

Magazine Ad Pages Show Mixed Results

Advertising pages in magazines set a record in 2000, but sales slowed as the year drew to a close, according to an annual tally by the Publishers Information Bureau in New York.

Ad pages last year totaled 286,932, up 10.1 percent from 260,728 in 1999. The percentage increase was also a record, the bureau said. However, in December, ad pages fell 2 percent from December 1999, to 24,962 from 25,463. Categories where revenue fell in December compared with a year earlier included financial services, home furnishings and retail.

Agencies Making Four Acquisitions

Four acquisitions are being made of agencies specializing in advertising, Internet services and public relations.

Jack Morton Worldwide in New York, part of the Allied Communications Group unit of the Interpublic Group of Companies, acquired Planet Interactive in Boston, which develops World Wide Web sites, CD-ROM's and kiosks. Terms were not

disclosed.

Planet Interactive, which has 30 employees working for clients like Ernst & Young, Gillette and the Smithsonian Institution, will be merged into Morton. The principals at Planet Interactive will take on new posts at Morton: Joan DeColibus, 41, becomes strategist; Glenn Johanson, 42, becomes director for operations; and David Willoughby, 39, becomes technology manager.

The WPP Group in London and New York is acquiring Imaginet in Minneapolis, an e-business services consulting company. Terms were not disclosed. Imaginet, which has more than 100 employees and revenue estimated at \$12.5 million from clients like the Goodyear Tire and Rubber Company, will operate as an autonomous division of the J. Walter Thompson unit of WPP.

Ogilvy Public Relations Worldwide, part of the Ogilvy & Mather Worldwide unit of WPP, is acquiring Deen & Black in Sacramento, Calif., a public affairs agency with billings estimated at more than \$4.5 million. Terms were not disclosed. Deen & Black will be merged into Ogilvy Public Relations.

And the Cordiant Communications Group in London is increasing its equity interest in the Newcomm Bates Group in São Paulo, Brazil, to

51 percent from 32 percent. Cordiant will initially pay \$10.6 million to raise its stake; an additional payment of up to \$9.4 million may be made depending on the financial performance of Newcomm Bates through December 2002.

Newcomm Bates, which has 214 employees and revenue estimated at \$20.5 million from clients like ESPN and Pfizer, will become a majority-owned unit of the principal Cordiant agency network, Bates Worldwide. Terms call for Cordiant eventually to buy the remaining 49 percent for cash or shares with a maximum value of \$72.3 million, depending on financial performance.

Accounts

- Elida Fabergé, London, a unit of Unilever P.L.C., to Lowe Lintas & Partners U.K., London, to handle its Sure for Men deodorant account, which had been at Howell Henry Chaldecott Lury & Partners, London, part of Chime Communications. Billings were estimated at \$9 million. Lowe Lintas U.K., which handles other Elida Fabergé brands like Sure for Women, is part of the Lowe Lintas & Partners Worldwide unit of the Lowe Group, owned by the Interpublic Group of Companies.