

MEDIAWEEK

Campus Scrawl

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By Lisa Granatstein

Several publishers this fall will give it the old college try to reach the elusive 18-24-year-old reader through a host of new campus magazines.

College students are a force to be reckoned with, given their \$122 billion spending power, according to figures released last week by 360 Youth, the media/marketing arm of Alloy Inc. Still, despite publishers' best efforts, some media buyers aren't completely sold on college magazines. A slew of diversions compete for eyeballs and attention, including the Web, gaming systems and TV: specifically MTV, the MTV Networks cable channel that reaches 6 million students at 720 schools.

Captivating this audience will be a tough challenge for any medium, and that includes magazines, said Eric Blankfein, Horizon Media's vp, director of planning. "Media consumption among college students is sketchy", he said. "It's proven to be a hit-or-miss group."

Hoping for a hit is National Geographic Traveler On Campus, whose spring launch was pushed to this fall. NG Traveler On Campus will be distributed free to 750,000 students on 143 campuses' including Notre Dame and Tufts University as an insert in college newspapers. "The issue was timing", said NG Traveler publisher Dawn Drew. "We moved to fall distribution at the request of many advertisers."

Available in October, the 36-page NG Traveler spin-off will focus on tips for budget-minded travelers. Plans are to publish a single issue this year and another in 2005. The current edition will carry 15 ad pages, including business from American Airlines, Canon Cameras and the Ford Environmental Campaign.

Also making its debut is iCaramba U, published quarterly by New York-based LatCom Communications. Touted as the only national Latino college magazine, iCaramba will boast a 100,000 BPA-audited controlled circulation, targeting some 2 million Latinos enrolled in colleges and universities, as well as some high schools, across the country. Among the 100 schools that will carry the title are Harvard, UCLA and Rutgers University. It will be distributed via dedicated racks, Latino fraternities and sororities, and college papers.

"The mission is to inform and educate Latinos about the options available to them after college, and provide entertainment," explained LatCom CEO David Chitel, whose company also includes a Latino college tour, comedy series and Web site. The premiere 28-page issue, available in early September, will feature actor and iCaramba spokesman John Leguizamo on its cover. Six ad pages will run in the first issue, including business from AOL, Verizon Wireless, Nike and Toyota. A dozen ad pages are slated to run in the second edition, said Chitel.

Meanwhile, GenZ, published by Coral Gables, Fla.-based Campus Connections, will be inserted into bookstore bags at 100 campuses across the country (the publisher has an exclusive deal with the National Association of College Bookstores). Published twice yearly "during the fall and spring semesters" the 1.5 million-circ magazine offers a blend of lifestyle and topical features aimed at students, including career advice, travel and politics. Among a dozen advertisers in the 24-page issue are Mini Cooper, Nike, Club Med and Pizza Hut.

And marking its return on Sept. 2 is Sports Illustrated On Campus, which launched last year with a 1 million controlled circulation. Published weekly during the school year, SI's 28-page college edition is distributed 24 times yearly at 74 schools. New schools this year include Duke, New York University and Boston College.

As part of SI On Campus, the Time Inc. title will continue its consultants program, an on-campus internship involving some 350 students at 60 campuses, who help to create marketing programs for SI's advertisers.

Promotional campaigns devised this year include one for the Estae Lauder cologne Beyond Paradise for Men. The campaign includes ad pages in the magazine, promotions, signage and sampling in fraternity houses.