

## **TURNAROUND AT DISCOVER MAGAZINE**

### ***June 2007 Issue Will Be the Biggest since December 2004***

**New York, NY, April 10, 2007** — Since its acquisition in fall of 2005, DISCOVER magazine has shown exceptionally strong growth, as reflected in a June 2007 issue that contains the most ad pages for a single issue since December 2004. Ad pages at the cutting-edge science monthly are also up significantly for the first half of 2007, posting an increase of more than 17% over the same period last year.

“We are entering a golden age of science, where it has never been more exciting, exponentially productive and universally relevant to all of us,” says DISCOVER CEO and Publisher Bob Guccione, Jr. “Our mission is to capture that excitement and relevance for our readership and by doing so we have successfully revitalized the business.”

The June 2007 issue includes such advertisers as Ford, The Hartford, Sanofi-Aventis, Bose, and four new advertisers: Shell, Olympus Camera, POM and Celestron Telescopes.

On the newsstand, DISCOVER’s 2007 “Year in Science” annual sold 180,000 copies, a 16% increase over the same issue in the prior year.

DISCOVER’s on-line traffic has more than doubled in the past year, and Discovermagazine.com now reaches more than 640,000 unique visitors monthly. Last month, DISCOVER launched a new state-of-the-art website, which emphasizes exclusive online content and new multimedia capabilities including high-impact videos, blogs, podcasts, RSS feeds, and photo galleries.

This surge in growth follows a new, bolder editorial direction which Bob Guccione, Jr. has made the cornerstone of his revamped science magazine and media company. DISCOVER’s editorial team redesigned the magazine in April 2006 to reflect this new philosophy. The cover of that issue, with a visually arresting take on Rodin’s “The Thinker” from the touring “Bodies” exhibition, won the NewsStand Resource 2006 “Cover of the Year” award. In addition, Bruno Maddox’s column “Blinded by Science”, which debuted with the redesign, was nominated this year for a National Magazine Award; winners will be announced May 1.

*DISCOVER poses essential questions and tackles highly topical, and sometimes controversial issues on the cutting edge of science, technology and the future. The magazine’s purpose is to unlock the mysteries of science in a way that reveals its wonder and captures the imagination of its readers. Every month, DISCOVER covers these worlds with a fresh, clear approach and produces a unique portal into global advancement. DISCOVER features the groundbreaking innovators and seminal thought leaders in science and technology today. Purchased from Disney in 2005, DISCOVER is published by Discover Media LLC, headed by CEO and Publisher, Bob Guccione, Jr.*

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