

# MAGAZINE MEDIA FACTBOOK

2021  MPA THE ASSOCIATION OF  
**MAGAZINE MEDIA**



I am pleased to present the 2021 Magazine Media Factbook. For more than 25 years, MPA – The Association of Magazine Media – has documented in the Factbook the ongoing vitality of the magazine sector and unique credibility and trust magazine media have earned among their readers.

This edition of MPA's Factbook highlights the resiliency of magazine media in the midst of a global pandemic, and the high level of trust consumers continue to place in magazine media platforms. Overall audience across print, digital, and video rose during the COVID-19 pandemic -- to 1.56 billion readers -- and enthusiasm for the trusted, curated content that magazine media delivers remained strong, with the top three magazine publishers reaching more women than the top four technology platforms. Ninety percent of Americans under 25 read print and digital versions of magazines – and 63 percent of millennials (Americans aged 25 to 40) say that, even in the digital age, they love the touch and feel of a printed magazine. Magazine media's social media footprint grew to nearly 700 million "page likers" and followers on Facebook and Instagram, and Instagram followers increased by 16 percent year over year.

This year's edition also highlights the efforts magazine media publishers are making to enhance environmental sustainability, including using sustainably sourced paper from certified forests, reducing the use of non-sustainable plastics, limiting greenhouse gas emissions – and continuing to educate with incisive and inspiring environmental coverage.

We are grateful to MRI-Simmons for their vital work in integrating the data for this year's Factbook.

The COVID-19 pandemic was a stress test for society, and I am proud of the fact that the magazine media industry came through with flying colors. As this year's edition of the Factbook clearly shows, MPA members have once again proven themselves to be adaptable innovators who continue to find new ways to deliver trusted content to magazine media consumers.

**Brigitte Schmidt Gwyn**

President and CEO, MPA – The Association of Magazine Media

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|                                                                                                                                                 |         |
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For the purposes of the data in the Factbook, magazines and magazine media are defined as magazine properties that include a print component.



Magazines are... “

Vital.

Strong.

Wanted.

Here To Stay.

It's a **new energy** when a fresh magazine is in the house.  
**I enjoy new experiences and every issue of a magazine is a new experience.**

-Gen X

“  
Reading one of my favorite magazines is so much more **rewarding** than watching a TV show. I'm all by myself and I'm usually **totally involved in my magazine**, it's much different than any other activity that I do.

-Boomer

Source: **Meredith Real Women Talking®** Community July 2020; Women A25-54

# Magazine Industry Spotlight

The periodical publishing industry directly employs more than **73,206 people in the United States and supports an additional 146,412 jobs**. Employers in the periodical publishing industry pay an **average annual wage of \$102,292** and **total annual wages of \$7.48 billion** in the United States.

## Employment



Total Jobs Supported<sup>1</sup> 219,618



Direct Jobs<sup>1</sup> 73,206



Indirect & Induced Jobs<sup>2</sup> 146,412

## Wages



Total annual wages<sup>1</sup> \$7.48 billion



Average weekly wages<sup>1</sup> \$1,967



Average annual wages<sup>1</sup> \$102,292

Sources:

1: United States Bureau of Labor Statistics

2: IMPLAN model multiplier

# How Magazine Publishers are Approaching Sustainability Goals

The magazine media industry is united in its commitment to environmental stewardship.

Across the industry, magazine publishers are adopting responsible business practices, investing in recyclable materials and setting long term sustainability goals for their businesses.



Incisive and inspiring environmental coverage



Sustainably sourced paper from responsibly managed forests



Reduced use of non-sustainable plastics



Optimized ink usage and increased use of plant-based inks



Reduced greenhouse gas generation

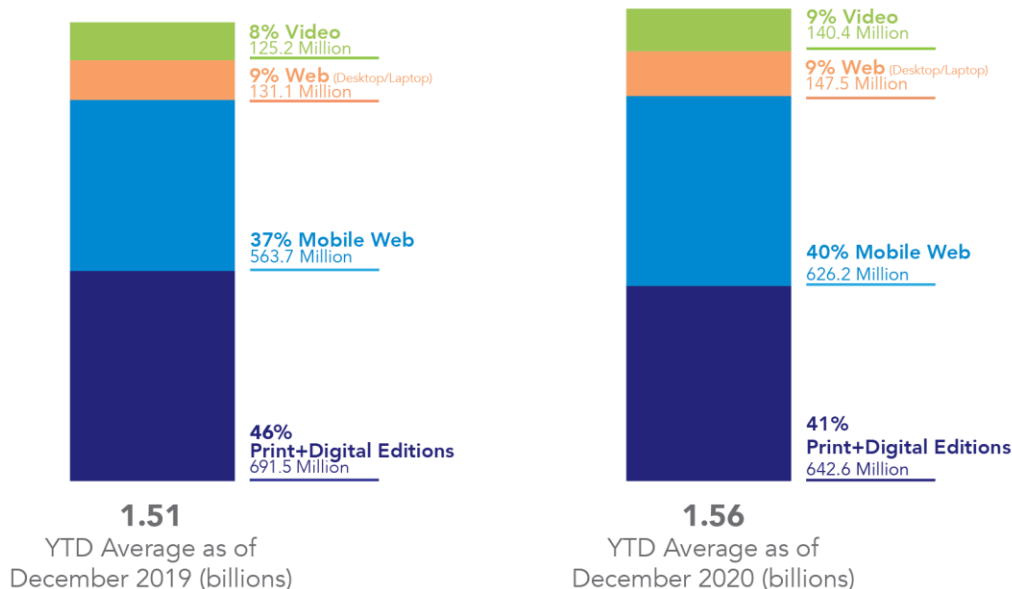


Sustainable and LEED Certified offices

Sources: **Meredith Corporation's** Corporate Social Responsibility Report, **Hearst's** "Being Green", **National Geographic Society's** Sustainability Policy, "Making **Condé Nast** Greener", **Vox's** "Energy & Environment",  
Trusted Media Brands sources 100% of its magazine paper from independently certified sustainable forests.

# Total Brand Audience

YTD Average as of December 2020 vs YTD Average as of December 2019



Note: Includes duplicates. Total audience for each platform based on sum of averages for each magazine brand.

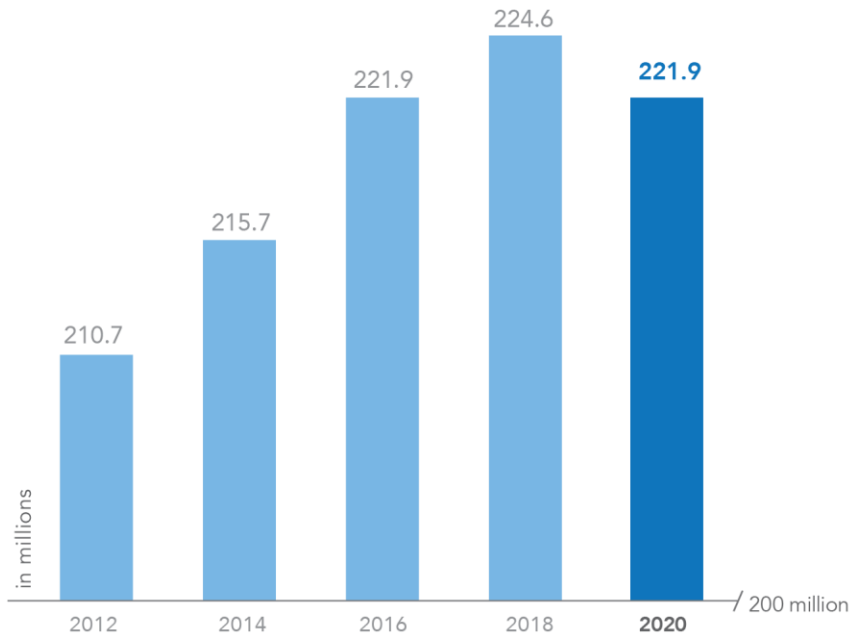
Sources: Print+Digital Editions—MRI-Simmons Survey of the American Consumer®, MRI-Simmons Accessed Prototype, OR Ipsos Affluent Survey USA.  
Web (Desktop/Laptop)—comScore Media Metrix®, Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.  
Data compiled by the **Alliance for Audited Media**

COVID-19 shut down America,  
limiting pass-along readership.

Publishers expect readership to  
bounce back when the public  
returns to shared spaces.



Magazine audience  
declined slightly to  
**221.9 million**  
(print and digital audience)



**Total number of adults 18+ who read magazines\* 2012–2020**

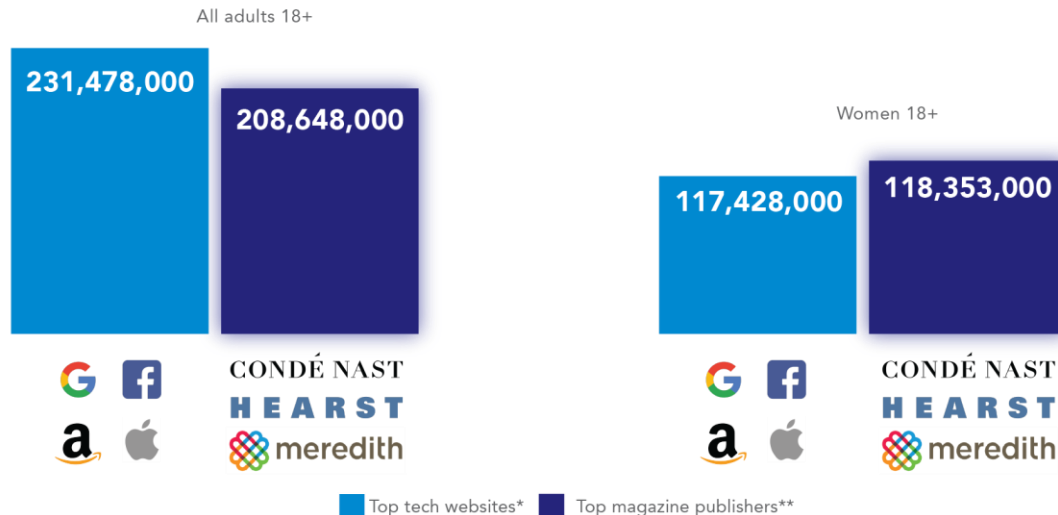
\*Includes digital editions

Source: **MRI-Simmons**, Fall 2012-2020. NOTE: Audience does not include duplicate readers (i.e., if someone read 3 magazines they are counted just once). Past six month print or digital readership of any magazine publication (excluding Sunday magazines).

# Publishers' reach across magazines and digital keeps pace with that of top tech sites

## Magazines outperform on reaching women

Unduplicated reach of top websites vs. top magazine publishers



Source: Comscore Multi-Platform Audience Duplication November 2020 // 2020 comScore Multi-Platform/MRI-Simmons (11-20/S20)

\* Comscore Multi-Platform Audience Duplication November 2020 – websites and app properties across Desktop Web, Mobile Web/App, and Desktop Video

\*\*2020 comScore Multi-Platform/MRI-Simmons (11-20/S20) – Print/Digital issue readership

# The top 25 magazines reach more adults than the top 25 primetime TV shows

For more information go to [magazine.org](https://magazine.org) research and resources

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: dentsu Media - Americas; Nielsen Npower, September 2019-May 2020 (regularly scheduled primetime programs). Nielsen defines primetime as Monday to Saturday 8pm – 11pm and Sunday 7pm – 11pm; TV ratings based on live + 3 days data; MRI-Simmons 2020 Doublebase (Magazines)

## Trust & Engagement

**Magazines** maintain the ability to **persuade readers to take action** on ads and **influence purchase decisions** regardless of placement in the book

Year after year, magazines consistently score higher than television and the internet on key engagement attributes. Not only do readers find the content more trustworthy, inspiring, and life-enhancing, their engagement with ads is significantly stronger.

In 2020 – a year of COVID-19 shut-downs – readers valued magazines more than ever for the touch and feel, curated content, and ability to pick up an issue again and again.



# Credibility creates a halo of trust

62% of readers surveyed agree with the statement:

*"With so much information available today, I rely on trusted, credible journalists and editors to curate what's important for me to know."*

“

I find [the magazine] helpful, knowledgeable, cheerful, and inspiring. Right now, it's comforting because it reminds me that life is still going on even though circumstances have changed. **It's consistent and stable.** It's still giving me great ideas about positive changes I can make and reminding me to be gentle with myself. I don't think it's overstating to say that it **is a psychological lifeline at the moment.**

”

I trust it. I have tried several recommended products and am never disappointed. I have and will try many of the products showcased.

Sources: **Meredith Research Solutions**; 2020 REAL SIMPLE Problem Detector, REAL SIMPLE Covid-19 Study, April 2020; 2021 REAL SIMPLE March Issue Feedback Study, REAL SIMPLE Subscriber Health Tracking Study

# Nearly 60 new print magazines launched in 2020

The top three categories made up 60% of 2020's new print magazines

## US Print magazine launches by category in 2020\*

|    |                           |   |                    |
|----|---------------------------|---|--------------------|
| 20 | Special Interest          | 1 | Comics             |
| 11 | Crafts, Puzzles & Hobbies | 1 | Health & Fitness   |
| 5  | Food                      | 1 | Hunting & Outdoors |
| 4  | Arts & Literary           | 1 | Music              |
| 3  | Auto & Motorcycle         | 1 | Pop Culture        |
| 2  | Home Décor                | 1 | Regional           |
| 2  | Women's                   | 1 | Religion           |
| 1  | Architecture              | 1 | Sports             |
| 1  | Business                  | 1 | Travel             |
| 1  | Children's                |   |                    |

\*Note: This list represents weekly, bimonthly, monthly and quarterly titles. Specials, annuals and "bookazines" are excluded.  
Source: Samir "Mr. Magazine™" Husni, Ph. D Launch Monitor 2020

# Magazines are **more important than ever**, bringing trusted comfort and welcome advice to the table

**52%**

of women read or browsed magazines for entertainment during the pandemic

**41%**

say magazines are more important to them now vs. pre-pandemic

“

"Since the pandemic, I've read magazines a lot more and have also gotten more subscriptions.

I rely on them to keep me entertained because I don't want to watch TV 24/7 or be online 24/7. Magazines have filled an important void during the pandemic."

-Gen X

Source: **Meredith Real Women Talking®** Community July 2020; Women 25-54

# Readers have **engaged more deeply** **with magazines** during COVID

| Due to COVID, how much do you agree with the following statements? | Total % | Index by age |       |
|--------------------------------------------------------------------|---------|--------------|-------|
|                                                                    |         | 18-34        | 35-54 |
| Reading magazines in print is a nice break from screens            | 76%     | 97           | 104   |
| I appreciate print magazines more                                  | 68%     | 91           | 111   |
| I appreciate digital magazines more                                | 44%     | 128          | 117   |
| I appreciate magazines on social media more                        | 39%     | 142          | 120   |

Base: Magazine readers

Based on top two box scores, any agree

Source: **MRI-Simmons**, Starch Advertising Research 2021

# Magazines provide valued information, conversation and purchase inspiration

| When thinking about this media...           | INDEX      |          |                          |
|---------------------------------------------|------------|----------|--------------------------|
|                                             | magazines  | websites | ad-supported TV networks |
| a way to learn about new products           | <b>135</b> | 103      | 78                       |
| gets me to try new things                   | <b>126</b> | 103      | 76                       |
| inspires me to buy things                   | <b>120</b> | 107      | 77                       |
| like to kick back and wind down with this   | <b>119</b> | 86       | 114                      |
| get valuable info from this                 | <b>114</b> | 106      | 82                       |
| gives me something to talk about            | <b>113</b> | 96       | 98                       |
| provides info that helps me make decisions  | <b>111</b> | 108      | 79                       |
| bring up things from medium in conversation | <b>109</b> | 100      | 98                       |

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.

Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these vehicles in any medium.

Source: **MRI-Simmons Multi-Media Engagement Study**, Spring 2020. "Vehicles" describe all of the TV programs, networks, magazines and websites measured in the Multi-Media Engagement Study.

# Magazines: more inspiring, fulfilling and trustworthy than websites or TV

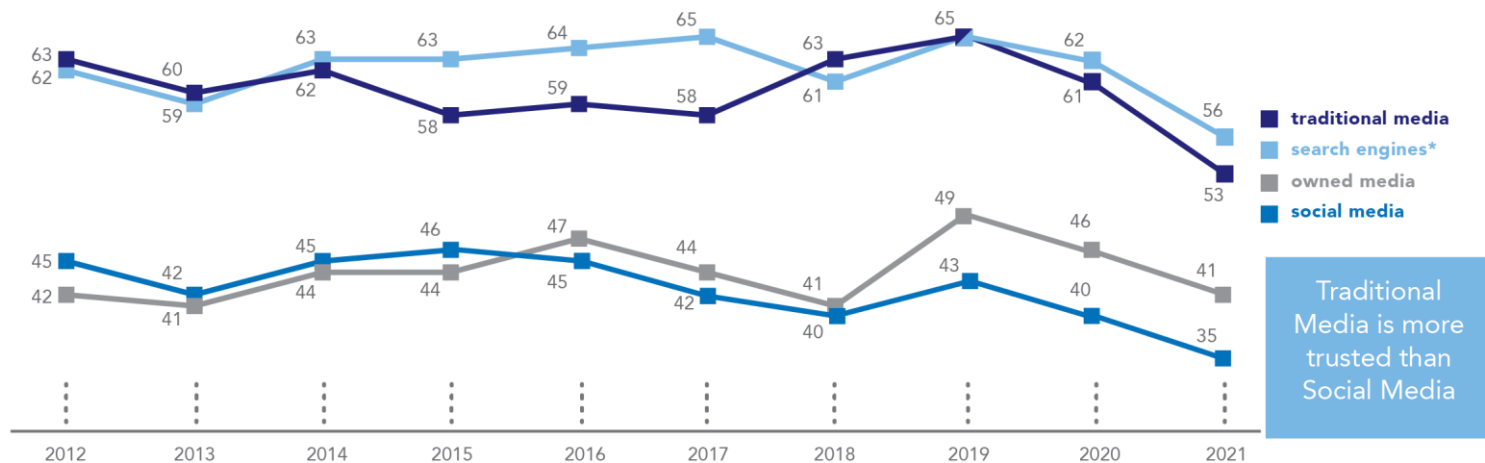
| When thinking about this media...    | INDEX      |          |                          |
|--------------------------------------|------------|----------|--------------------------|
|                                      | magazines  | websites | ad-supported TV networks |
| inspires me in my own life           | <b>129</b> | 97       | 83                       |
| touches me deep down                 | <b>128</b> | 94       | 94                       |
| is a treat for me                    | <b>121</b> | 88       | 107                      |
| trust to tell the truth              | <b>120</b> | 102      | 86                       |
| don't worry about accuracy           | <b>119</b> | 100      | 90                       |
| brings to mind things I really enjoy | <b>118</b> | 93       | 98                       |
| improves my mood, makes me happier   | <b>115</b> | 90       | 110                      |
| affects me emotionally               | <b>113</b> | 94       | 97                       |
| is one of my favorites               | <b>113</b> | 93       | 102                      |
| is relevant to me                    | <b>106</b> | 106      | 88                       |

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.

Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these vehicles in any medium.

Source: **MRI-Simmons Multi-Media Engagement Study**, Spring 2020. "Vehicles" describe all of the TV programs, networks, magazines and websites measured in the Multi-Media Engagement Study.

# While trust in information sources has declined, **traditional media remains near the top**



**2021 Edelman Trust Barometer.** COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 23-mkt avg.

\*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

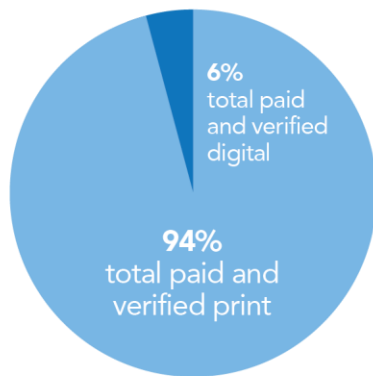
Women who engage with magazines are loyal subscribers, and **nearly a quarter** keep older issues



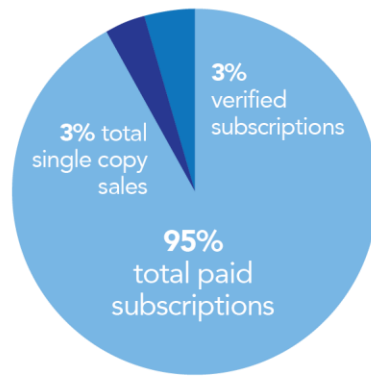
Source: **Meredith "Real Women Talking"** Community, July 2020; Women 25-54



# Magazines remain strong: Subscriptions dominate



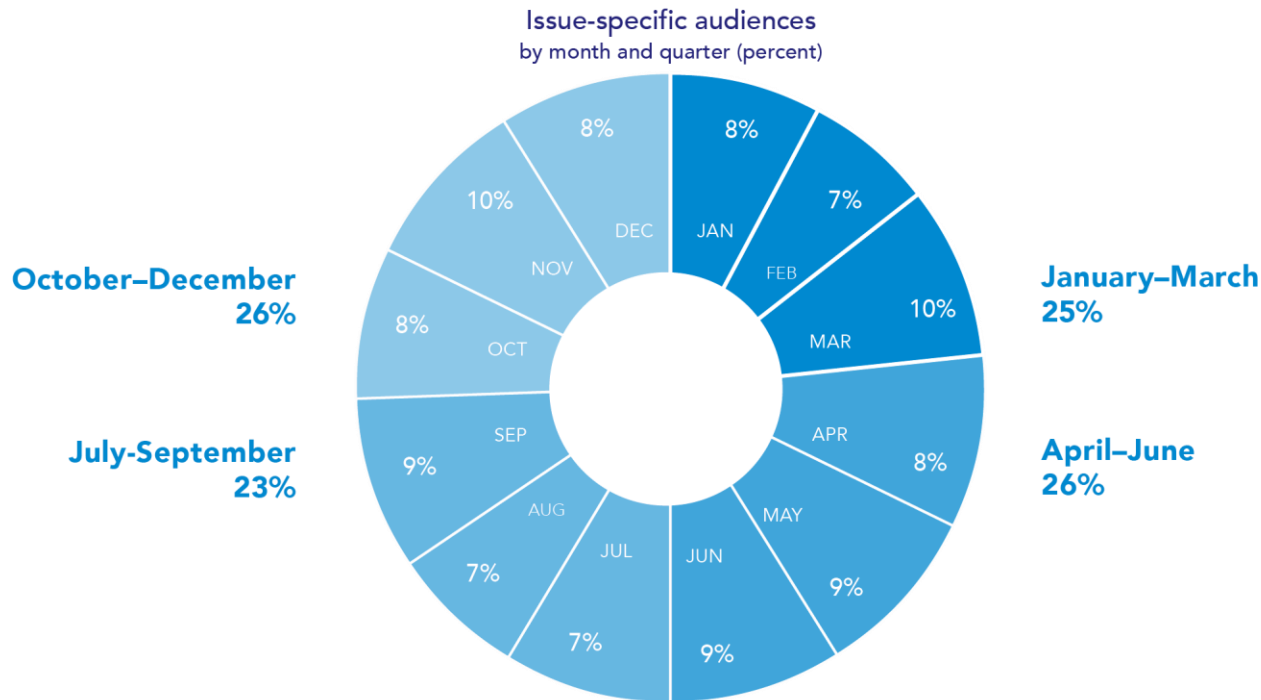
Print and digital  
circulation



Subscriptions and  
single copy sales

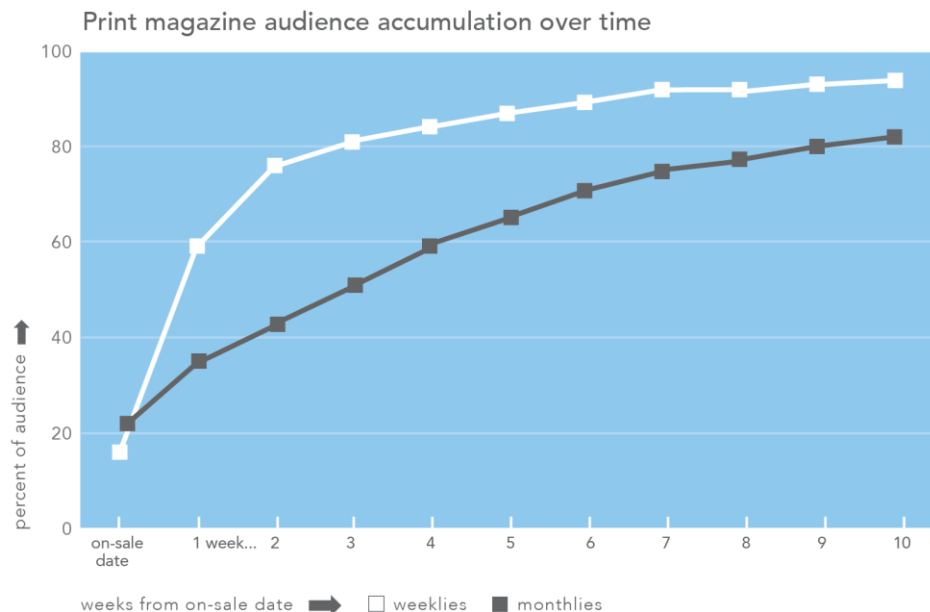
Source: **AAM**, 2020, 2H; 190 U.S. consumer magazines in analysis.

# Magazines maintain strong readership throughout the year



Note: Includes all publications measured in MRI-Simmons Issue Specific Study  
Source: **MRI-Simmons**, Issue Specific Study, January-December 2020

Magazine  
readership  
continues  
to grow  
long after  
publication  
date



Note: 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, MRI-Simmons, Fall 2019.

# Magazine secondary audience provides value in driving sales

Secondary audience delivers 73% of primary sales response

**PRIMARY AUDIENCE**  
receives communication directly



**SECONDARY AUDIENCE**  
indirectly receives communication



*reads magazine at gym, sees ad*



*reads magazine at work, sees ad*



*reads magazine at doctor's office/salon, sees ad*

**For Publishers**

Quantifies and validates total audience contribution to sales

More accurate input for cross-media/publisher studies

Apples-to-apples comparison with other media

**For Advertisers**

Seamlessly evaluates sales lift across magazines in totality for total campaign sales lift

Proof that advertising in magazines drives sales

Affirms value of secondary audience

Source: Validating secondary audience response, **NCSolutions/Meredith Corporation/MRI-Simmons**, November 2019, based on 15 magazine campaigns.

# Beyond touch & feel: Magazines retain value

A **national poll of magazine readers** conducted in June of 2021 found that:

- The **average magazine reader keeps 33%** of their magazines, recycles **42%** and **throws out 25%**
- **31%** recycle their magazines a majority of the time
- **30%** never throw away their magazines

Source: **MPA National Opinion Survey June 2021, conducted by Trendency Research**

Methodology: 1,000 interviews among adults 18+ were conducted from June 3-7, 2021 using an online survey. Results were weighted to ensure proportional responses.

# 6

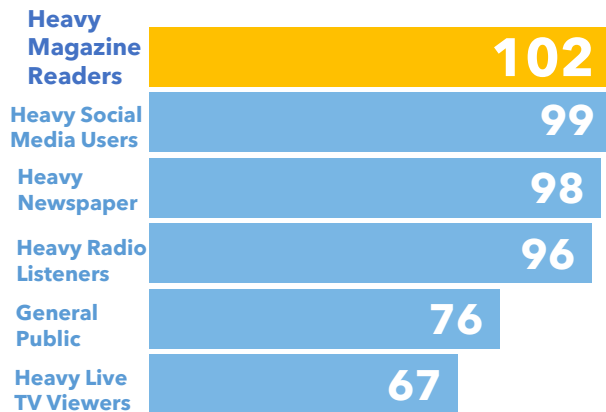
Average Pass Along  
Rate/  
Readers Per Copy



Source: **2020 Fall GfK MRI**

# Heavy magazine readers spread the word more than any other form of media

Heavy magazine readers engage in the most brand conversations - **34% higher than general public**



**Heavy Users are defined as:**

Magazines/Newspapers – read 1 hour or more per day  
Social Media/Radio/Live TV – use/listen/watch 2+ hours per day  
(for TV 2+ hours on weekday/3+ on weekend)  
Source: **Engagement Labs** July 2020 - June 2021

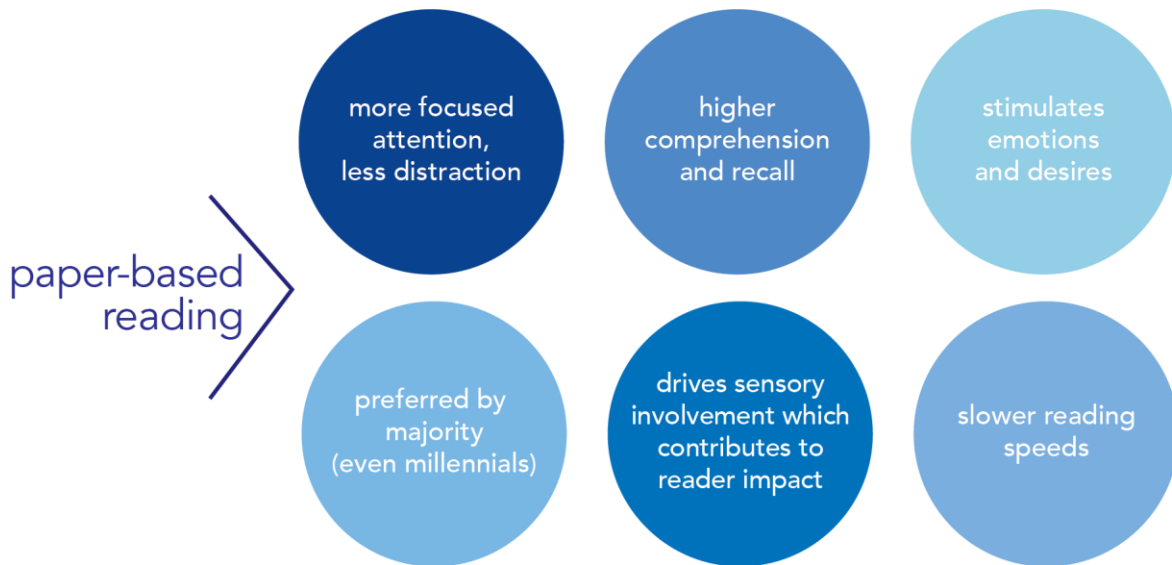
## General Public

76 brand conversations per week on average



# What neuroscience says about why print magazine ads work

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

# Ads in magazines are in a more synergistic environment

**53%** of adults age 18-49 say **ads in magazines fit well with the content**, more than other media



Ads in **magazines** fit well with the content

**53%**



Ads on **TV** fit well with the content

**34%**

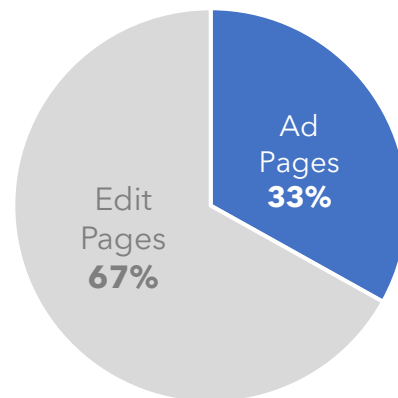


**Digital** ads fit well with the content

**33%**

Source: **People** Consumer Profile and Engagement Study, June 2019.

## Ad-to-Edit Ratio



Source: **MediaRadar, Inc.** 2020.  
Analysis of 471 magazines across over 7,000 product categories.



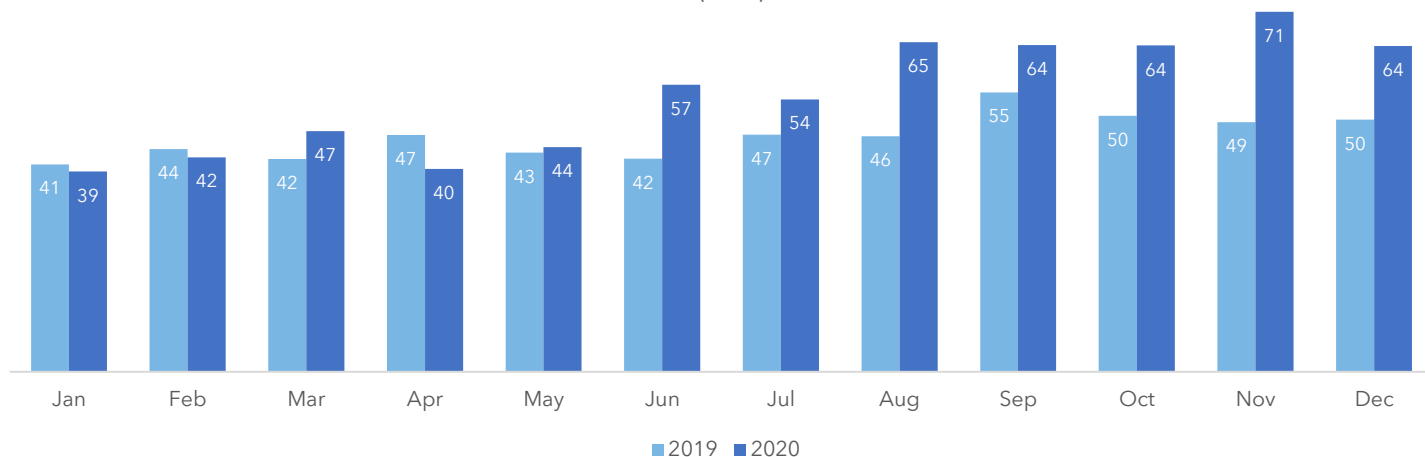
# More advertisers bought ads on magazine websites during the COVID-19 pandemic

Magazine website  
advertisers increased

**+17%**

from 2019 to 2020

Number of Advertisers on Magazine Websites  
(000s)



Source: **MediaRadar, Inc.** January to December, 2020 vs 2019. Results across 1,511 magazine websites

# The majority of magazine readers who notice print advertising **take action**

Actions taken as a result of seeing print advertising\*

|                                                       |     |
|-------------------------------------------------------|-----|
| any action taken                                      | 68% |
| have a more favorable opinion about the advertiser    | 20% |
| looked for more information about the product/service | 20% |
| visited their website                                 | 18% |
| recommended the product or service                    | 17% |
| visited a social media site/app                       | 14% |
| cut out or saved the ad                               | 9%  |

\*Among those who noted an ad

Note: Includes all ads, size/color and cover positions

Source: **MRI-Simmons**, Starch Advertising Research, January – December 2020

# Regardless of placement within the book, magazine readers notice ads and take action

|                               | noted | action taken |
|-------------------------------|-------|--------------|
| <b>All ads</b>                | 55%   | 68%          |
| <b>first</b> quarter of book  | 57    | 68           |
| <b>second</b> quarter of book | 52    | 67           |
| <b>third</b> quarter of book  | 52    | 68           |
| <b>fourth</b> quarter of book | 55    | 69           |

Note: Includes all ads, size/color and cover positions.  
Source: **MRI-Simmons**, January-December 2020

## 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 a social media site/app**
- **watch a video** on a website, social media site, or app

# Ads in magazines are more engaging and valued than ads in other media

| When thinking about this media...             | magazines  | INDEX    |                          |
|-----------------------------------------------|------------|----------|--------------------------|
|                                               |            | websites | ad-supported TV networks |
| pay attention to or notice ads                | <b>142</b> | 92       | 92                       |
| products/services advertised are high quality | <b>138</b> | 94       | 84                       |
| has ads about things I care about             | <b>132</b> | 96       | 82                       |
| ads fit well with the content                 | <b>135</b> | 94       | 82                       |
| get valuable info from the ads                | <b>131</b> | 100      | 83                       |
| more likely to buy products in ads            | <b>127</b> | 100      | 85                       |
| ads help make purchase decisions              | <b>122</b> | 96       | 81                       |

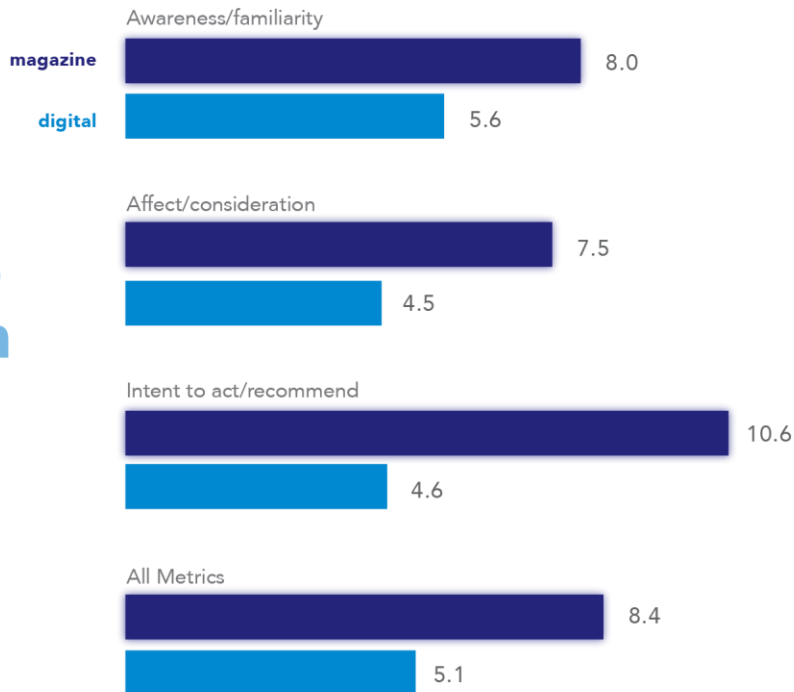
Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.

Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles.

Source: **MRI-Simmons Multi-Media Engagement Study**, Spring 2020. "Vehicles" describe all of the TV programs, networks, magazines and websites measured in the Multi-Media Engagement Study.

In Dynata's brand lift research, **magazine ads** consistently **outperform** digital ads in **growing consumer awareness** and **intent to act**

### Average Brand Lift: Digital vs. Magazine Campaigns (point lift compared to consumers not exposed to campaigns)

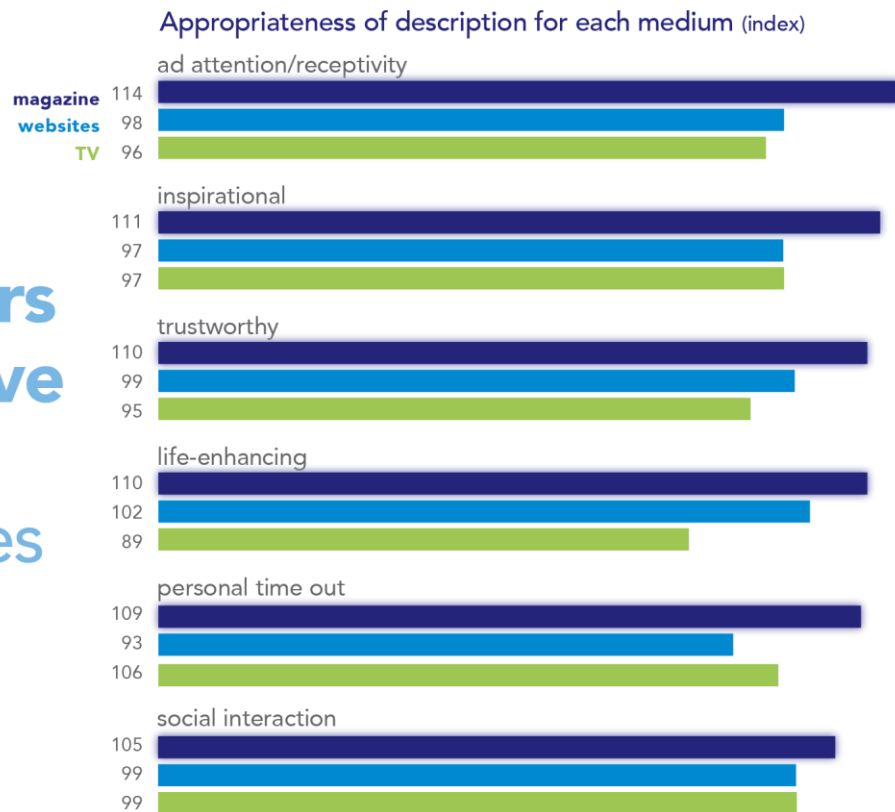


Source: **Dynata ADimension**

21 Studies were selected from 2019-2020 engagements in which there was both a magazine and Digital ad component and in which at least one funnel metric saw a statistically significant lift. All metrics n=118, Awareness/familiarity (Upper funnel) n=62, Affect/consideration (Mid-funnel) n=39, Intent to act/recommend (Lower funnel) n=17.

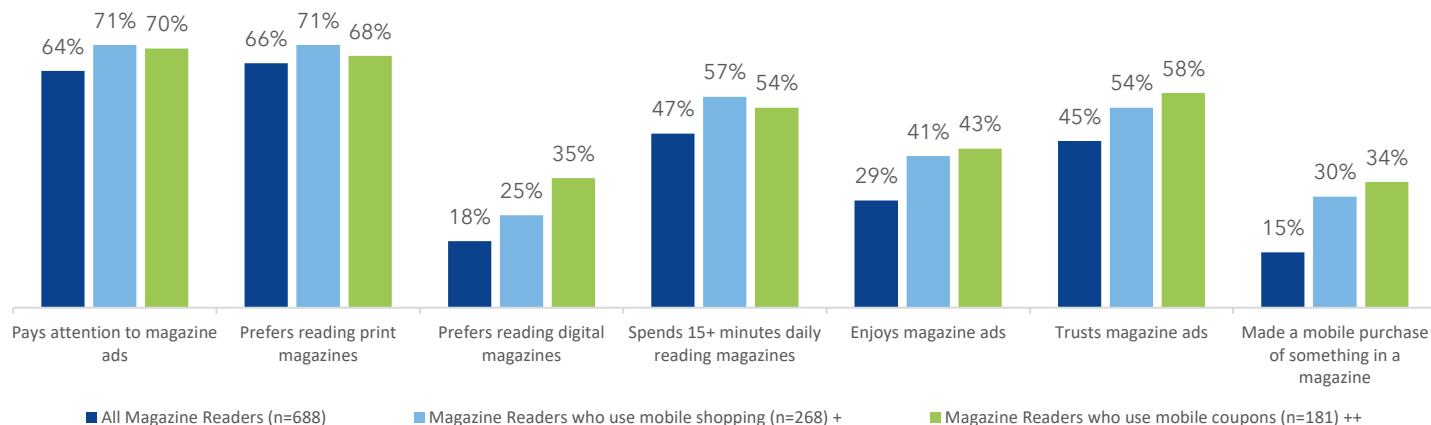
Comparisons do not take relative CPM into consideration

# Magazine readers are more receptive to ads than visitors of websites or TV viewers



Notes: Data for each medium based on composite scores for a set of vehicles in each medium. TV data are for ad-supported programs only. Index: Composite scores of adults who used a set of vehicles in each medium vs. composite scores of adults who used any of the magazine media, websites and TV vehicles.  
Source: MRI-Simmons Multi-Media Engagement Study, Spring 2020. "Vehicles" describe all of the TV programs, networks, magazines and websites measured in the Multi-Media Engagement Study.

# Magazine readers who are mobile shoppers are more engaged with magazines



Source: **Quad Customer Focus 2020 Study** - a telephone and online survey fielded among 2,000 U.S. adults between August 20 and September 27, 2020. Demographically representative of US households based on Census Bureau Data. Base: Magazine Readers.

+ Magazine readers who make online purchases using a smartphone.

++ Magazine readers who have redeemed a mobile coupon in the past 30 days.

A mobile coupon would be a coupon you would receive on your mobile device via a mobile app, mobile browser search, mobile email, or mobile text.

Q: Please tell me if you tend to ignore or pay attention to magazine ads?

Q: Do you prefer reading digital magazines or print magazines?

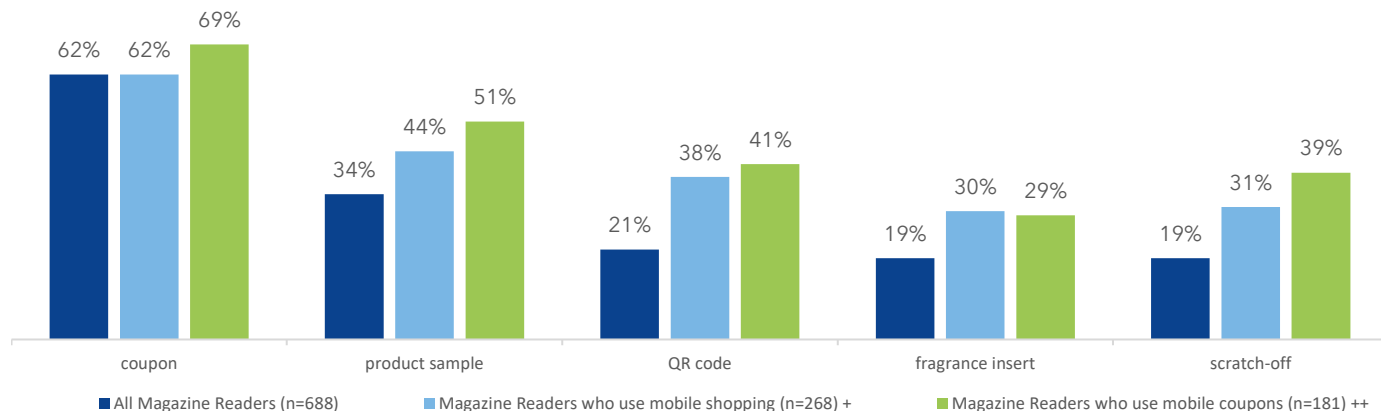
Q: How much non-work related time each day do you spend reading in print magazines?

Q: Do you enjoy magazine ads?

Q: Which of the following forms of advertising do you trust?

Q: Have you made a mobile purchase of something you found in a magazine?

# Mobile shoppers act on advertised offers in magazines



Source: **Quad Customer Focus 2020 Study** - a telephone and online survey fielded among 2,000 U.S. adults between August 20 and September 27, 2020. Demographically representative of US households based on Census Bureau Data. Base: Magazine Readers.

\* Magazine readers who make online purchases using a smartphone.

\*\* Magazine readers who have redeemed a mobile coupon in the past 30 days.

A mobile coupon would be a coupon you would receive on your mobile device via a mobile app, mobile browser search, mobile email, or mobile text.

Q: To which of the following types of advertised coupons in magazines have you responded?



# Magazines **alone** can drive sales

## Ken's Salad Dressing Case Study:

First ever advertising...anywhere!

**+18%**

Meredith's HH drove an 18% lift in sales vs. control group

**+11.5%**

Meredith's HH bought 11.5% more Ken's salad dressing than the prior year

**\$4.59**

For every dollar spent with Meredith magazines, Ken's generated \$4.59 in incremental sales

*We generated a sales lift across all regions nationwide, particularly in areas where consumers were the least familiar with the Ken's brand.*

**-Tim Calahane**, Senior Brand Manager, Ken's

Source: **Nielsen Catalina Solutions/Meredith Corporation**

# Magazines Drive Efficient & Effective Rx Lift for Pharma brands

On average, magazine advertising drives:

- **47% increase in new patient starts (Rx Lift)**
- **\$14.96 in revenue per dollar spent**
- **Nearly 3,000 new patients per campaign**

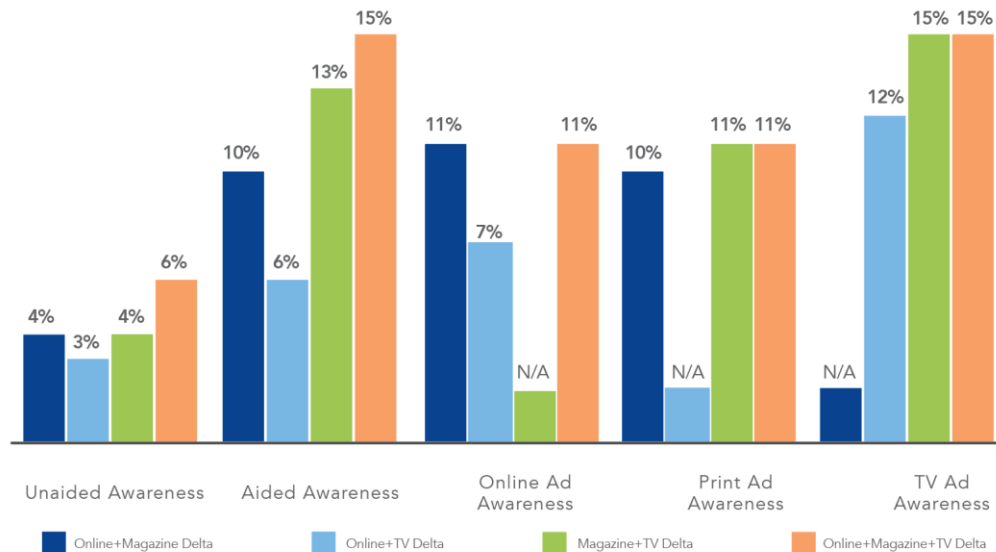
## Meredith Pharma Rx Lift (Magazines)

|                 | Rx Lift    | ROAS           | New Patients to Brand |
|-----------------|------------|----------------|-----------------------|
| Rx Brand A      | 57%        | \$4.10         | 2,334                 |
| Rx Brand B      | 150%       | \$11.10        | 3,090                 |
| Rx Brand C      | 22%        | \$8.93         | 2,527                 |
| Rx Brand D      | 47%        | \$24.88        | 2,675                 |
| Rx Brand E      | 11%        | \$16.11        | 5,777                 |
| Rx Brand F      | 99%        | \$6.80         | 455                   |
| Rx Brand G      | 19%        | \$13.11        | 921                   |
| Rx Brand H      | 65%        | \$9.85         | 884                   |
| Rx Brand I      | 44%        | \$77.58        | 1,615                 |
| Rx Brand J      | 20%        | \$11.88        | 1,215                 |
| Rx Brand K      | 29%        | \$1.36         | 222                   |
| Rx Brand L      | 23%        | \$5.43         | 10,702                |
| Rx Brand M      | 23%        | \$3.18         | 6,353                 |
| <b>Average:</b> | <b>47%</b> | <b>\$14.96</b> | <b>2,982</b>          |

Source: Meredith Corporation/Symphony Health/Crossix, 2017 - 2021

# Magazines increase awareness when combined with **any other media channel**

Magazines perform well in both upper- and lower-funnel tactics and raise awareness when used in combination with other media channels. Additionally, magazines provide the necessary scale to launch brands and reach populations with curated, brand-safe messaging.



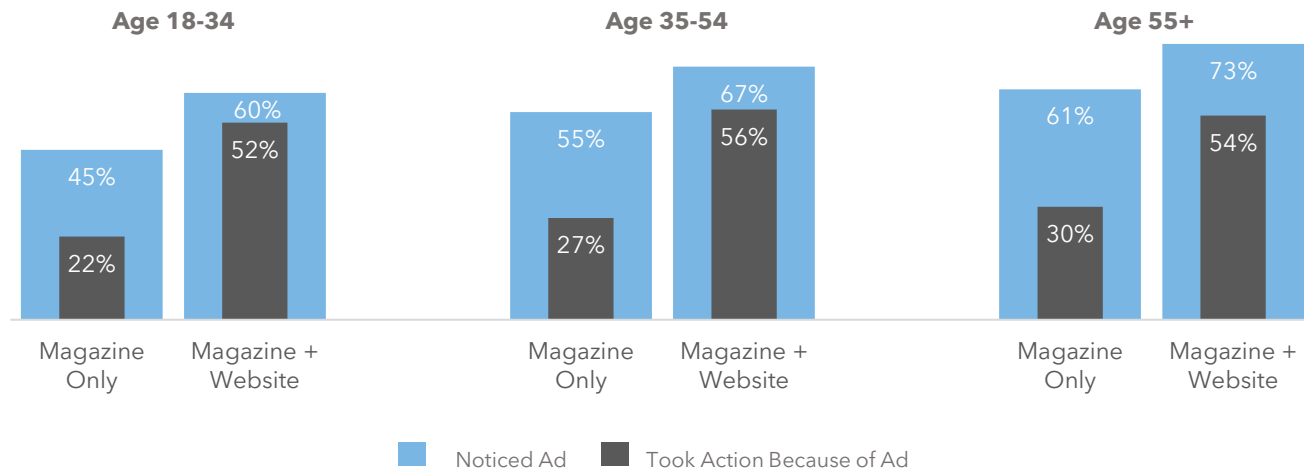
Source: **Millward Brown Digital**; Number respondents: Magazine+Online=30,588; Online+TV=91,019; Magazine+TV=24,503; Magazine+Online+TV=10,907

# Magazine + Website Increases Ad Effectiveness

**Engagement With Both A Magazine & Their Website Increases Ad Efficacy Among Women of All Ages**

This combination drives **greater stopping power** and **actions taken**

Skin Care Ads: Noticing & Taking Action Among Women  
Magazine Only vs. Magazine + Website



Source: **MRI Starch January-December 2020**

Women age 18-34: Magazine Only - 341 issues, 861 ads; Magazine + Website - 346 issues, 868 ads.

Women age 35-54: Magazine Only - 346 issues, 868 ads; Magazine + Website - 346 issues, 868 ads.

Women age 55+: Magazine Only - 345 issues, 867 ads; Magazine + Website - 347 issues, 870 ads.

## Magazines Across Platforms

AAM's  
**Magazine Media 360°**  
report provides a  
multi-dimensional view  
of consumer demand  
for magazine media  
brands

Magazine Media 360°, compiled by the Alliance for Audited Media, provides a comprehensive view of magazine media brand reach. This industry report measures magazine audiences across multiple platforms and formats, including print and digital editions, desktop and mobile websites, and video.

Compiled monthly and released quarterly, Magazine Media 360° features data from leading third-party vendors including MRI-Simmons, Ipsos and ComScore. The report includes individual channel data for nearly 100 U.S. magazine media brands as well as aggregated audience and year-over-year comparisons for an all-encompassing look at today's diverse magazine brands.

The full report is available for download for free, at [info.auditedmedia.com/mm360](http://info.auditedmedia.com/mm360).

# Magazine Media 360°

## Top 10 Magazine Brands

Average Monthly Audience (000) — YTD as of December 2020

| Print + Digital<br>AUDIENCE |                        |        | Web (desktop/laptop)<br>UNIQUE VISITORS |        | Mobile Web<br>UNIQUE VISITORS |        | Video<br>UNIQUE VIEWERS |        | Total Brand Audience   |        |
|-----------------------------|------------------------|--------|-----------------------------------------|--------|-------------------------------|--------|-------------------------|--------|------------------------|--------|
| 1                           | AARP                   | 36,960 | WebMD Magazine                          | 11,823 | People                        | 47,368 | Vanity Fair             | 12,565 | People                 | 91,068 |
| 2                           | People                 | 31,536 | Allrecipes                              | 10,934 | Allrecipes                    | 42,538 | GQ                      | 10,604 | Allrecipes             | 68,050 |
| 3                           | Better Homes & Gardens | 29,184 | The Atlantic                            | 6,897  | WebMD Magazine                | 33,796 | WIRED                   | 10,571 | Good Housekeeping      | 59,660 |
| 4                           | National Geographic    | 27,530 | People                                  | 6,203  | Good Housekeeping             | 29,118 | Bon Appetit             | 9,719  | WebMD Magazine         | 53,297 |
| 5                           | Sports Illustrated     | 16,473 | Good Housekeeping                       | 5,840  | The Atlantic                  | 21,511 | Vogue                   | 9,018  | AARP                   | 50,686 |
| 6                           | Reader's Digest        | 16,299 | Taste of Home                           | 5,687  | Taste of Home                 | 21,244 | Good Housekeeping       | 8,472  | Taste of Home          | 42,729 |
| 7                           | Good Housekeeping      | 16,230 | AARP                                    | 5,117  | Cosmopolitan                  | 19,232 | Cosmopolitan            | 6,037  | Cosmopolitan           | 40,070 |
| 8                           | Time                   | 14,979 | Time                                    | 4,592  | US Weekly                     | 18,776 | People                  | 5,962  | Better Homes & Gardens | 38,358 |
| 9                           | Southern Living        | 14,657 | WIRED                                   | 3,612  | Time                          | 14,984 | New Yorker              | 5,747  | Time                   | 36,114 |
| 10                          | Food Network Magazine  | 12,901 | New Yorker                              | 3,230  | Women's Health                | 14,533 | Allure                  | 5,525  | National Geographic    | 35,836 |

Sources: Print+Digital Editions—MRI-Simmons Survey of the American Consumer®, MRI-Simmons Accessed Prototype, OR Ipsos Affluent Survey USA. Web (Desktop/Laptop)—comScore Media Metrix®. Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix. Data compiled by the **Alliance for Audited Media**

# Magazine Media 360°

## Top 10 Magazine Brands by Platform Based on Average Monthly Audience % Growth - YTD 2020 vs. 2019

### Print + Digital AUDIENCE

### Web (desktop/laptop) UNIQUE VISITORS

### Mobile Web UNIQUE VISITORS

### Video UNIQUE VIEWERS

### Total Brand Audience

|    |                      |     |                       |      |                       |      |                      |      |                       |     |
|----|----------------------|-----|-----------------------|------|-----------------------|------|----------------------|------|-----------------------|-----|
| 1  | Garden & Gun         | 40% | O, The Oprah Magazine | 153% | Veranda               | 294% | Veranda              | 659% | Afar                  | 59% |
| 2  | Afar                 | 27% | Veranda               | 149% | O, The Oprah Magazine | 113% | Bicycling            | 300% | WIRED                 | 51% |
| 3  | The Atlantic         | 26% | Good Housekeeping     | 73%  | Afar                  | 97%  | National Geographic* | 208% | Dwell                 | 35% |
| 4  | WIRED                | 23% | AARP                  | 60%  | Dwell                 | 94%  | Mother Earth News    | 179% | Veranda               | 34% |
| 5  | Inc.                 | 17% | Afar                  | 57%  | Field & Stream        | 82%  | WIRED                | 155% | Garden & Gun          | 33% |
| 6  | Elle Decor           | 15% | Bicycling             | 55%  | Outdoor Life          | 79%  | House Beautiful      | 151% | The Atlantic          | 32% |
| 7  | Entertainment Weekly | 14% | Women's Health        | 55%  | Popular Mechanics     | 59%  | Inc.                 | 126% | Good Housekeeping     | 30% |
| 8  | New Yorker           | 13% | Departures            | 52%  | The Economist         | 53%  | Travel+Leisure       | 111% | O, The Oprah Magazine | 27% |
| 9  | Outside              | 13% | Prevention            | 49%  | Good Housekeeping     | 51%  | Life & Style Weekly  | 108% | Architectural Digest  | 26% |
| 10 | Travel+Leisure       | 9%  | Architectural Digest  | 48%  | Architectural Digest  | 48%  | Woman's Day          | 107% | Family Handyman       | 23% |

\*Includes National Geographic and National Geographic Kids

Sources: Print+Digital Editions—MRI-Simmons Survey of the American Consumer®, MRI-Simmons Accessed Prototype, OR Ipsos Affluent Survey USA.

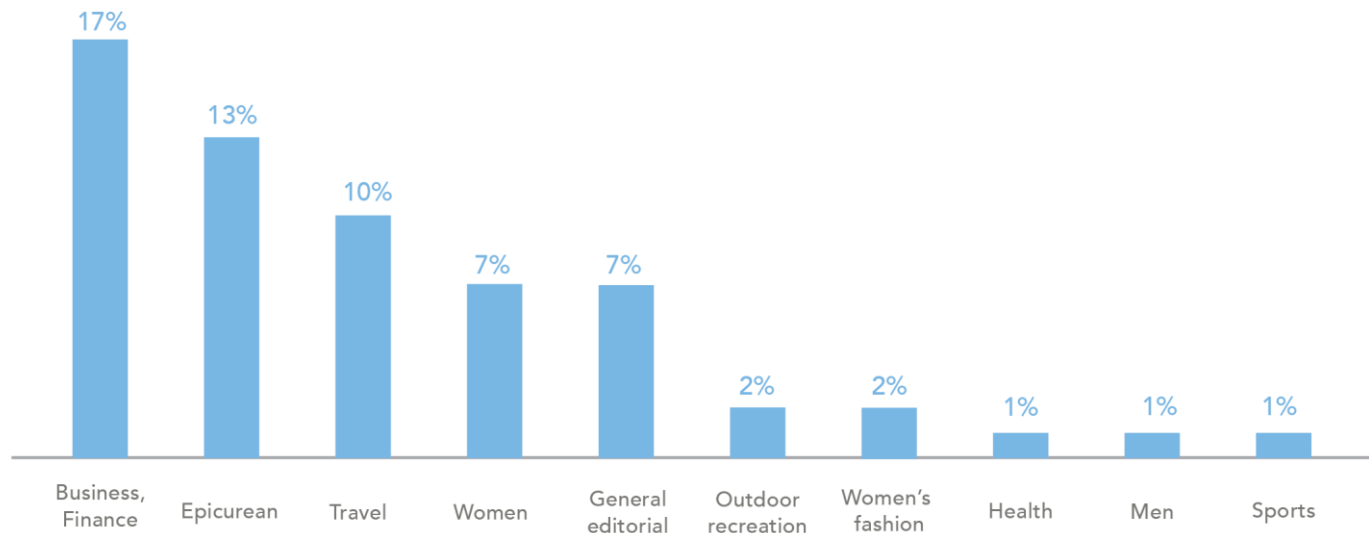
Web (Desktop/Laptop)—comScore Media Metrix®, Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.

Data compiled by the **Alliance for Audited Media**

# Magazine Media 360°

## % Total Audience Growth by Category

YTD Average as of December 2020 vs YTD Average as of December 2019



Sources: Print+Digital Editions—MRI-Simmons Survey of the American Consumer®, MRI-Simmons Accessed Prototype, OR Ipsos Affluent Survey USA. Web (Desktop/Laptop)—comScore Media Metrix®, Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.  
Data compiled by the **Alliance for Audited Media**



## Demographics

**88% of US adults**  
read a magazine in the last  
six months, as have  
**90% of adults**  
**under the age of 25**

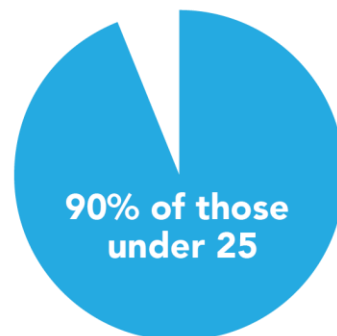
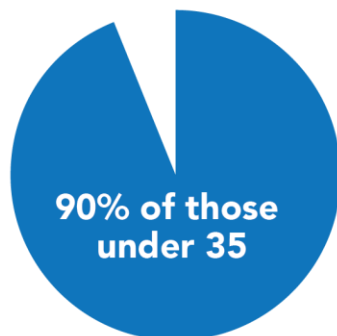
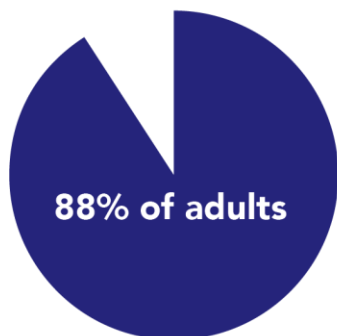
Magazine readership is diverse and wide-reaching. Magazines enjoy strong readership across every age, income level, ethnicity and sexual orientation. The average age of readers tracks with that of the total US adult population, and valuable demographic segments read at least six issues a month, putting them above average for all adults.

Additionally, a clear majority of readers still **love the experience of the printed magazine**, no matter their age or income. And, **magazines reach more adults than television**, proving that the medium continues to maintain relevance for advertisers' media plans.

# Americans of all ages read magazines — especially younger adults

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

Base: U.S. adults 18+. Source: MRI-Simmons, Fall 2020

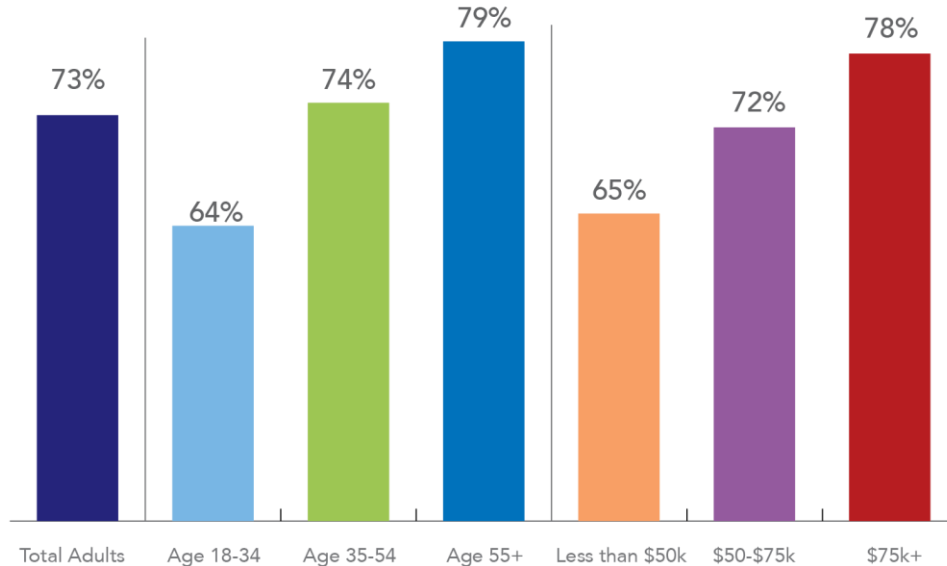


64% of 18-34 year olds say that even in the digital age, they love the touch and feel of a printed magazine.

Source: MRI-Simmons Starch Advertising Research, January-December 2020

# Nearly three-quarters of magazine readers love the touch and feel of print - as do 64% of readers under 35

Even in this digital age, I still love the touch and feel of a printed magazine



“

"I love print magazines. I still love getting a print magazine in the mail and being able to look through it. Workdays are a little crazy because there's no set beginning or end anymore, but at the end of the day or when you're finally done with your work, it feels like an escape because you get to just focus for 45 minutes or an hour, in depth, on something you know is interesting. When you read you get lost, and it's like an escape from the workday and everything else.  
-Millennial

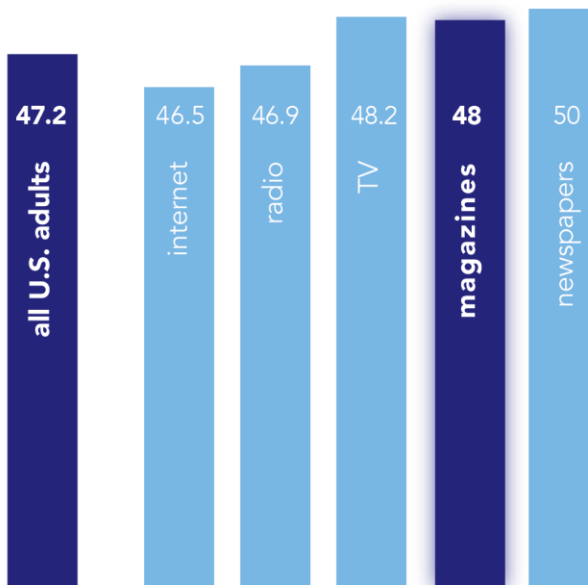
Source: Meredith Real Women Talking @ Community

Note: Top-two-box agreement in a 6-point-scale, among respondents to MRI-Simmons, Starch Advertising Research studies

Base: Magazine readers

Source: MRI-Simmons, Starch Advertising Research, January-December 2020

Magazine readers' average age is in line with the overall U.S. population



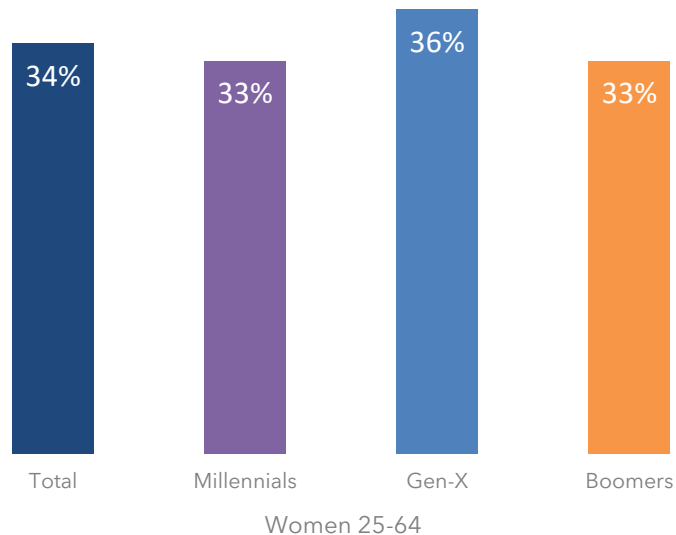
Average age by media usage

Note: Magazine and newspaper numbers represent print only

Source: MRI-Simmons, Fall 2020

Female magazine readers,  
including **one-third  
of millennial women**,  
read magazines more than  
ever during the  
COVID-19 pandemic

How is the coronavirus impacting your daily life?  
% spending more time reading magazines



Source: **Meredith Consumer Pulse**, Wave 14, January 2021.

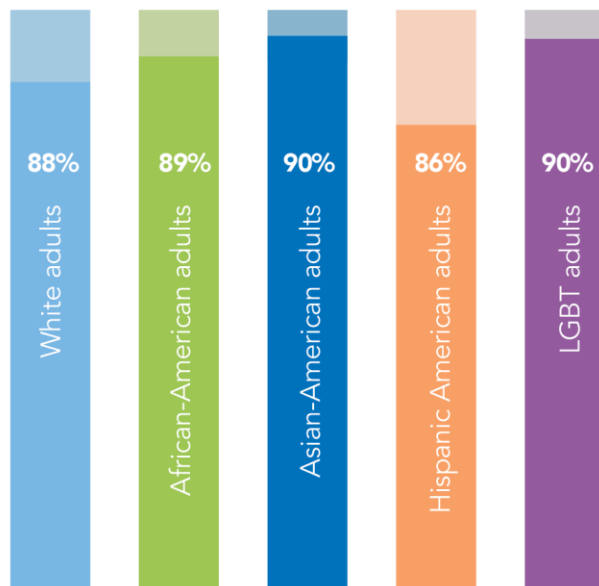
# Magazine readership is diverse and inclusive

**Black/African-American** adults read an average of **5.7** print magazine issues per month, compared to **4.5** issues per month for all U.S. adults.

**Asian-American** adults read an average of **3.9** print magazine issues per month, close to the U.S. average.

**Hispanic-American** adults read an average of **4.6** print magazine issues per month, higher than the U.S. average.

**Lesbian, Gay, Bisexual and Transgender (LGBT)** adults read an average of **4.8** print magazine issues per month, higher than the U.S. average.



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

Source: MRI-Simmons, Fall 2020

## Social Media

Readers enjoy magazine brands' **unique personality and content** in bite-size pieces easy to share with social communities

Capturing magazine brands' social media performance and consumers' engagement with brands in this medium demonstrates the strong connections magazines have with social users who are passionate about their content.

According to CrowdTangle, magazine brands captured 697 million likes/followers across Facebook and Instagram. Facebook continues to have the largest number of likes (427M) while Instagram shows steady strength in its 270M magazine industry followers, up 16% YoY.

Data from Helixa and MRI-Simmons demonstrate the social media users of all ages are **engaged with magazines on social**; in fact this is an arena where younger consumers are more likely to buy products based on what they see from magazine brands.

# Well-known magazine brands garner **large followings** on social

Top 10 Magazine Brands – Likes/Followers by Social Network  
As of March 15, 2021



|    | TOP 10 TITLES        | PAGE LIKES |
|----|----------------------|------------|
| 1  | National Geographic* | 32,121,861 |
| 2  | Food Network         | 31,515,225 |
| 3  | Cosmopolitan         | 10,350,046 |
| 4  | The Economist        | 9,434,501  |
| 5  | HGTV                 | 9,206,409  |
| 6  | Vogue                | 9,015,303  |
| 7  | Men's Health         | 8,631,343  |
| 8  | Women's Health       | 8,188,749  |
| 9  | People Magazine      | 8,104,638  |
| 10 | J-14                 | 7,638,659  |

SOURCE: **CrowdTangle**, Total Page Likes. End of day 3/15/2021, EST.

\*Aggregate of Facebook accounts for National Geographic Magazine and National Geographic Adventure



|    | TOP 10 TITLES        | FOLLOWERS  |
|----|----------------------|------------|
| 1  | National Geographic* | 51,003,110 |
| 2  | Vogue                | 31,263,899 |
| 3  | Food Network         | 11,123,084 |
| 4  | People Magazine      | 8,805,225  |
| 5  | Architectural Digest | 7,535,060  |
| 6  | GQ                   | 5,992,247  |
| 7  | Vanity Fair          | 5,961,881  |
| 8  | The New Yorker       | 5,776,793  |
| 9  | Travel + Leisure     | 5,759,844  |
| 10 | The Economist        | 5,472,129  |

SOURCE: **CrowdTangle**, Total Followers. End of day 3/15/2021, EST.

\*Aggregate of Instagram accounts for National Geographic Travel and National Geographic Adventure



# Fastest growing magazine brands on social reach audiences with **varied interests**

Top 10 Magazine Brands with Largest Growth in Likes/Followers  
Year over Year, as of March 15, 2021



|    | TOP 10 TITLES        | PAGE LIKES | YoY GROWTH |
|----|----------------------|------------|------------|
| 1  | Domino               | 1,164,973  | +360%      |
| 2  | Men's Journal        | 1,222,551  | +167%      |
| 3  | This Old House       | 932,826    | +12%       |
| 4  | Magnolia             | 1,093,520  | +10%       |
| 5  | Popular Mechanics    | 612,961    | +8%        |
| 6  | Travel + Leisure     | 3,820,447  | +7%        |
| 7  | Inc.                 | 1,421,138  | +6%        |
| 8  | Entrepreneur         | 3,947,024  | +5%        |
| 9  | Smithsonian Magazine | 1,203,993  | +5%        |
| 10 | The Economist        | 9,434,501  | +3%        |

SOURCE: **CrowdTangle**. YoY % increase in Total Page Likes end of day 3/15/2021 vs. 3/15/2020.



|    | TOP 10 TITLES        | FOLLOWERS | YoY GROWTH |
|----|----------------------|-----------|------------|
| 1  | The Atlantic         | 842,867   | +115%      |
| 2  | Taste of the South   | 194,575   | +98%       |
| 3  | WebMD                | 406,945   | +87%       |
| 4  | Victoria Magazine    | 175,093   | +84%       |
| 5  | EatingWell           | 1,345,530 | +65%       |
| 6  | The Cottage Journal  | 403,105   | +65%       |
| 7  | Departures           | 202,816   | +61%       |
| 8  | Southern Lady        | 249,963   | +48%       |
| 9  | Architectural Digest | 7,535,060 | +42%       |
| 10 | The New Yorker       | 5,776,793 | +39%       |

SOURCE: **CrowdTangle**. YoY % increase in Total Followers end of day 3/15/2021 vs. 3/15/2020.

Magazine likes and  
followers total  
**697 million**

## Total Magazine Media Industry Likes/Followers by Social Network

(millions)



Facebook

427M



Instagram

270M **+16% YoY**

Magazine Media Industry: Data shown are collected from about 230 magazine media brands.  
Facebook Page Likes, Instagram Followers: Number of people who have elected to receive messages from that social page/handle as of March 15, 2021  
Source: **CrowdTangle**.

# On social, all age groups show **more interest for magazines than for radio/podcasts, movies, or newspapers**

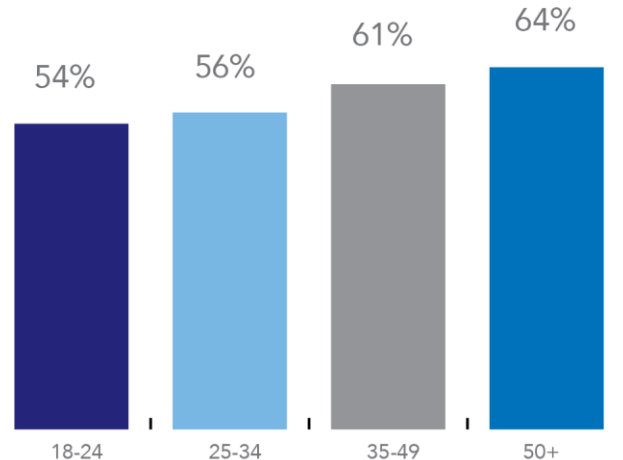
Interest in media types on social media as of 3/18/2021 (reach by age)

|   | Age 18-24                |     | Age 25-34                |     | Age 35-49                |     | Age 50+                  |     |
|---|--------------------------|-----|--------------------------|-----|--------------------------|-----|--------------------------|-----|
| 1 | Websites                 | 93% | Websites                 | 91% | Websites                 | 92% | Websites                 | 93% |
| 2 | TV Shows                 | 85% | TV Shows                 | 82% | TV Shows                 | 84% | TV Shows                 | 85% |
| 3 | TV Channels              | 64% | TV Channels              | 69% | TV Channels              | 77% | TV Channels              | 79% |
| 4 | <b>Magazines</b>         | 54% | <b>Magazines</b>         | 56% | <b>Magazines</b>         | 61% | <b>Magazines</b>         | 64% |
| 5 | Movies                   | 49% | Radio & Podcasts         | 46% | Radio & Podcasts         | 47% | Radio & Podcasts         | 49% |
| 6 | Apps                     | 47% | Movies                   | 40% | Newspapers               | 41% | Newspapers               | 46% |
| 7 | Radio & Podcasts         | 46% | Apps                     | 33% | Movies                   | 38% | Apps                     | 43% |
| 8 | Newspapers               | 23% | Newspapers               | 32% | Apps                     | 36% | Movies                   | 37% |
| 9 | Streaming Video Services | 14% | Streaming Video Services | 9%  | Streaming Video Services | 5%  | Streaming Video Services | 4%  |

Source: **Helixa Discovery Platform** - Interest and Affinity Graph 2021; data represents interest 365 days as of March 18, 2021  
Helixa interest: Helixa's primary affinity modeling scores the strength of followers through engagement to determine interest

**A majority of age groups**  
engage with magazines on social, including nearly two-thirds of those age 50+

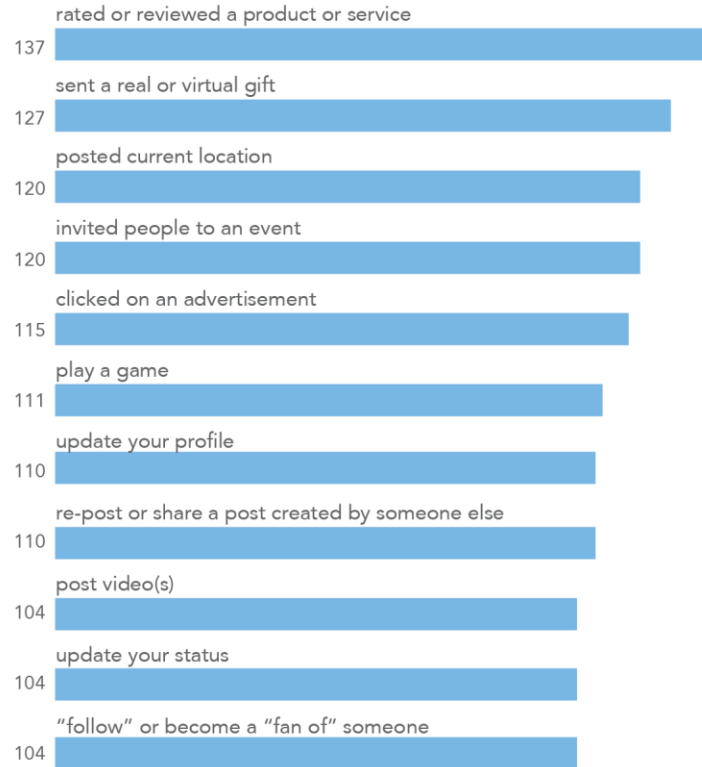
Interest in magazines on social media (reach by age)



Source: **Helixa Discovery Platform** - Interest and Affinity Graph 2021; data represents interest 365 days as of March 18, 2021  
Helixa interest: Helixa's primary affinity modeling scores the strength of followers through engagement to determine interest

Devoted magazine readers are more active on social media than the general population

### Devoted\* magazine readers' activities on social media in the last 30 days (index)



\*Heaviest users, top quintile

Index: Percentage of devoted magazine readers vs. percentage of all adults 18+.

Base: All adults

Source: MRI, Fall 2020

# Younger & higher income magazine readers are more likely to interact with magazines' social assets

| Thinking about magazines on social media...                                                                                       | INDEX  |         |        |        |
|-----------------------------------------------------------------------------------------------------------------------------------|--------|---------|--------|--------|
|                                                                                                                                   | \$75K+ | \$100K+ | A18-34 | A35-54 |
| I like to <b>follow my favorite magazines</b> on social media                                                                     | 118    | 114     | 144    | 124    |
| When I see a social media post from a magazine, I think it comes from an <b>author, editor, or influencer at that publication</b> | 117    | 126     | 153    | 118    |
| I am <b>more likely to buy products</b> I see in magazines' social media posts than other posts                                   | 113    | 109     | 129    | 134    |
| I am <b>more likely to remember products</b> I see in magazines' social media posts than other posts                              | 116    | 114     | 132    | 122    |
| I <b>trust magazines' social media posts</b> more than other social media sources                                                 | 127    | 131     | 138    | 127    |
| I find <b>videos from magazines</b> draw me in                                                                                    | 116    | 115     | 165    | 117    |
| I value getting <b>insider info from magazines</b> on social media                                                                | 110    | 109     | 150    | 115    |

Base: Magazine readers

Source: **MRI-Simmons**, Starch Advertising Research, January-December 2020

## Influence and Category Trends

Magazines reach consumers who enjoy being the **first to try** products across many categories and will **pay for premium experiences**

Magazine readers are influencers. Across categories such as healthcare, automotive, travel, finance, technology, food, and more, devoted magazine readers are well versed in consumer products and share their knowledge and opinions with friends and family.

More specifically, YouGov demonstrates that devoted magazine readers are knowledge-seekers and early-adopters who will pay extra for quality products. MRI-Simmons classifies devoted magazine readers as **Category Influentials or Super Influentials** on a multitude of categories and product types. Kantar captures this audience's **expertise and deep engagement with health, fitness, beauty, and wellness topics**. QUAD depicts the correlation between magazine readers and mobile shoppers.

# Magazine readers are **willing to pay more** for products and services that they value

## Agree or definitely agree that...

|                                                                 | magazines | internet | TV  | radio |
|-----------------------------------------------------------------|-----------|----------|-----|-------|
| I don't mind paying extra for good quality goods                | 81%       | 71%      | 68% | 71%   |
| I would pay more for products that improve my life              | 77%       | 69%      | 63% | 64%   |
| I tend to choose premium products and services                  | 55%       | 34%      | 36% | 50%   |
| Well-known brands are usually better than shop's own brands     | 52%       | 35%      | 37% | 49%   |
| I am willing to pay more for luxury brands                      | 49%       | 28%      | 29% | 46%   |
| I have expensive tastes                                         | 51%       | 32%      | 31% | 43%   |
| I would pay more for products that are good for the environment | 74%       | 59%      | 52% | 58%   |

Note: Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted internet users are those who use it 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. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week.

Source: **YouGov Profiles**, US. Rolling 52-wk period ending on August 8, 2021



# Magazine readers are influencers and trendsetters

## Agree or definitely agree that...

|                                                                             | magazines | internet | TV  | radio |
|-----------------------------------------------------------------------------|-----------|----------|-----|-------|
| I like to stay up to date on the latest books                               | 59%       | 29%      | 31% | 42%   |
| I like to read books before everyone else does                              | 51%       | 24%      | 26% | 37%   |
| I am often the first among my friends to try new tech products and services | 55%       | 35%      | 29% | 45%   |
| I am not afraid of change                                                   | 74%       | 59%      | 58% | 65%   |
| I consider myself a leader                                                  | 22%       | 15%      | 14% | 11%   |
| I can usually convince people to see it my way                              | 59%       | 44%      | 42% | 54%   |

Note: Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted internet users are those who use it 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. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week.

Source: **YouGov Profiles**, US. Rolling 52-wk period ending on August 8, 2021

“

When I'm reading a print magazine... my attention is always focused on that article or picture. It stimulates the brain -- gets it moving and working. When I'm reading online, my eyes are wandering and I'm not paying attention -- I'm on to the next online thing. Reading a print magazine is different. Honestly, I feel smarter because I always finish what I start.

- Millennial

Source: **Meredith** "Real Women Talking®" Community, July 2021

# Magazine readers are **active learners** seeking new experiences

## Agree or definitely agree that...

|                                                                      | magazines | internet | TV  | radio |
|----------------------------------------------------------------------|-----------|----------|-----|-------|
| I like to surround myself with a diverse range of cultures and ideas | 82%       | 68%      | 60% | 64%   |
| I seek out challenging situations                                    | 64%       | 44%      | 39% | 54%   |
| I am analytical                                                      | 18%       | 11%      | 8%  | 12%   |
| I am adventurous                                                     | 11%       | 8%       | 7%  | 6%    |

Note: Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted internet users are those who use it 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. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week.

Source: **YouGov Profiles**, US. Rolling 52-wk period ending on August 8, 2021

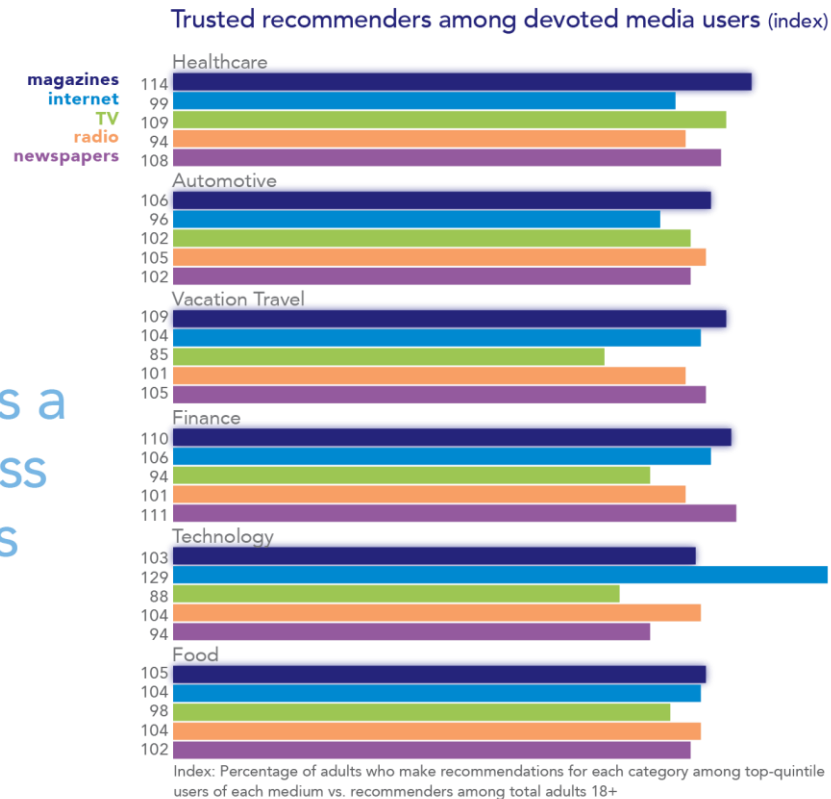
“

At certain times, I'm just too involved in what's going on with my business and homelife, and I get overwhelmed, anxiety-ridden stressed out. In order for me to de-stress and decompress, I turn to magazines. I think detaching myself from my current environment is important to me as a getaway and escape. I like to be engaged in what's going on in the lives of others [that I read about in magazines]. Sometimes I can relate to some of the things that they say and say, oh – I get it, I relate, and I feel less isolated.”

– Generation X

Source: **Meredith** "Real Women Talking®" Community, July 2021

**Trusted  
recommenders**  
prefer magazines as a  
media source across  
several categories



Source: MRI-Simmons, Fall 2020

# Magazine readers are **fashion forward** and **believers in beauty products**

## Agree or definitely agree that...

|                                                               | magazines | internet | TV  | radio |
|---------------------------------------------------------------|-----------|----------|-----|-------|
| I won't leave the house without looking my best               | 51%       | 34%      | 42% | 54%   |
| I closely follow famous people/celebrities for fashion trends | 39%       | 16%      | 18% | 33%   |
| I consider myself more fashionable than most people           | 48%       | 25%      | 28% | 40%   |
| I use beauty products to make myself look better              | 63%       | 47%      | 49% | 56%   |
| I use beauty products to prevent my skin from aging           | 61%       | 40%      | 44% | 53%   |

Note: Percentages are based on respondents who agree or definitely agree. Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted internet users are those who use it 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. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week.

Source: **YouGov Profiles**, US. Rolling 52-wk period ending on August 8, 2021

# Heavy magazine readers spend more on prestige\* brand health & beauty aids

Spent \$300+ on health & beauty aids in the last 12 months –  
prestige beauty users among devoted media users (index)



Index: Percentage of prestige beauty users among the top quintile of users of each medium vs. percentage of prestige beauty users among adults 18+.

\* Prestige beauty users are defined as people who in the last 6 months used perfume, makeup, complexion care, or suntan products from Estee Lauder, Lancôme, Dior, Chanel, NARS, Clinique, or YSL.

Source: **2020 Fall GfK MRI**

# Devoted **magazine readers** are most likely to **enhance** their **appearance** through **beauty & health treatments** and **products**

Agreement with statements and opinions about health & beauty (index)

|                                                                                                         | magazines  | internet | TV  | radio | newspapers |
|---------------------------------------------------------------------------------------------------------|------------|----------|-----|-------|------------|
| I would <b>consider non-surgical</b> treatments/ <b>procedures</b> (Botox, peels, cool-sculpting, etc.) | <b>146</b> | 112      | 104 | 112   | 121        |
| I spend <b>a lot of money on beauty</b> and skincare products                                           | <b>145</b> | 120      | 118 | 112   | 129        |
| <b>Diet plans</b> usually work for me                                                                   | <b>139</b> | 99       | 93  | 97    | 128        |
| I would consider <b>cosmetic surgery</b> for myself, now or in the future                               | <b>132</b> | 109      | 115 | 120   | 116        |

Index: Top quintile of users of each medium vs. adults 18+

Source: **MARS Consumer Health Study, Kantar 2021**

# Magazine readers use **interactive online tools** to **improve fitness and diet**

Agreement with statements and opinions about online health-related activities (index)

|                                                                                                                           | Magazines  | Internet | TV  | radio | newspapers |
|---------------------------------------------------------------------------------------------------------------------------|------------|----------|-----|-------|------------|
| Participated in <b>virtual workout</b> or fitness sessions<br>(e.g., Peloton, Zoom workout class, YouTube exercise video) | <b>167</b> | 116      | 87  | 120   | 111        |
| Watched <b>online videos</b> to learn more about symptoms,<br>conditions or treatments                                    | <b>166</b> | 153      | 124 | 150   | 114        |
| Looked for <b>healthy recipes</b> or other <b>healthy lifestyle</b><br>information                                        | <b>151</b> | 123      | 105 | 127   | 91         |
| Tracked my <b>diet/exercise</b>                                                                                           | <b>137</b> | 121      | 81  | 140   | 91         |

Index: Top quintile of users of each medium vs. adults 18+

Source: **MARS Consumer Health Study, Kantar 2021**

# Devoted **magazine** readers trust **pharmaceutical advertisements** more than heavy users of other media

Agreement with statements and opinions about pharmaceutical advertising (index)

|                                                                                        | <b>magazines</b> | Internet | TV  | radio | newspapers |
|----------------------------------------------------------------------------------------|------------------|----------|-----|-------|------------|
| I feel health and wellness <b>advertising</b> on the internet <b>is trustworthy</b>    | <b>144</b>       | 119      | 129 | 111   | 128        |
| Pharmaceutical <b>advertisements make me</b> more <b>knowledgeable</b> about medicines | <b>130</b>       | 107      | 111 | 107   | 118        |
| I <b>trust pharmaceutical companies</b> that advertise the medications I take          | <b>125</b>       | 104      | 117 | 106   | 121        |

Index: Top quintile of users of each medium vs. adults 18+

Source: **MARS Consumer Health Study, Kantar 2021**



# Magazine readers are more engaged with digital health apps and websites

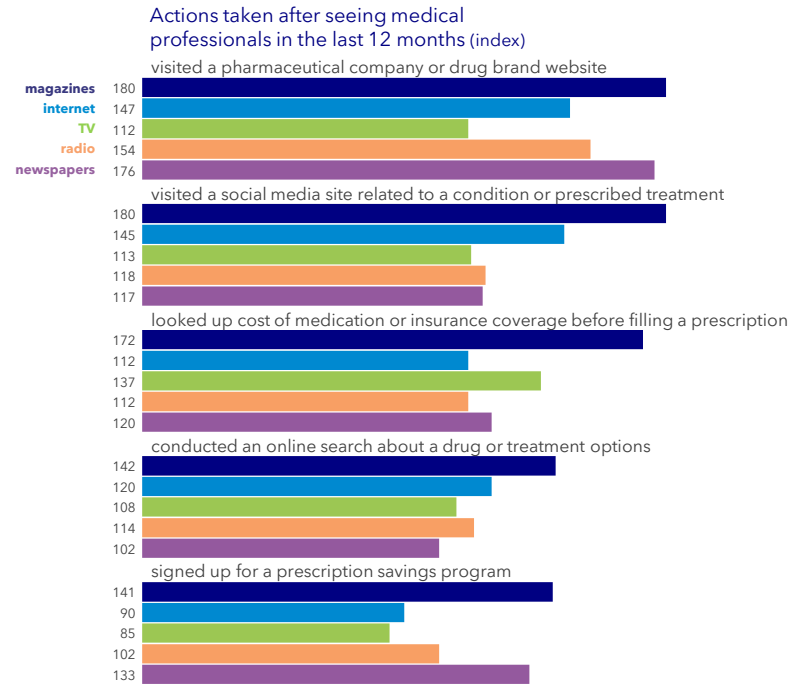
Agreement with statements and opinions about digital health (index)

|                                                                                                                             | magazines  | Internet | TV  | radio | newspapers |
|-----------------------------------------------------------------------------------------------------------------------------|------------|----------|-----|-------|------------|
| I <b>prefer using apps</b> instead of websites when I want health-related information or tools                              | <b>142</b> | 118      | 114 | 117   | 112        |
| I am <b>comfortable registering on a website</b> which consistently offers useful information about my particular condition | <b>135</b> | 121      | 122 | 115   | 122        |
| I <b>refer my friends</b> to certain websites I find helpful                                                                | <b>134</b> | 126      | 114 | 129   | 112        |
| I typically <b>conduct research online</b> prior to a doctor's appointment                                                  | <b>126</b> | 115      | 104 | 118   | 115        |
| Using an app to <b>share my personal health/fitness data</b> with my doctor or others would motivate me                     | <b>126</b> | 117      | 108 | 125   | 110        |

Index: Top quintile of users of each medium vs. adults 18+

Source: **MARS Consumer Health Study, Kantar 2021**

# Magazine readers find information online after seeing a doctor



Index: Top quintile of users of each medium vs. adults 18+ who have seen any healthcare professional in the last 12 months

Source: **MARS Consumer Health Study, Kantar 2021**

# Magazine advertising drives consumer healthcare actions more than advertising anywhere else

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

|                                                                      | magazines  | Internet | TV  | radio | newspapers |
|----------------------------------------------------------------------|------------|----------|-----|-------|------------|
| Asked your doctor for a <b>product sample</b> of a prescription drug | <b>204</b> | 116      | 140 | 128   | 187        |
| Asked your doctor to <b>prescribe</b> a specific drug                | <b>204</b> | 129      | 155 | 128   | 143        |
| Visited a pharmaceutical <b>company's website</b>                    | <b>191</b> | 141      | 129 | 131   | 158        |
| <b>Discussed an ad</b> with your doctor                              | <b>177</b> | 112      | 155 | 118   | 153        |
| Switched to a <b>different brand</b>                                 | <b>176</b> | 152      | 135 | 143   | 153        |
| Made an <b>appointment</b> to see a doctor                           | <b>172</b> | 120      | 126 | 135   | 106        |
| Conducted an <b>online search</b>                                    | <b>158</b> | 125      | 112 | 124   | 116        |
| <b>Refilled a prescription</b>                                       | <b>158</b> | 111      | 126 | 121   | 114        |

Index: Top quintile of users of each medium vs. adults 18+  
Source: **MARS Consumer Health Study, Kantar 2021**

# Magazine readers are more connected via health-related mobile apps

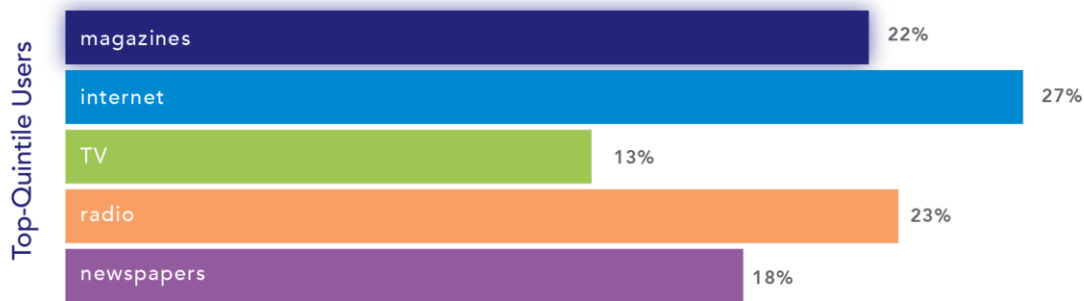
Health-related mobile apps used in the last 6 months (index)

|                                                                     | magazines  | internet | TV  | radio | newspapers |
|---------------------------------------------------------------------|------------|----------|-----|-------|------------|
| <b>Blood sugar</b> or diabetes                                      | <b>335</b> | 226      | 188 | 98    | 227        |
| <b>Pill reminder</b> /medication tracker                            | <b>251</b> | 141      | 154 | 121   | 184        |
| Drug or <b>general health</b> reference tool                        | <b>229</b> | 147      | 194 | 177   | 174        |
| <b>Doctor locator</b>                                               | <b>209</b> | 120      | 111 | 149   | 158        |
| <b>Nutrition</b> or healthy <b>recipes</b>                          | <b>206</b> | 149      | 131 | 147   | 121        |
| Health testing/ <b>tracking tools</b> (e.g., pulse, blood pressure) | <b>186</b> | 133      | 126 | 146   | 145        |
| <b>Medical records</b> access                                       | <b>176</b> | 127      | 126 | 148   | 127        |

Index: Top quintile of users of each medium vs. adults 18+  
Source: **MARS Consumer Health Study, Kantar 2021**

# Magazine readers love innovation and **one in four podcast listeners** is a devoted magazine reader

Share of podcast listeners in the last 30 days

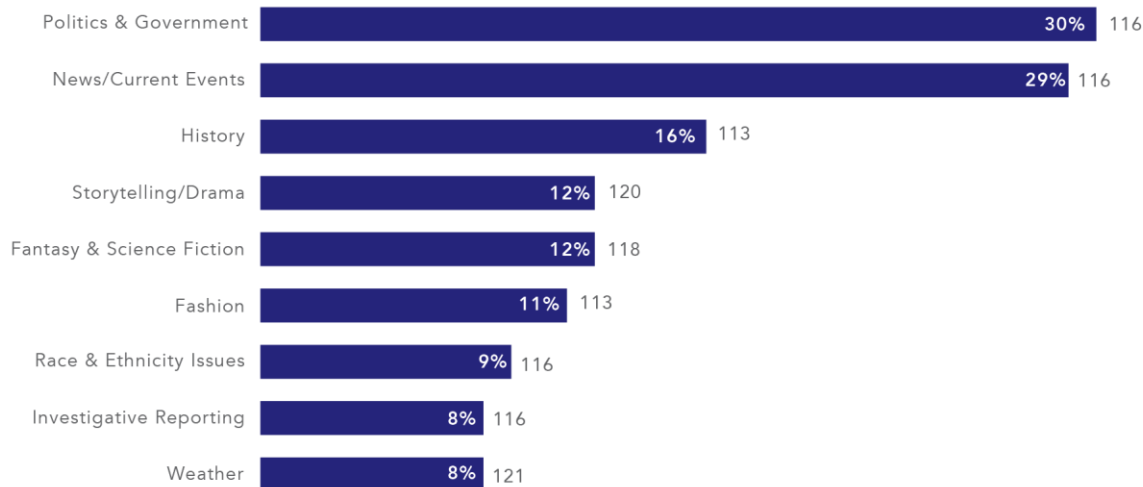


Base: Adults 18+ who listened to a podcast past 30 days

Source: MRI 2021 Podcast Study

# Magazine readers listen to a wide variety of podcast topics

Top podcast topics among devoted magazine readers (% , index)



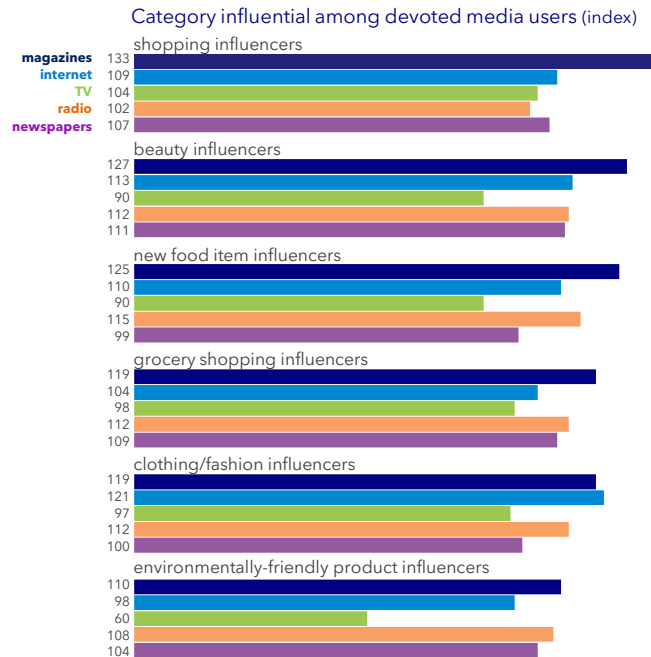
Index: Top quintile of magazine readers vs. adults 18+  
 Base: US Adults who listened to a podcast in the last 30 days  
 Source: **MRI 2021 Podcast Study**

# Magazine readers are more likely to take action after hearing a podcast ad

| After hearing podcast advertising...                                     | INDEX      |          |    |       |            |
|--------------------------------------------------------------------------|------------|----------|----|-------|------------|
|                                                                          | magazines  | internet | TV | radio | newspapers |
| Had a more <b>favorable opinion</b> about the advertiser                 | <b>118</b> | 105      | 93 | 104   | 103        |
| <b>Discussed</b> with someone about the product/service                  | <b>108</b> | 98       | 87 | 102   | 105        |
| <b>Purchased</b> the product/service                                     | <b>106</b> | 104      | 92 | 95    | 92         |
| <b>Visited</b> the company's <b>website</b> /looked for more information | <b>104</b> | 99       | 94 | 106   | 97         |

Index: Top quintile of users of each medium vs. adults 18+  
 Base: US Adults who listed to a podcast in the last 30 days  
 Attitudes about podcasts (Agree Strongly/Agree Somewhat)  
 Source: MRI-Simmons, 2021 April Podcast Study

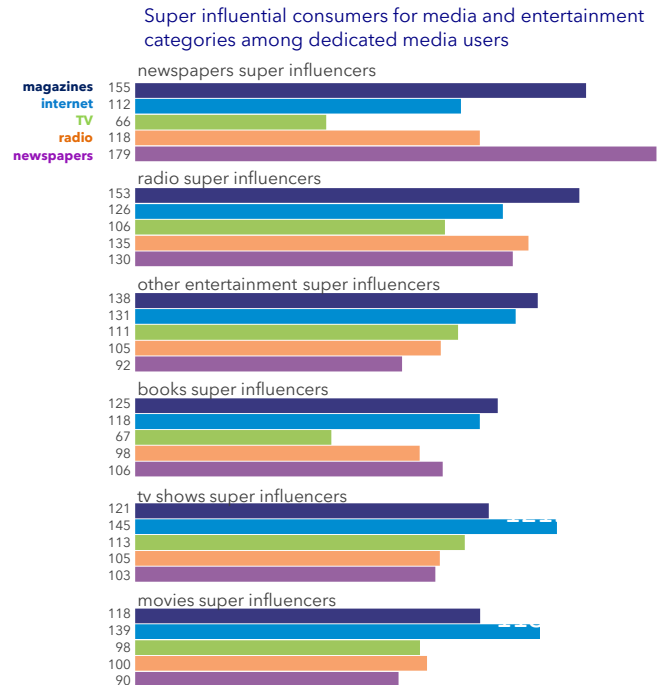
# Magazine readers influence shopping behavior **overall** and in **key categories**



Index: Percentage of category influential among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Category influential consumers are defined as people who have great experience in the topic and whose advice on this topic is trusted by friends and family members. Source: **2020 Fall GfK MRI**



# Magazine readers are more likely to **influence** other consumers' **media** **choices**

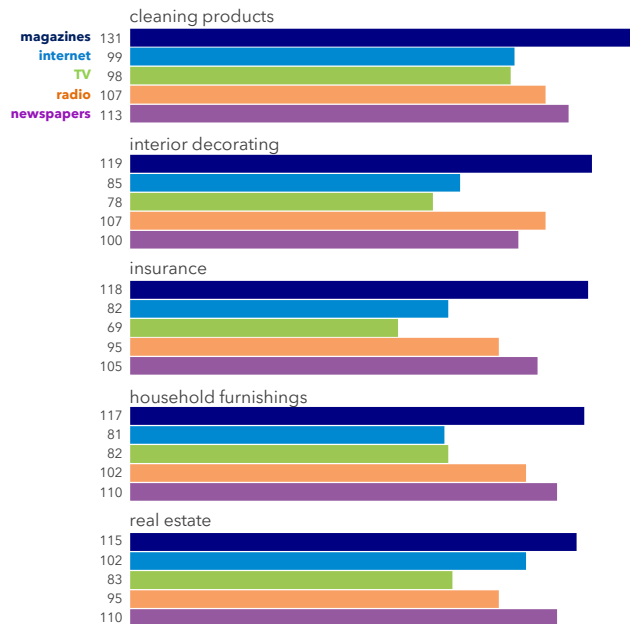


Index: Percentage of super influential among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Super influential consumers are defined as people who have great experience in the topic, whose advice on this topic is trusted by friends and family members, and who have recommended products or services in this topic to others.

Source: 2020 Fall GfK MRI

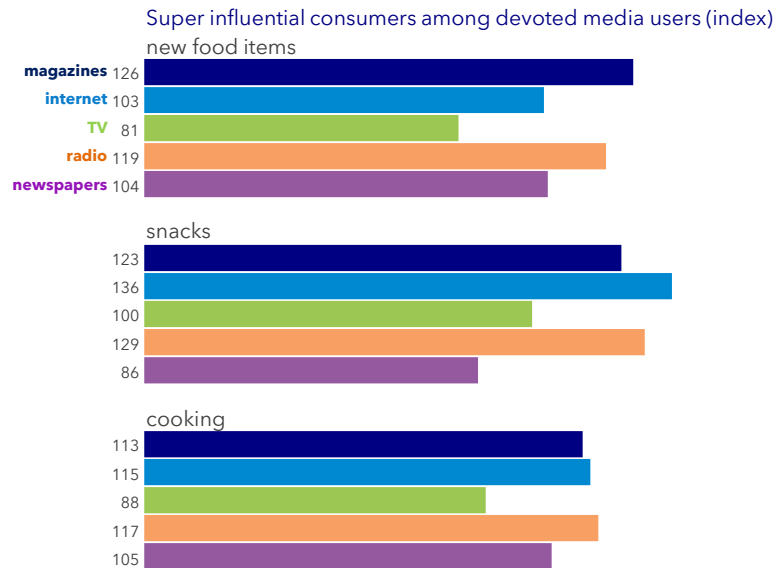
# Magazine readers are **super influential** on all things "home"

## Super influential consumers among devoted media users (index)



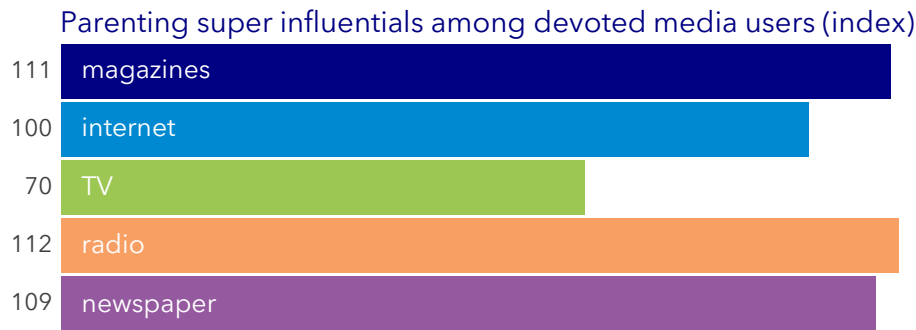
Index: Percentage of super influential consumers among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends and family members, and who have recommended products or services in this category to others. Source: **2020 Fall GfK MRI**

# Food super influential consumers are more likely to regularly devour magazines



Index: Percentage of super influential consumers among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends and family members, and who have recommended products or services in this category to others. Source: **2020 Fall GfK MRI**

## Parenting super influentials are more likely to be devoted magazine readers



Index: Percentage of super influential consumers among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends and family members, and who have recommended products or services in this category to others. Source: **2020 Fall GfK MRI**

Spending among magazine readers 18-34 reflects a focus on **apparel, health & beauty, parenting, and technology**

### Magazine readers' average spend index

**Age  
18-34**

|                                   |                               |            |
|-----------------------------------|-------------------------------|------------|
| <b>Clothing &amp; Accessories</b> | Fine jewelry                  | <b>117</b> |
|                                   | Women's clothing              | <b>110</b> |
|                                   | Clothing                      | <b>109</b> |
| <b>Health &amp; Beauty Aids</b>   | Men's health & beauty aids    | <b>114</b> |
|                                   | Women's perfume/cologne       | <b>113</b> |
| <b>Kids &amp; Babies</b>          | Children's toys & games       | <b>112</b> |
| <b>Electronics</b>                | Software for personal/home PC | <b>107</b> |

Index: Average past-12-month spend among top-quintile of magazine readers age 18-34 vs. all adults 18+.  
Source: **MRI-Simmons**, Fall 2020

Readers 35-54 are  
**above-average**  
**spenders** on  
**electronics,**  
**apparel, dining,**  
**and cologne**

## Magazine readers' average spend index

**Age  
35-54**

|                                   |                                               |            |
|-----------------------------------|-----------------------------------------------|------------|
| <b>Electronics</b>                | Apps for tablets/e-readers past 30 days       | <b>124</b> |
|                                   | Apps for cell phone past 30 days              | <b>111</b> |
|                                   | Cell phone bill past 30 days                  | <b>111</b> |
| <b>Clothing &amp; Accessories</b> | Clothing past 12 months                       | <b>123</b> |
|                                   | Athletic shoes past 12 months                 | <b>109</b> |
| <b>Dining</b>                     | Fine dining past 30 days                      | <b>123</b> |
|                                   | Liquor past 30 days                           | <b>116</b> |
|                                   | Fast food & drive-ins past 30 days            | <b>114</b> |
|                                   | Family restaurants & steakhouses past 30 days | <b>111</b> |
| <b>Health &amp; Beauty</b>        | Men's cologne (gift) past 12 months           | <b>117</b> |
|                                   | Men's cologne (self) past 12 months           | <b>114</b> |

Index: Average past-12-month spend among top-quintile of magazine readers age 35-54 vs. all adults 18+.

Source: **MRI-Simmons**, Fall 2020

For magazine readers age 55+, spending is tied to **apparel, travel, home** and **health**

## Magazine readers' average spend index

|                                   |                                              | <b>Age 55+</b> |
|-----------------------------------|----------------------------------------------|----------------|
| <b>Travel</b>                     | Domestic vacations past 12 months            | <b>117</b>     |
|                                   | Foreign vacations past 12 months             | <b>115</b>     |
| <b>Home Goods &amp; Services</b>  | Personal appliances past 12 months           | <b>117</b>     |
|                                   | Home improvements past 12 months             | <b>113</b>     |
|                                   | Climate control appliances past 12 months    | <b>111</b>     |
|                                   | Property & garden maintenance past 12 months | <b>110</b>     |
|                                   | Home remodeling past 12 months               | <b>110</b>     |
| <b>Clothing &amp; Accessories</b> | Costume jewelry past 12 months               | <b>114</b>     |
|                                   | Men's clothing past 12 months                | <b>111</b>     |
|                                   | Fast food & drive-ins past 30 days           | <b>114</b>     |
| <b>Health</b>                     | Prescription drugs avg monthly out-of-pocket | <b>113</b>     |

Index: Average past-12-month spend among top-quintile of magazine readers age 35-54 vs. all adults 18+.

Source: **MRI-Simmons**, Fall 2020

## Affluent Readers

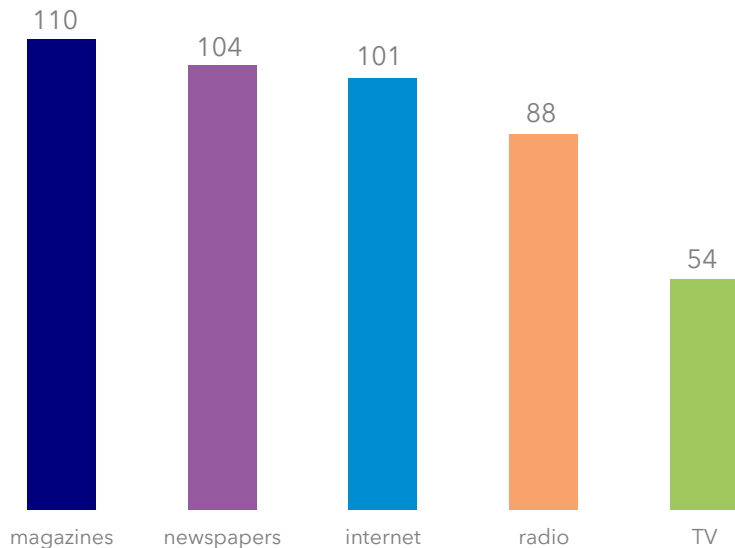
Affluent magazine readers are the crème de la crème of **luxury consumers**, spending more than affluent users of other media, and on a variety of product types

Magazine readers reach affluent consumers, who exhibit impressive income, net worth, and asset values. Affluent magazine readers are heavy spenders across all categories, even when compared to affluent users of other media. Additionally, they consider themselves opinion leaders and risk-takers, making them the **ultimate influencers**.

Data from Ipsos and MRI-Simmons shows that magazine brands are still the media to turn to when **advertising luxury products across automotive, travel, food, personal finance, home, and – of course – fashion and beauty**.



# Magazines reach premium audiences in high-income households



## Household income \$250k+ (index)

Index: Top-quintile of users of each medium among households with income \$250k+ vs. top-quintile of users of each medium among all adults 18+

Source: **MRI-Simmons**, Fall 2020

# Devoted magazine readers are wealthy with high-value assets

## Heavy media users – median values (\$000)

|                             | <b>magazines</b> | internet | TV      | radio | mobile app |
|-----------------------------|------------------|----------|---------|-------|------------|
| Household income            | <b>\$191</b>     | \$190    | \$187   | \$188 | \$191      |
| Personal income             | <b>\$165</b>     | \$156    | \$156   | \$144 | \$144      |
| Household net worth         | <b>\$1,315</b>   | \$1,064  | \$1,199 | \$968 | \$941      |
| Household liquid net assets | <b>\$687</b>     | \$545    | \$669   | \$499 | \$491      |
| Value of primary residence  | <b>\$580</b>     | \$574    | \$541   | \$510 | \$523      |
| Total value of real estate  | <b>\$955</b>     | \$923    | \$867   | \$832 | \$808      |

Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

# Devoted magazine readers are heavy spenders across all categories

Heavy affluent users indexed to total affluents

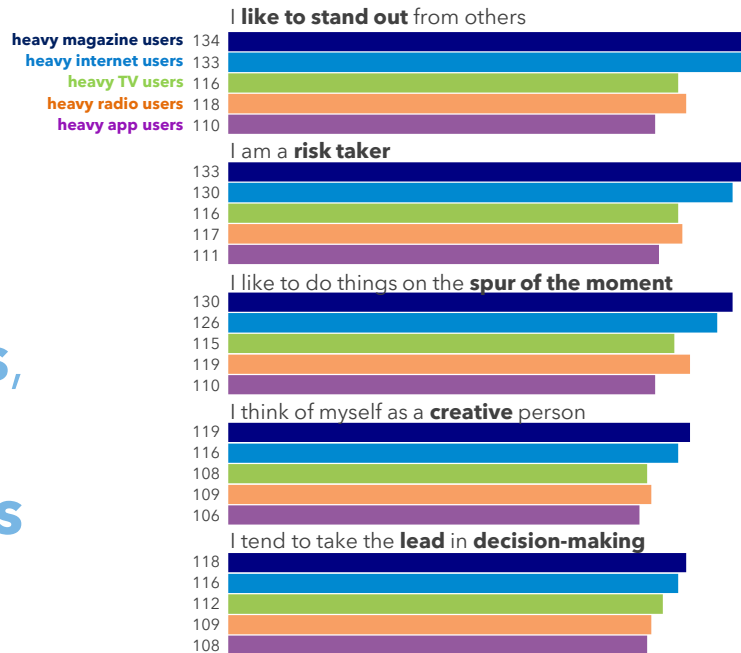
|                                             | <b>magazines</b> | internet | TV  | radio | mobile app |
|---------------------------------------------|------------------|----------|-----|-------|------------|
| Total expenditures                          | <b>167</b>       | 150      | 127 | 121   | 110        |
| Watches and jewelry                         | <b>253</b>       | 223      | 186 | 146   | 104        |
| Home and garden                             | <b>202</b>       | 179      | 155 | 125   | 110        |
| Alcoholic beverages                         | <b>186</b>       | 177      | 150 | 146   | 121        |
| Apparel & accessories                       | <b>173</b>       | 164      | 137 | 128   | 115        |
| Leisure, entertainment & dining             | <b>149</b>       | 140      | 129 | 122   | 117        |
| Computers, electronics & home entertainment | <b>142</b>       | 132      | 119 | 114   | 119        |
| Skin care, cosmetics & fragrance            | <b>141</b>       | 135      | 121 | 118   | 110        |
| Personal care & wellness                    | <b>141</b>       | 130      | 123 | 115   | 109        |
| Purchase price of vehicles bought/leased    | <b>135</b>       | 128      | 117 | 117   | 102        |
| Travel                                      | <b>121</b>       | 115      | 113 | 105   | 107        |

Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

Devoted affluent readers are **original** and **creative leaders**, not afraid to act on **impulse** or **take risks**

General attitudes/intent  
(heavy affluent users of each media indexed to total affluent)



Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

Affluent readers are **in the market to travel**, and **inspired by magazines** when seeking their next travel experiences

## Travel Attitudes

(heavy affluent users of each media indexed to total affluent)

Typically stay at **five-star accommodations** when traveling



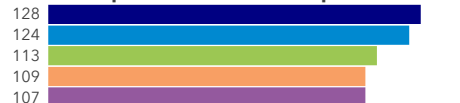
Plan to **take a cruise\***



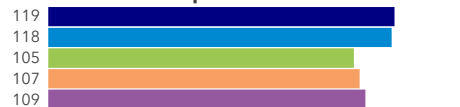
People often **ask my advice** when **considering where to vacation**



**Travel publications and TV inspire me** to seek new experiences



Plan to **take a trip or vacation outside the US\***



Heavy users of each media defined as top-third of users in terms of time spent or usership. \*Next 12 months

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

# Magazine readers **plan to travel widely in the next year both domestically and internationally**

## Intentions - Very/Somewhat Likely To Take Vacation In Next 12 months (Index)

|                  | <b>magazines</b> | newspaper | radio | TV | Internet | social |
|------------------|------------------|-----------|-------|----|----------|--------|
| Hawaii           | <b>111</b>       | 103       | 105   | 86 | 108      | 104    |
| Florida          | <b>102</b>       | 98        | 104   | 87 | 103      | 98     |
| Cruise (1+ days) | <b>117</b>       | 100       | 110   | 97 | 101      | 103    |
| Europe           | <b>112</b>       | 110       | 104   | 78 | 105      | 101    |
| Caribbean        | <b>111</b>       | 102       | 113   | 91 | 112      | 110    |
| South America    | <b>120</b>       | 106       | 121   | 90 | 118      | 121    |

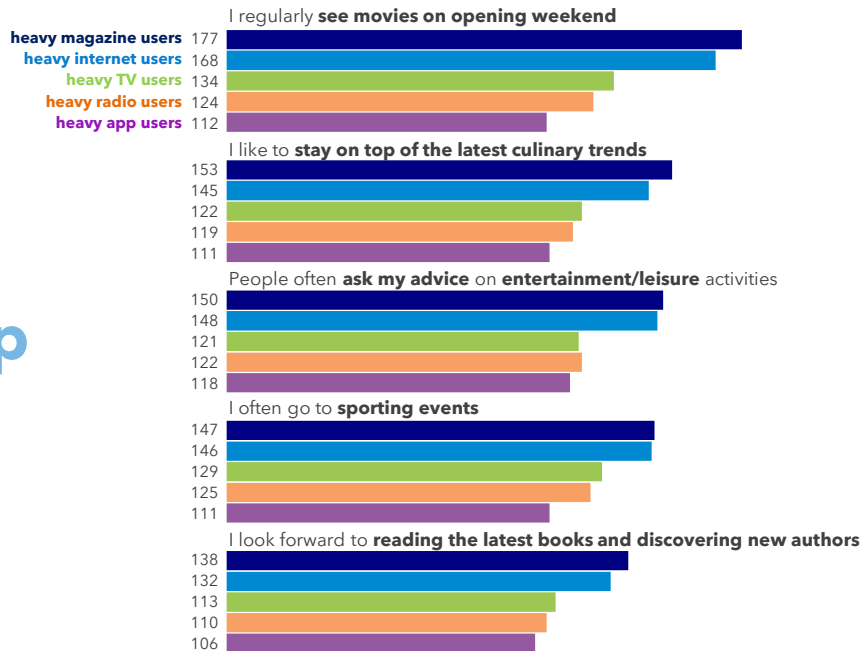
Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: **MRI-Simmons**, Fall 2020

Affluent readers  
are **active, engaged**  
**with trends**, and **keep**  
**a pulse on the**  
**latest** events

## Entertainment Attitudes

(heavy affluent users of each media indexed to total affluent users)



Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: Ipsos Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

Affluent readers  
are **actively involved**  
in their finances

## Financial Attitudes

(heavy affluent users of each media indexed to total affluent)



Heavy users of each media defined as top-third of users in terms of time spent or usership.

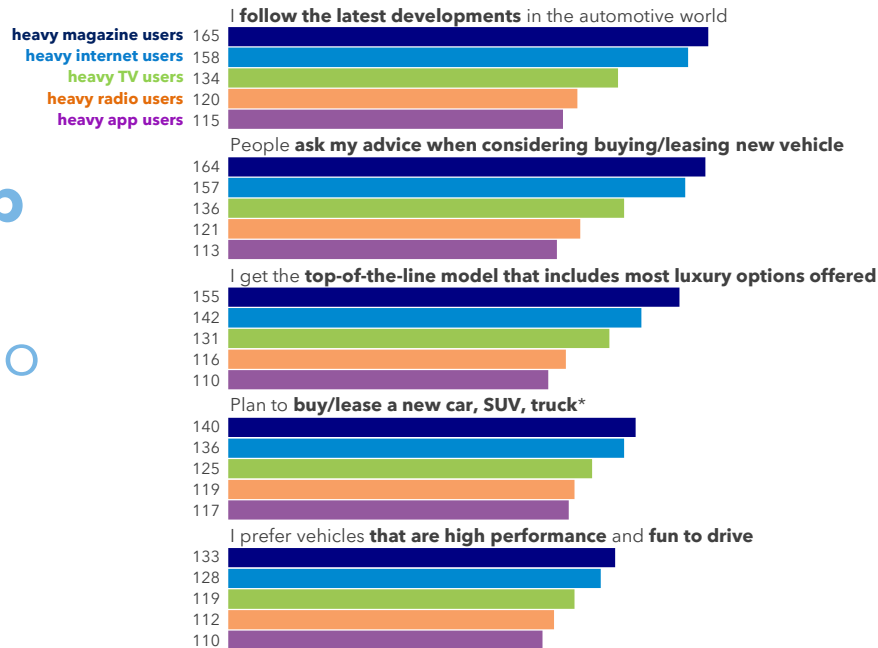
Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)



Affluent readers **keep up with automotive developments** and go for **luxury** and **high performance**

## Automotive Attitudes

(heavy affluent users of each media indexed to total affluent)



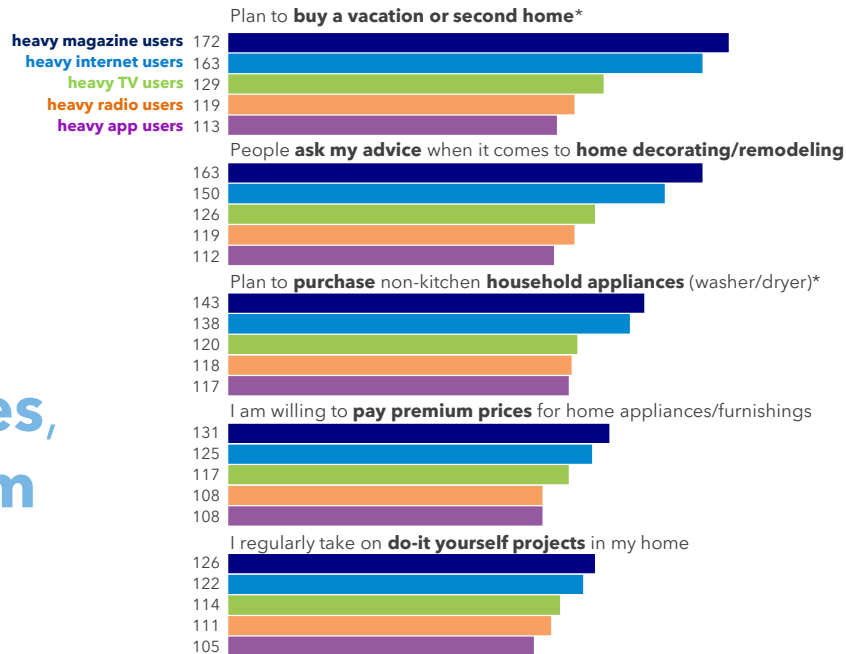
Heavy users of each media defined as top-third of users in terms of time spent or usership. \*Next 12 months

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

Affluent readers  
are **more likely** to  
**purchase second**  
**homes** and **appliances**,  
and **pay the premium**  
high-end **décor**

## Home Attitudes

(heavy affluent users of each media indexed to total affluent)



Heavy users of each media defined as top-third of users in terms of time spent or usership.

\*Next 12 months

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

# Affluent magazine readers **keep up with smart technology trends**

## Smart technology usage among devoted affluent media users (Index)

|                                                     | <b>magazines</b> | newspaper | radio | TV  | Internet |
|-----------------------------------------------------|------------------|-----------|-------|-----|----------|
| Household has devices connected to a smarthome hub* | <b>138</b>       | 126       | 139   | 113 | 163      |
| Household owns any smart speaker                    | <b>135</b>       | 125       | 140   | 118 | 145      |
| Personally own any wearable tech device**           | <b>121</b>       | 119       | 128   | 119 | 134      |

Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: **MRI-Simmons**, Fall 2020 (Adults 18+, HHI \$100K+)

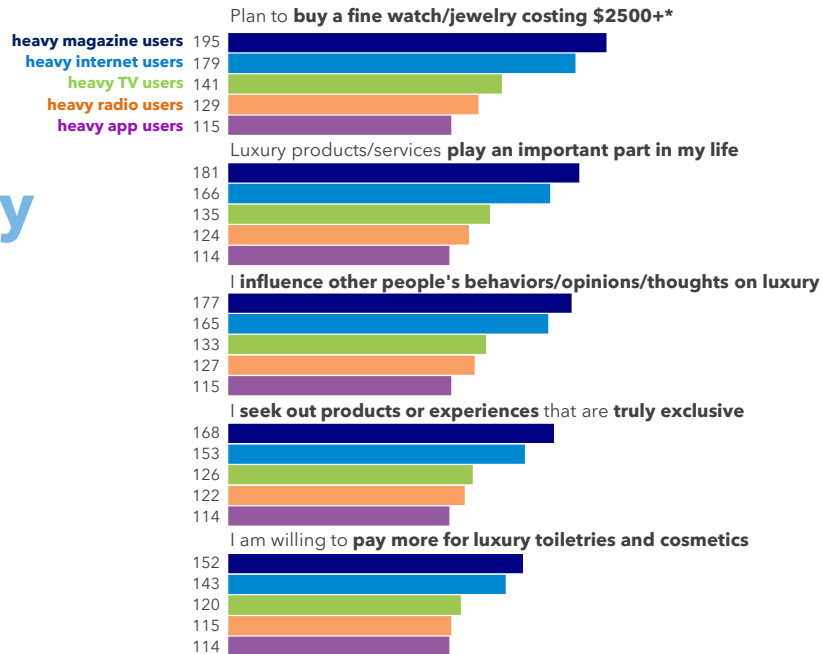
\*Includes audio system, coffee maker, dishwasher, garage door, lighting, oven, refrigerator/freezer, security system, thermostat, TV, video doorbell, washer/dryer, or "other"

\*\*Includes smartwatches, fitness trackers, VR headsets, etc.

# Affluent readers **enjoy** exclusive luxury products and services

## Fashion & Beauty Attitudes

(heavy affluent users of each media indexed to total affluent)



Heavy users of each media defined as top-third of users in terms of time spent or usership. \*Next 12 months (net cost)

Source: **Ipsos** Affluent Survey, Spring 2021 (Adults 18+ with HHI \$125K+)

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WM Global

## About the Association of Magazine Media (MPA)

**Delivering Value to Members:** MPA is the only association to deliver content, connections and a commitment to support the magazine media advocacy agenda across all platforms. One voice, 500 strong.

**A Committed Advocacy Partner:** MPA is a highly effective advocate for magazine media. MPA advances a broad public policy agenda across every level of government with a focus on the issues that matter most to magazine media publishers.

**Telling the Magazine Media Story:** MPA consistently communicates a persuasive, influential narrative on the vitality of the magazine media sector.

**Providing Key Business Intelligence:** MPA delivers member news, briefs and insights on the policy developments that affect the magazine media sector.

**Facilitating Peer-to-Peer Connections:** MPA brings together the top leaders of the magazine media industry to share information, exchange ideas and engage in thoughtful dialogue.

**Independent Magazines (IMAG):** MPA hosts a community of independent publishers to boost peer-to-peer connections, sharing and learning. The entrepreneurial leaders of MPA's independent publishers group – IMAG – continue to build innovative 360o magazine media brands.

For information about membership, contact MPA at **202.296.7277** or **MPA@magazine.org**.



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