Tweet

Magazine media total audience grew to 1.75 billion in 2015 across platforms—**an increase of 6.2%.**

Source: Magazine Media 360° *(see page 7)*

MAGAZINE MEDIA FACTBOOK 2016/17

MPA THE ASSOCIATION OF MAGAZINE MEDIA

MAGAZINE MEDIA 360°

MPA THE ASSOCIATION OF MAGAZINE MEDIA | MAGAZINE MEDIA 360°

"Without data, you are just another person with an opinion." — W. Edwards Deming

Nothing informs a discussion better than solid data, and the 2016/17 Magazine Media Factbook has plenty of conversation starters. The research continues to show that magazine media is the most trusted, inspiring and influential of all media, and several new studies provide even more proof of magazine media's powerful ability to drive sales.

Reliable third-party sources, including Millward Brown Digital and Nielsen Catalina Solutions, have recently released reports that show the incredible power of print advertising. Adding print to the advertising mix improves the overall campaign performance, both persuasion metrics and purchase intent; ads in **magazines deliver a higher Return on Advertising Spend than any other measured media.**

In addition to the clear statistics that magazine media drives sales, we have solid research that touts the many unique benefits of paper-based reading, such as higher comprehension and recall, more focused attention and the fact that print is preferred by the majority of readers—even millennials.

Within these nearly 100 pages of current, compelling and comprehensive facts and figures, you will see that the power of magazine media is undeniably clear.

I hope you find the Factbook useful and that you share in our excitement for the future.

— Linda Thomas Brooks
President and Chief Executive Officer, MPA–The Association of Magazine Media

TABLE OF CONTENTS

TOP 10 HIGHLIGHTS

AD ENVIRONMENT

MAGAZINE BRAND VITALITY

Magazine Media 360°

MAGAZINE MEDIA 360°
Brand Audience Report

Tweet

The #MM360 Brand Audience Report measures monthly volume in print+digital, web, mobile web and video.

MPA, 2016

Magazine Media 360° measures audiences across multiple platforms and formats to provide a comprehensive and accurate picture of consumer demand for magazine media brands.

Platforms and formats covered include:

- print+digital magazine editions
- web (desktop and laptop)
- mobile web
- video
- social media (reported separately)

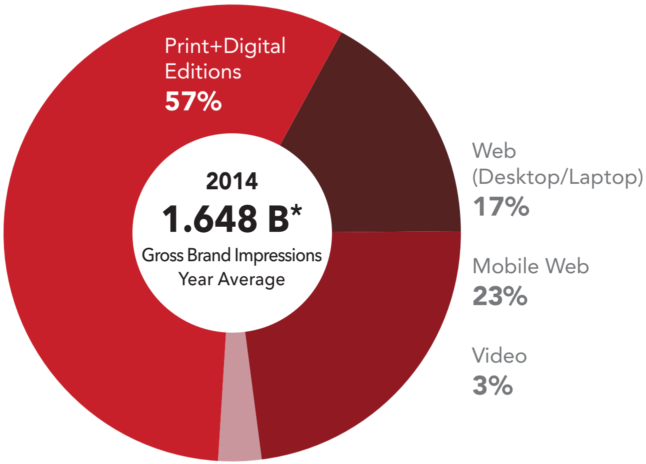
Magazine Media 360° uses data from leading third-party providers and currently covers more than 138 magazine media brands from more than 33 publishing companies, representing 95% of the reader universe.

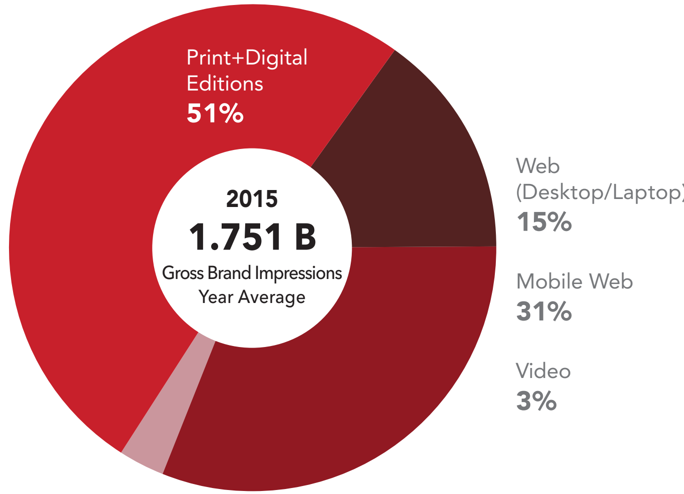
The MPA Magazine Media 360° Brand Audience Report, which contains the 360° audience metric by title, is published monthly at www.magazine.org. The separate MPA Magazine Media 360° Social Media Report is released quarterly.

Magazine Media 360° Brand Audience Report
WINNER FIPP 2016 INSIGHT AWARD
The new global media measurement standard

Magazine Media 360°

2015 Full Year Average Performance





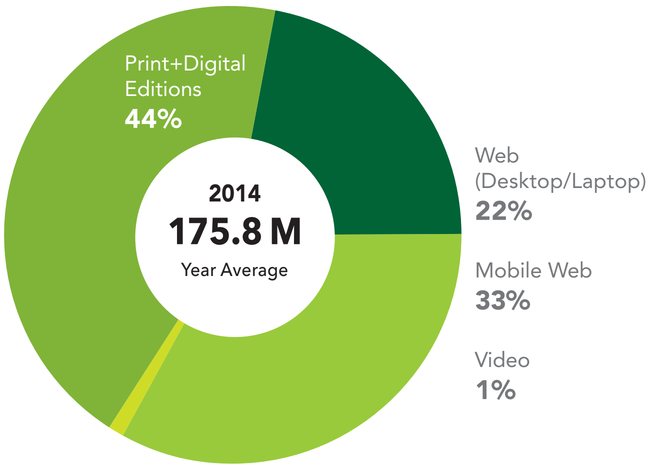
Audience Growth* +6.2%

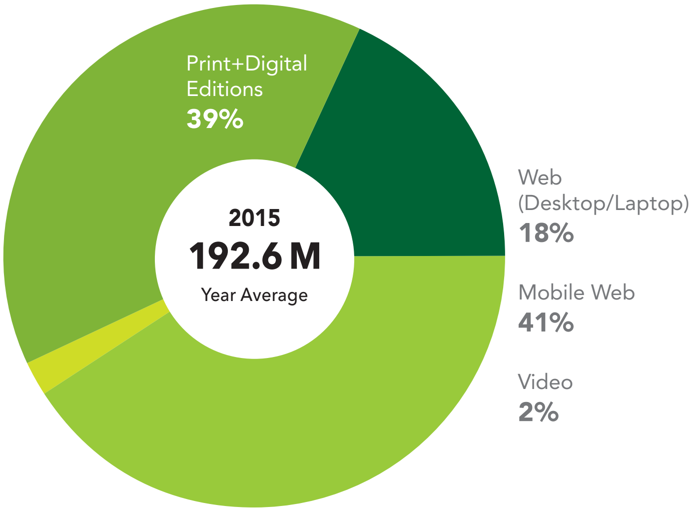
*Due to a former joint venture with CNN, 2014 web/mobile data for Fortune and Money is not available and is not reported for these titles. Additionally, in order to appropriately calculate audience percentage change, Fortune and Money were excluded in their entirety from the current year to date and year ago data.

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and Fall 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Epicurean Category

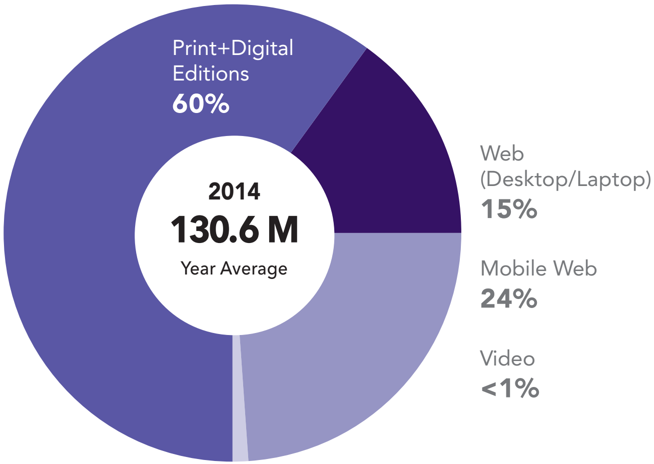


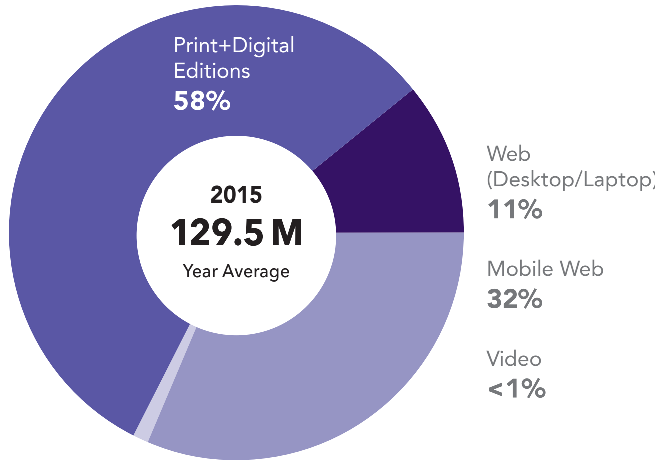


Audience Growth +9.5%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°
2015 Health and Fitness Category



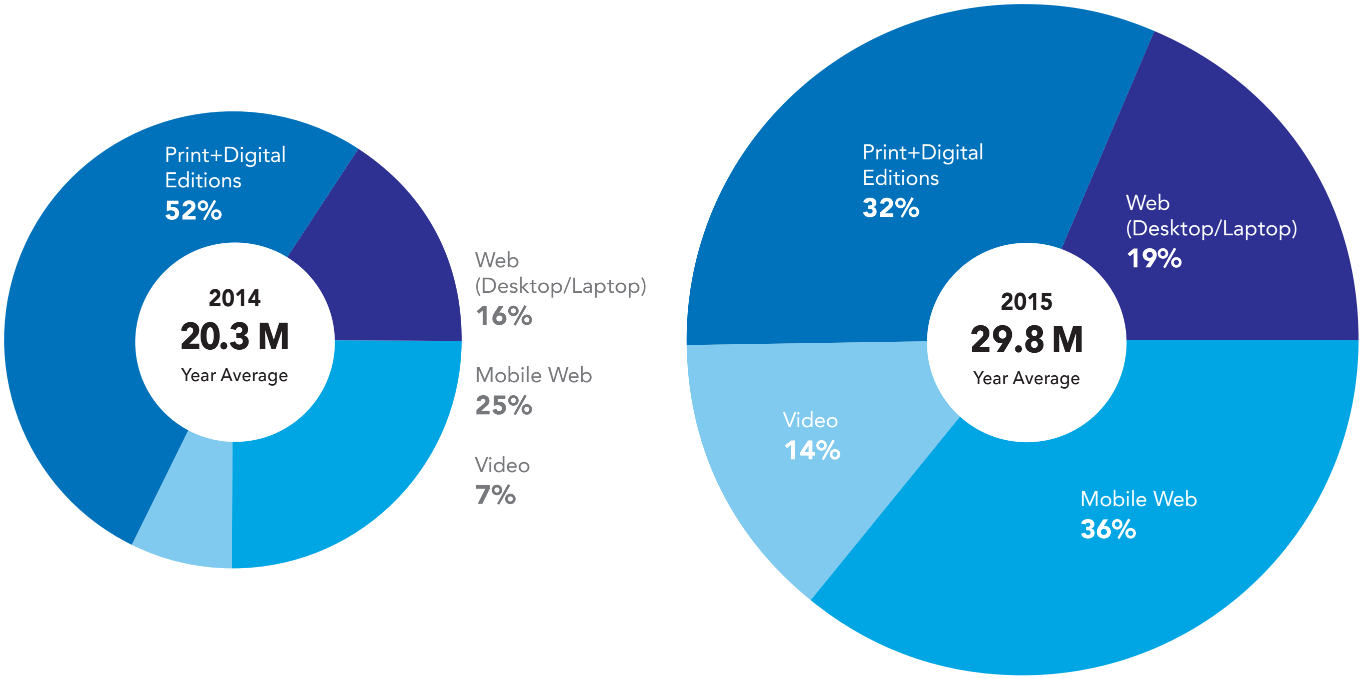


Audience Growth -0.8%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Men's Fashion and Grooming Category

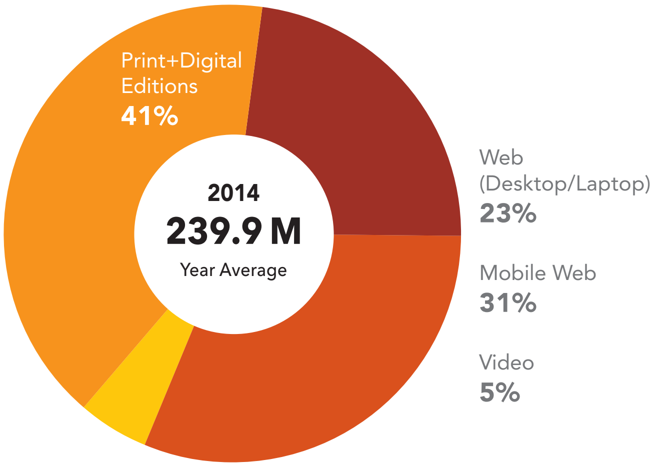


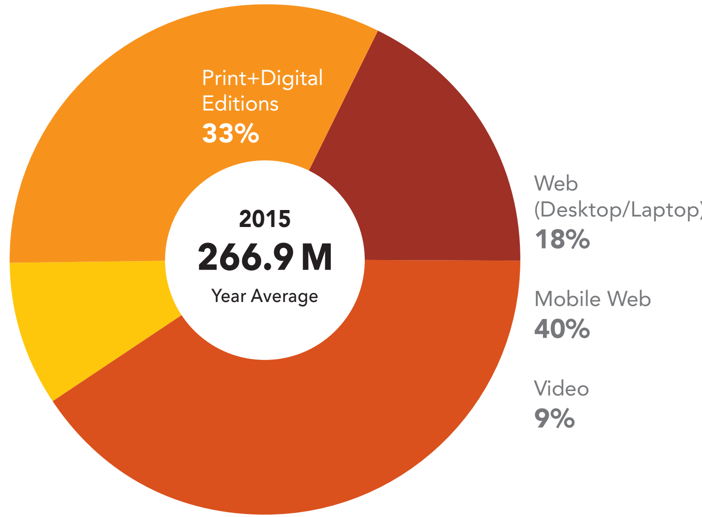
Audience Growth +46.5%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Newsweeklies Category



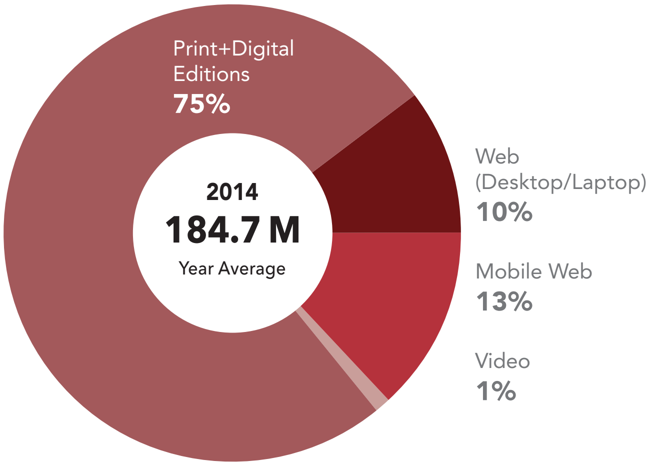


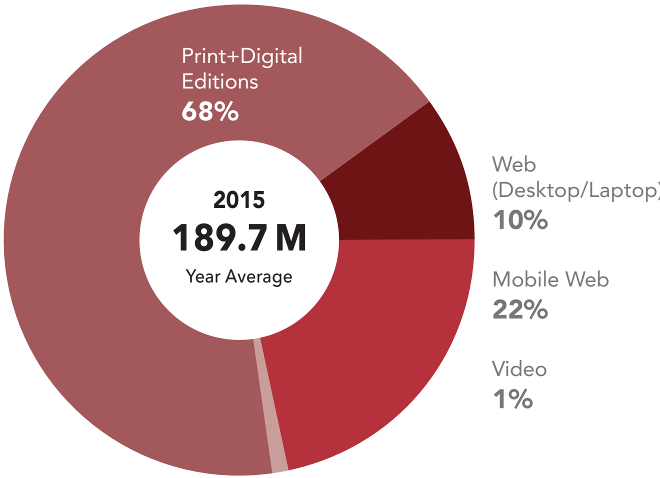
Audience Growth +11.3%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Shelter Category



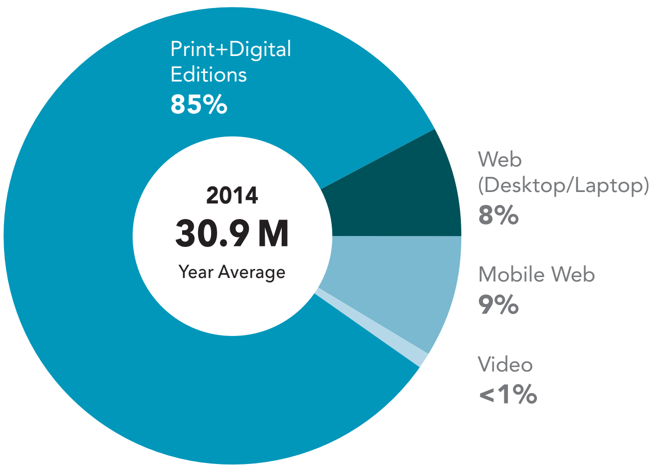


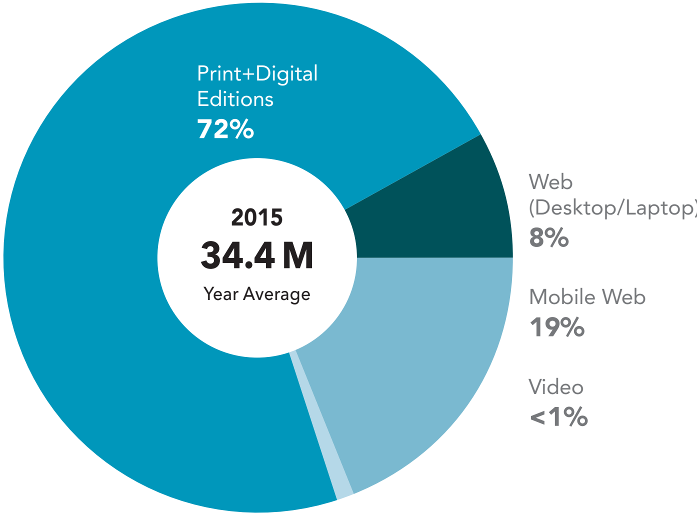
Audience Growth +2.7%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Travel Category



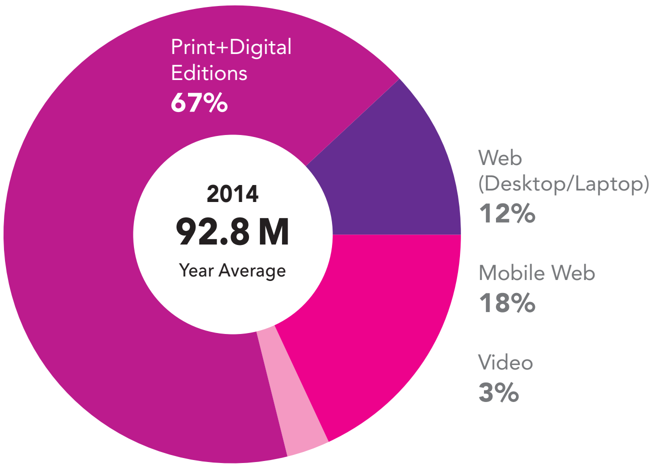


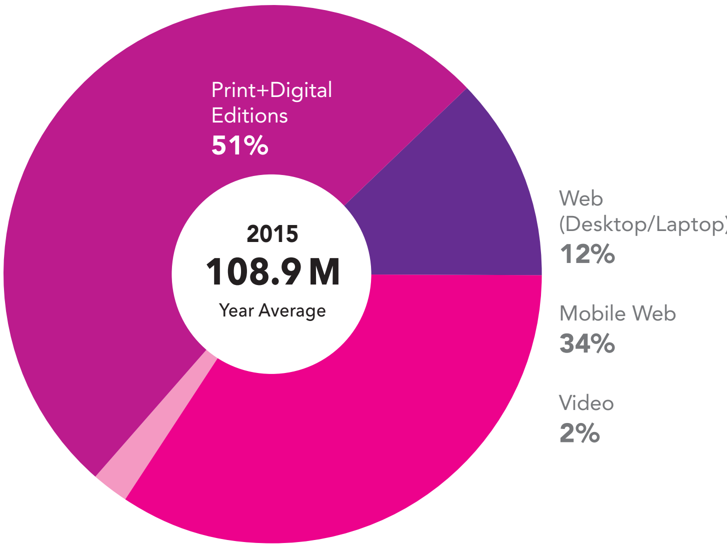
Audience Growth +11.1%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Women's Fashion Category



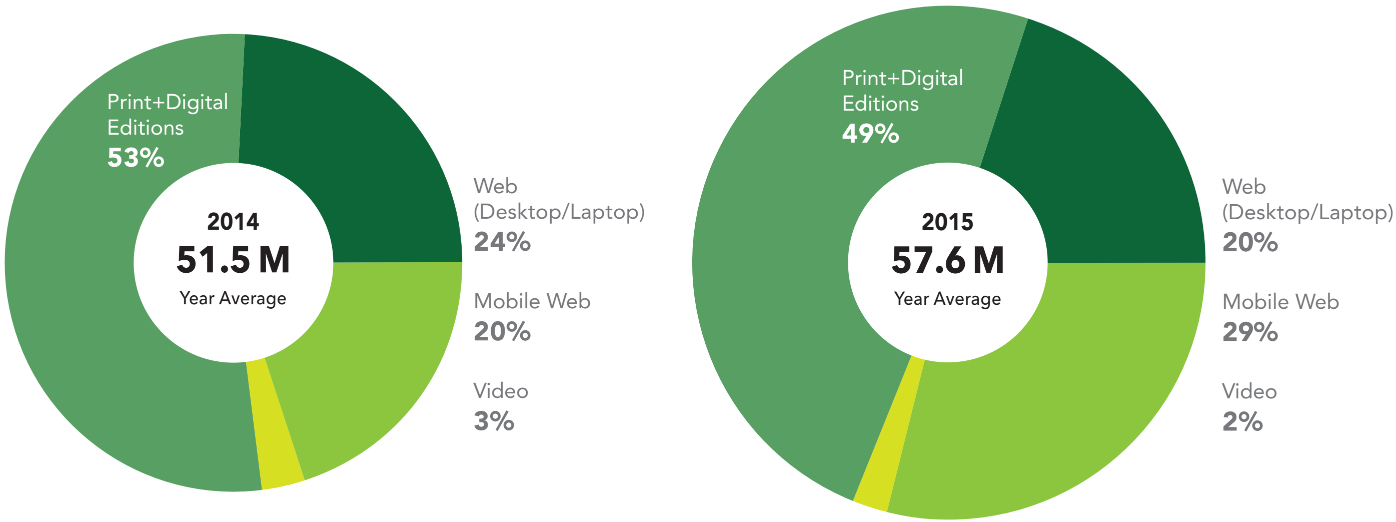


Audience Growth +17.4%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Science and Technology Category

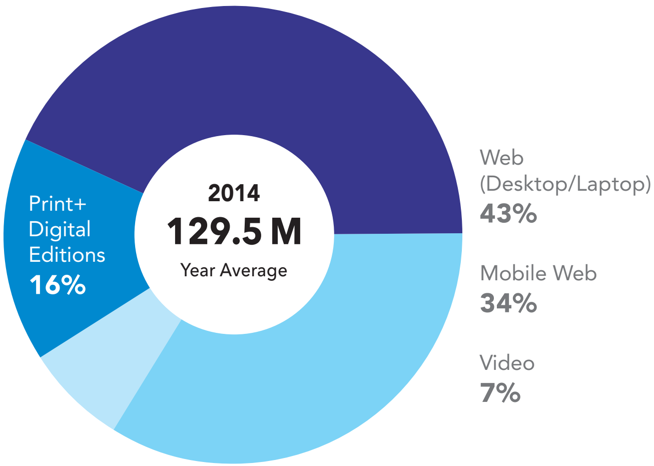


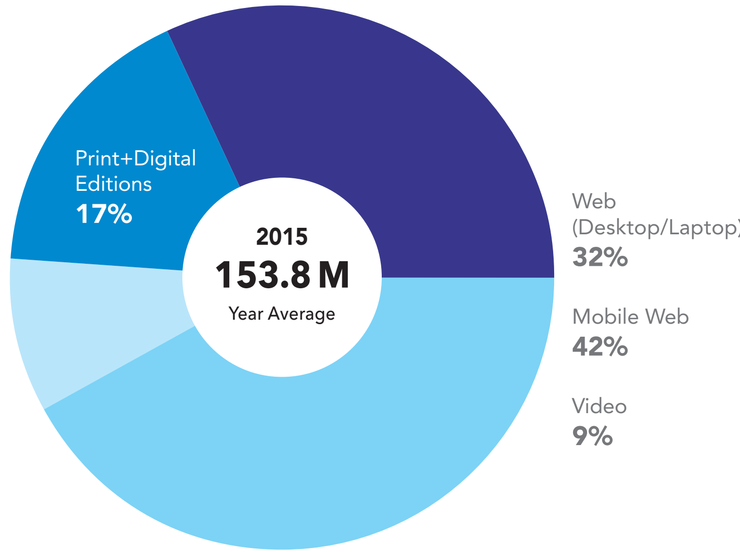
Audience Growth +11.9%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

Magazine Media 360°

2015 Business and Finance Category





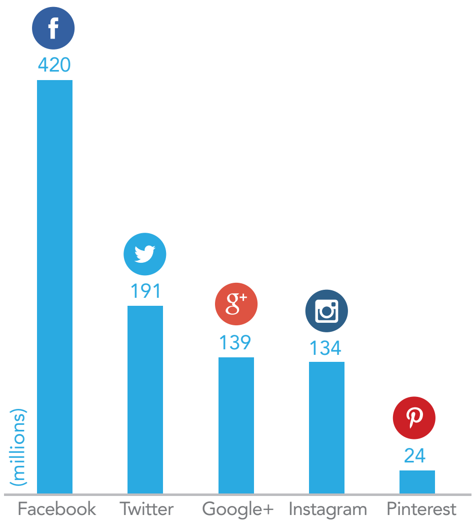
Audience Growth +18.8%

Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Fall 2015 and 2014, GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2015 and 2014, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2015 and 2014 Ipsos Affluent Survey USA (Print only). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0; unique visitors; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; Jan.–Dec. 2015 and Jan.–Dec. 2014; U.S.

MAGAZINE MEDIA 360°
Social Media Report

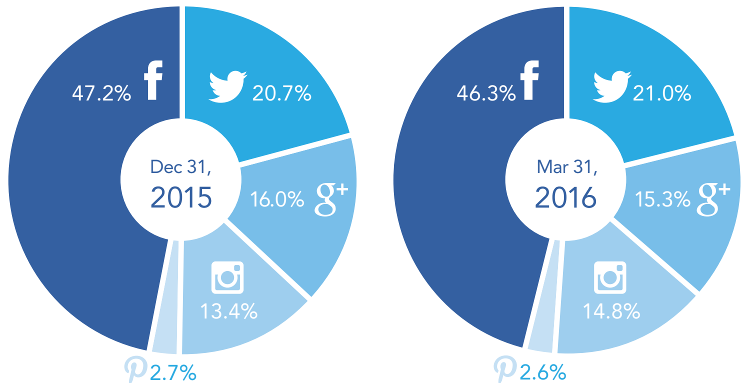
In November 2014, MPA began releasing The Magazine Media 360° Social Media Report. This report reveals new insights into the performance of magazine media brands on the five leading social media platforms—Facebook, Twitter, Google+, Instagram and Pinterest. The data on the following pages are based on the likes and followers of more than 220 magazine brands from 36 companies. The report, from the first quarter of 2016, is based on data provided by SocialFlow, exclusively for MPA.

"Social Networks, and especially Facebook, continue to be an important way for magazine media publishers to distribute their content. The 360° report is a great resource to help publishers understand the value of these social distribution platforms, and we're pleased to partner with the MPA to help produce it." — Jim Anderson Chief Executive Officer, SocialFlow



Total magazine media industry likes/followers by social media

(as of March 31, 2016)



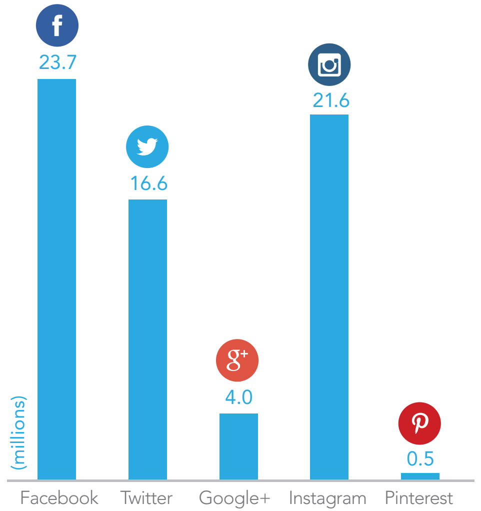
Social network share of total magazine media industry likes/followers

Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on Mar. 31, 2016, and total number of page likes/followers on Dec. 31, 2015, for brands that were measured in both periods. Magazine Media Industry: Data shown are collected from almost 220 magazine media brands from 36 companies.

Facebook Page Likes, Twitter Followers, Google+ Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

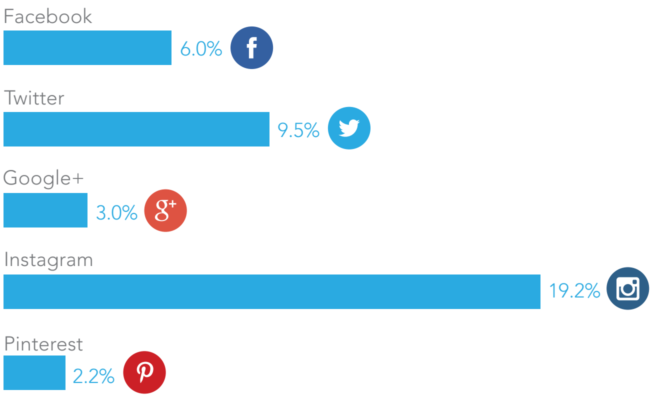
SOURCES: Facebook, Twitter, Google+, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

DATA PROVIDED BY SOCIALFLOW



Growth in number of magazine media likes/followers by social network

(first quarter 2016)



% growth in number of magazine media industry likes/followers by social network

(first quarter 2016)

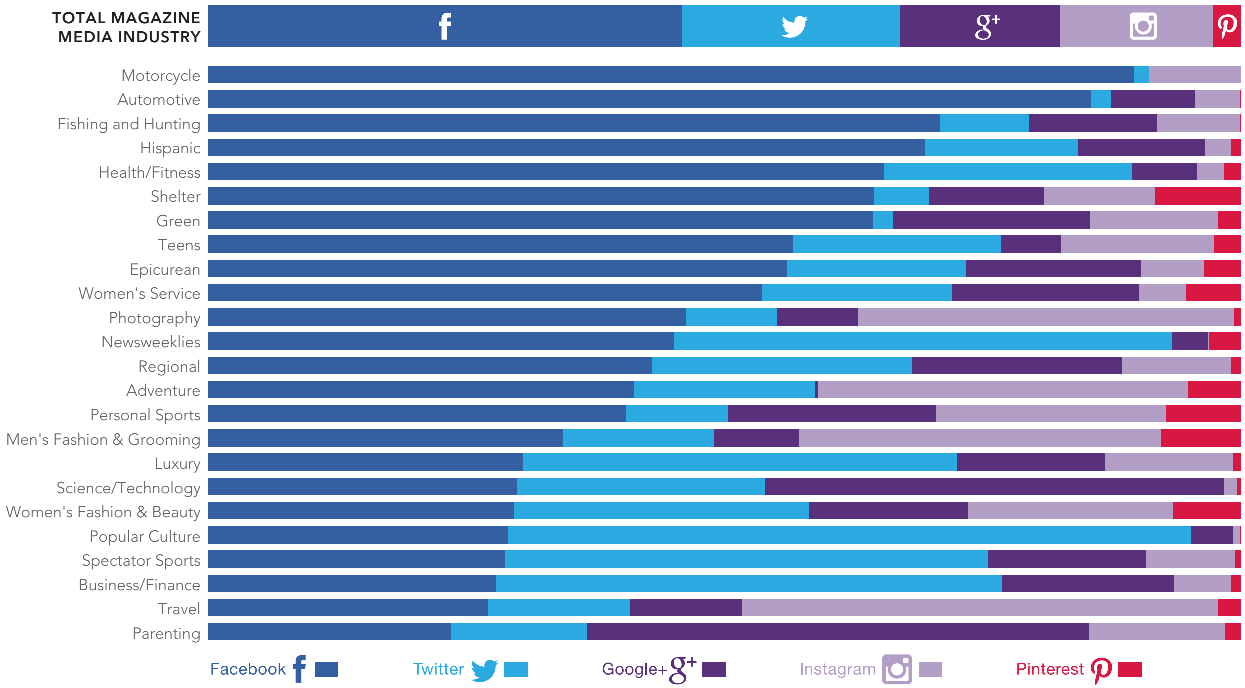
Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on Mar 31, 2016 and total number of page likes/followers on Dec 31, 2015 for brands that were measured in both periods. Magazine Media Industry: Data shown are collected from almost 220 magazine media brands from 36 companies.

Facebook Page Likes, Twitter Followers, Google+ Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Google+, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

DATA PROVIDED BY SOCIALFLOW

% share by network by editorial category, March 2016



Magazine Media Industry: Data shown are collected from almost 220 magazine media brands from 36 companies. Facebook Page Likes, Twitter Followers, Google+ Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Google+, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

DATA PROVIDED BY SOCIALFLOW

Magazine readers are word-of-mouth leaders, passing along their opinions and experiences in multiple product categories

Average number of weekly conversations about product category among devoted users of each medium (index)

	magazine media	internet*	TV	radio	newspapers
children	200	94	89	145	183
personal care/beauty	195	106	97	141	175
household products	190	105	103	143	175
home	160	95	92	128	152
financial	156	96	92	128	153
retail/apparel	154	106	100	128	145
automotive	152	94	92	131	147
beverages	131	108	99	123	125

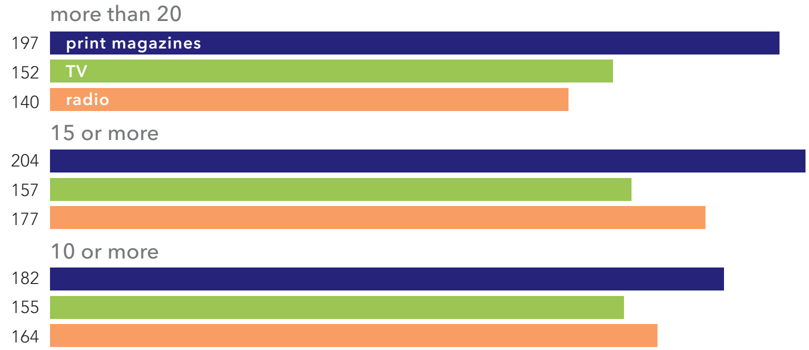
*Includes internet magazine activity. Sample size: 30,971
Index: Top quartile of users of each medium vs. adults 18–69.
Source: TalkTrack® (January–December 2015) from Keller Fay Group, an Engagements Labs Company

Tweet

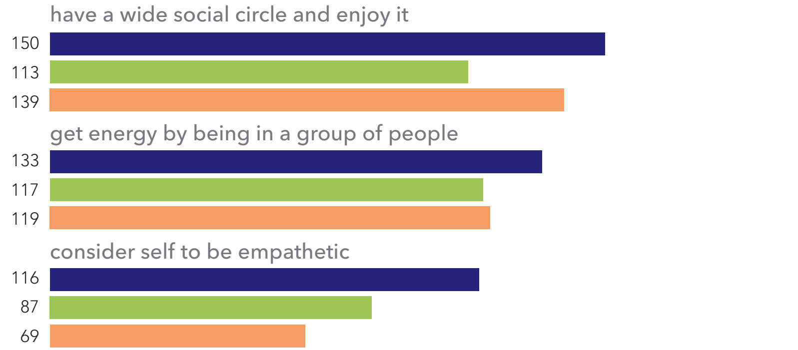
Devoted #magmedia users have more BFFs than TV or radio users, spreading their ideas over a wide social circle.

Source: YouGov Profiles, April 2016

Number of friends among devoted media users (index)



Self-perception (index)



Index: Percentage of top users of each medium vs. percentage of adults 18+.
Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Devoted radio listeners are those who listen to FM radio at least two hours a day or AM radio at least one hour a day. Each group represents approximately the same proportion of U.S. adults 18+.
Source: YouGov Profiles, April 2016

Magazine Media USP

Tweet

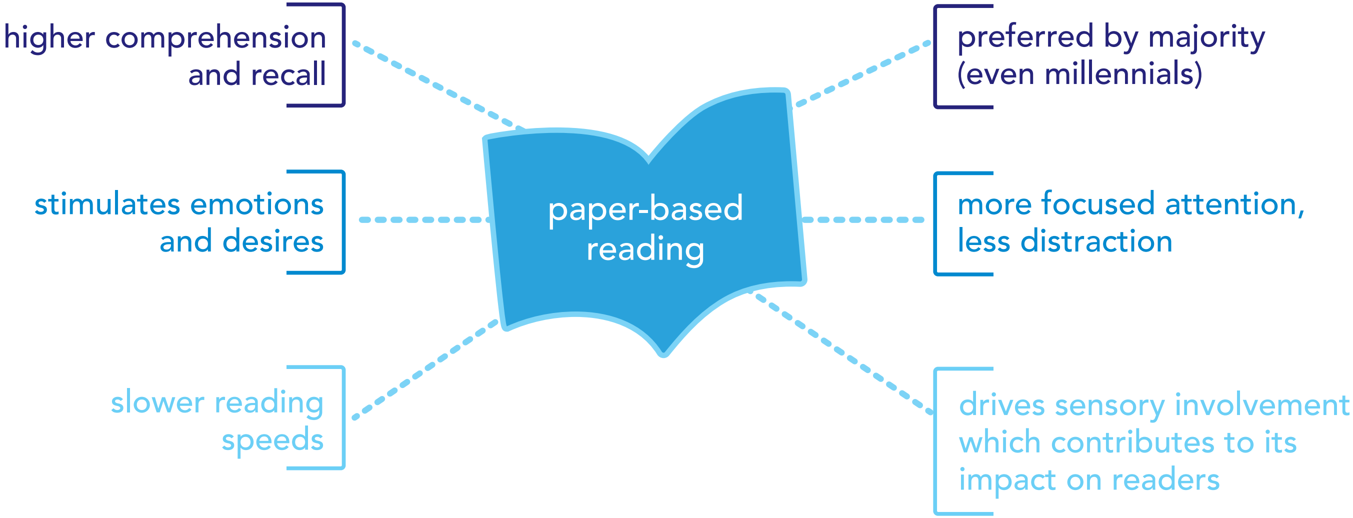
How much has #magmedia grown? **The #MM360 Brand Audience Report shows 6.2% average performance growth in 2015.**

Source: MPA, 2016 (see page 7)

Magazine media delivers powerful relationships that influence, inspire and endure. The magazine media brand experience is based on trusted editorial, complemented by relevant advertising. This dual immersion in edit and ads satisfies the interests and passions of millions of readers—when, where and how they choose. The readers' commitment to this unique brand experience results in extraordinary consumer engagement with magazine media on all platforms and formats.

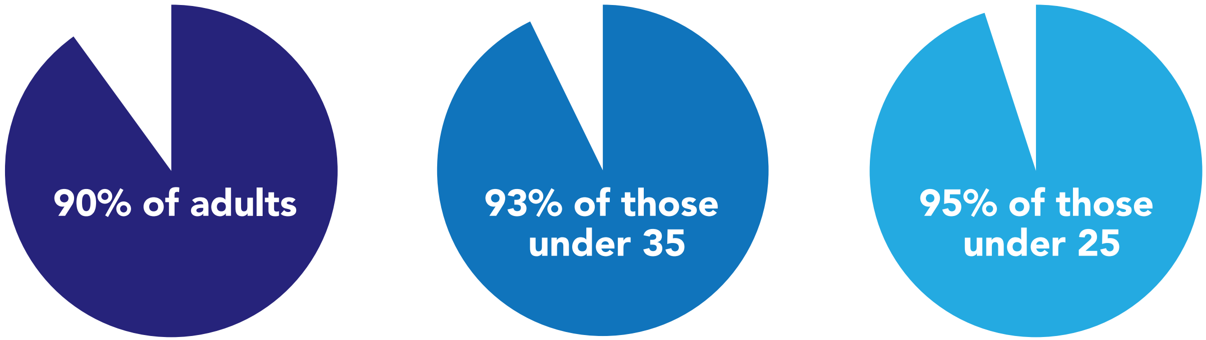
What neuroscience says about **why print magazine ads work.**

Reading on paper is slower and deeper; paper readers remember more.



Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?"
A White Paper from MPA–The Association of Magazine Media, Scott McDonald, Ph.D.
Nomos Research, October 2015

Americans of all ages read magazines
— especially younger adults



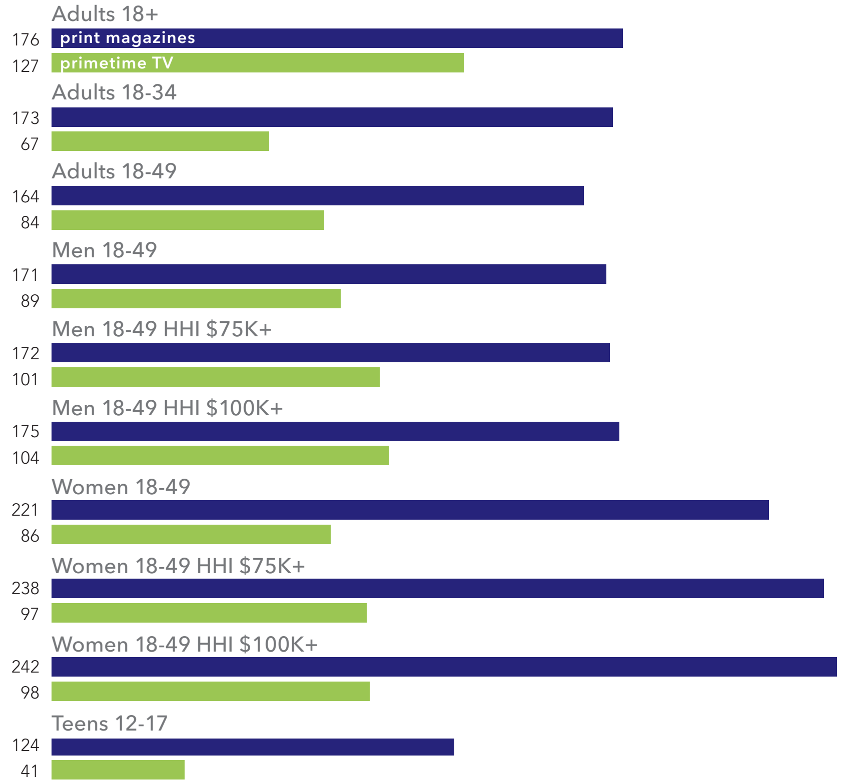
Read magazine media in the last six months (print and digital editions)
(includes approx. 3% digital editions)

Base: U.S. adults 18+. Source: GfK MRI, Fall 2015

The top 25 #print magazines reach more adults and teens than the top 25 primetime TV shows.

Source: Carat Insights, 2015

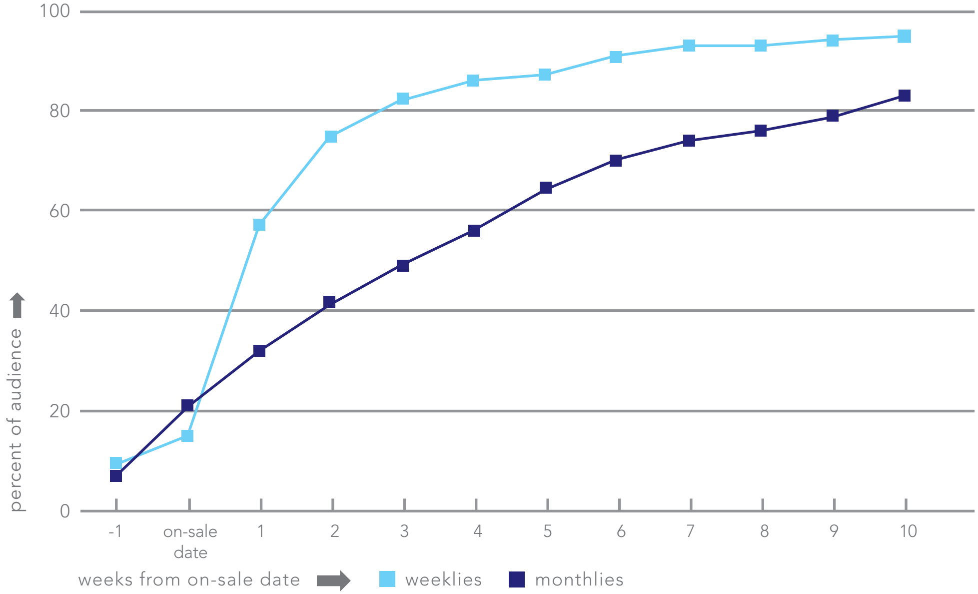
Gross rating points (GRPs) of the top 25 print magazines and primetime TV programs (index)



Note: Total GRPs equal the ratings of the top 25 vehicles in each medium added together.
Source: Carat Insights; Nielsen, September 2014-May 2015 (regularly scheduled primetime programs). Nielsen defines primetime as Monday to Saturday 8pm – 11pm and Sunday 7pm – 11pm; TV ratings based on live +SD data; GfK MRI, Fall 2015 Doublebase, GfK MRI Twelveplus, 2015

Magazine readership grows long after publication date

Print magazine audience accumulation over time

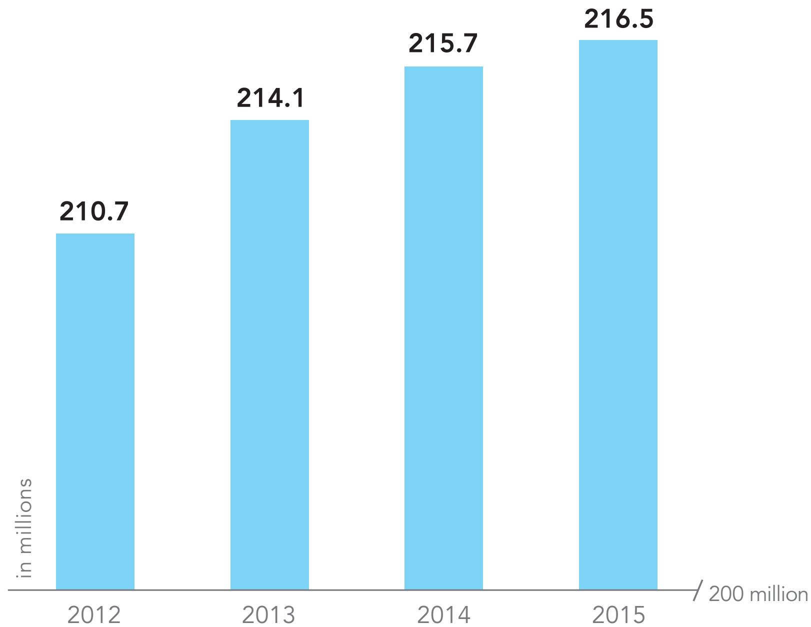


Note: Print magazines begin accumulating audience before the actual on-sale date. The on-sale date is the actual date the print magazine appears on the newsstand or is likely to arrive in subscriber households. The on-sale date generally precedes the cover date.
Source: GfK MRI 2000, Accumulation Study and GfK MRI, Fall 2015

Tweet

Net audience for #print and #digital magazines continues to grow.

Source: GfK MRI, Fall 2012–2015



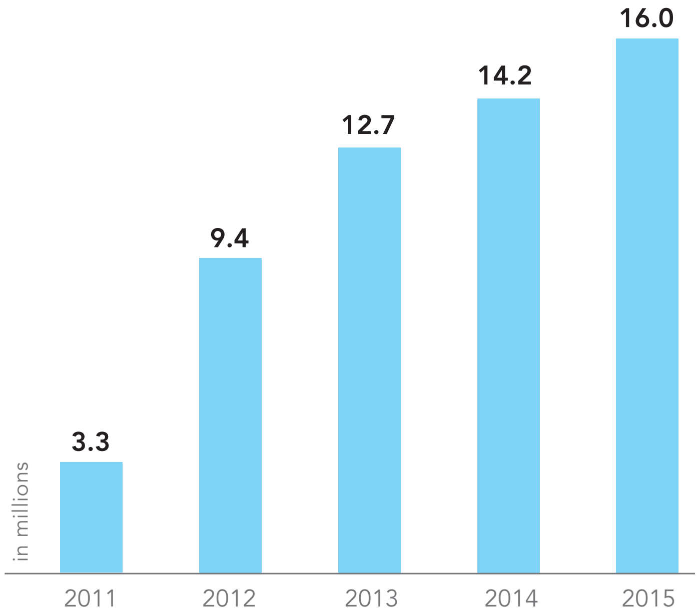
Total number of adults 18+ who read magazines 2012–2015

Note: Measured magazine titles excluding Sunday magazines.
Source: GfK MRI, Fall 2012–2015

Tweet

The total number of adults who read #digital edition magazines has grown rapidly since 2011.

Source: GfK MRI, Fall 2011–2015



Total number of adults 18+ who read digital edition magazines 2011–2015

Note: Measured magazine titles excluding Sunday magazines.
Source: GfK MRI, Fall 2011–2015

Digital edition magazine readers **are young, upscale, educated and professional**

Digital edition magazine reader profile

	percent	index
men	**47%**	**98**
women	**53**	**102**
AGE		
18 – 24	19%	152
25 – 34	28	158
35 – 44	21	124
45 – 54	17	97
55+	15	42
ANNUAL HOUSEHOLD INCOME		
less than $75,000	43%	73
$75,000 – $149,000	38	131
$150,000+	19	156
EDUCATION LEVEL		
high school graduate or less	22%	54
some college	33	114
college graduate+	45	153
OCCUPATION		
professional	22%	160
managerial	15	155

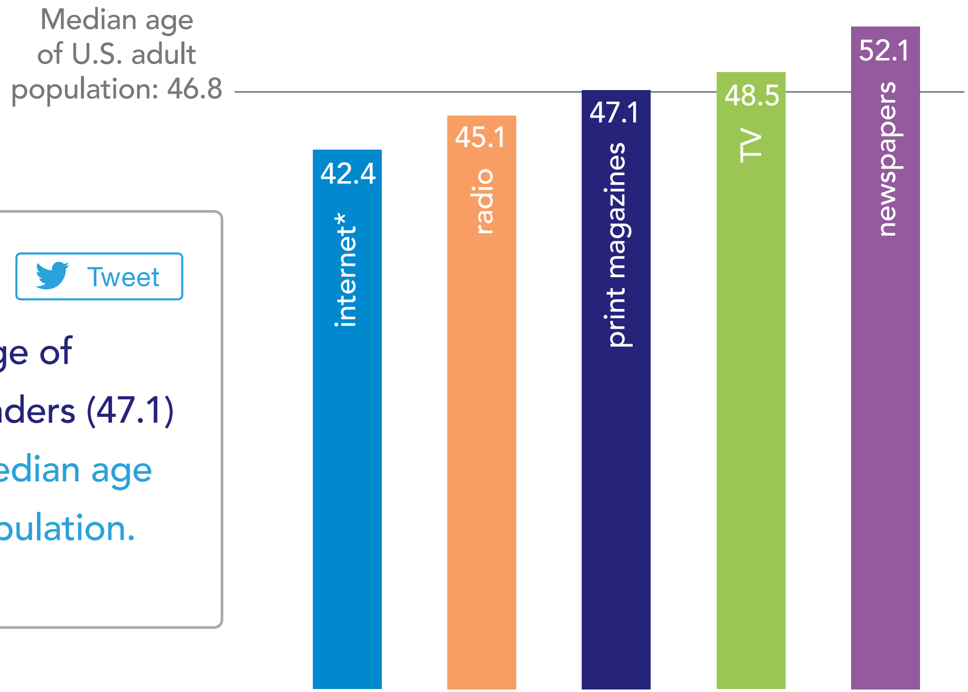
Percent of total digital magazine readers indexed against U.S. adults 18+.
Source: GfK MRI, Fall 2015

Readers of **all ages** enjoy print magazines

Print magazine readership by age

	total	under 25	under 35	35+	50+
issues read in past month	8.6	8.5	8.5	8.6	8.5
index	100	99	99	100	99
devoted magazine readers–top quintile	20.0	21.0	19.8	20.1	19.7
index	100	105	99	100	98

Base: U.S. adults 18+
Source: GfK MRI, Fall 2015



Median age by media usage

*Includes internet magazine activity.
Note: Magazines and newspaper numbers represent print only.
Source: GfK MRI, Fall 2015

Tweet

The median age of #magazine readers (47.1) reflects the median age of the U.S. population.

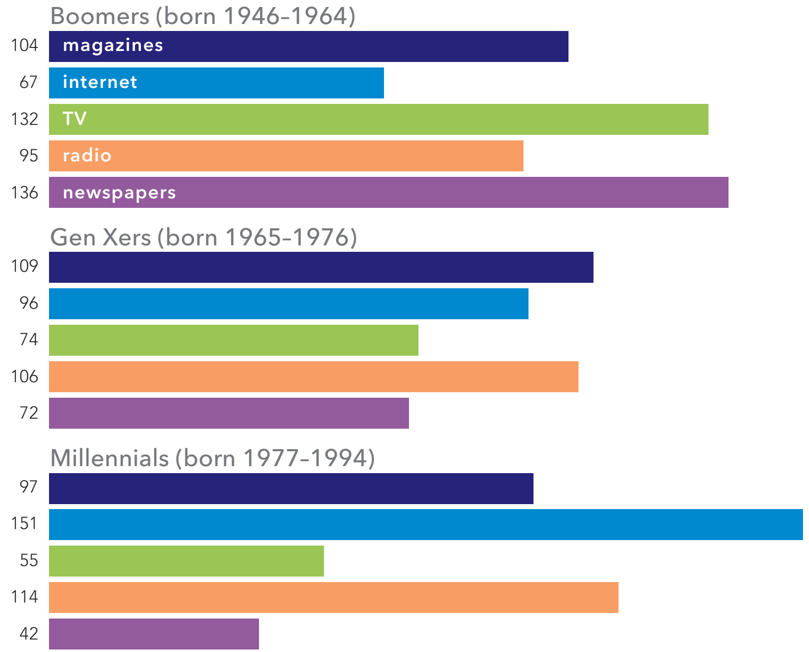
Source: GfK MRI, Fall 2015

Tweet

Print #magazines are more balanced across generations than other media, including internet, TV, radio and newspapers.

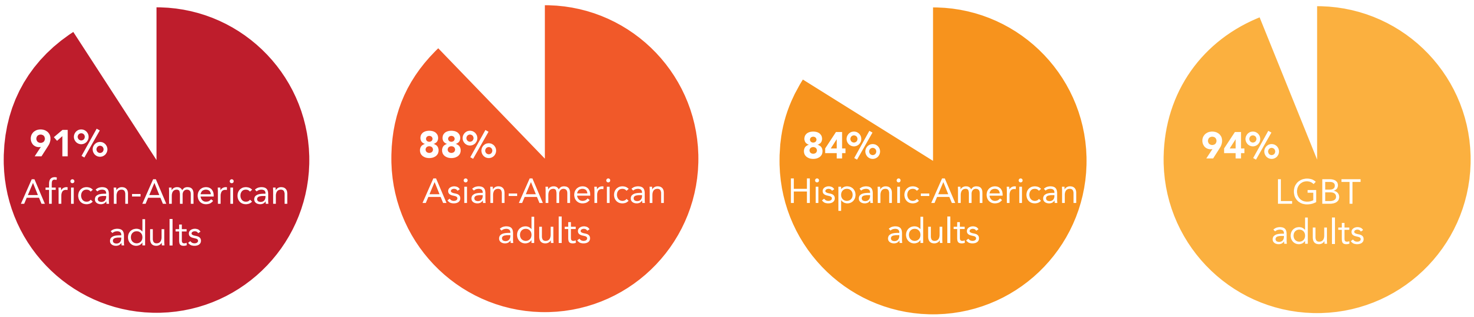
Source: GfK MRI, Fall 2015

Devoted media usage (top quintile for each medium) (index)



Index: Percent in top quintile within each generation vs. percent in top quintile among adults 18+.
Source: GfK MRI, Fall 2015

Magazine media readership is diverse



Read magazine media in the last six months (print and digital editions)

African-American adults read an average of **11.9** print magazine issues per month, compared to **8.6** issues per month for all U.S. adults.

Asian-American adults read an average of **8.7** print magazine issues per month, close to the U.S. average.

Hispanic-American adults read an average of **9.2** print magazine issues per month, slightly higher than the average number of issues for all U.S. adults.

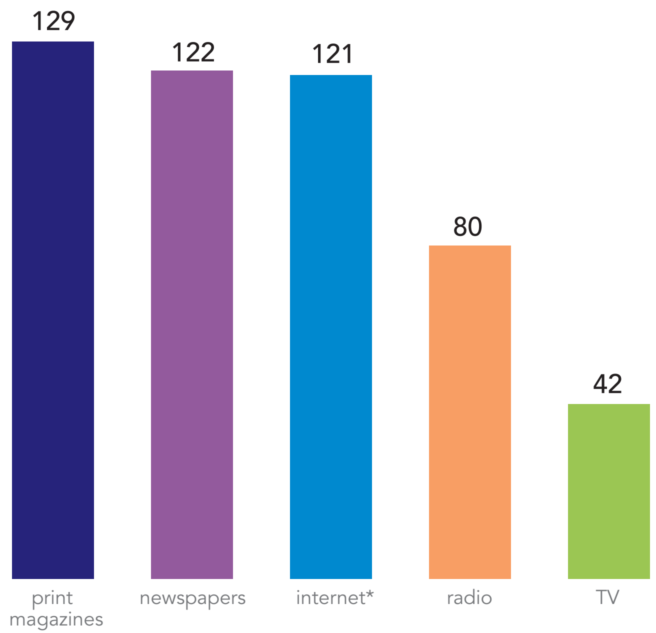
Lesbian, Gay, Bisexual and Transgender (LGBT) adults read an average of **10.5** print magazine issues per month — higher than the average for U.S. adults.

Source: GfK MRI, Fall 2015

Tweet

Households with income of $150K+ are drawn to #magazines.

Source: GfK MRI, Fall 2015



Household income $150K+ (index)

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Fall 2015

Tweet

Magazines show the highest return on advertising spend—the ultimate KPI.

Source: Nielsen Catalina Solutions, 2015

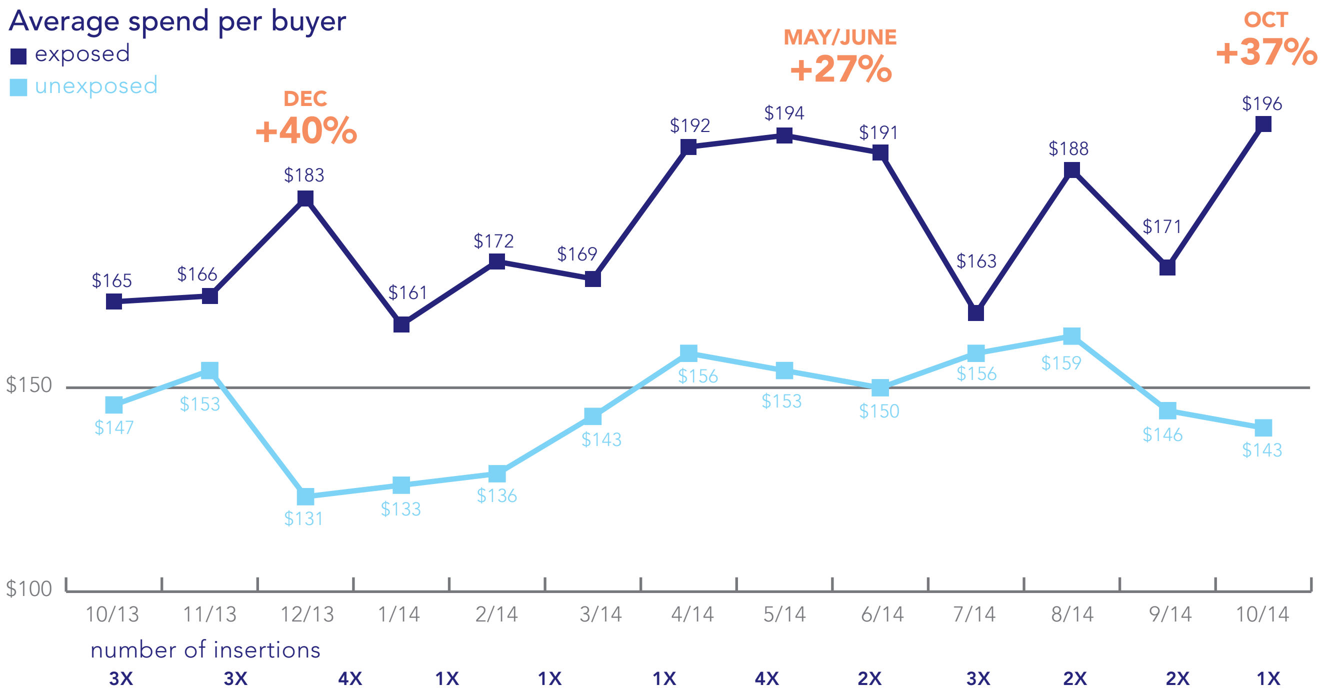
Average return on advertising spend—all studies

Note: Nielsen Catalina Solutions comparison of average increase in dollar sales per dollar of advertising spend by media in study across 1,400 CPG campaigns.
Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015

CASE STUDY: Magazines boost sales throughout a campaign

A home retailer placing 27 insertions in four Meredith Corporation magazines experienced a lift in spending per buyer for every month of the campaign.

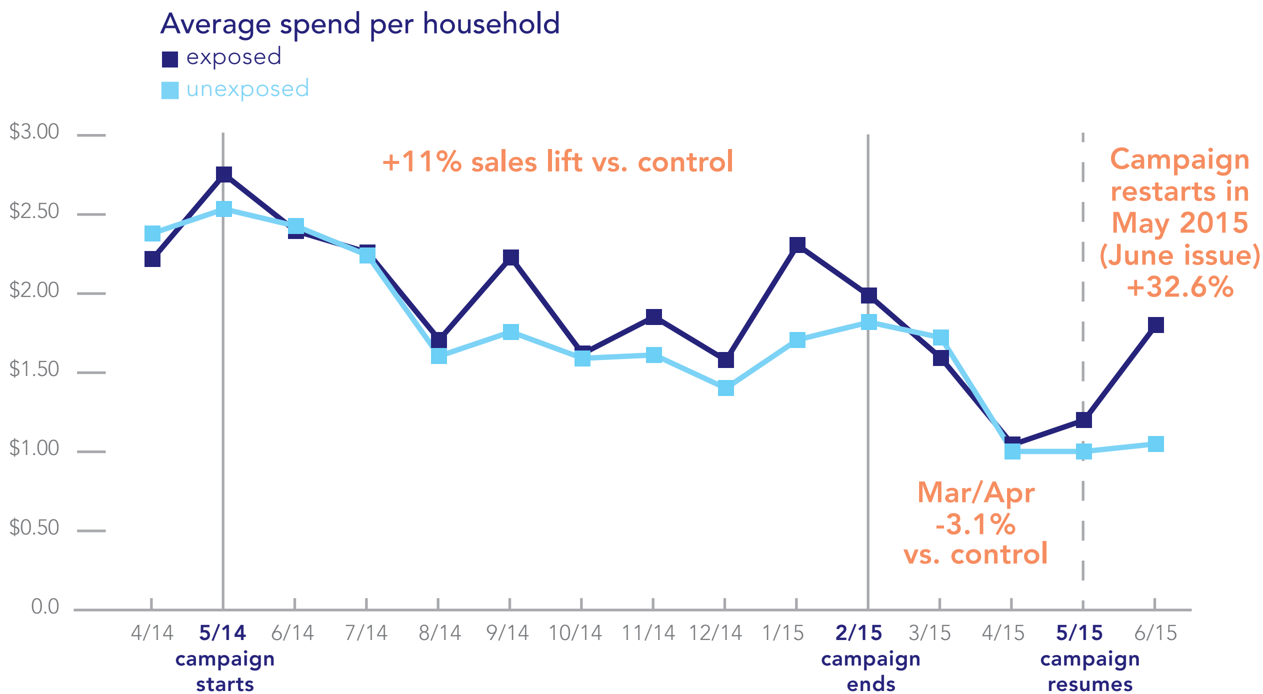
Overall lift in sales vs. unexposed: +7%. Total incremental sales: $36.9 million.



Source: Meredith, Nielsen Buyer Insights; analysis period 10/1/13 – 10/31/14; pre-period 7/1/13 – 9/30/13

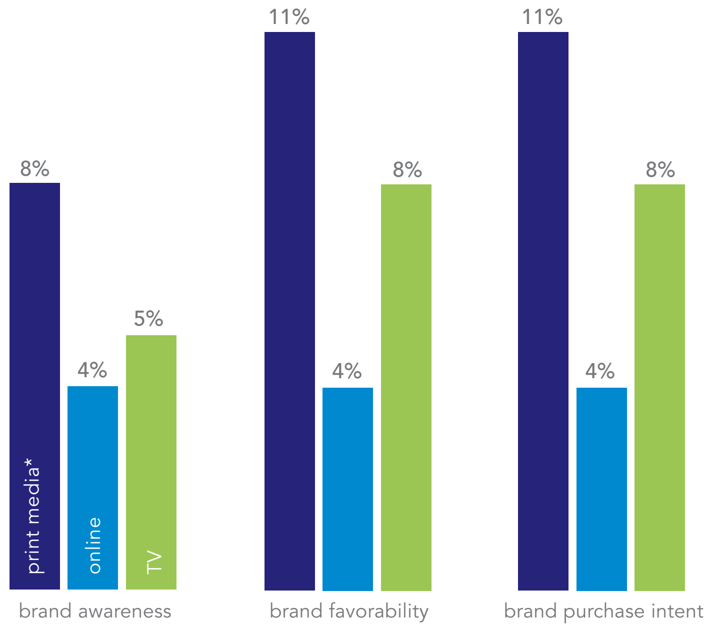
CASE STUDY: **Magazine campaigns significantly lift sales**

CPG campaign (May 2014–February 2015) resulted in an 11% sales increase vs. the matched control group. Sales among Parents readers decreased (-3.1% vs. control) after campaign ended —and rebounded with renewed advertising in June (+32.6%)



Source: Meredith Parents Network, Nielsen HomeScan, 2014–2015

Advertising in print yields **greater increases in brand awareness, brand favorability and purchase intent** than online or TV advertising



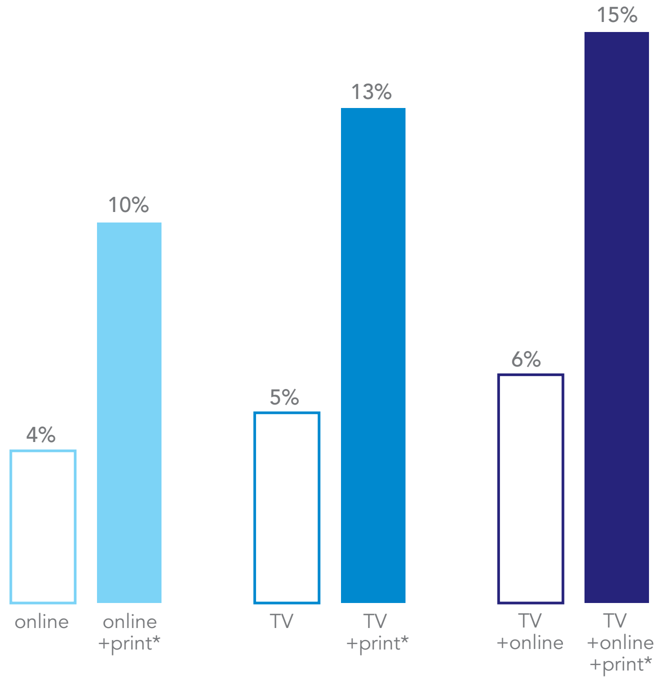
Average brand lift due to exposure

Data is Delta. Delta=Exposed-Control.
Numbers of respondents: Print n=88,0146; online n=253,421; TV n=198,479
*Print media includes newspapers, which were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy. Print media also includes digital editions of magazines.
Source: Millward Brown Digital, 2007–2015

Tweet

#Advertising in print in combination with other media adds substantially to brand awareness.

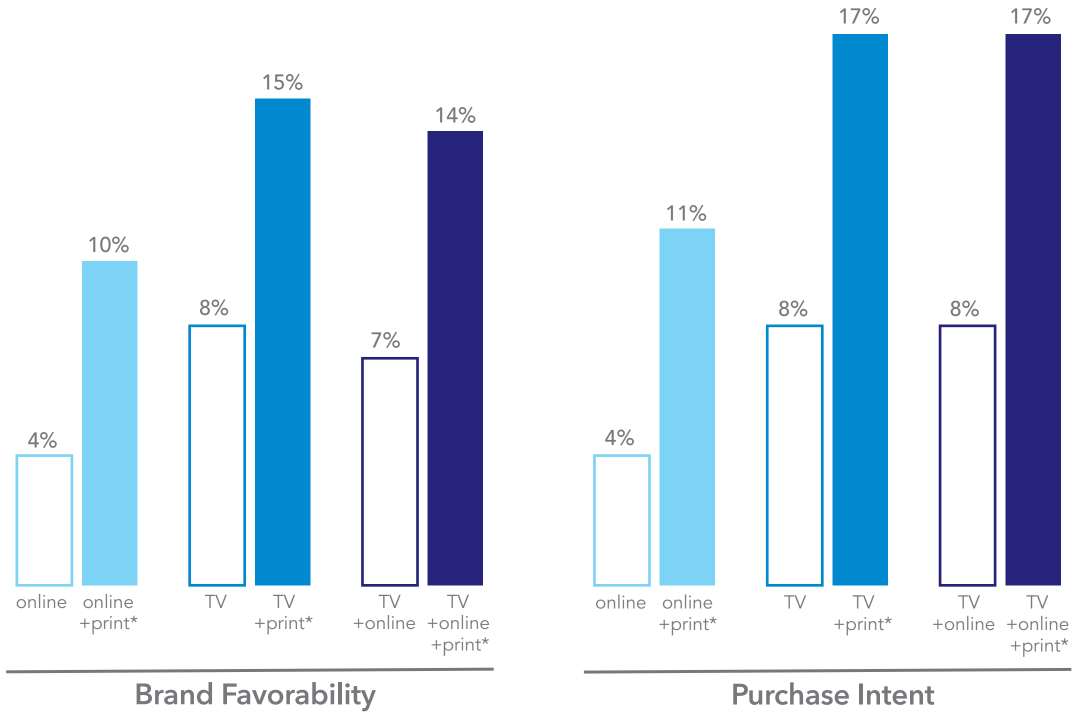
Source: Millward Brown Digital, 2007–2015



Average brand awareness lift due to exposure

Data is Delta. Delta=Exposed-Control. Numbers of respondents: online n=253,421; TV n=198,479; online+print n=30,588; TV+print n=24,653; online+TV n=91,019; online+TV+print n=10,967
*Print includes newspapers and digital editions of magazines; however, newspapers were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy.
Source: Millward Brown Digital, 2007–2015

Advertising in print adds substantially to the persuasion power of other media



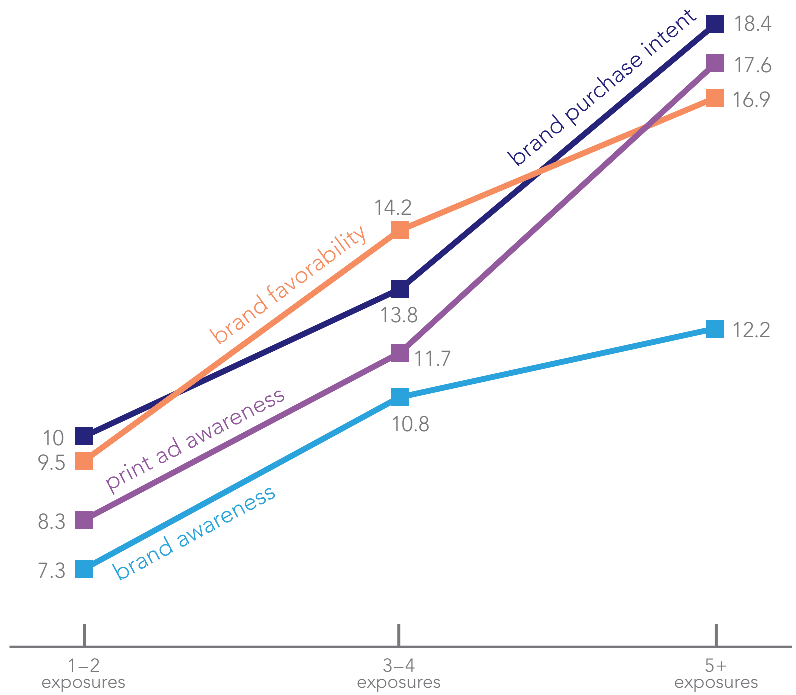
Average brand favorability and purchase intent lifts due to exposure

Data is Delta. Delta=Exposed-Control. Number of respondents: online n=253,421; TV n=198,479; online+print n=30,588; TV+print n=24,653; online+TV n=91,019; online+TV+print n=10,967

*Print includes newspapers and digital editions of magazines; however, newspapers were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy.

Source: Millward Brown Digital, 2007–2015

Increased exposure to print media ads boosts key advertising metrics



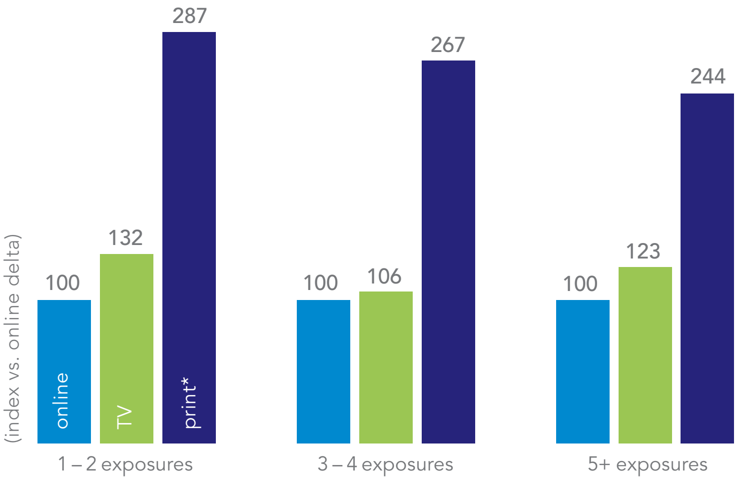
Percent lift with increased exposure

Data is Delta. Delta=Exposed-Control.
Number of respondents: 1-2 exposures n=60,259; 3-4 exposures n=12,638; 5+ exposures n=14,789
*Print includes newspapers and digital editions of magazines; however, newspapers were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy.
Source: Millward Brown Digital, 2007–2015

Tweet

Print is best at increasing #brandawareness at all levels of exposure.

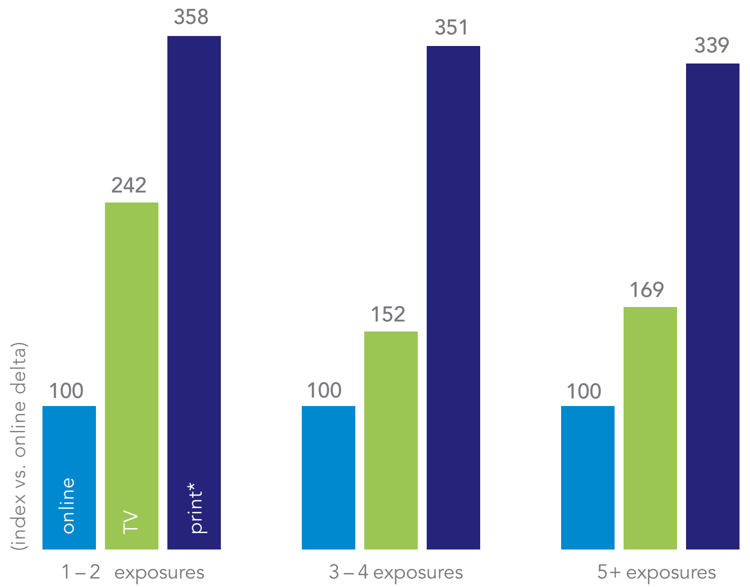
Source: Millward Brown Digital, 2007–2015



Frequency impact on brand awareness

Index: Delta (Exposed-Control) for each medium vs. Delta for Online. Numbers of respondents:
Print*: 1-2 exposures n=59,270; 3-4 exposures n=12,638; 5+ exposures n=14,789.
Online: 1-2 exposures n=147,720; 3-4 exposures n=32,719; 5+ exposures n=70,958.
TV: 1-2 exposures n=61,599; 3-4 exposures n=30,347; 5+ exposures n=105,826.
*Print includes newspapers and digital editions of magazines; however, newspapers were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy.
Source: Millward Brown Digital, 2007–2015

Print's impact on brand favorability is strongest at all levels of exposure



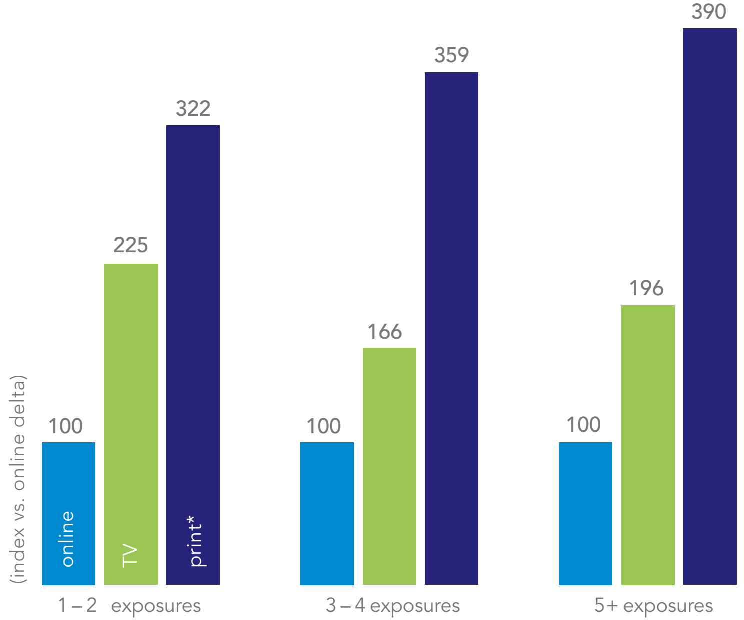
Frequency impact on brand favorability

Index: Data is Delta. Delta=Exposed-Control. Numbers of respondents:
Print*: 1-2 exposures n=60,259; 3-4 exposures n=12,806; 5+ exposures n=14,507.
Online: 1-2 exposures n=143,190; 3-4 exposures n=31,287; 5+ exposures n=66,439.
TV: 1-2 exposures n=60,518; 3-4 exposures n=28,889; 5+ exposures n=99,244.
*Print includes newspapers and digital editions of magazines; however, newspapers were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy.
Source: Millward Brown Digital, 2007–2015

Tweet

#Print's impact on purchase intent is especially strong at higher levels of exposure.

Source: Millward Brown Digital, 2007–2015



Frequency impact on purchase intent

Index: Data is Delta. Delta=Exposed-Control. Numbers of respondents:
Print*: 1-2 exposures n=54,996; 3-4 exposures n=12,101; 5+ exposures n=13,692.
Online: 1-2 exposures n=135,385; 3-4 exposures n=29,591; 5+ exposures n=61,923.
TV: 1-2 exposures n=53,381; 3-4 exposures n=27,466; 5+ exposures n=94,129.
*Print includes newspapers and digital editions of magazines; however, newspapers were represented in less than 10% of the analyzed campaigns and generally represented a small portion of the print media buy.
Source: Millward Brown Digital, 2007–2015

Tweet

Print #magazines inspire readers to take action, such as clipping the ad, recommending the product or buying it.

Source: GfK MRI, Spring 2015

Advertising effectiveness by position

	noted	action taken
first quarter of book	56%	60%
second quarter of book	51	61
third quarter of book	50	62
fourth quarter of book	51	62

Note: Includes all ads, size/color and cover positions.
Source: GfK MRI, July 2014 – June 2015

Action taken includes:

- **have a more favorable opinion** about the advertiser
- **consider purchasing** the advertised product or service
- **gather more information** about the advertised product or service
- **recommend** the product or service
- **visit the advertiser's website**
- **purchase the product** or service
- **clip or save the ad**
- **visit or plan to visit a dealership**

Source: GfK MRI Starch

Print magazine advertising works regardless of size or placement

Tweet

61% of readers are inspired to take action after seeing a print #magazine ad.

Source: GfK MRI, Spring 2015

Impact of print magazine advertising

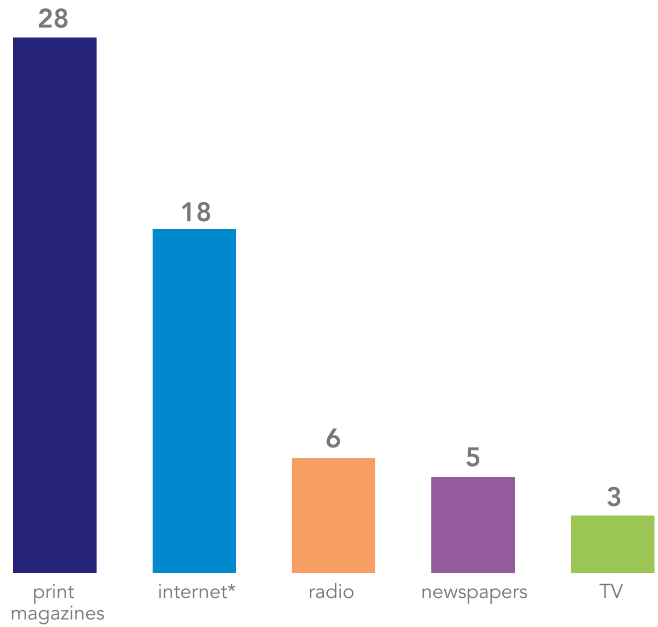
	noted	action taken
all ads	**53%**	**61%**
AD SIZE		
multiple pages (excluding spreads)	70	61
gatefold ads	64	61
spread	55	59
full page	52	60
half page	44	65
third page	43	65
less than half page	43	65
COLOR		
four color	53	61
black and white	41	58
PREMIUM POSITION		
inside front cover	76	59
inside back cover	61	60
back cover	64	60
adjacent to table of contents	59	60

Source: GfK MRI Starch Advertising Research, July 2014 – June 2015

Tweet

Print #magazines are no. 1 in reaching affluent influential #consumers.

Source: GfK MRI, Spring 2015

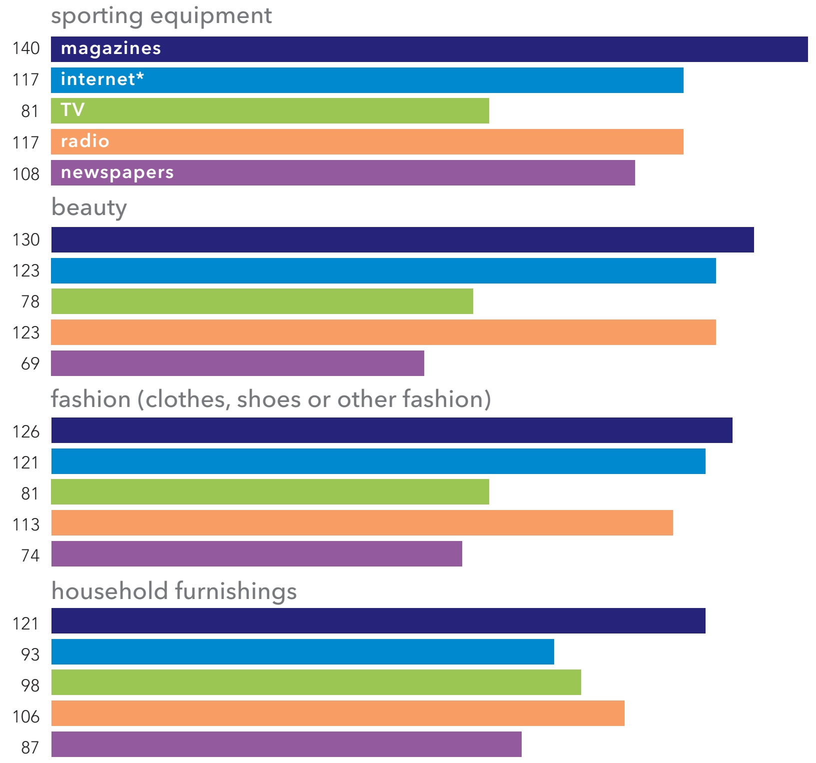


Number of times medium ranks #1 among affluent influential consumers across 60 product categories

*Includes internet magazine activity.
Base: Top quintile of users of each medium among adults with HHI of $50K+.
Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.
Source: GfK MRI, Spring 2015

Affluent category influentials are devoted print magazine readers

Category influentials among devoted media users (index)



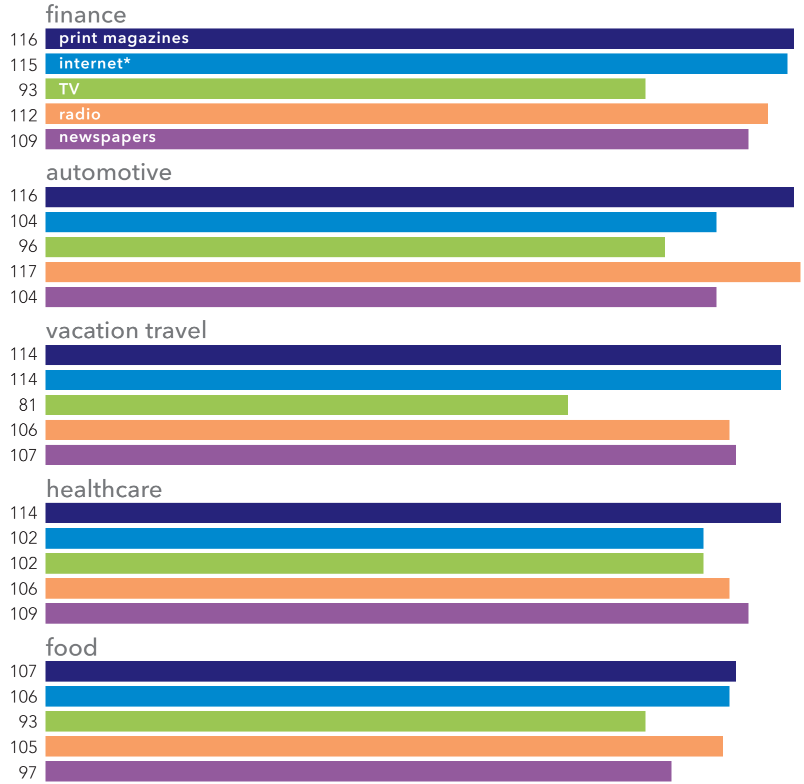
*Includes internet magazine activity.
Index: Percentage of category influentials within top quintile of users of each medium with HHI of $50K+ vs. percentage of all category influentials among adults 18+ with HHI of $50K+.
Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.
Source: GfK MRI, Spring 2015

Tweet

Across product categories, **trusted recommenders are devoted print magazine readers.**

Source: GfK MRI, Spring 2015

Trusted recommenders among devoted media users (index)



*Includes internet magazine activity.
Index: Percentage of recommenders within top quintile of users of each medium vs.percentage of recommenders among adults 18+. Recommenders are defined as people who say they have recommend products or services to others in the past 12 months within a category.
Source: GfK MRI, Spring 2015

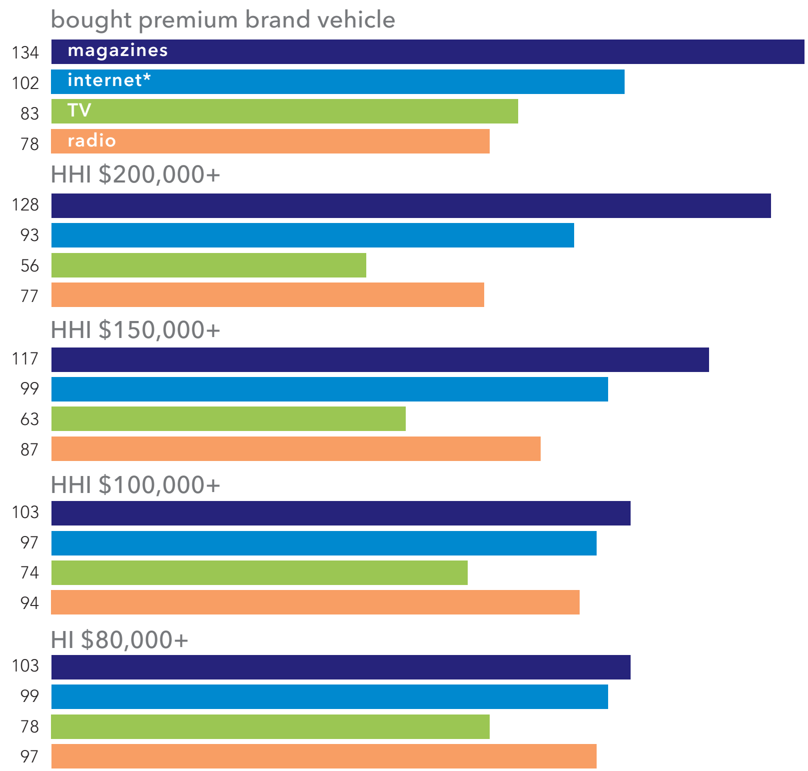
Print magazines drive automotive growth—especially at the top end of the market

Tweet

Devoted print #magazine readers accounted for **$94 billion** in annual #automotive sales.

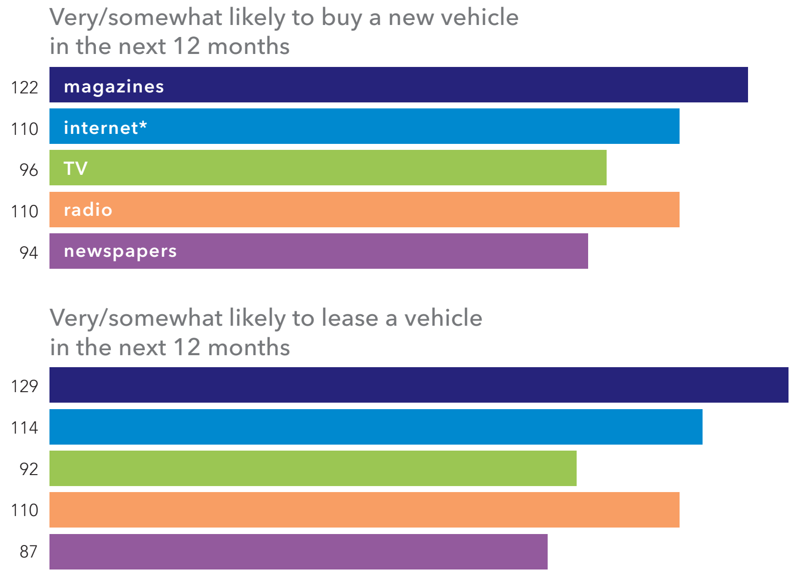
Source: JD Power, Summer 2015

Among new vehicle buyers, devoted print magazine readers are more affluent and more likely to buy premium makes (index)



*Includes internet magazine activity.
Note: Print magazine quintiles based on readership of 120 titles.
Index: Top quintile of users of each medium among new vehicle buyers vs. all of new vehicle buyers.
Source: JD Power Automotive Media and Marketing Report, Summer 2015

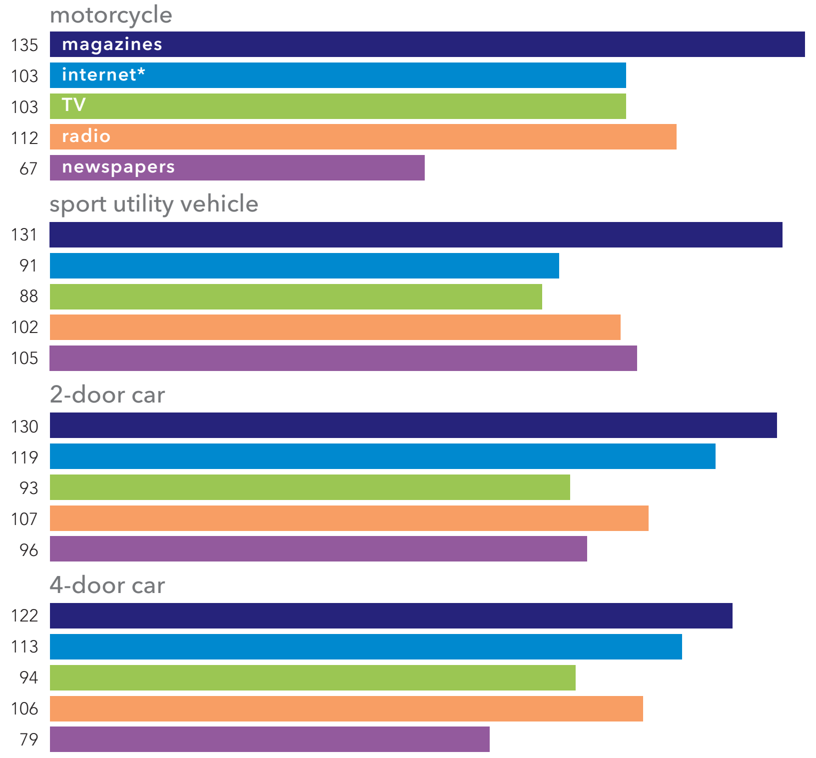
Print magazines deliver consumers with the highest auto purchase intent



*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Spring 2015

Devoted print magazine readers are **most likely to purchase or lease vehicles of all types**

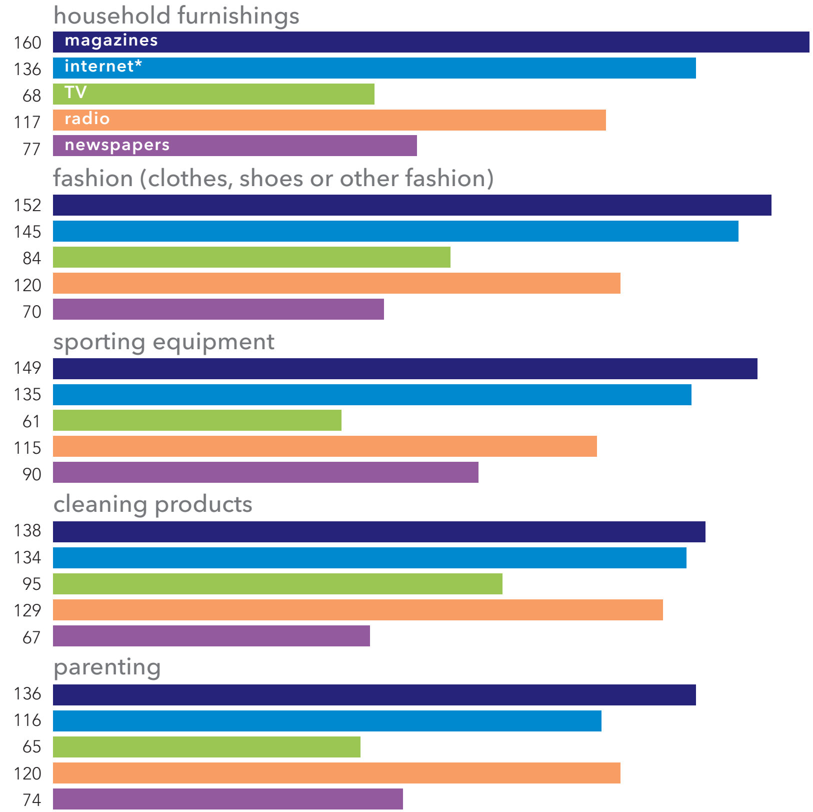
Very likely to purchase/lease among devoted media users (index)



*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Spring 2015

Super influentials in every segment are devoted print magazine readers

Super influentials among devoted media users (index)



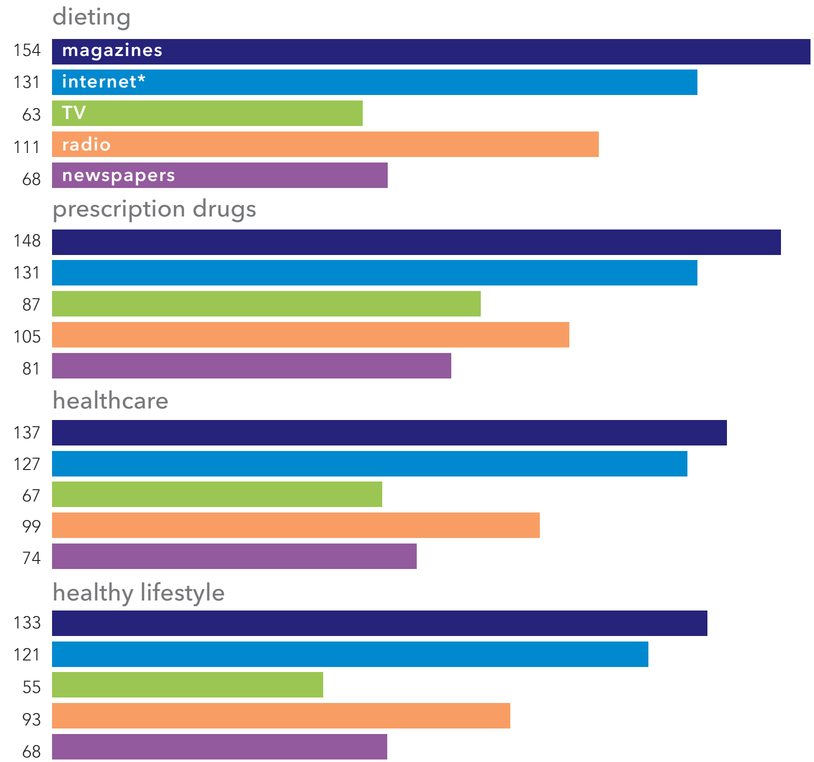
*Includes internet magazine activity.
Index: Percentage of super influentials within top quintile of users of each medium vs. percentage of super influentials among adults 18+. Note: Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members, and who recommend products or services on this topic to others.
Source: GfK MRI, Spring 2015

Tweet

Print magazines excel in reaching **super influential consumers** **in #healthcare and #healthy living.**

Source: GfK MRI, Spring 2015

Super influential consumers for healthcare categories among devoted media users (index)



*Includes internet magazine activity.
Index: Percentage of super influentials among top quintile of users of each medium vs. percentage of super influentials among adults 18+. Super influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic to others.
Source: GfK MRI, Spring 2015

Devoted print readers are the **most informed and engaged healthcare/pharma customers**

Agreement with statements and opinions about pharmaceuticals and healthcare (index)

	magazine media	internet*	TV	radio	newspapers
Friends come to me for advice about healthcare and medications.	153	126	104	127	105
I typically conduct research online prior to a doctor's appointment.	147	132	93	125	98
I research healthcare information so that I am better informed about different healthcare treatment options.	146	108	93	113	106
I would be willing to use a mobile app offered by my health insurance plan.	146	123	103	121	100
I trust pharmaceutical companies that advertise the medications I take.	138	120	125	100	104
I often discuss new prescription medications with my doctor.	137	97	110	114	115
I research treatment options on my own and then ask my doctor about them.	137	113	95	111	101
I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised.	136	104	112	109	111
Pharmaceutical advertisements make me more knowledgeable about medicines.	133	111	109	111	104
I am better informed about my health than most people.	128	100	94	104	106
It's worth paying more for branded prescription medications rather than generic.	126	100	101	114	125

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

Magazine media advertising is number 1 in driving consumer healthcare actions

Actions taken in the last 12 months as a result of healthcare advertising (index)

	magazine media	internet*	TV	radio	newspapers
visited a pharmaceutical company website	276	169	112	168	146
discussed an ad with your doctor	260	99	143	95	149
asked your doctor for a product sample of a prescription drug	260	109	131	90	125
discussed an ad with a friend or relative	253	163	148	128	151
asked your doctor to prescribe a specific drug	234	128	155	119	113
consulted a pharmacist	231	117	148	107	160
purchased a nonprescription product	214	109	111	118	135
used a coupon	210	119	124	144	156
took medication	190	127	109	137	143
made an appointment to see a doctor	170	108	138	118	144

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

Tweet

Those who view #healthcare ads in #magmedia **are most likely to purchase prescription products.**

Source: Kantar Media, MARS Consumer Health Study, 2015

IN THE LAST 12 MONTHS

Number of times purchased prescription products (index)

	magazine media	internet*	TV	radio	newspapers
6+ times	139	110	116	117	137
3+ times	129	110	113	107	129
1+ times	120	109	109	107	119
none	68	89	92	127	87

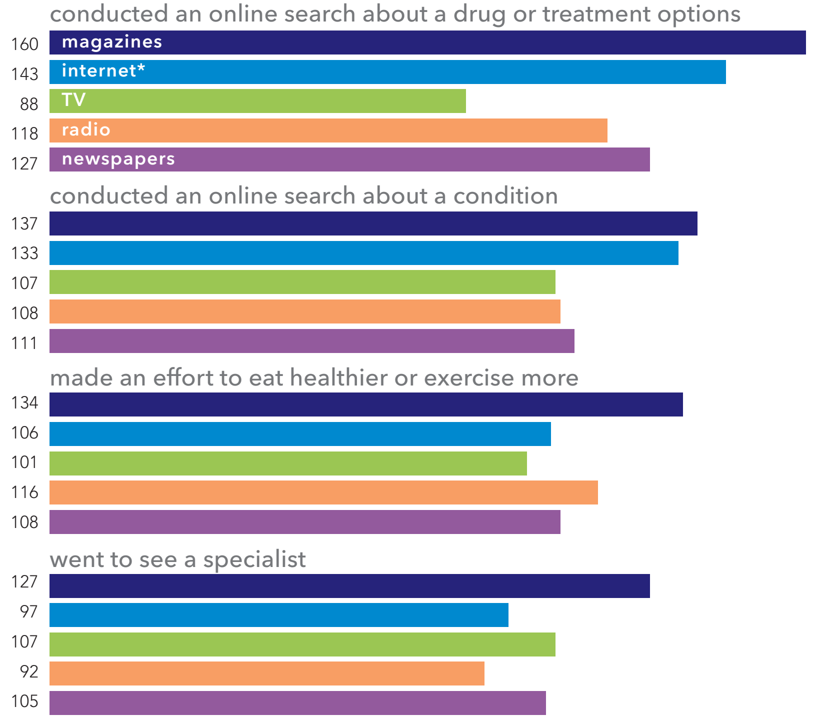
Where purchased medication (index)

	magazine media	internet*	TV	radio	newspapers
drugstore chain's website	171	112	100	104	113
club store (e.g. Costco, Sam's Club, BJ's)	130	121	118	103	110
drug store chain (e.g. Rite Aid, CVS)	130	125	117	129	128

Includes internet magazine activity.
Index: Those who saw/heard healthcare advertising in each medium in the last 12 months vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

Magazine media readers **take action to maintain their health**

Actions taken after seeing medical professionals in the last 12 months (index)



*Includes internet magazine activity.
Base: Those who had been to any doctor in the last 12 months.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

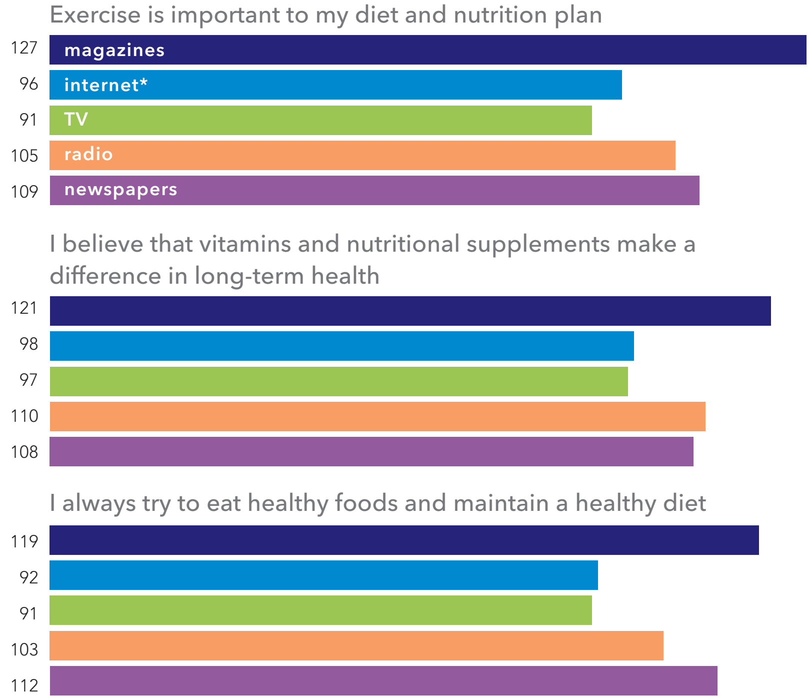
Tweet

#Magmedia readers:

the most health conscious consumers.

Source: Kantar Media, MARS Consumer Health Study, 2015

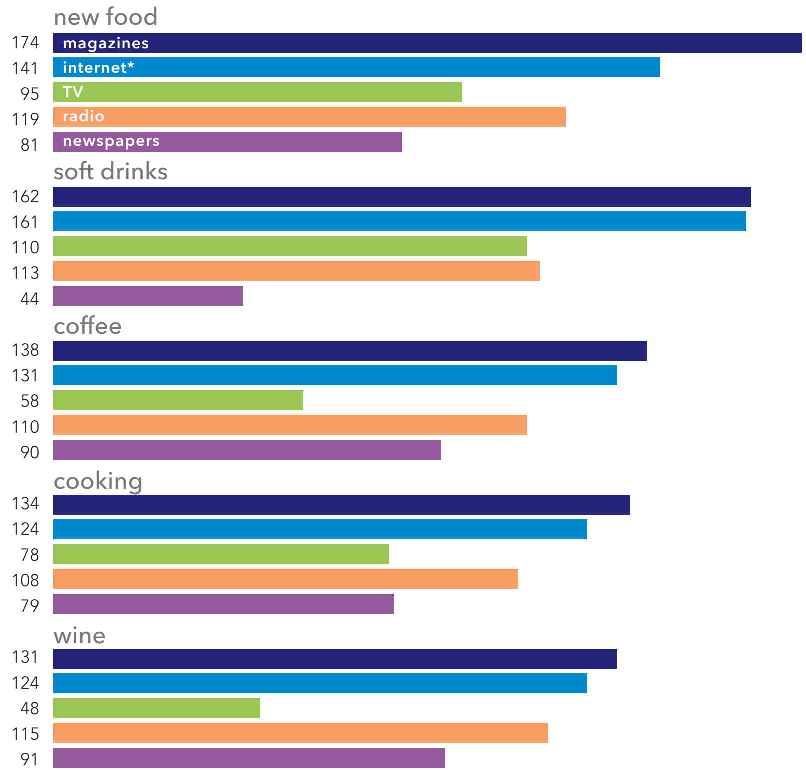
Agreement with statements and opinions about pharmaceuticals and healthcare (index)



*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

Food influencers consume print magazines

Super influential consumers for food purchases among devoted media users (index)

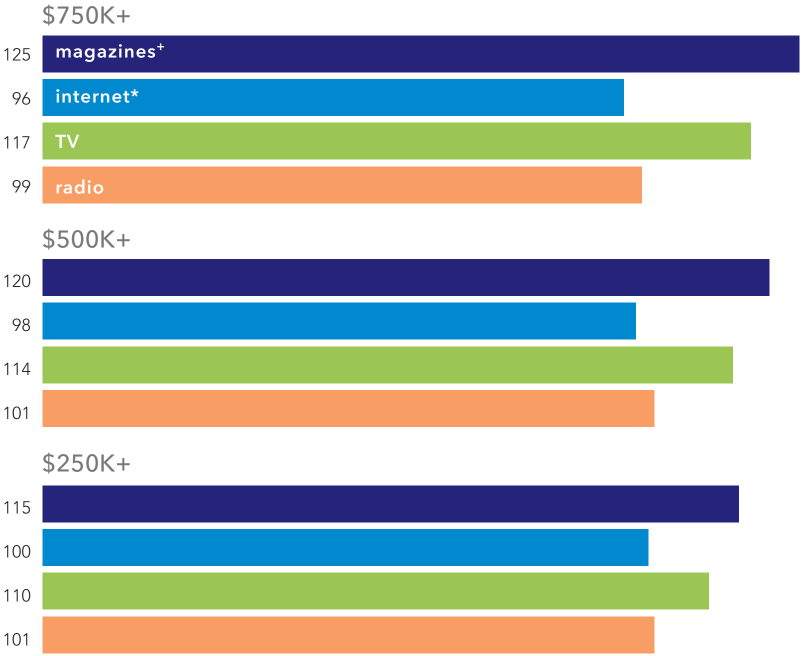


*Includes internet magazine activity.
Index: Percentage of super influentials among top quintile of users of each medium vs. percentage of super influentials among adults 18+. Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic often.
Source: GfK MRI, Spring 2015

Households with the biggest financial assets prefer #magmedia over internet, TV and radio.

Source: Ipsos Affluent Survey USA, Spring 2016

Total value of household's financial accounts/ liquid assets (index)



+Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI $100K+.
Source: Ipsos Affluent Survey USA, Spring 2016

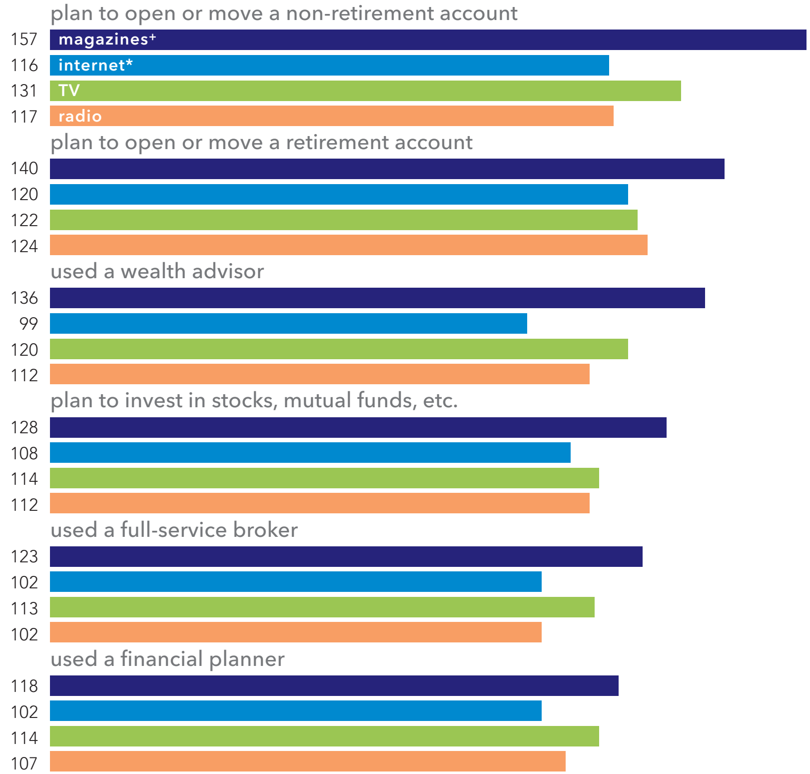
Magazine media: **where to find active investors**

Tweet

#Magmedia readers plan to invest in stocks and mutual funds more than affluent consumers of other #media.

Source: Ipsos Affluent Survey USA, Spring 2016

Any household member — in the past 12 months/next 12 months (index)



+Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI $100K+.
Source: Ipsos Affluent Survey USA, Spring 2016

Tweet

Luxury goods category influencers are devoted print #magazine readers.

Source: GfK MRI, Spring 2015

Luxury goods category influencers among devoted media users (index)

	print magazines	internet*	TV	radio	news-papers
beauty	130	123	78	123	69
fashion+	126	121	81	113	74
interior decorating	117	97	108	111	78

*Includes internet magazine activity.
+Clothes, shoes or other fashion
Index: Percentage of category influentials within top quintile of users of each medium among adults 18+ with HHI $50K+ vs. percentage of category influentials among all adults 18+ with HHI $50K+. Category influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members.
Source: GfK MRI, Spring 2015

Luxury goods buyers are devoted magazine media readers

IN THE LAST 12 MONTHS

Luxury goods spending among affluent devoted media users (index)

	magazines+	internet*	TV	radio
$1,000+ watches	176	163	143	112
$1,000+ skin care/cosmetics/fragrance	142	132	127	113
$1,000+ fine jewelry	153	139	132	114
$3,000+ fine jewelry	173	157	144	123
$1,000+ fine watches, fine jewelry	154	138	131	113
$3,000+ fine watches, fine jewelry	167	151	141	117
$5,000+ women's apparel and accessories	166	146	128	116
$5,000+ men's apparel and accessories	180	156	139	123
$10,000+ apparel and accessories	179	153	134	118

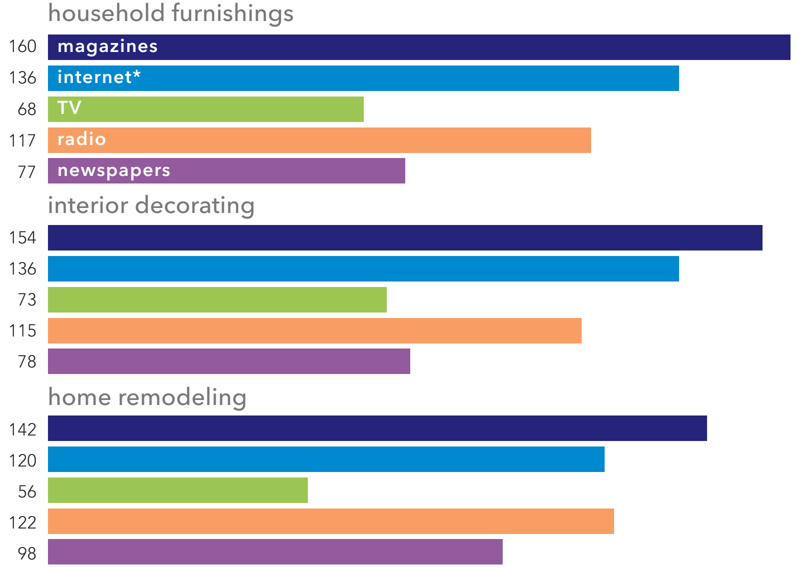
+Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI 100K+.
Source: Ipsos Affluent Survey USA, Spring 2016

Print #magazine readers lead the way for super influencers in home furnishings and #remodeling.

Tweet

Source: GfK MRI, Spring 2015

Super influential consumers for home improvement purchases among devoted media users (index)



*Includes internet magazine activity.
Index: Percentage of super influentials among top quintile of users of each medium vs. percentage of super influentials among adults 18+. Super influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic to others.
Source: GfK MRI, Spring 2015

Affluent magazine readers are **top spenders on home remodeling and decorating**

Home improvement spending among affluent devoted media users (index)

	magazines+	internet*	TV	radio
$1,000+ home decorating services	170	164	137	108
$3,000+ furniture	144	134	121	107
$5,000+ furniture	153	140	127	109
$1,000+ household appliances	139	136	124	111
$1,000+ kitchen appliances	136	131	120	105
$3,000+ kitchen appliances	163	144	130	115
$5,000+ home remodeling services	126	114	117	105
$10,000+ home remodeling services	121	104	113	102

+Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI $100K+.
Source: Ipsos Affluent Survey, USA, Spring 2016.

Affluent **magazine readers use home improvement professionals** and undertake renovations

Tweet

Affluent #magazine readers are more likely to remodel or renovate their #kitchen than users of any other medium.

Source: Ipsos Affluent Survey, USA, Spring 2016

Home improvement activity among affluent devoted media users (index)

IN THE PAST 12 MONTHS	magazines+	internet*	TV	radio
used landscape architect	151	131	125	107
used interior designer/decorator	147	139	122	114
used landscape designer	139	114	116	107
used any home-related professional	128	115	113	109
IN THE NEXT 12 MONTHS				
plan to remodel or renovate kitchen	128	117	122	113
plan to remodel or renovate bathroom	120	109	114	107
plan to remodel or renovate home	119	111	113	112
plan to remodel or renovate garden	119	98	114	115

+Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI $100K+
Source: Ipsos Affluent Survey, USA, Spring 2016

Affluent magazine readers are most likely to travel

Tweet

More than any other devoted media users, affluent #magmedia readers are most likely to own a boat.

Source: Ipsos Affluent Survey USA, Spring 2016

Travel habits of affluent devoted media users (index)

	magazines+	internet*	TV	radio
own a boat	137	111	111	114
took five or more airline trips for domestic vacations in past year	133	123	109	115
took a cruise of 7+ days in past three years	127	114	114	100
traveled to Europe in the past three years	125	111	102	107
belong to car rental frequent traveler program	121	114	111	109
traveled to any island in Atlantic or Caribbean in the past three years	115	108	99	109
belong to a hotel frequent traveler program	111	103	106	104
belong to an airline frequent traveler program	107	102	102	103

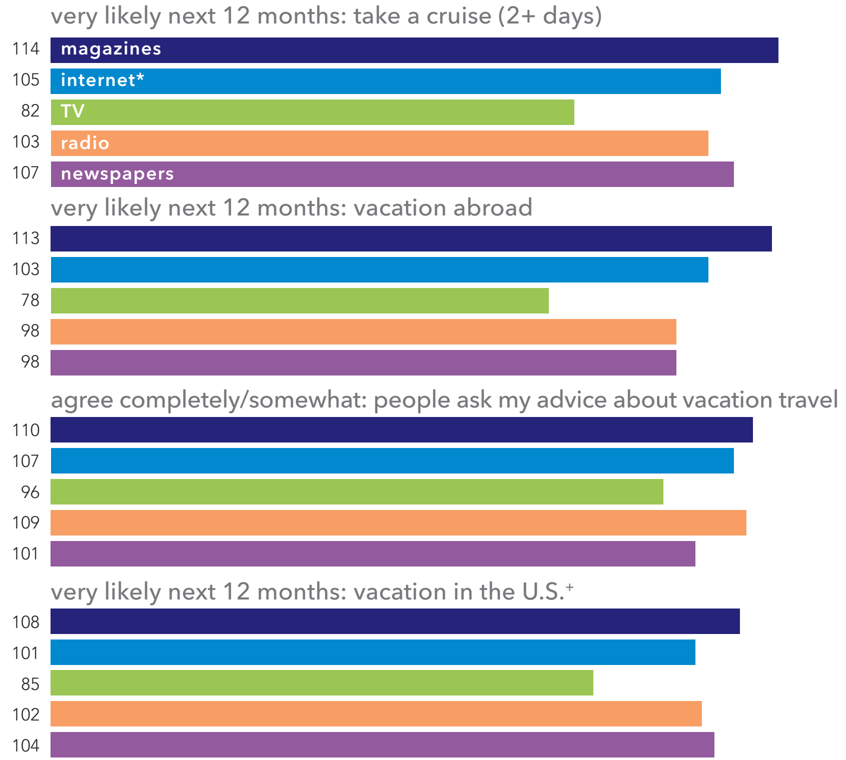
*Includes digital magazine reading. *Includes internet magazine activity
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI 100K+.
Source: Ipsos Affluent Survey USA, Spring 2016

Tweet

Devoted #magmedia users are most likely to take a #vacation abroad within the next 12 months.

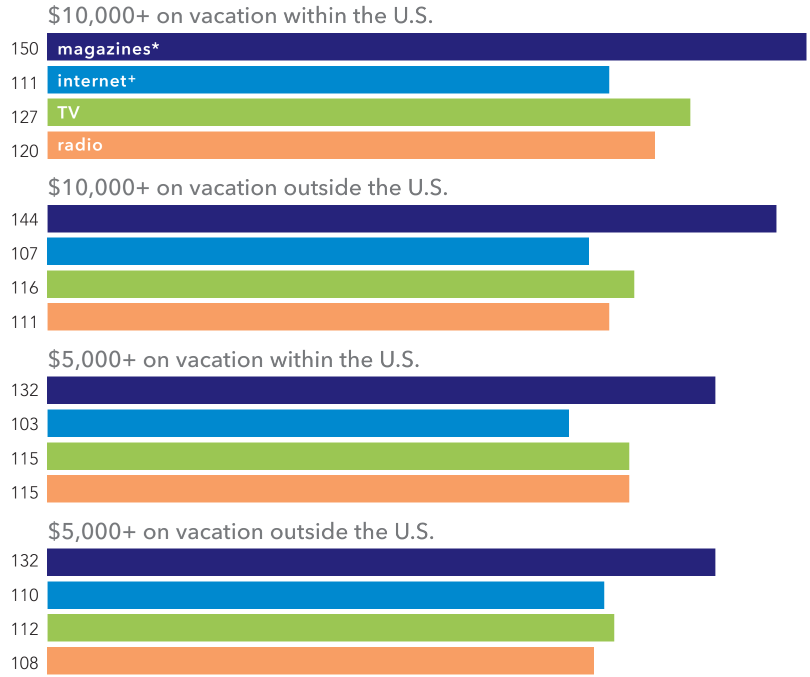
Source: GfK MRI, Spring 2015

Travel charactistics of devoted media users (index)



*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
+Defined as Hawaii, Florida, theme parks and other U.S. destinations.
Source: GfK MRI, Spring 2015

Amount spent on vacations in past 12 months (index)



*Includes digital magazine reading. +Includes internet magazine activity.
Index: Top quintile of users of each medium among adults 18+ with HHI $100K+ vs. all adults 18+ with HHI $100K+.
Source: Ipsos Affluent Survey USA, Spring 2016

Tweet

More so than users of other media, **affluent #magmedia readers are most likely to spend $5K+ or $10K+ on vacations.**

Source: Ipsos Affluent Survey USA, Spring 2016

Tweet

Print magazine readers travel more than other #media users.

Source: GfK MRI, Spring 2015

Travel intentions among devoted users of media (index)

Intended destinations very likely next 12 months

	print magazines	internet*	TV	radio	news-papers
Hawaii	132	102	82	109	102
Europe	131	100	73	96	113
South America	130	104	83	95	85
Caribbean	126	112	87	97	94
Florida	115	101	89	94	107
Mexico	108	96	79	105	74

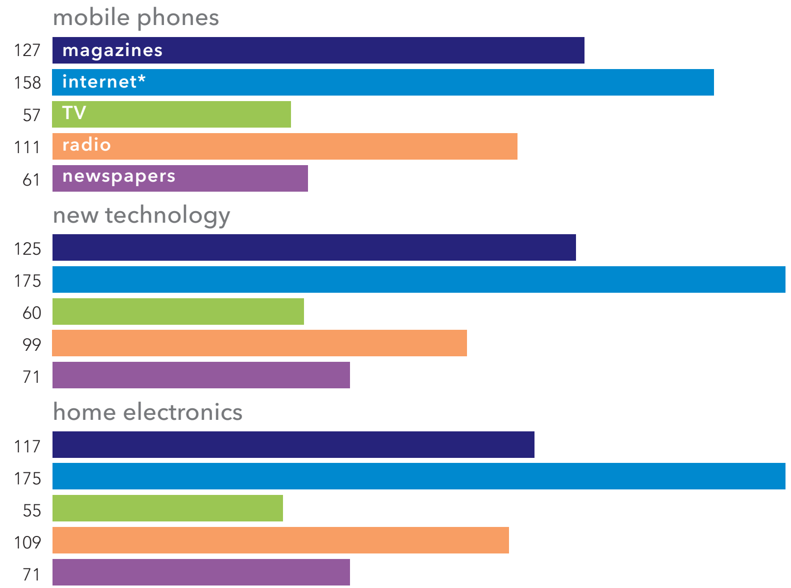
*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Spring 2015

Tweet

Print #magazine readers strongly influence #technology buys — second only to online.

Source: GfK MRI, Spring 2015

Super influential consumers for technology purchases among devoted media users (index)



*Includes internet magazine activity.
Index: Percentage of super influentials among top quintile of users of each medium vs. percentage of super influentials among adults 18+. Super influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic to others.
Source: GfK MRI, Spring 2015

Print magazine readers are avid buyers of **entertainment** goods and services

Entertainment activities among devoted media users (index)

	print magazines	internet*	TV	radio	newspapers
very likely to buy a portable DVD player in the next 12 months	151	115	115	125	81
very/somewhat likely to buy satellite radio in next 12 months	144	112	111	131	93
bought wireless speakers in past 12 months	144	122	66	94	69
very likely to buy a home theater system in the next 12 months	136	118	124	112	75
attended movies twice a month or more	136	129	91	103	96
very likely to buy a giant flat screen TV in the next 12 months	135	113	109	117	88
bought a DVD or Blu-ray player in the last 12 months	122	114	89	115	84
bought a DVD in the past 30 days	121	117	79	109	88

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Spring, 2015

Ads in magazine media are valued more than ads in other media

(index)	magazine media	websites	ad supported TV networks
ads fit well with the content	141	93	89
has ads about things I care about	132	95	91
products/services advertised are high quality	131	92	92
more likely to buy the products in ads	130	95	90
get valuable info from the ads	130	96	91
ads help me make purchase decisions	124	95	90

Note: Data for each medium based on levels of agreement with the above statements for a set of vehicles in each medium used by each individual with the most purchase influence in the household.
Index: Percentage of purchase influencers within the household for each medium vs. percentage of purchase influencers within the household for the combination of all magazine media, websites and TV vehicles used by each purchase influencer.
Source: Simmons Research, Multi-Media Engagement Study, Spring 2015

Print magazine readers believe in brands
—and are heavily swayed by advertising

Definitely agree or agree that… (index)

	print magazines	TV	radio
I choose branded drugs because they are higher quality	144	133	123
I am willing to pay more for luxury brands	139	119	121
I will buy some brands without even looking at the price	137	121	120
I have expensive tastes	132	112	113
Advertising helps me choose what I buy	130	126	119
People tend to ask me for advice before buying things	128	110	117
I tend to choose premium products and services	123	114	116
Well-known brands tend to be better than generic brands	123	115	113
I don’t mind paying extra for quality	108	102	103

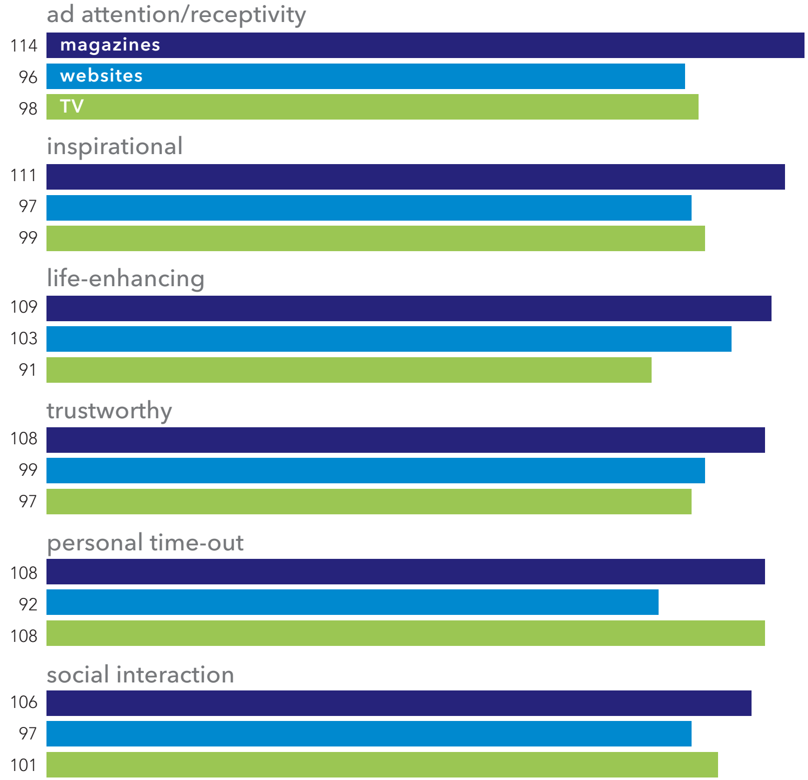
Index: Percentage of top users of each medium vs. percentage of adults 18+.
Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week. Devoted radio listeners are those who listen to FM radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of U.S. adults 18+.
Source: YouGov Profiles, April 2016

Tweet

Influential household members are especially receptive to #advertising in #magmedia.

Source: Simmons Research, Spring 2015

Appropriateness of description for each medium (index)



Notes: Data for each medium based on composite scores for a set of vehicles in each medium used by individuals with the most purchase influence in the household. TV data are for ad-supported programs only.
Index: Composite scores of purchase influencers within the household for each medium vs. composite scores of purchase influencers within the household within the combination of all magazine media, websites and TV vehicles used by each purchase influencer.
Source: Simmons Research, Multi-Media Engagement Study, Spring 2015

Magazine media: **more trusted, inspiring and motivating** than other media

(index)	magazine media	websites	ad supported TV networks
a way to learn about new products	133	103	83
touches me deep down	132	92	96
inspires me in my own life	131	96	88
gets me to try new things	127	100	85
inspires me to buy things	122	104	83
a treat for me	121	85	115
brings to mind things I enjoy	121	88	106
affects me emotionally	116	92	100
gives me something to talk about	114	91	103
trust to tell the truth	114	102	88
get valuable information from	113	103	87

Note: Data for each medium based on levels of agreement with the above statements for a set of vehicles in each medium used by individuals with the most purchase influence in the household.
Index: Percentage of purchase influencers within the household for each medium vs. percentage of purchase influencers within the household for the combination of all magazine media, websites and TV vehicles used by each purchase influencer.
Source: Simmons Research, Multi-Media Engagement Study, Spring 2015

Individuals are more likely to be **happy, confident, excited and hopeful** when they read magazines compared to time spent with other media

Share of gross half-hours when emotion was experienced (index)

	print/digital magazines	TV	radio/ audio	computer+	mobile+	tablet+
hopeful	400	92	132	111	169	176
confident	306	81	158	156	128	134
excited	164	112	130	94	127	103
happy	129	101	101	81	104	91
any positive emotion (net)	132	101	115	94	108	106

+Excluding digital magazines.
Index against percentage of all half hours in which emotion was experienced.
Source: RealityMine USA TouchPoints, 2015

Print magazine readers **enjoy their free time**

Super influential consumers among devoted media users (index)

	print magazines	internet*	TV	radio	newspapers
Fishing	161	143	93	128	82
Restaurants	146	126	66	108	90
Sports	144	130	87	110	92
Books	141	138	73	108	98
Vacation Travel	135	119	41	99	97
Pets	133	129	89	118	78

*Includes internet magazine activity.
Index: Percentage of super influentials among the top quintile of users of each medium vs. percentage of super influentials among adults 18+.
Note: Super influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic to others.
Source: GfK MRI, Spring 2015

Magazine media readers **lead the most active lives**

Tweet

#Magmedia readers attend pro/college #sports games more than users of any other media.

Source: Kantar Media, MARS Consumer Health Study, 2015

Activities participated in regularly (index)

(index)	magazine media	internet*	TV	radio	newspapers
visit museums	190	91	93	131	146
attend pro/college sports	185	123	86	110	120
entertain family/friends	164	99	90	124	109
fine dining/eating out	156	100	101	121	132
cooking for fun	155	101	101	111	114
shopping for fun	154	112	107	105	100
photography	151	108	100	126	102
go to bars/nightclubs	146	110	95	112	121
fantasy sports league	133	122	103	124	72

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

Magazine readers **are the most physically active**

Tweet

#Magmedia readers play tennis, bike, run and go to the gym more than other media users.

Source: Kantar Media, MARS Consumer Health Study, 2015

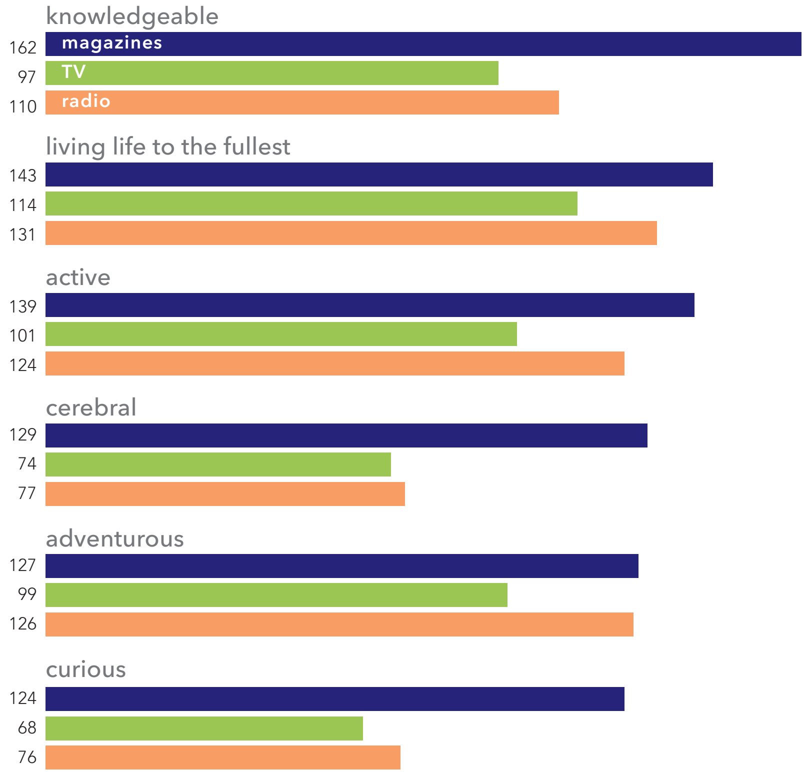
Activities participate in regularly (index)

(index)	magazine media	internet*	TV	radio	newspapers
spa services	194	159	95	123	115
tennis	191	134	90	106	120
dancing	185	117	112	123	87
basketball	170	140	108	166	114
running/jogging	163	126	72	110	99
football	160	78	99	146	99
swimming	156	108	89	139	117
use a health club/gym	152	80	70	119	130
bicycling	147	67	69	136	118
aerobics	141	82	60	108	98
weight training	140	115	79	97	97
fitness/walking	138	84	78	113	119
hiking	133	77	61	121	108
yoga/pilates	126	106	39	113	92

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015.

Print magazine readers are **actively engaged, knowledgeable and inquisitive**

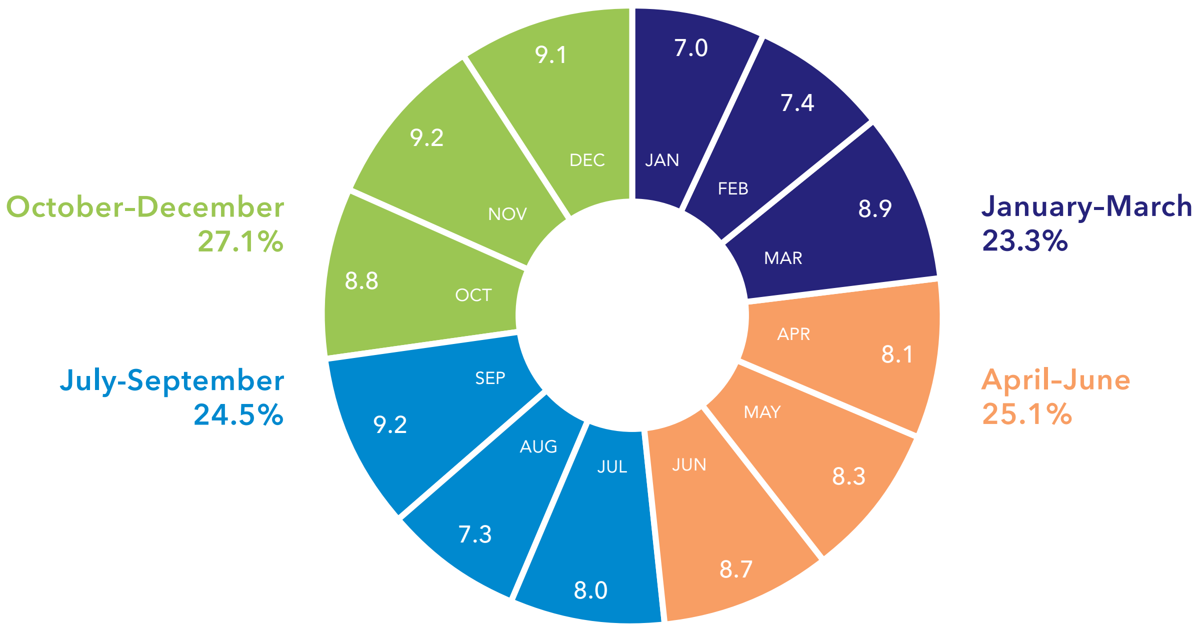
Self-perception (index)



Index: Percentage of top users of each medium vs. percentage of adults 18+.
Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week. Devoted radio listeners are those who listen to FM radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of U.S. adults 18+.
Source: YouGov Profiles, April 2016

Magazine advertising doesn’t take a vacation

Issue-specific audiences 2014–2015
by month and quarter (percent)



Note: All measured publications
Source: GfK MRI, July 2014–June 2015

Print and digital edition magazine content is deeply absorbing

Average time spent per issue

*Subscribers/newsstand buyers and other members of their households.
Source: GfK MRI, Special Tabulators, Fall 2015.

Staying power

For the past eight years, the total number of consumer magazines has remained above 7,000

Number of U.S. print consumer magazines 2005–2015

YEAR	CONSUMER MAGAZINES
2015	7,293
2014	7,289
2013	7,240
2012	7,390
2011	7,179
2010	7,163
2009	7,110
2008	7,383
2007	6,809
2006	6,734
2005	6,325

Source: National Directory of Magazines
MediaFinder.com, 2016

237 new print magazine brands launched in 2015

A +3% gain over 2014

2015 U.S. print magazine launches by category

29	arts and antiques	4	photo
19	special interest	4	sports
17	epicurean	4	hunting/fishing
16	fashion/beauty	3	literary
15	home	3	dogs and pets
9	travel	3	fitness
8	automotive	3	business/finance
8	children's	3	dressmaking
8	metropolitan/regional	2	bridal
7	religious	2	boating/yachting
7	women's	2	gay and lesbian
7	pop culture	2	motorcycles
6	gaming	2	media personalities
6	music	1	horses
6	crafts	1	military/naval
5	comic/comic tech	1	aviation
5	health	1	teen
5	science/tech	1	political and social topics
5	black/ethnic	1	men's
5	entertainment	1	gardening

Note: This list represents weekly, bimonthly, monthly and quarterly titles.
Specials, annuals and "bookazines" are excluded.
Source: Samir "Mr. Magazine™" Husni Launch Monitor, 2015

Magazine brands endure

More than **185** print magazines have thrived for more than **50** years (only **15** TV programs can say the same)

65 print magazines have flourished for more than **100** years

Source: MPA Info Center, MediaFinder.com, Museum of Broadcast Communications, 2016 data.

Leading marketers invest in print magazines

2015 Top 50 marketers' print magazine rate card reported spend: $6,566,627,128

		(in thousands)			
1	L'Oréal SA	716,709	26	Chanel SA	87,076
2	Procter & Gamble Co.	537,125	27	Church & Dwight Co Inc.	79,148
3	Pfizer Inc.	452,466	28	Edgewell Personal Care Co.	77,560
4	LVMH Möet Hennessy Louis Vuitton SA	266,747	29	Eli Lilly & Co.	72,653
5	Johnson & Johnson	254,447	30	Comcast Corp.	71,743
6	Unilever	237,830	31	Sanofi	68,723
7	Mars Inc.	200,075	32	MacNeil Automotive Products Ltd	65,734
8	Berkshire Hathaway Inc.	197,997	33	Macys Inc.	62,823
9	Allergan Plc	175,105	34	Compagnie Financiére Richémont AG	61,881
10	Estée Lauder Cosmetics Inc.	174,637	35	VF Corp.	61,603
11	Kraft Heinz Co.	173,929	36	Revlon Inc.	61,568
12	Merck & Co Inc.	169,173	37	Reynolds American Inc.	60,820
13	Kellogg Co.	157,831	38	AstraZeneca Plc	58,802
14	General Motors Corp.	140,089	39	Fiat Chrysler Automobiles NV	58,157
15	Joh A Benckiser Gmbh	131,705	40	Luxottica Group Spa	57,512
16	Nestlé SA	125,868	41	Altria Group Inc.	57,491
17	Glaxosmithkline Plc	116,159	42	Clorox Co.	57,190
18	Ford Motor Co.	112,836	43	Valeant Pharmaceuticals Intl	57,169
19	PepsiCo Inc.	107,009	44	Skechers USA Inc.	56,438
20	Amazon.com Inc.	103,393	45	Campbell Soup Co.	56,274
21	Bradford Exchange LTD	98,971	46	Walt Disney Co.	55,691
22	Toyota Motor Corp.	96,244	47	Coca-Cola Co.	50,951
23	Bristol-Myers Squibb Co.	95,067	48	America Movil SA	50,155
24	Kering SA	90,057	49	AbbVie Inc.	49,795
25	AT&T Inc.	88,793	50	Phillips-Van Heusen Corp.	49,410

Note: Sunday magazines excluded. Source: PIB and Kantar Media, data as of January 2016

MPA THE ASSOCIATION OF MAGAZINE MEDIA | MAGAZINE MEDIA 360°

MPA—The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry's vitality, increase revenues and grow market share. Established in 1919, MPA represents 175 domestic, associate and international members. MPA is headquartered in New York City, with a government affairs office in Washington, D.C.

The MPA Information Center offers personalized research services for MPA members, advertisers and their agencies. The staff can provide data on historical trends, industry statistics, news and much more.

Members wishing to subscribe to the MPA Daily News Roundup, the industry's comprehensive email newsletter of the latest magazine media news and developments, can email infocenter@magazine.org.

Members can send requests to infocenter@magazine.org in New York. Staff is available 9am to 5pm Eastern time, Monday through Friday.

Find more information and updates at magazine.org.

The Magazine Media Factbook 2016. Produced by MPA–The Association of Magazine Media.
MPA, 757 Third Avenue, 11th Floor, New York, NY 10017.

MAGAZINE MEDIA FACTBOOK 2016/17

Our thanks to the following for their research contribution

Carat
comScore, Inc.
GfK MRI, GfK MRI Starch
Ipsos
J.D. Power & Associates
Kantar Media
Keller Fay Group
MediaFinder
Meredith Corporation
Millward Brown Digital
Museum of Broadcast Communications
Nielsen Catalina Solutions/Nielsen Homescan
Professor Samir Husni, Mrmagazine.com
Publishers Information Bureau® (PIB)
RealityMine USA
Simmons Research
SocialFlow
YouGov