

TV GUIDE

The national *TV Guide* was first published on April 3, 1953. Its premiere issue cover featured a photograph of Lucille Ball with her newborn son Desi Arnaz, Jr. *TV Guide* as a national publication resulted from Walter Annenberg's Triangle Publications' purchase of numerous regional television listing publications such as *TV Forecast*, *TV Digest*, *Television Guide* and *TV Guide*. The launch in 1953 became an almost instant success with the magazine becoming the most read and circulated magazine in the country by the 1960s. The initial cost was just 15¢ per copy. In addition to subscriptions, *TV Guide* was sold from grocery store counters nationwide. Until the 1980s, each issue's features were promoted in a television commercial. Under Triangle Publications, *TV Guide* continued to grow not only in circulation, but in recognition as the authority on television programming with articles from both staff and contributing writers.

The sheer amount and diversity of cable TV programming made it hard for TV Guide to provide listings of the extensive array of programming that came directly over the cable system. TV Guide also could not match the ability of the cable box to store personalized listings. TV Guide's circulation went from almost 20 million in 1970 to less than three million in 2007.

To further distinguish itself from other television guides, *TV Guide* re-branded itself as *TV GUIDE Magazine*. [http://en.wikipedia.org/wiki/TV_Guide]

The magazine has gone through a number of sales and acquisitions since then and has had to cope with competition from the internet and other technical innovations. It remains to be seen if *TV Guide* will survive, and, if so, in what form.

