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AD AGE'S CYBERMARKETING LEADERS



By [Charles Waltner](#). Published on September 18, 1995.

Bruce Judson

Age:37

Title:General manager, Time Inc. New Media, New York

Bio:Born in New York City. B.A., policy studies, Dartmouth College, 1980; J.D., Yale Law School, 1984; MBA, public and private management, Yale Management

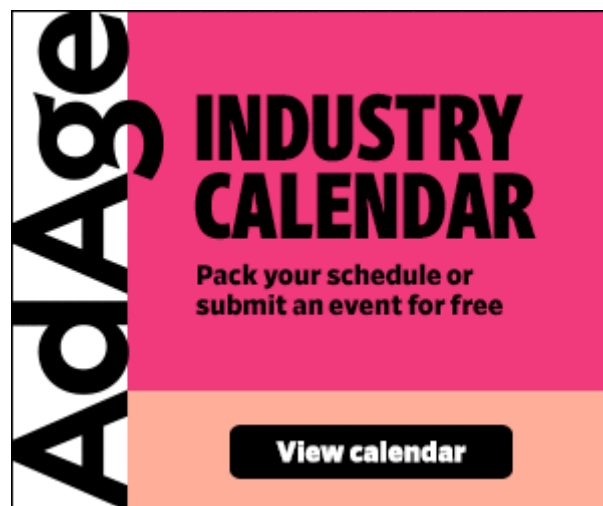
Work history: Founding member of New York office of Boston Consulting Group, 1984-89; director of marketing, Time Inc. Magazines, 1989-91; director of target marketing, Time Inc., 1991-93; current post, 1993-.

If content is king in new media, then it's Bruce Judson's job to keep Time Inc. comfortably in the industry throne.

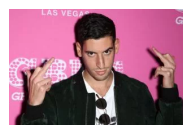
With such highly visible brands as Sports Illustrated, Vibe, Entertainment Weekly, Life and Time, this publishing conglomerate has more resources at hand for delivering entertaining and meaningful interactive products than just about anyone in the business.

Mr. Judson, who started Time Inc.'s new-media division in 1993, has made good on the company's potential with the development of its lauded Pathfinder Web site (<http://pathfinder.com>).

The one knock on Pathfinder is that there's too much information and is somewhat overwhelming to navigate. But Mr. Judson has successfully helped Time Warner avoid the fate of many plodding publishing elephants by nimbly



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Mr. Judson, a marketer's marketer with a technologist's enthusiasm, spearheaded Time Warner's industry-leading forays into selective binding, ink jet printing and target marketing. His conversations now spill over with superlatives of the Internet's marketing promise.

"If you're going to talk about me, I'm an Internet evangelist," said the executive, who swims every morning and reads two novels a week.

He also is showing that Time Inc.'s powerful content can be turned into online revenue. Pathfinder has been well-accepted by major advertisers that run ads on its various Web pages, and Mr. Judson is confident consumers will also buy into the value of Pathfinder by paying to subscribe to the site.

Betcha didn't know: Mr. Judson is more than a new-media maven. While at Yale, he started the Yale Journal on Regulation, a publication that still exists today on newsstands.

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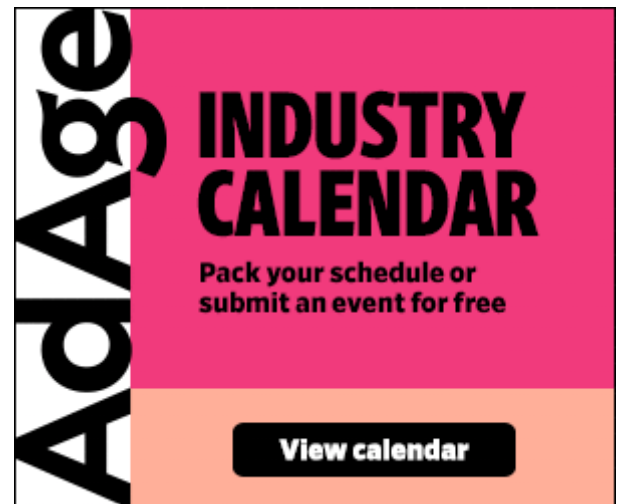
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CHEVY TASTES PERSIST ON CADILLAC INCOME



By [Leah Haran](#). Published on September 15, 1995.

\$100,000+ bracket doesn't buy sense of wealth

Forget "Dynasty's" Alexis Carrington as the symbol of the way the wealthy live. Murphy Brown is a more typical example these days.

A study conducted for Conde Nast Publications by Roper Starch Worldwide found most people with household



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their money the old-fashioned way: They earned it.

“What we had was this significant migration of people who came out of middle-class upbringing, primarily worked their way into affluent status, but kept their middle-class values and sensibilities,” said Michael Clinton, Conde Nast senior VP-group sales and marketing.

U.S. Census figures show the number of households with annual incomes over \$100,000 is growing. In 1967, the group accounted for 1.7% of total U.S. households and climbed to 2.6% in 1980. By 1990, the total rose to 4.9%, and by 2000 it will have increased again by 50%.

But those who fall into that income group don't really consider themselves wealthy. Of the 1,000 adults surveyed through in-home interviews, 40% consider themselves only moderately well-off.

The study divided the wealthiest Americans into five groups.

There are Luxury Lovers, representing 29% of the group, who are young and



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money; Strained Affluents, 13%, who have the lowest incomes and strive to reach more luxurious lifestyles; Contented Affluents, 14%, who are older, married and least appearance-conscious; and finally, Trail Blazers, 21%, who are heavy travelers and are most into new media and computers.

Marketers must learn how to target their messages to each specific group, Mr. Clinton said. For example, marketing Land Rover North America's Range Rover to the affluents would require five different messages or careful consideration of which group is being targeted. To the Luxury Lovers, the message would be: "Can you afford not to be seen in one?" But to the Contented Affluents the message would be revised to say, "Can you afford not to feel this safe?"

Despite stereotypes, affluent Americans do shop in stores other than Tiffany's. In fact, 64% are cross-shoppers, who are just as likely to shop in a discount mass merchandiser as they are to visit an upscale department store. Twenty-nine percent said they shopped discount and outlet stores more often during the past three years than previously.

When asked where they bought leisure clothing in the last 12 months, department stores topped the list at 65%; small specialty stores, 45%; large specialty stores, 31%; outlet/discount stores, 28%; chain discount stores, 22%.

"The affluent market has been an emerging and fast-growing group of Americans who have broken through income levels and are redefining affluence," said Mr. Clinton. "Ironically, once again, it's those baby boomers who redefined the youth culture, professional life and parenthood, and through each process they have shattered what was the prevailing impression."

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