



## ProCirc Announces New Magazine Clients

**More than 20 new titles join ProCirc's circulation management portfolio, including *Alaska*, *American Angler*, *Art + Auction*, *Club*, *Gray's Sporting Journal*, *Hollywood Reporter*, *La Cucina Italiana*, *Penthouse*, *Western Horseman***

MIAMI, FL (October 24, 2011) – ProCirc, the leading consumer magazine circulation/audience development outsourcing company, has recently signed six new clients, bringing more than 20 new titles into its management portfolio.

"We are proud to welcome these well-established, successful publishers as partners, and look forward to working hand-in-hand with them to further enhance their brands' audience growth and profitability," said ProCirc President Cary Zel. "We believe their choice of ProCirc validates our investments in staffing and systems to accomplish our corporate mission of being a nimble partner in today's challenging and rapidly changing magazine publishing environment."

New full-service clients include:

- FriendFinder Networks' **General Media Communications, Inc.**, publishers of ***Penthouse***. ProCirc and its Retail Solutions Group will manage single-copy and subscription circulation for *Penthouse* and four *Penthouse*-branded sister publications.
- **MCC Magazines, LLC**, a division of Morris Communications Company. ProCirc and its Retail Solutions Group will manage subscription and single-copy circulation for ***Alaska*, *American Angler*, *Fly Tyer*, *Gray's Sporting Journal* and *Western Horseman*** magazines.
- **Prometheus Global Media's *Hollywood Reporter***. ProCirc will manage subscription circulation/audience development for this primarily paid circulation title, which serves a consumer audience as well as its audience of entertainment-industry professionals.
- **Quadratum USA**, publishers of ***La Cucina Italiana***. ProCirc will manage subscription and single-copy circulation for the magazine.
- **Louise Blouin Media**, publishers of ***Art + Auction*, *Modern Painters* and *Gallery Guide***. ProCirc and its Retail Solutions Group will manage subscription and single-copy circulation for the magazines.
- **Magna Publishing Group**, publishers of ***Club*, *Gallery*, *High Society*, *Swank*, *Playgirl*** and other titles. ProCirc Retail Solutions Group will manage single-copy sales for Magna.

"Like most successful media companies serving vertical consumer enthusiast markets, we are increasingly challenged to keep up with a rapidly growing number of initiatives and brand expansions across media platforms, while taking a prudent, conservative approach to staffing and overhead expenses," said Scott Ferguson, Controller, MCC Magazines. "We're confident that ProCirc's ability to provide high-level subscription and single-copy expertise for our key brands is an excellent fit for our needs."

"For our *Penthouse* publications, ProCirc and its Retail Solutions Group represent a streamlined, cost-effective solution for subscription and single-copy management," said James Sullivan, President, Licensing and Publishing of FriendFinder Networks Inc.

**About ProCirc** Founded in 1993, ProCirc is the nation's leading, full-service circulation/audience development outsourcing company, providing strategic, analytical and operational support to media companies of all sizes. Media clients (currently spanning more than 150 brands with combined print circulation of nearly 30 million) rely on ProCirc's experienced team of professionals to optimize their individual marketplace and audience building opportunities while realizing significant cost efficiencies and marketing advantages through ProCirc's infrastructure, scale and industry partnerships. ProCirc is a division of DJG Marketing, LLC, which also includes DJG Marketing Services (integrated marketing/research services) and WRSS (public place distribution specialists). Main office contacts: Miami (305) 441-7155; New York (212) 840-2161