

### THE MARKETING IMPORTANCE OF INFLUENTIALS

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The Influentials segment in the MRI study derives from the highly praised book, *The Influentials*, by NOPWorld executives Ed Keller and Jon Berry. Keller and Berry termed “Influentials” the small but persuasive segment of the population that leads social and marketplace trends, shapes public opinion and generates “buzz” that increasingly drives consumer behavior.

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“Decades of NOPWorld research show that involvement in [the following] public activities is a powerful predictor of which Americans have broad influence in the complete sense of the word; they are trendsetters, market multipliers, and consumer activists – both advocating on behalf of brands they love and speaking out on civic problems

–Kathi Love, MRI President and CEO

- › Written or called any politician at the state, local, or national level
- › Attended a political rally, speech, or organized protest of any kind
- › Attended a public meeting on town or school affairs
- › Held or run for political office
- › Served on a committee for some local organization
- › Served as an officer for some club or organization
- › Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
- › Worked for a political party
- › Made a speech
- › Written an article for a magazine or newspaper
- › Been an active member of any group that tries to influence public policy or government

### THE NEW YORK TIMES: A HIGH CONCENTRATION OF "INFLUENTIALS"

Source: MRI Spring 2009

Influentials are the "critical 10% of the population who drive what the other 90% think, do, and buy."

- Ed Keller, CEO of NOP World

#### Top 25 Publications within Competitive Set Ranked by Index

	Influentials <sup>†</sup>				
	Population: 19,056,000				
	Percent of Universe: 8.47%				
	<u>Aud (000)</u>	<u>Cov %</u>	<u>Comp. %</u>	<u>Index</u>	<u>Rank</u>
	U.S. Pop = 100				
The Economist	923	4.8	31.8	376	1
The New Yorker	1,443	7.6	31.3	369	2
<b>New York Times (Daily)</b>	<b>775</b>	<b>4.1</b>	<b>26.5</b>	<b>313</b>	<b>3</b>
Wall Street Journal	867	4.5	26.1	308	4
Veranda	359	1.9	26.0	307	5
Inc.	336	1.8	24.5	289	6
U.S. News & World Report	2,280	12.0	23.5	278	7
Forbes	1,288	6.8	23.4	276	8
Business Week	1,085	5.7	23.1	273	9
<b>New York Times (Sunday)</b>	<b>926</b>	<b>4.9</b>	<b>22.9</b>	<b>270</b>	<b>10</b>
Fortune	894	4.7	22.7	267	11
Smart Money	826	4.3	21.9	258	12
Architectural Digest	1,078	5.7	21.6	255	13
Gourmet	1,268	6.7	20.7	244	14
Conde Nast Traveler	708	3.7	20.6	243	15
Washington Post (Sunday)	485	2.5	20.3	239	16
Newsweek	3,450	18.1	19.5	230	17
Money	1,459	7.7	18.6	219	18
Vanity Fair	1,338	7.0	18.2	214	19
New York Magazine	322	1.7	18.0	213	20
Time	3,729	19.6	18.0	212	21
Wired	490	2.6	17.6	207	22
Travel & Leisure	863	4.5	17.5	206	23
Bon Appetit	1,064	5.6	17.3	204	24
Harper's Bazaar	432	2.3	16.2	191	25

†Influentials - Participated in 3 or more of the following in the past year: wrote to/called any politician at state/local/national level; wrote editor of newspaper/magazine or called live radio/TV show to express opinion; wrote article for magazine/newspaper; attended political rally/speech/organized protest; attended public meeting on town/school affairs; held/ran for political office; served on committee for local organization; served as officer for club/organization; worked for political party; made a speech; or been active member of any group that tries to influence public policy/government.

Source: MRI Spring 2009, derived from NOPWorld definition of Influential Americans. Competitive set consists of the 45 standard NYT nationally competitive publications.