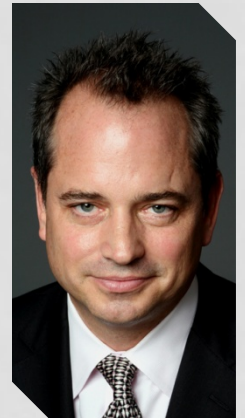
- Headquarter is home to between 5,000-8,000 employees.

Key Individuals

- Joe Ripp (chief executive officer)



- Mark Ford (executive vice president of advertising sales)



- Colin Bodell (Chief Technology Officer)



Timeline

1923

TIME's first issue launched.



1928

TIME's first "Man-of-the-Year" issue, featuring Charles Lindberg on the cover.

1930

FORTUNE launches.



1954

Sports Illustrated launches.

1967

Time Inc. co-founder Henry Luce dies, age 68.



1972

Money Magazine launches.

Time Inc. launches HBO.

1974

People launches.



1987

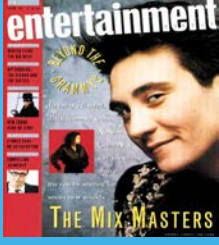
Time Inc. acquires a stake in TBS (Turner Broadcasting System).

1989

Time Inc. acquires 59.3% of Warner Communications Inc., making Time Warner Inc. the largest media and entertainment company in the world.

1990

Entertainment Weekly launches.



1994

In Style launches

AOL purchased Time Warner. The deal structured as a merger under the name AOL Time Warner. However, the merger was a severally unpopular one, and on December 9, 2009 AOL spinoff into a separate public company, ending the eight year relationship between the two companies.



2000

Time Inc. acquires IPC Media, the U.K.'s leading consumer magazine publisher with approximately 100 titles, including What's On TV, TV Times, Horse & Hound, NME, Marie Claire, Loaded, Country Life.

2001

All ad files submitted to Time Inc. must be supplied in PDF/X-1a format.

2004



2007

TIME changes delivery date to Friday.

2007

TIME redesigns its print edition.



2008

Time Inc. launched Maghound, an internet-based magazine membership service that features approximately 300 magazine titles from both Time Inc. brands and external publishing companies.

2009

Time Inc. becomes one of the 20th Largest Online Media Properties.

2009

Life.com launches.



2010

Time Inc acquired Style Feeder, a personal shopping engine.

2010

Time Inc. announced that Ann S. Moore, its chairman and chief executive, would step down as CEO and be replaced by Jack Griffin, an executive with Meredith Corporation, the nation's second largest publisher of consumer magazines.

2010

Time Inc. entered into a licensing agreement with Kolkata based ABP Group, one of India's largest media conglomerates, to publish Fortune India magazine and the yearly Fortune India 500 list.



2013

Time Warner announced plans to spin-off Time Inc. into a publicly traded company.



Time Inc. purchased American Express Publishing Corporation's suite of titles, including Travel + Leisure, Food & Wine, Departures, Black Ink and Executive Travel

2013

On 14th January 2014, Time Inc. announced that Colin Boddell is joining the company in the newly created position of Executive Vice President and Chief Technology Officer.



2014

2014

Time Inc. announced that it is cutting 500 jobs at the headquarters.



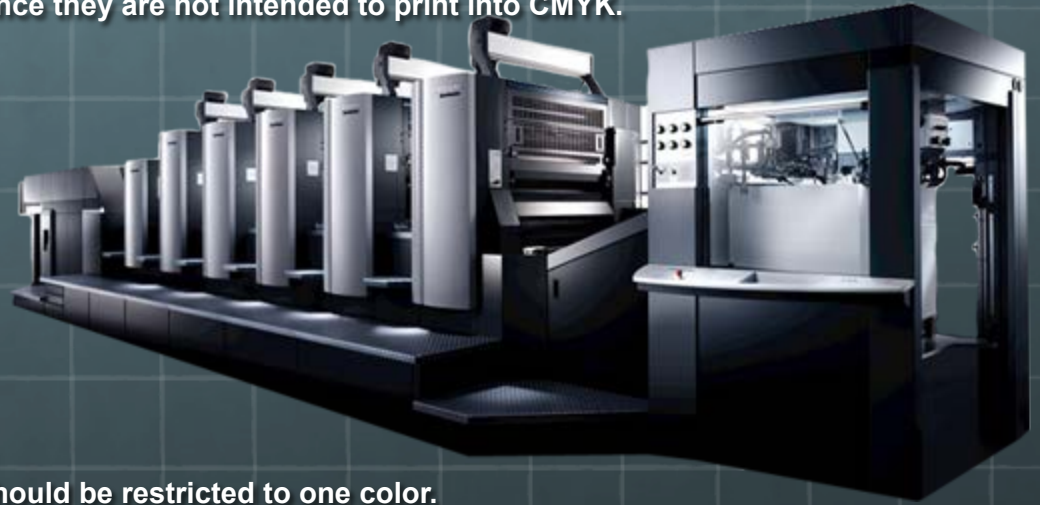
Magazines

Time Inc. portfolio consists of 21 U.S. magazines, most notably its namesake, **Time**. Some others include **Fortune**, **Travel + Leisure**, **People**, **InStyle**, **Monwy**, **GOLF Magazine**, **Southern Living**, **Essence**, and **Entertainment Weekly**. It also owns the UK magazine house **IPC Media**, whose major titles include **What's On TV**, **NME**, **Country Life**, **Marie Claire**, **Wallpaper**, **InStyle**, and **Nuts**.

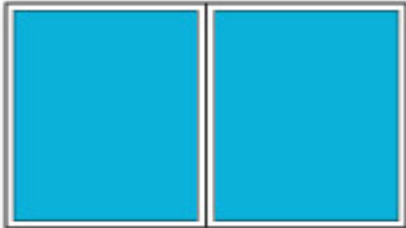
File Preparation For Print

The following guidelines should be followed when creating content for print advertising. Ensure that only one ad is included per PDF/X-1a file.

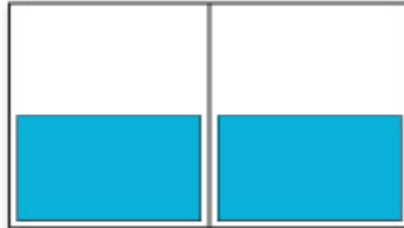
- All high-resolution images must be included. Do not embed OPI information in files.
- Images are required to be SWOP TR 005 compliant.
- CMYK or Grayscale only. Convert any Spot colors since they are not intended to print into CMYK.
- Minimum resolution of 200 dpi.
- Screening set at 133 lpi.
- Apply image trapping as needed.
- Do not nest EPS files within other EPS files.
- Fonts Only use Type 1 or TrueType fonts.
- Text containing thin lines, serifs, or small lettering should be restricted to one color.
- Reverse lettering: For CMYK, advertisements should be spread with the dominant color used for letter shapes, while secondary colors are to be spread slightly, to minimize registration issues.
- Surpinting/Overprinting: When type is intended to surprint/overprint, the background should be no heavier than 30% in any color and a total of no more than 90% in all four colors.
- Include a 6mm CMYK with the following values: 5% Cyan 25% Magenta 20% Yellow 100% Black
- File should be Right Reading, Portrait Mode, and sized at 100%, with no rotations applied.



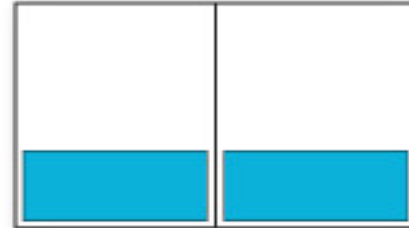
AD Size



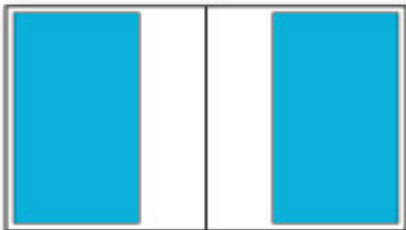
FULL PAGE
FULL PAGE SPREAD



1/2 PAGE HORIZONTAL
1/2 PAGE SPREAD



1/3 PAGE HORIZONTAL
1/3 PAGE SPREAD



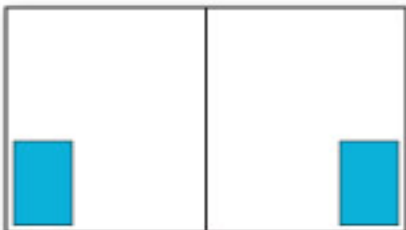
2/3 PAGE VERTICAL



1/2 PAGE VERTICAL



1/3 PAGE VERTICAL



DIGEST



1/3 SQUARE

FORTUNE MAGAZINE

A global business magazine published by Time Inc. and founded by Henry Luce in 1930. A Bi-weekly magazine that's home of the Fortune 500. Consists of business, investment, career, management, and small business information.



Fortune Magazine 2014 Rates

RATE BASE: 830,000	4-COLOR	B&W
Full Page ROB	\$154,400	\$108,000
Spread ROB	308,800	\$216,000
Cover 2 / Page 1 Spread	370,600	
Cover 3	169,900	
Cover 4	216,200	
2/3 Page	123,600	86,700
1/2 Page	100,400	70,600
1/2 Page Horizontal Spread	200,800	141,200
1/3 Page	69,500	48,700

Fortune Mechanical Requirements

Ad Size	Bleed	Live / Safety	Non Bleed	Trim
Page	8 1/4" x 10 3/4"	7 1/4" x 9 3/4"	7" x 10"	8" x 10 1/2"
Spread	16 1/4" x 10 3/4"	15 1/4" x 9 3/4"	14 7/8" x 10"	16" x 10 1/2"
1/3 Page Vertical (One Column)	2 7/8" x 10 3/4"	2 1/4" x 9 3/4"	2 1/4" x 10"	2 5/8" x 10 1/2"
2/3 Page Vertical (Two Columns)	5 1/4" x 10 3/4"	4 5/8" x 9 3/4"	4 5/8" x 10"	5" x 10 1/2"
1/2 Page Horizontal	8 1/4" x 5 1/4"	7 1/4" x 4 3/4"	7" x 4 3/4"	8" x 5 1/8"
1/2 Spread Horizontal	16 1/4" x 5 1/4"	15 1/4" x 4 3/4"	14 7/8" x 4 3/4"	16" x 5 1/8"
1/3 Square	n/a	n/a	4 5/8" x 4 7/8"	n/a

PEOPLE MAGAZINE

A weekly American magazine of celebrity and human interest stories that is published by Time Inc. With a readership of 46.6 million adults, People has the largest audience of any American magazine.



People Magazine 2014 Rates

	PEOPLE REGULAR	PEOPLE FEATURE ISSUES	PEOPLE SEXIEST MAN ALIVE	PEOPLE BEST OF 2014	NEWSSTAN D SPECIALS
Rate Base	3,475,000	3,600,000	3,700,000	3,900,000	350,000
4-Color Rates					
Full Page	\$337,400	\$352,000	\$361,800	\$381,300	\$46,700
2/3 Page	\$288,000	\$300,400	\$308,800	\$325,400	\$39,900
1/2 Page	\$227,800	\$237,600	\$244,300	\$257,400	\$31,600
1/3 Page	\$155,300	\$162,000	\$166,500	\$175,400	\$21,500
1/5 Page	\$94,500	\$98,600	\$101,400	\$106,800	\$13,100
Cover 2	\$421,800	\$440,000	\$452,300	\$476,700	\$58,400
Cover 3	\$371,200	\$387,200	\$398,000	\$419,500	\$51,400
Cover 4	\$455,500	\$475,200	\$488,500	\$514,800	\$63,100

People Mechanical Requirements

Ad Size	Bleed	Live/Safety	Trim
Page	8 1/8" x 10 3/4"	7" x 10"	7 7/8" x 10 1/2"
Spread	16 x 10 3/4"	15" x 10"	15 3/4" x 10 1/2"
1/2 Page Vertical (Half Column)	4 1/8" x 10 3/4"	3 3/8" x 10"	3 7/8" x 10 1/2"
1/6 Page Vertical (One Column)	2 1/4" x 4 5/8"	n/a	n/a
2/3 Page Vertical (Two Column)	5 1/4" x 10 3/4"	4 1/4" x 10"	5" x 10 1/2"
1/3 Page Horizontal	8 1/8" x 3 3/4"	7" x 3 1/8"	7 7/8" x 3 5/8"
1/2 Page Horizontal	8 1/8" x 5 1/4"	7" x 4 1/2"	7 7/8" x 5"
1/2 Spread Horizontal	16" x 5 1/4"	15" x 4 1/2"	15 3/4" x 5"
1/3 Spread Horizontal	16" x 3 7/8"	15" x 3 1/8"	15 3/4" x 3 5/8"
1/3 Square	5 1/4" x 5 1/4"	4 5/8" x 5/8"	5" x 5"

ENTERTAINMENT WEEKLY

Is an American magazine that covers film, television, music, Broadway theatre, books and popular culture.



Entertainment Weekly 2014 Rates

Four Color	
Page	\$197,000
2/3 Page	\$164,300
1/2 Page	\$128,200
1/3 Page	\$88,800
1/3 Page (Square)	\$95,300
1/2 Page Spread	\$256,400
Covers	
Cover 4	\$256,200
Cover 3	\$216,800
Cover 2 + Page 1	\$433,600
Cover 4	\$256,200
Black & White	
Page	\$157,700
2/3 Page	\$131,500
1/2 Page	\$102,600
1/3 Page	\$71,000
Rate Base	1,725,000

Entertainment Mechanical Requirements

	Bleed Size	Live/Safety	Trim
Page	8 1/8" x 10 3/4"	7" x 10"	7 7/8" x 10 1/2"
Spread	16" x 10 3/4"	15" x 10"	15 3/4" x 10 1/2"
1/2 Page Vertical	4 1/8" x 10 3/4"	3 3/8" x 10"	3 7/8" x 10 1/2"
1/6 Page Vertical (Half Column)	2 1/4" x 4 5/8"	N/A	N/A
1/3 Page Vertical (One Column)	3" x 10 3/4"	2 1/8" x 10"	2 3/4" x 10 1/2"
2/3 Page Vertical (Two Columns)	5 1/4" x 10 3/4"	4 1/4" x 10"	5" x 10 1/2"
1/3 Page Horizontal	8 1/8" x 3 3/4"	7" x 3 1/8"	7 7/8" x 3 5/8"
1/2 Page Horizontal	8 1/8" x 5 1/4"	7" x 4 1/2"	7 7/8" x 5"
1/2 Spread Horizontal	16" x 5 1/4"	15" x 4 1/2"	15 3/4" x 5"
1/3 Spread Horizontal	16" x 3 3/4"	15" x 3 1/8"	15 3/4" x 3 5/8"

TIME MAGAZINE

Consists of politics, world news, photos, video, tech reviews, health, science and entertainment news. Time has the world's largest circulation for a weekly news magazine, and has a readership of 25 million, 20 million of which are based in the United States.



Time Magazine 2014 National Edition Rates

Rate Base: 3,250,000 Circulation: 3,301,056	B&W	4C/2C
	(USD)	(USD)
Full Page ROB	\$ 229,400	\$ 353,000
Full Page Guaranteed	229,400	353,000
Full Page Premium	229,400	353,000
Spread ROB	458,800	706,000
Cover 2 Page 1 Spread	N/A	758,400
1st Spread after Cover 2	458,800	706,000
Cover 3	229,400	353,000
Cover 4	N/A	476,400
2/3 Page	195,200	300,000
1/2 Page	172,200	264,600
1/2 Page Horizontal Spread	344,400	529,200
1/3 Page	103,300	159,000

Time Mechanical Requirements

Ad Size	Bleed	Live / Safety	Non Bleed	Trim
Page	8 1/8" x 10 3/4"	7" x 10"	7" x 10"	7 7/8" x 10 1/2"
Spread	16" x 10 3/4"	15" x 10"	15" x 10"	15 3/4" x 10 1/2"
Style and Design Page	9 1/4" x 11 1/8"	8" x 9 7/8"	8" x 9 7/8"	9" x 10 7/8"
Style and Design Spread	18 1/4" x 11 1/8"	17" x 9 7/8"	17" x 9 7/8"	18" x 10 7/8"
1/2 Page Vertical	4 1/8" x 10 3/4"	3 3/8" x 10"	3 3/8" x 10"	3 7/8" x 10 1/2"
1/3 Page Vertical (One Column)	2 7/8" x 10 3/4"	2" x 10"	2" x 10"	2 5/8" x 10 1/2"
2/3 Page Vertical (Two Columns)	5 1/4" x 10 3/4"	4 5/8" x 10"	4 5/8" x 10"	5" x 10 1/2"
1/2 Page Horizontal	8 1/8" x 5 1/4"	7" x 4 1/2"	7" x 4 1/2"	7 7/8" x 5"
1/2 Spread Horizontal	16" x 5 1/4"	15" x 4 1/2"	15" x 4 1/2"	15 3/4" x 5"
1/3 Square	5 1/4" x 5 1/4"	4 5/8" x 4 5/8"	4 5/8" x 4 5/8"	5" x 5"
Digest	5 1/4" x 7 7/8"	4 1/2" x 7 1/2"	4 1/2" x 7 1/2"	5" x 7 5/8"

Digital Media



Time Inc. Digital advertising specifications are IAB compliant. They offer a number of custom ad products which, differ by brand.

Uses Rich Media. Rich Media is defined as any advertisement in which users can interact in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML. All Rich Media must be 3rd Party/Rich Media Vendor Served.

PAPER

- Last year, Time Warner CEO Jeff Bewkes, came up with an effective way to cut costs at Time Inc. magazine division. He decided to switch from their traditional glossy stock, to printing all of it's big weeklies on razor thin paper stock. This change will save at least \$10 million dollars a year.

Paper industry sources said that Time Inc. began buying up the thinner stock at the start of 2013, and had eased it into Time, Entertainment Weekly, and Fortune by the second quarter.

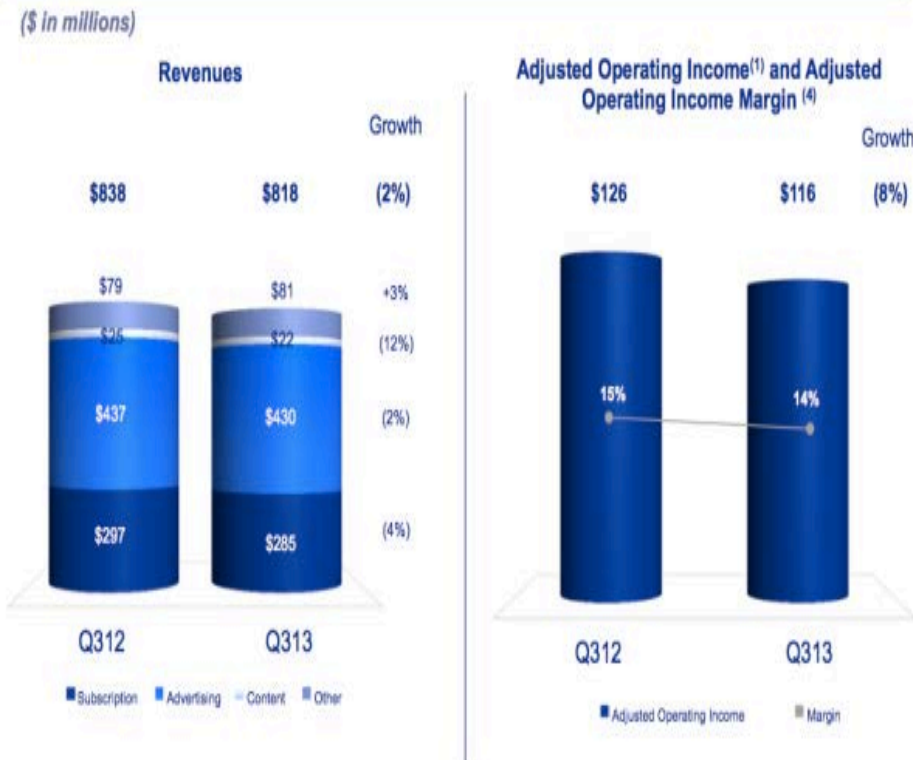
Time Inc. plans to print about 80,000 tons on the flimsier paper this year, leaving about 40,000 tons on the glossier stock.

If Time Inc. switches all its weeklies over, it could save as much as \$20 million dollars, sources estimate.



Revenue

Publishing Highlights



Stats from 2013 show that Time Inc.'s revenue in the fourth quarter was essentially flat. A 6% drop in circulation revenue canceled out a 2% increase in ad revenue. Circulation revenue declined due to falling newsstand sales and lower domestic subscription revenue.

Overall revenue was down 5 percent, to \$737 million. Subscription revenue was down 11%, but advertising revenue was up 2%, which was due to the fact that Time Inc. now has control of Golf.com and Sports Illustrated website, which used to be run by Time Warner's cable networks. But the additional money Time Inc. makes from those sites is pretty much wiped out by the absence of licensing fees they used to charge the cable guys for those sites.

Competition

❖ **Meredith Corporation:** Is an American media conglomerate based in Des Moines, Iowa, USA.



❖ **Advance Magazine Publishers Inc:** A media company owned by the descendants of S.I. Newhouse Sr., Donald Newhouse and S.I.

The logo for Advance Magazine Publishers Inc, consisting of the word "ADVANCE" in a bold, black, serif font.

❖ **Hearst Magazine:** A multinational mass media group based in the Hearst Tower in Midtown Manhattan, New York City.

The logo for Hearst Magazines, featuring the word "HEARST" in a bold, blue, sans-serif font above the word "magazines" in a blue, cursive script font.

- Intensifying Market Competition
- Rising Piracy Menace
- Growth In Online Media
- Strict Regulatory Environment



Threats



Former Employee

- **Pros** – Iconic brands, lots of good people working there.
- **Cons** – I saw the company change its approach and strategy and it looked like people were just groping around. It changed leadership several times in four or five years. It's still lagging behind, and eliminating people who have deep knowledge and passion of the company was baffling and most would say it's a poor management move to improve the books before the spinoff.
- **Yes, I would recommend this company to a friend**

Current Employee

- **Pros** – The people. The content. Work-life balance. The values. The brands. They care about their people.
- **Cons** – Not enough appetite for risk. Not enough investment in digital. Too much bureaucracy.
- **Advice to Senior Management** – Take more risks.
- **Would I recommend this company-**Though I'm not overly optimistic about the outlook for this company, I would recommend it.

Employee Reviews

Analysis/Reviews



- “Time Inc. faces the same challenges as print publishers everywhere, mainly that people are choosing to read on smartphones and tablets and advertisers are spending the bulk of their budgets elsewhere. As a separate public company, it won't be able to hide behind its media conglomerate parent, and will face scrutiny from investors expecting it to generate free cash flow and stem revenue declines.”-Jennifer Saba of Reuters
- "This once proud and profitable division is being punted as its business prospects look structurally challenged.“- Nomura Equity Research analyst Michael Nathanson about the Time Inc. Spinoff

Strengths and Weaknesses



Strengths

- Strong Brand Equity
- Diversified Media Operations
- Significant Filmed Entertainment Content



Weaknesses

- Weak Financial Performance Over The Past Year.
- Ongoing Litigations
- Revenue Concentration in the US

Recent News



- **Ahead of Spinoff, Time Inc. Faces an Uphill Climb in Digital -2014**

With its spinoff looming, Time Inc. is preparing for life as a publicly traded company with a new head of digital and a fresh digital ad platform.

<http://mashable.com/2014/02/27/time-inc-new-head-of-digital>

Time Inc. to Cut 500 Jobs Ahead of Spinoff-2014

Time Inc., the magazine giant with brands including People, Sports Illustrated and Fortune, began a new round of layoffs in February as part of a companywide restructuring that will result in the loss of about 500 jobs.

- http://www.nytimes.com/2014/02/05/business/media/time-inc-announces-layoffs-as-it-prepares-to-go-public.html?_r=0

RESOURCES

✘ <http://www.timeinc.com/home/>

<http://nypost.com/2013/06/19/times-new-tissue/>

<http://allthingsd.com/20130501/time-inc-keeps-shrinking/>

<http://direct2time.com/>

<http://www.glassdoor.com/Reviews/Time-Reviews-E4192.htm>

<http://nypost.com/2014/01/28/time-inc-to-cut-nearly-500-employees-sources/>

<http://www.timewarnercable.com/en/about-us/company-overview.html>

http://www.nytimes.com/2010/01/11/business/media/11merger.html?pagewanted=all&_r=0

✘ http://m.hoovers.com/company-information/cs/company-profile.Time_Inc.66ca6f856feacdea.html