

# MAGAZINE MEDIA FACTBOOK

**Better.  
Believe It.**

More adults 18-29 read magazines (95%)  
than use Facebook (81%). — page 45

 **MPA** THE ASSOCIATION OF  
**MAGAZINE MEDIA**





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Here at your fingertips are more than 100 pages of audited, accredited and validated facts about the power of magazine media for you to reference and incorporate into your daily conversations. The annual MPA Factbook is one of the most widely sourced and relied upon tools in our industry. We receive and fulfill thousands of requests for the book, and its prevalence increased last year when every page became available online as a downloadable PowerPoint slide.

The ready-to-go slides have been a fantastic addition, but most of our audience still prefer a printed copy to inspire them and introduce them to the full panoply of information. It is not unusual to see recipients hug the book to their chest when we hand them out, a reaction that mimics the personal connection consumers have to their printed magazines.

**Why, after nearly 40 years, has the Factbook stayed in such high demand?** Because magazine brands continue to be long-standing, recognizable and trusted by consumers and advertisers. Readers know that the content in magazines is credible. Marketers know that magazine media builds brands and sells product in a safe and transparent environment.

You will find some of your favorite slides refreshed and updated. You will also discover new research from GfK MRI, AAM, YouGov, Ipsos, Simmons and Kantar. You'll learn why time spent does not correlate to advertising business results. And how neuroscience proves that print delivers a more immersive user experience.

This year's Factbook adds results from member case studies as well as MPA's Magazine Media 360° Social Media Engagement Factor, which shows how magazine brands are more engaging on social media than non-magazine brands. Overall, our aim is to provide a breadth of research from third-party sources that will serve as a resource for MPA members, marketers, agencies, students and anyone interested in the magazine media industry.

On behalf of everyone who contributed to the information in the Factbook, and with special thanks to our printer Freeport Press, we hope you find the information in these pages useful. Be sure to visit [magazine.org](http://magazine.org) to download slides and discover additional research.

— **Linda Thomas Brooks**

President and Chief Executive Officer, MPA—The Association of Magazine Media

# BEEN FOOLED BY FAKE CONTENT?

75% of us fall for fake headlines. We all deserve better. Fact is, people believe magazine media more than any other. Whether in print, online, on mobile or video, it provides expertly researched, written and relevant content in a safe environment.

Content that is worthy of your trust. That's keeping it real.

#BelieveMagMedia | [BelieveMagMedia.com](http://BelieveMagMedia.com)

**MAGAZINE  
MEDIA**  
**Better. Believe It.**

# TABLE OF CONTENTS

## **MAGAZINE MEDIA 360°**

- 7 Magazine Media 360° Brand Audience Report
- 8 Growth in Total Magazine Media 360° Since Launch
- 9 Growth by Category /Audience Mix/Top 10 Magazine Brands

## **SOCIAL MEDIA REPORT**

- 13 First Quarter 2018 vs. Fourth Quarter 2017
- 15 % Share by Network by Editorial Category
- 16 Top 10 Magazine Brands-Likes/Followers by Social Network
- 17 Social Media Engagement Factor/By Social Network/  
Trends by Quarter/By Category

## **INFLUENCE/IMPACT**

- 40 Magazine readers are the strongest influencers in multiple product categories
- 41 Number of friends among devoted media users
- 42 What neuroscience says about why print magazine ads work
- 43 Total number of adults 18+ who read magazines 2012-2017
- 44 The top 25 print magazines reach more adults and teens than the top 25 primetime TV shows

- 45 Americans of all ages read magazines
- 46 Magazine readership grows long after publication date
- 47 Readers of all ages enjoy print magazines/strength across generations
- 49 Devoted magazine readers most closely reflect the U.S. population in age
- 50 Magazine media readership is diverse
- 52 Increased exposure to print media ads boosts key advertising metrics
- 53 Advertising in magazines raises brand awareness and purchase intent
- 54 Magazines show the highest return on advertising spend—the ultimate KPI
- 55 Magazine campaign drives conversions to branded prescription drugs
- 56 Advertising in magazine media increases sales across product categories/On both print and digital platforms
- 60 While trust in platforms declines, trust in journalism rebounds
- 62 Adults 18–49 trust and immerse themselves in magazine media more deeply than other media/Find inspiration
- 64 Magazine readers believe in brands—and are heavily swayed by advertising
- 65 Ads in magazine media engage adults 18–49 more than ads in other media
- 66 Print magazines inspire readers to take action—to clip ads, recommend products and buy them
- 67 Print magazine advertising is noticed and acted on regardless of size or placement
- 68 Nearly half of U.S. adults have used coupons and nearly one-third have responded to offers for free samples in magazines
- 69 Print magazines are no. 1 in reaching affluent influential consumers in more categories than other media
- 70 Super influentials in a wide range of categories are devoted print magazine readers
- 71 Among affluent consumers, devoted print magazine readers are trusted recommenders across product categories

# Magazine media reaches eyeballs, minds and wallets



**Better  
Viewability**

— page 66, 67



**Immersive  
User Experience**

— page 42, 62



**Highest Return on  
Advertising Spend**

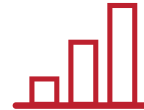
— page 54, 58

## in a safe, validated environment.



**Brand Edifying  
Contextually Relevant**

— page 64, 65



**Third-Party Audited and  
Accredited Measurement**

— MPA Factbook

Download these pages and more for your presentations at [magazine.org/factbook](https://magazine.org/factbook).

- 72 Print magazines deliver consumers with strong auto purchase intent/  
Among new vehicle buyers, devoted magazine readers are more affluent
- 74 Affluent luxury goods category influencers are devoted print  
magazine readers
- 75 Consumers, especially affluent ones, use print magazines to  
keep up with the latest styles
- 76 Magazine media readers lead in spending on beauty and skin care  
products/Are fashion conscious and believers in beauty products
- 79 Print magazines excel in reaching super influentials in healthcare
- 80 Devoted readers, the most informed, engaged healthcare, pharma users
- 81 Magazine media advertising drives consumer healthcare actions  
more than advertising anywhere else
- 82 Magmedia readers are the most health-conscious consumers/  
Take action to maintain their health
- 84 Households with income of \$250K+ are drawn to magazines
- 85 Households with the greatest financial assets favor magazine media
- 86 Affluent magazine readers charge more to their credit cards
- 87 Magazine media: Where to find active affluent investors
- 88 Magazine media: Where to find affluent users of financial services
- 89 Luxury category influencers are devoted print magazine readers
- 90 Affluent devoted magazine readers very likely to remodel
- 91 Affluent magazine readers spend big on home remodeling/Lead in  
home improvement/Heavy on luxury goods
- 94 Affluent magazine readers are the most frequent travelers/Spend more  
on travel/Most likely to spend heavily on vacations
- 97 Print magazines are the top destination for overseas travelers
- 99 Affluent food influencers consume print magazines
- 100 Affluent magazine media readers excel at gourmet cooking
- 101 Affluent print magazine readers enjoy their free time/Lead the  
most active lives, enriching mind and body
- 103 Print magazine readers are entertainment enthusiasts/Magazine  
readers seek knowledge and new experiences
- 105 Adults 18–49 rely on magazine media to provide them with valued  
information, conversation, and purchase inspiration

### **MAGAZINE BRAND VITALITY**

- 106 Editorial category page total percentages 2017
- 107 U.S. print magazine launches by category in 2017
- 108 Average time spent per issue: print and digital editions/Readership  
is steady all year long
- 110 Magazine brands endure: More than 180 print magazines have thrived  
for more than 50 years/Total number of U.S. consumer print magazines
- 112 Circulation Mix: Print and digital, subscriptions and single copy
- 113 The top 50 print magazine marketers in 2017
- 115 About MPA
- 119 Research Contributions

# Magazine Media USP



**How much has  
#magmedia grown?  
The #MM360 Brand  
Audience Report  
shows +23% growth  
since launch**

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

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presentations  
at [magazine.org](https://magazine.org)**





**The #MM360 Brand  
Audience Report  
provides a comprehensive  
snapshot of consumer  
demand for magazine  
media brands**

Now in its fourth year, Magazine Media 360° measures audiences across multiple platforms and formats.

Captured in the Brand Audience and the Social Media Reports, platforms and formats covered include:

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

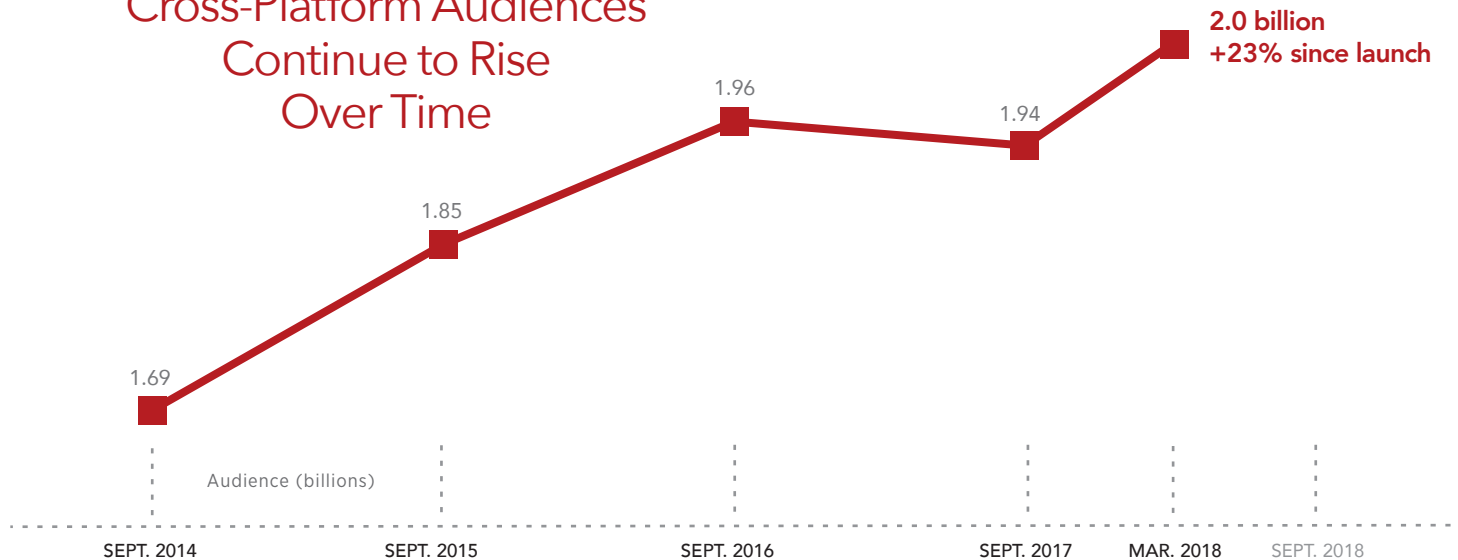
Magazine Media 360° uses data from leading third-party providers and covers approximately 120 magazine media brands from 27 companies, representing 95% of the reader universe.

The MPA Magazine Media 360° Brand Audience Report is published monthly and the MPA Magazine Media 360° Social Media Report is published quarterly. Both reports contain audience metrics by magazine brand and are available at [www.magazine.org](http://www.magazine.org).

# Magazine Media 360°

Percent Growth in Total Magazine Media 360° Since Launch

Magazine Brand  
Cross-Platform Audiences  
Continue to Rise  
Over Time



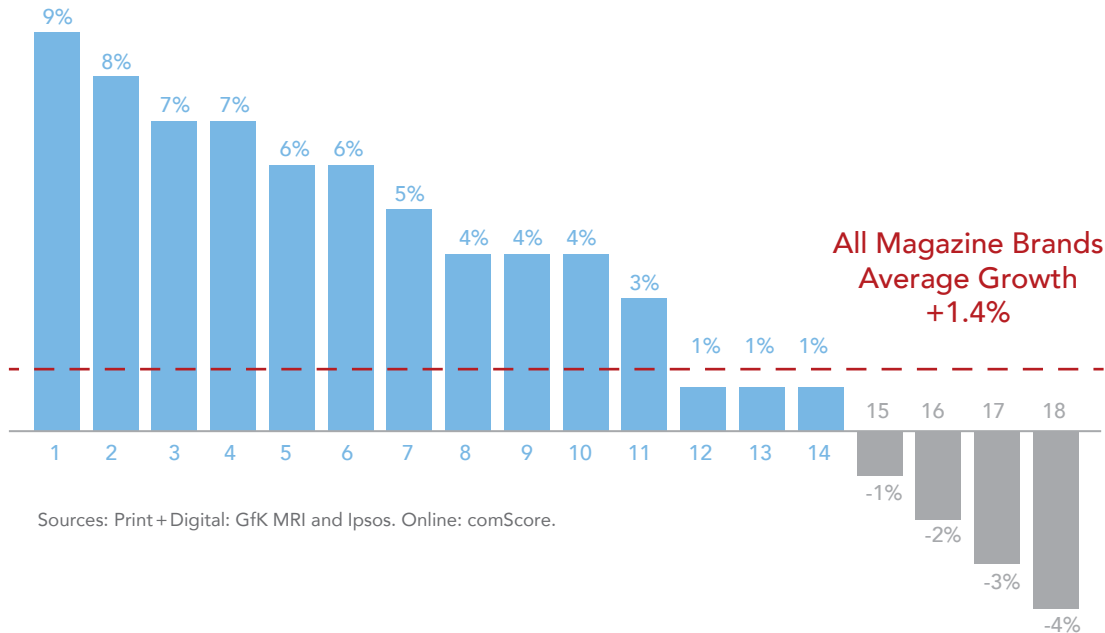
% Growth in Total Magazine Media 360° Audience vs. Same Month Year Ago

Sources: Print + Digital: GfK MRI and Ipsos. Online: comScore.

# Magazine Media 360°

% Growth by Category — Full Year 2017 vs. 2016

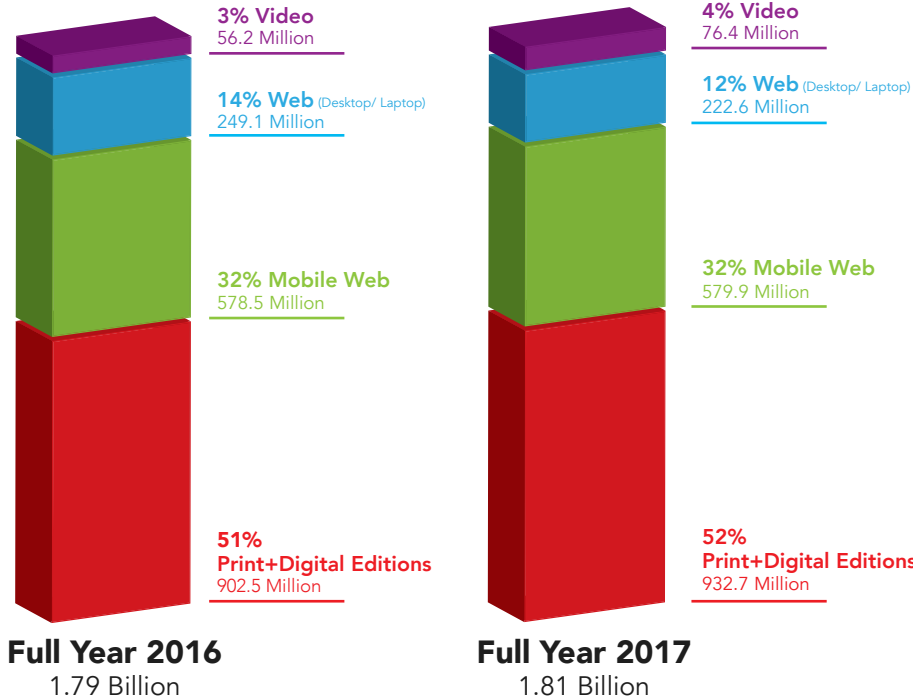
- 1 science and technology
- 2 regional
- 3 travel
- 4 fishing and hunting
- 5 current events and political commentary
- 6 participatory sports
- 7 business and finance
- 8 shelter
- 9 thought leader
- 10 news and information
- 11 automotive
- 12 sports spectator
- 13 health and fitness
- 14 women's fashion and beauty
- 15 women's service and lifestyle
- 16 epicurean
- 17 men's fashion, grooming and lifestyle
- 18 popular culture and entertainment



Sources: Print + Digital: GfK MRI and Ipsos. Online: comScore.

# Magazine Media 360°

## Audience Mix — Full Year 2017 vs. 2016



**Total Audience Growth +1.4%**

Sources: Print+Digital Editions—GfK MRI Survey of the American Consumer®, GfK MRI Accessed Prototype, OR Ipsos Affluent Survey USA. Web (Desktop/Laptop)—comScore Media Metrix®. Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.

# Magazine Media 360°

## Top 10 Magazine Brands

Average Monthly Audience (000) — Full Year 2017 vs. 2016

	<b>Print + Digital</b> AUDIENCE	<b>Web (desktop/laptop)</b> UNIQUE VISITORS	<b>Mobile Web</b> UNIQUE VISITORS	<b>Video</b> UNIQUE VIEWERS	<b>Total Brand Audience</b>
<b>1</b>	People 41,604	ESPN The Magazine 22,707	ESPN The Magazine 50,878	ESPN The Magazine 11,289	ESPN The Magazine 102,245
<b>2</b>	AARP 38,285	Forbes 16,840	Forbes 38,847	Forbes 5,091	People 79,683
<b>3</b>	Better Homes and Gardens 37,303	WebMD Magazine 13,323	WebMD Magazine 34,552	Entrepreneur 4,886	Forbes 68,231
<b>4</b>	National Geographic 31,782	Allrecipes 11,866	Allrecipes 32,851	Vanity Fair 4,074	WebMD Magazine 59,472
<b>5</b>	Good Housekeeping 19,666	Time 6,472	People 27,772	People 4,027	Allrecipes 54,087
<b>6</b>	Reader's Digest 19,037	People 6,280	Time 19,412	Time 3,294	Time 47,779
<b>7</b>	Time 18,601	The Atlantic 5,802	New York Magazine 16,750	Wired 2,927	Better Homes and Gardens 47,484
<b>8</b>	Sports Illustrated 18,121	New York Magazine 5,153	Entertainment Weekly 13,901	GQ 2,815	AARP 46,343
<b>9</b>	ESPN The Magazine 17,371	Better Homes and Gardens 4,670	The Atlantic 13,882	Bon Appétit/Epicurious 2,756	National Geographic 40,879
<b>10</b>	Cosmopolitan 16,720	Entertainment Weekly 3,953	Us Weekly 13,688	Sports Illustrated 2,447	Sports Illustrated 36,249

Sources: Print+Digital Editions—GfK MRI Survey of the American Consumer®, GfK MRI Accessed Prototype, OR Ipsos Affluent Survey USA. Web (Desktop/Laptop)—comScore Media Metrix®. Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.

# Magazine Media 360°

## Top 10 Magazine Brands

Average Monthly Audience % Growth — Full Year 2017 vs. 2016

Print + Digital AUDIENCE			Web (desktop/laptop) UNIQUE VISITORS		Mobile Web UNIQUE VISITORS		Video UNIQUE VIEWERS		Total Brand Audience	
1	Wired	28%	Family Circle	179%	Yoga Journal	154%	Entrepreneur	1,516%	Entrepreneur	39%
2	Popular Science	25%	Dirt Rider	88%	Soap Opera Digest	96%	Condé Nast Traveler	650%	Town & Country	34%
3	Veranda	24%	Domino	47%	Town & Country	75%	Elle Décor	548%	Popular Science	25%
4	In-Fisherman	20%	EatingWell	39%	Backpacker	69%	WebMD Magazine	372%	W	24%
5	4 Wheel & Off Road	18%	Popular Science	38%	Smithsonian	40%	Travel + Leisure	315%	Veranda	22%
6	The New Yorker	18%	Yoga Journal	38%	Dirt Rider	40%	Prevention	289%	Elle Décor	21%
7	Coastal Living	17%	Backpacker	35%	Money	39%	Food & Wine	287%	Condé Nast Traveler	20%
8	Traditional Home	17%	Motorcyclist	30%	Golf Digest	38%	InStyle	274%	Backpacker	20%
9	Natl. Geographic Traveler	17%	Cycle World	26%	Motor Trend	37%	Country Living	260%	Architectural Digest	18%
10	Entrepreneur	16%	Motor Trend	24%	The Economist	33%	Brides	254%	Allure	17%

Sources: Print+Digital Editions—GfK MRI Survey of the American Consumer®, GfK MRI Accessed Prototype, OR Ipsos Affluent Survey USA. Web (Desktop/Laptop)—comScore Media Metrix®. Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.



Tweet

**Magazine media  
industry content  
attracts 1.1 billion  
likes/followers across  
the major social  
networks in  
1st quarter 2018**

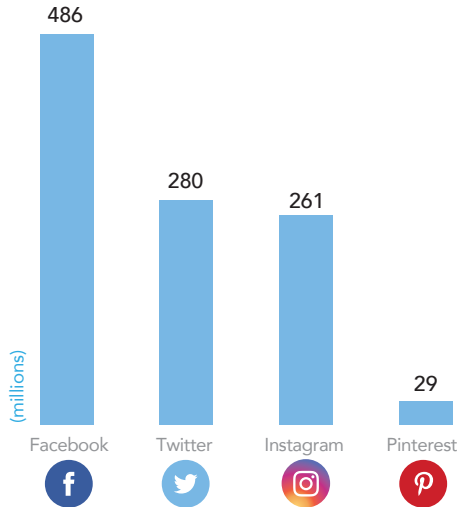
The Magazine Media 360° Social Media Report complements MPA's Magazine Media 360° Brand Audience Report, and clearly demonstrates that consumers are enthusiastically interacting with magazine media brands on social platforms.

The report is based on data provided by SocialFlow, exclusively for MPA, which tracks four leading social networks (Facebook, Twitter, Instagram and Pinterest) for about 30 media companies. The only media industry to capture and report brands' social media performance across networks, magazine brands demonstrate the strong connections they have with online users who are passionate about their content.

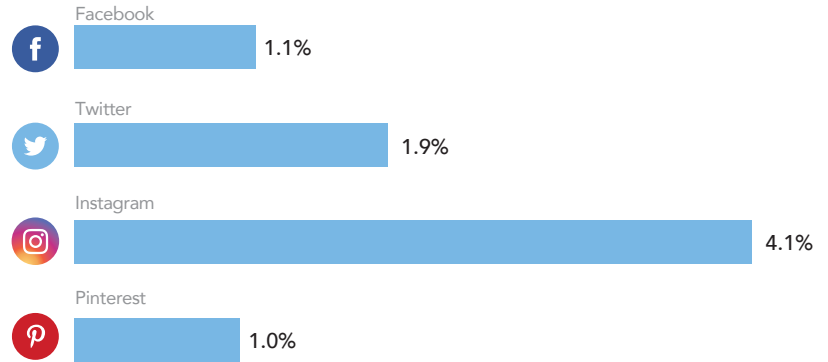
The Q1 2018 report shows a universe of 1.1 billion (gross) Likes/Followers across the four social networks tracked. Facebook is the social media behemoth, maintaining the largest share of Likes/Followers and accounting for nearly half of the magazine brand industry active audience. Twitter and Instagram jockey for second place at about one-quarter each of industry Fans, while Instagram notably has registered the highest growth rate since MPA's reporting began three years ago. Pinterest has the lowest use among the four and has hovered at about only 1% growth each quarter.

# Social Media Report

## First Quarter 2018 vs. Fourth Quarter 2017



**Total Magazine Media Industry Likes/Followers by Social Network**  
(as of March 31, 2018)



**% Growth in Number of Magazine Media Industry Likes/Followers by Social Network**  
(First Quarter 2018 vs Fourth Quarter 2017)

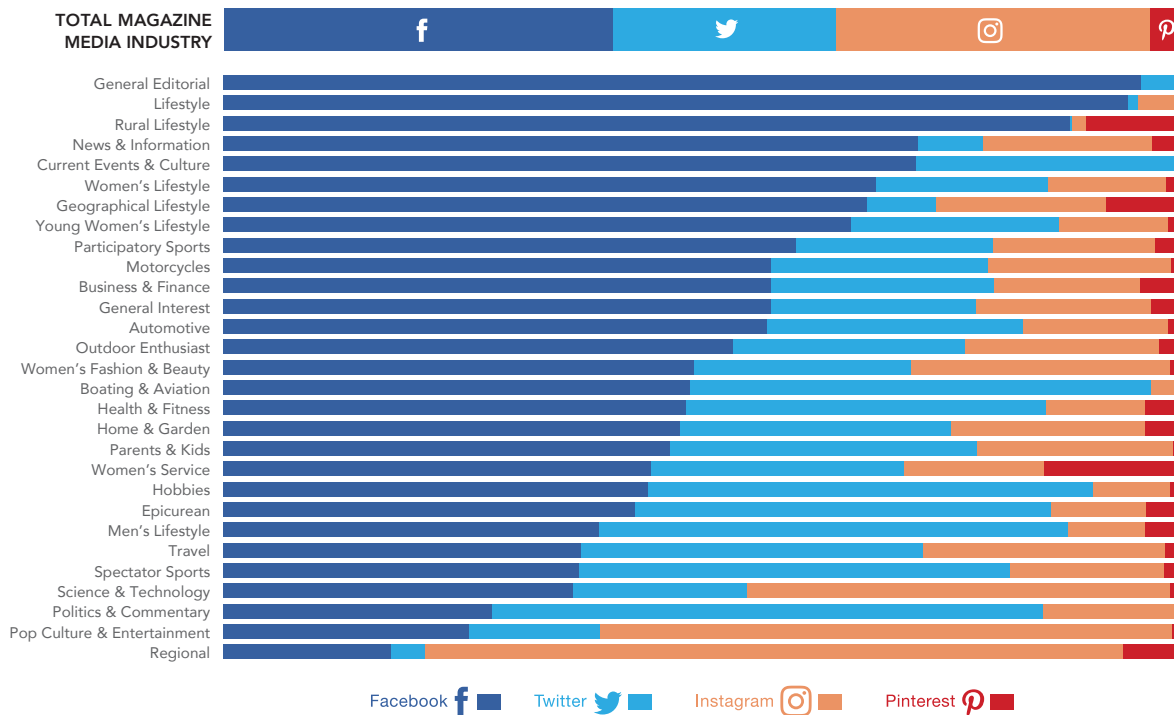
Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on March 31, 2018 and total number of page likes/followers on December 31, 2017 for brands that were measured in both periods. Magazine Media Industry: Data shown are collected from about 220 magazine media brands from about 30 companies. Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

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



# Social Media Report

% Share by Network by Editorial Category, March 31, 2018



Magazine Media Industry: Data shown is collected from about 220 magazine media brands from about 30 companies. Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

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

# Social Media Report

## Top 10 Magazine Brands—Likes/Followers by Social Network

First Quarter 2018 | January 1–March 31



1	Natl. Geographic Mag	21,990,746
2	ESPN The Magazine	18,704,592
3	Time	12,557,189
4	Cosmopolitan	10,238,867
5	Natl. Geo. Adventure	9,545,269
6	Men's Health	8,920,798
7	HGTV Magazine	8,887,394
8	Vogue	8,873,430
9	The Economist	8,518,709
10	Women's Health	8,351,173



ESPN The Magazine	34,099,496
The Economist	23,209,020
Time	15,451,855
Vogue	13,704,850
Wired	10,462,365
The New Yorker	8,549,094
People	7,881,765
Elle	6,876,887
Entertainment Weekly	6,798,728
Food & Wine	6,689,581



Natl. Geographic Mag	87,081,963
Natl. Geographic Traveler	22,817,695
Vogue	17,866,693
ESPN The Magazine	9,643,506
Playboy	6,438,137
Food Network Magazine	5,926,678
Time	5,225,330
People	4,231,950
GQ	4,112,330
Vanity Fair	3,545,955



Harper's Bazaar	4,552,611
Better Homes and Gardens	1,654,428
Ski	1,558,187
HGTV Magazine	1,209,848
Martha Stewart Living	932,727
Smithsonian	924,117
Real Simple	761,965
Vogue	708,189
This Old House	671,481
Country Living	634,192

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

Starting third quarter of 2017, MPA augmented the quarterly Magazine Media 360° Social Media Report with a supplemental metric that measures consumer engagement. **The Social Media Engagement Factor quantifies, by brand, by network, the relationship of audience reaction to the content posted by magazine media and non-magazine media brands.** It is calculated by comparing the number of Social Actions to the number of Publisher Posts.

Numbers support the claim that magazine brands have an undeniable connection with their consumers, resulting in a higher level of engagement. For every quarter monitored, magazine brands outperformed non-magazine brands on three or four of the four networks tracked, establishing magazine media brands as significant social media influencers. The implication is that editorial integrity, authority and inspiration create a unique connection that successfully translates across print and digital platforms to social media communities. In fact, the connection that magazine brands have with their social media following is so strong that, in the majority of cases, it surpasses the ties that social media followers have with even the most popular non-magazine brand sites.

The graphs on the following pages provide insight into the relative size and growth of social media networks as used by magazine brands as well as the superior engagement performance of magazine brands vs. non-magazine brands by content category. All of the information in the Social Media Report is based on data provided by SocialFlow, exclusively for MPA.

# The Social Media Engagement Factor

## A Formula That Works Across All Social Media Networks

$$\text{Social Media Engagement Factor} = \frac{\text{Total Social Actions}}{\text{Total Publisher Posts}}$$

MPA's Social Media Engagement Factor for a brand is calculated by comparing the number of Social Actions (likes, comments, favorites, retweets, repins, sharing, etc.) to the number of Publisher Posts. Using this methodology, an average Social Media Engagement Factor is developed for each magazine and non-magazine brand on the four reported social networks, and a median Engagement Factor is reported by network and content category.

# Characteristics That Define and Enhance Audience Engagement

## Facebook

- Facebook's high number of posts comes from the huge popularity and size of this network, at 500 million fans of magazine brand pages
- The relatively lower engagement factor stands to reason when the size and potential dilution of the audience is considered
- Industry experts note that engagement tends to decline as fan size increases
- The tremendous volume of content on Facebook also has significant impact on engagement, with a notably greater pool of content for fans to react to
- Facebook's recent addition of Reaction emotions (angry, sad, etc.) have joined Likes, Comments and Shares as engagement opportunities
- Facebook is known to drive far more click traffic than any of the other three platforms

## Twitter

- Twitter's fast-paced, concise format makes it easy for a brand, or a person to connect
- Twitter engagement options are limited to two (favorite and retweet)
- Twitter's format serves as a 'ticker' of information, but people consume far more Tweets than they react to
- Celebrities and media figures have successfully leveraged Twitter's capacity to share timely content, fleeting information, topics, ideas and photos
- Twitter successfully connects strangers around information, rather than people with pre-established relationships
- Twitter's capacity to support real-time happenings and easily searchable hashtags supports content 'of the moment', demonstrated by its having the highest number of publishers' posts

## Instagram

- Instagram accounts for the highest number of actions by far of the 4 networks measured, but the lowest number of posts
- Instagram's higher engagement rates are in part due to high use of visuals and limited, user-friendly response icons
- A highly-visual platform rewards magazine media's highly curated content
- Instagram posts generally must be made from a mobile device, driving mobile usage, but limiting third-party applications and making it more labor-intensive to post
- Instagram generally does not permit click-through to a publisher's website, so monetization is more difficult

## Pinterest

- Pinterest lends itself to rich visuals, based on product, tips/recipes and inspiring ideas, allowing users to curate content found on the internet
- Pinterest's dynamic of pulling in content from other places to collect in a grouping is in contrast to Instagram's pushing out of an individual user's content
- The Pinterest audience may click to buy or find out more about a product, leading to potential for commercial value
- Pinterest pages are far fewer for magazine brands than for the other social networks tracked

## Magazine media brands are the original (and still most powerful) influencers



### MAGAZINE MEDIA

<b>Total Likes/Followers</b>	497,038,857	298,697,387	265,092,550	28,949,576
<b>Total Engagement Actions</b>	160,333,335	43,850,049	1,056,352,085	791,865
<b>Total Publisher Posts</b>	185,953	327,592	35,037	64,342
<b>Engagement Factor*</b> (median)	<b>269</b>	24	<b>4,090</b>	<b>10</b>

### NON-MAGAZINE MEDIA

<b>Total Likes/Followers</b>	564,657,220	362,142,781	122,499,786	35,351,383
<b>Total Engagement Actions</b>	353,842,875	128,874,913	1,068,780,133	824,715
<b>Total Publisher Posts</b>	244,007	516,497	44,372	94,648
<b>Engagement Factor*</b> (median)	221	<b>29</b>	2,575	8

\*SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

## Social media engagement varies by network, content category and individual magazine brand



**Facebook ranks at #2 in Social Media Engagement Factor at 269 for 1st Quarter 2018.** This Social Media Engagement Factor for all magazines is higher than that of non-magazine brands which post a median of 221. Engagement on Facebook, is driven by fairly high numbers of Publisher Posts (the 2nd highest among the four networks measured) as well as of Engagement Actions (also 2nd highest among the four networks).



**Instagram followers of the social media content of magazine brands are strongly engaged with those pages.** While Facebook has been the leading network for the magazine brand industry in terms of sheer volume of Fans (approximately half of the Likes/ Followers across the four measured networks), Instagram takes the lead in engagement, with a median Engagement Factor of 4,090—Social Media Actions per Publisher Post—versus 2,575 for non-magazine brands.



At a median of 24 (less than non-magazine brands at 29), **the industry Engagement Factor for Twitter is far lower than for either Instagram or Facebook**—but with logical reason. Twitter's value is skewed more towards real-time happenings and towards events or causes that carry a clearly searchable hashtag. It performs best for magazine brands whose content is most timely.



**Pinterest, by far, has the lowest median Engagement Factor at only 10.** This is slightly higher than non-magazine brands who come in at 8. A virtual “visual search engine,” Pinterest suits brands with graphically-rich content as well as those with e-commerce. While many magazine brands may continue to find success on Pinterest, it's not for every brand. Very few of the magazine brands participating in the Social Media Report have developed Pinterest pages to the level that there would be plethora of social media engagement data.

# Social Media Engagement Factor Trends by Quarter: Facebook

Magazine brands demonstrate consistency of influence over time



**Q3 2017**



**Q4 2017**



**Q1 2018**



Source: Facebook Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow. April, 2018



# Social Media Engagement Factor Trends by Quarter: Twitter

Magazine brands demonstrate consistency of influence over time



**Q3 2017**



**Q4 2017**



**Q1 2018**



Source: Twitter Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow. April, 2018

# Social Media Engagement Factor Trends by Quarter: Instagram

Magazine brands demonstrate consistency of influence over time



**Q3 2017**



**Q4 2017**



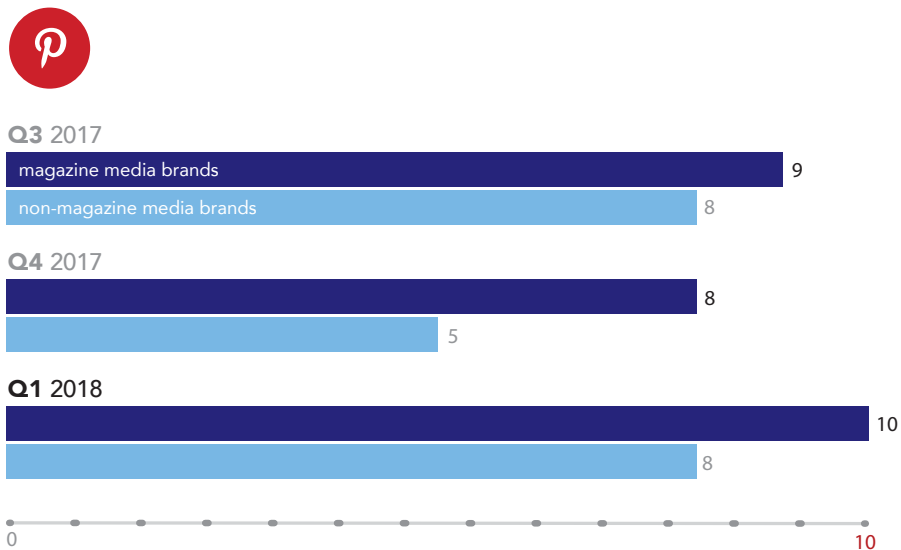
**Q1 2018**



Source: Instagram Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow. April, 2018

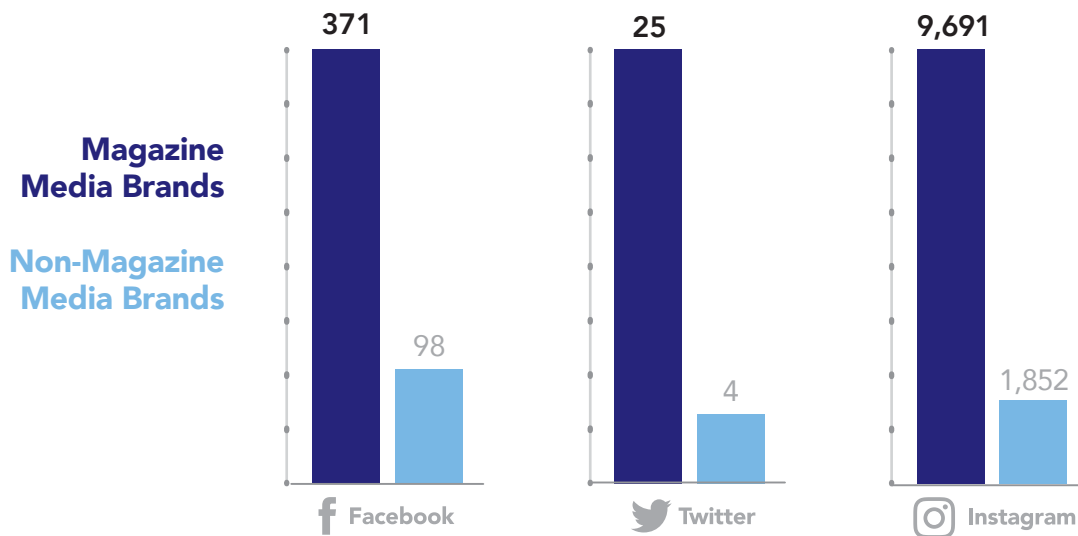
# Social Media Engagement Factor Trends by Quarter: Pinterest

Magazine brands demonstrate consistency of influence over time



Source: Pinterest Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow. April, 2018

## Action and Adventure Enthusiast



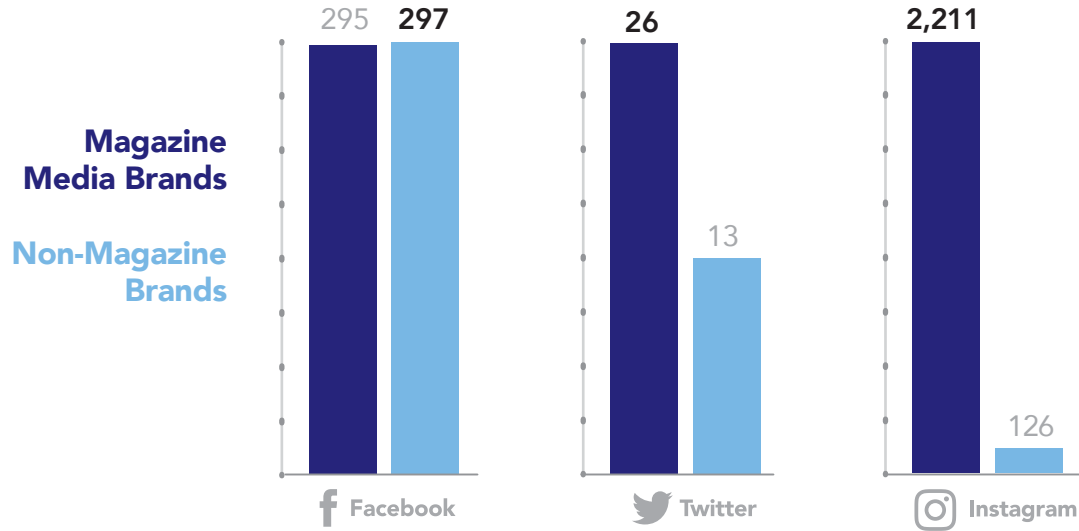
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** National Geographic Adventure, Outdoor Life, Outside, Powder, Ski, Snowboarder Magazine, Surfer, Transworld SKATEboarding, TransWorld SNOWboarding. **Non-Magazine Media Brands:** Grand View Outdoors, On The Snow, Outdoor Channel, OutdoorHub, Section Hiker, Wide Open Spaces.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Automotive

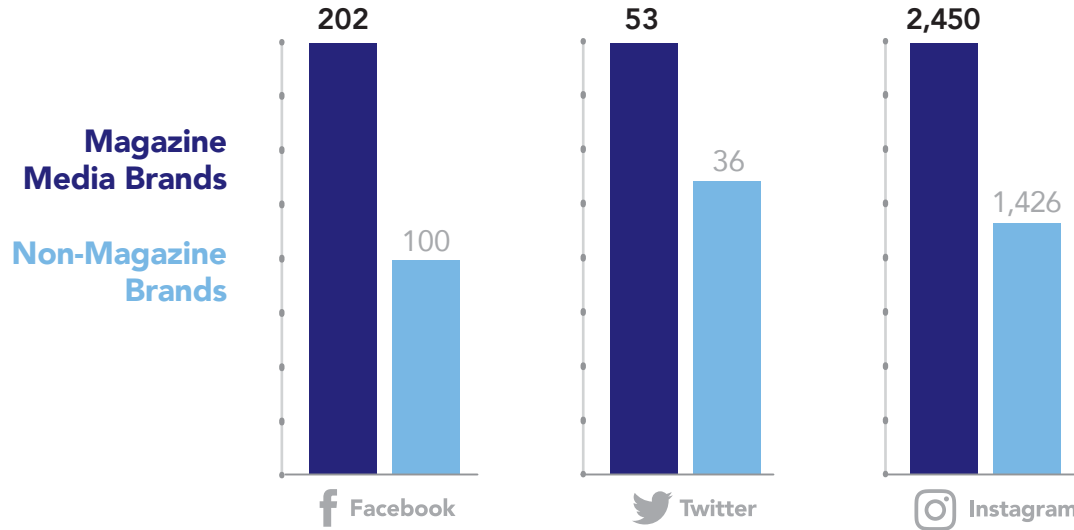


SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** 4 Wheel & Off-Road, ATV Rider, Automobile, Car and Driver, Car Craft, Chevy High Performance, Diesel Power, Dirt Rider, European Car, Four Wheeler, Hot Rod, Jp, Lowrider, Motor Trend, Muscle Mustangs & Fast Fords, Mustang Monthly, Road & Track, Street Rodder, Super Chevy, Super Street, Truck Trend, Truckin', Vette. **Non-Magazine Media Brands:** AutoBlog, CarBuzz, Cars.com, Carscoops, Chevy Hardcore, Corvette Online, Diesel Army, Dragzine, Drive Tribe, EngineLabs, Ford Muscle, FordNXT, Jalopnik, KBB.com, LSX Magazine, Off Road Xtreme, Rod Authority, Speed Video, Street Muscle, The Fast Lane Truck, Topspeed, Turnology. Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Business and Finance



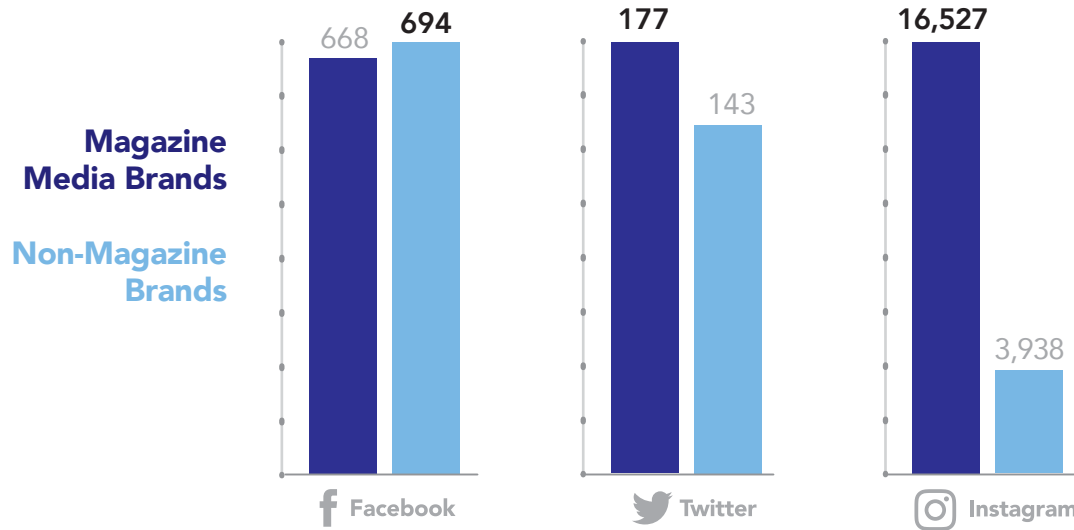
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** Entrepreneur, Fast Company, Fortune, Inc., Money, The Economist. **Non-Magazine Media Brands:** Business Insider, CNN, CNN Money, Crunchbase, International Business Times, Mainstreet, MarketWatch, Motley Fool, MSN Money, The Balance, TheStreet, Yahoo! Finance, Zero Hedge.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Current Events and Political Commentary



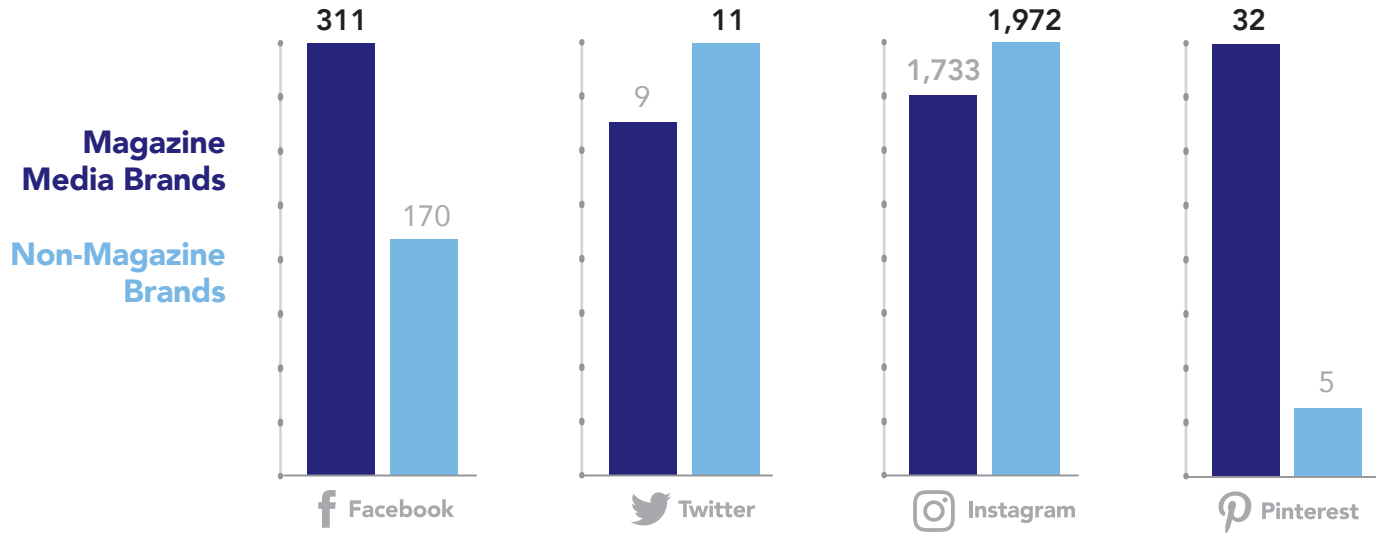
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** New York Magazine, The Atlantic, The Economist, The New Yorker, Time, Vanity Fair. **Non-Magazine Media Brands:** Drudge Report, Huffington Post, Motley Fool, NPR, Politico, QZ, Salon, Slate, The Blaze, The Hill, The Root, Vox.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Epicurean



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

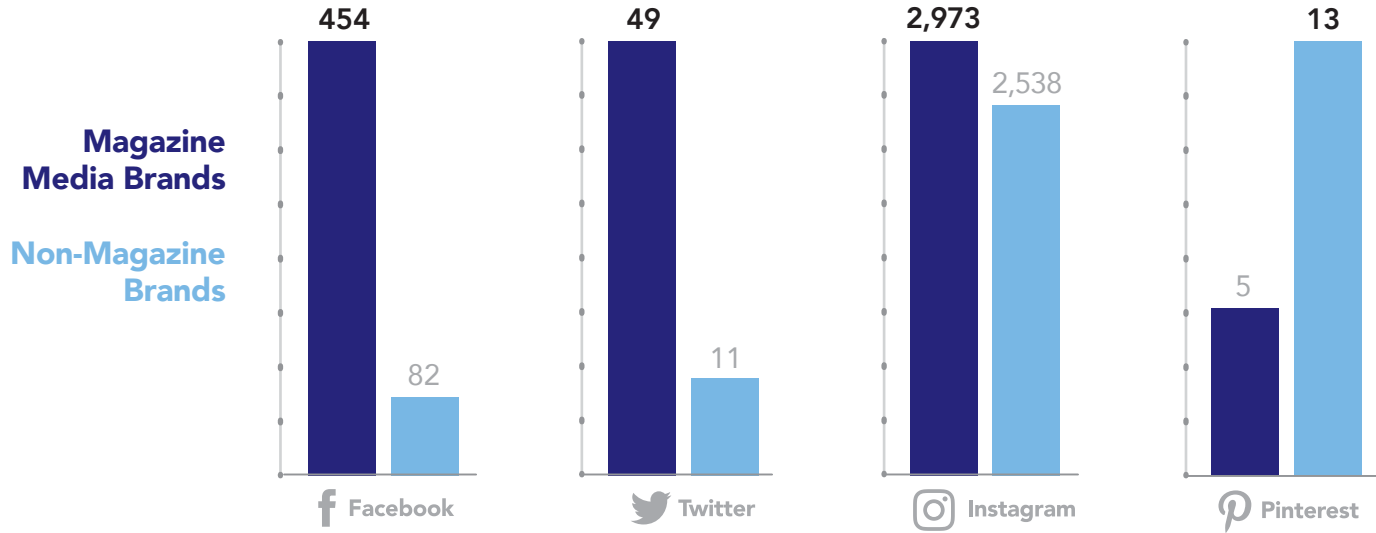
**Magazine Media Brands:** AllRecipes, Bon Appétit, Cooking Light, EatingWell, Food & Wine, Food Network Magazine, Grub Street, Louisiana Cookin', People Food, Rachael Ray Every Day, Saveur, Taste of Home, Taste of the South. **Non-Magazine Media Brands:** CD Kitchen, Chowhound, Delish, Food52, Genius Kitchen, Huffington Post Food Beast, HuffPost Kitchen Daily, HuffPost Taste, MyRecipes, OhMyVeggies, Recipe.com, Serious Eats, Simply Recipes, Tasting Table, The Daily Meal, The Kitchn, VegKitchen, Yummly.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.



SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Health and Fitness



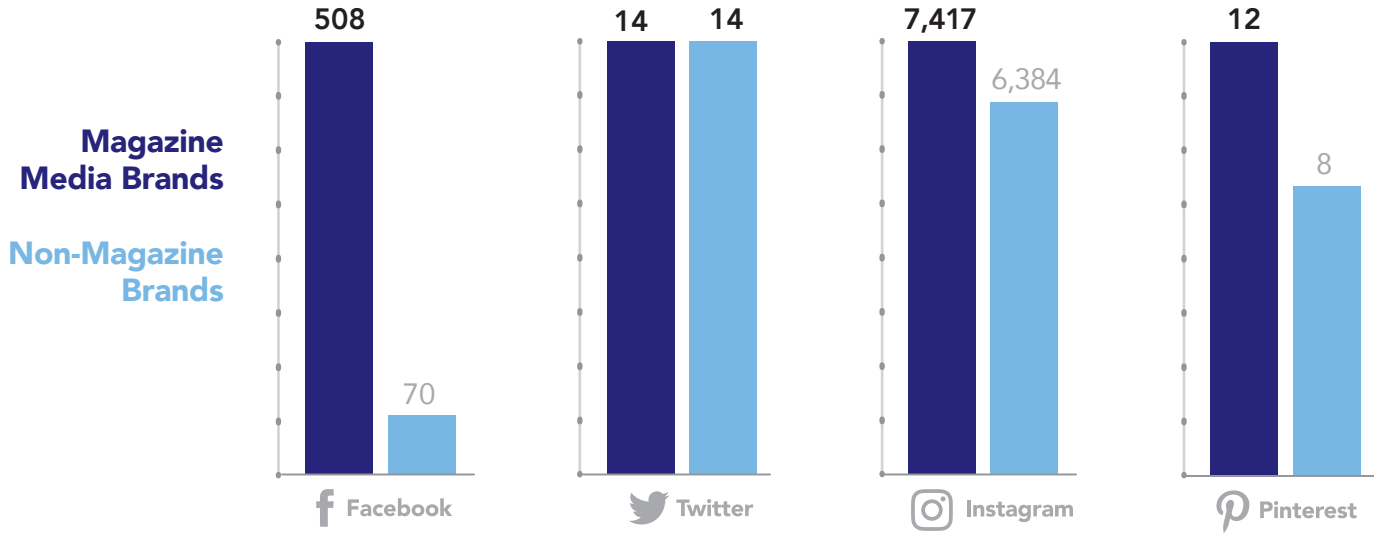
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** Diabetic Living, Health, Men’s Health, Muscle & Fitness, Prevention, SHAPE, Women’s Health, Yoga Journal. **Non-Magazine Media Brands:** Active, Authority Nutrition, Bodybuilding.com, Do You Yoga, Eat This, Not That!, Everyday Health, Health Central, Health Grades, Health Line, LiveStrong, MedicineNet, Muscle & Strength, PopSugar Fitness, VeryWell.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks’ APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Home and Garden



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

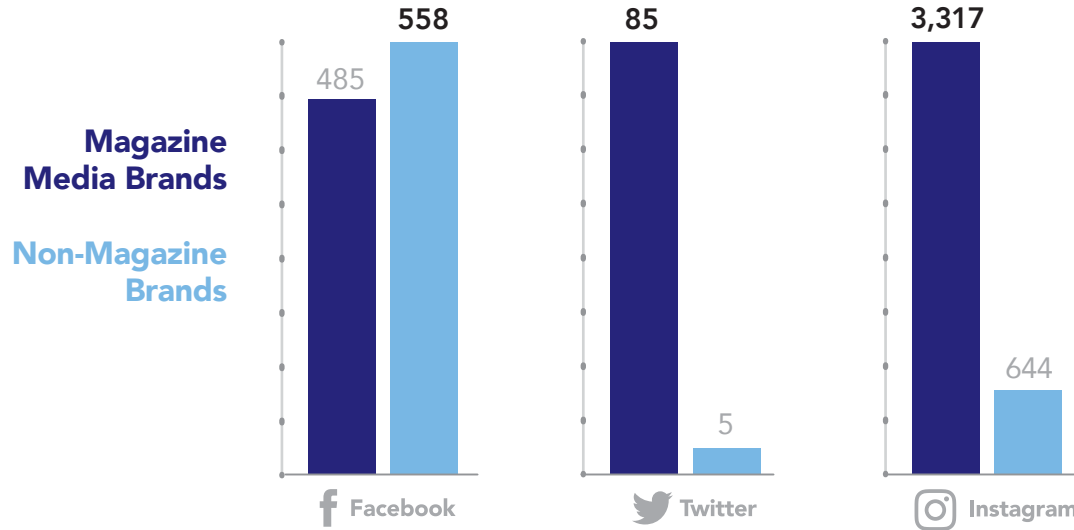
**Magazine Media Brands:** Architectural Digest, Better Homes and Gardens, Birds & Blooms, Coastal Living, Country Living, Do It Yourself, Domino, Elle Décor, HGTV Magazine, House Beautiful, Midwest Living, Southern Lady, Southern Living, The Cottage Journal, The Family Handyman, This Old House, Traditional Home, Veranda.

**Non-Magazine Media Brands:** Apartment Therapy, Bob Vila, Design Milk, Design Sponge, DIY Network, Do It Yourself, Freshome, Gardening Know How, House Plans, Houzz, Lonny.com, My Domaine, Remodelista, The Spruce.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Men's Fashion, Grooming and Lifestyle



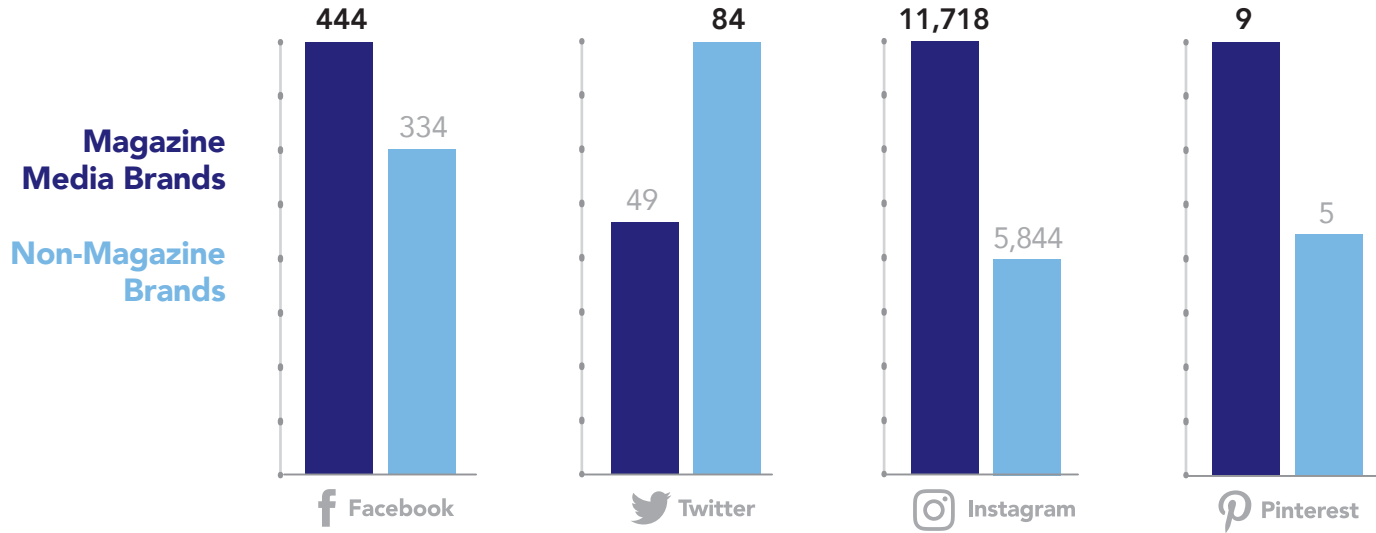
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** Esquire, GQ, Men's Health, Men's Journal, Playboy. **Non-Magazine Media Brands:** AskMen, Deadspin, Gear Patrol, George Hahn, Hypebeast, The Art of Manliness, The Sartorialist, UrbanDaddy.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Popular Culture and Entertainment



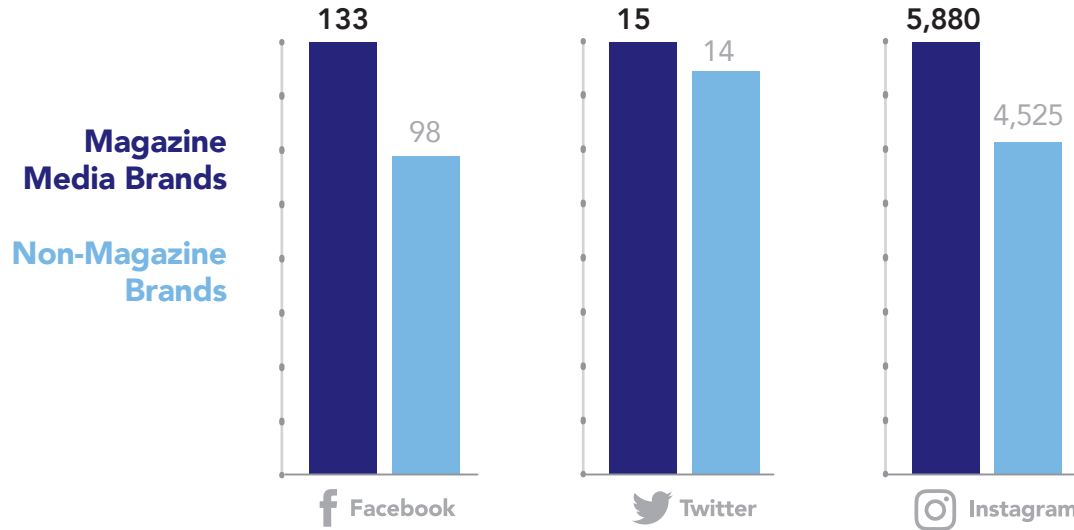
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** Entertainment Weekly, National Enquirer, OK! Magazine, People, People Babies, People Country, People en Español, People Pets, People Style, SI Swimsuit, Soap Opera Digest, Star, Us Weekly, Vanity Fair, Vulture. **Non-Magazine Media Brands:** AOL Celebrity, A.V. Club, Bossip, BuzzFeed, CNN Entertainment, Deadline Hollywood, E! Online, ET Online, HipHopWired, Hollywood Life, i-D, imdb, Jezebel, Just Jared, Perez Hilton, Pitchfork, Pop Sugar, Quien, Radar Online, Rotten Tomatoes, The Daily Beast, The Wrap, TMZ, Wonderwall.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Sports Enthusiast (Participatory)



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

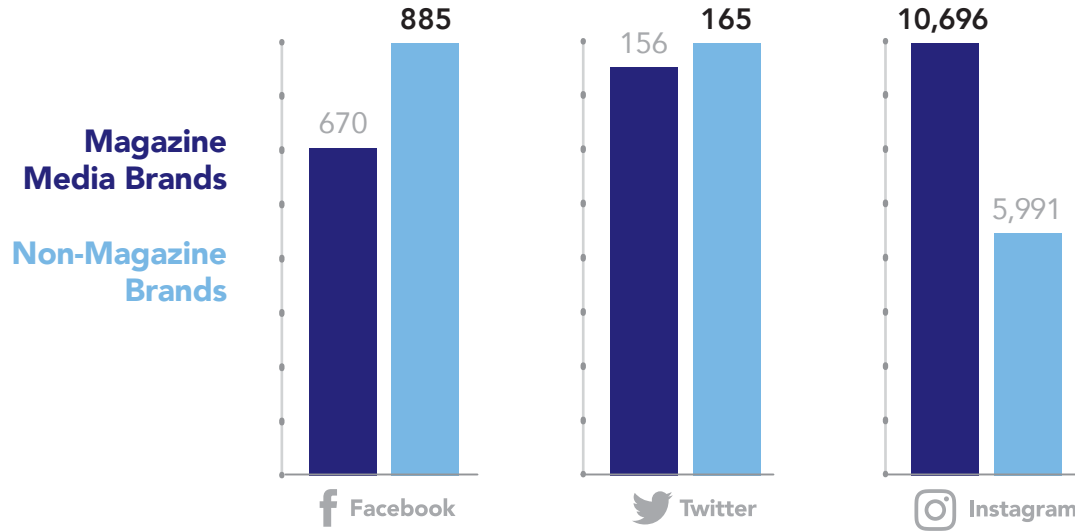
**Magazine Media Brands:** Backpacker, Bicycling, Bike, Boating, Canoe & Kayak, Field & Stream, Game & Fish, Golf Digest, Guns & Ammo, In-Fisherman, Marlin, National Geographic Adventure, Outdoor Life, Outside, Petersen’s Hunting, Powder, Range365, Recoil, Runner’s World, Sail Magazine, Salt Water Sportsman, Scuba Diving, SHOT Business, Ski, Snowboarder Magazine, Sport Diver, Sport Fishing, SUP Magazine, Surfer, Transworld SKATEboarding, TransWorld SNOWboarding, Wakeboarding, Yachting.

**Non-Magazine Media Brands:** Bassmaster, Bike Radar, Golf Channel, Golf WRX, Grand View Outdoors, LetsRun.com, Mountain Bike Review, On The Snow, Outdoor Channel, OutdoorHub, RunnerSpace, Section Hiker, The Truth About Guns, Wide Open Spaces.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks’ APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Thought Leader



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

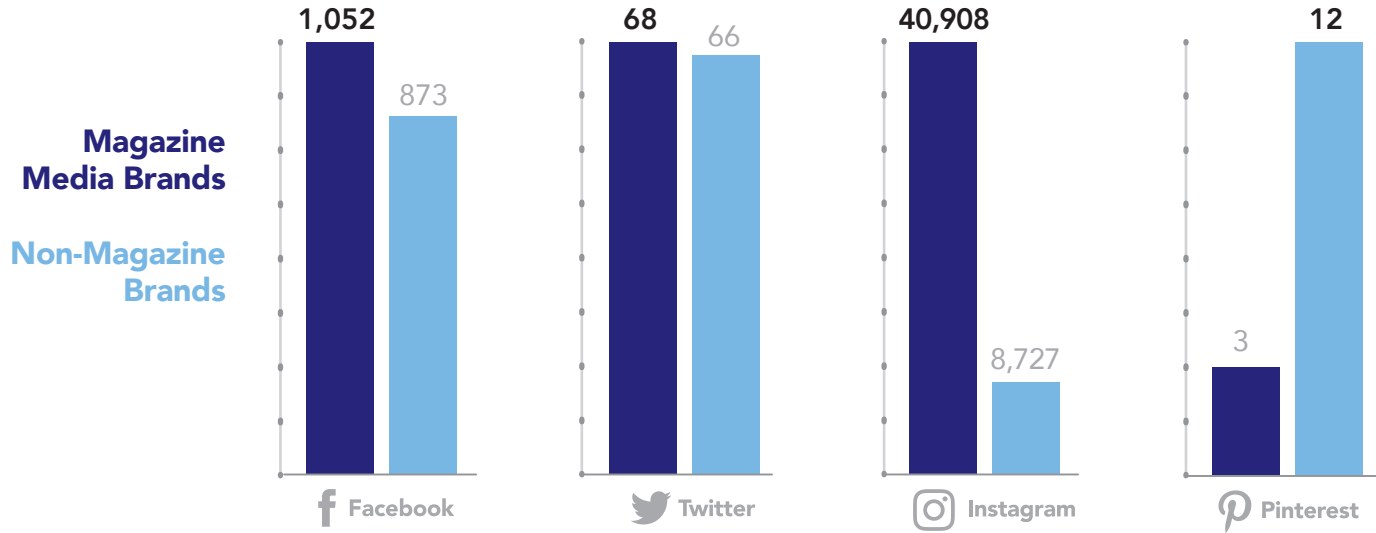
**Magazine Media Brands:** Fortune, National Geographic Magazine, New York Magazine, The Atlantic, The Economist, The New Yorker, Time, Wired.

**Non-Magazine Media Brands:** Drudge Report, Huffington Post, NPR, Politico, Poynter, QZ, Salon, Slate, TED.com, The Hill, Vox.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Travel



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

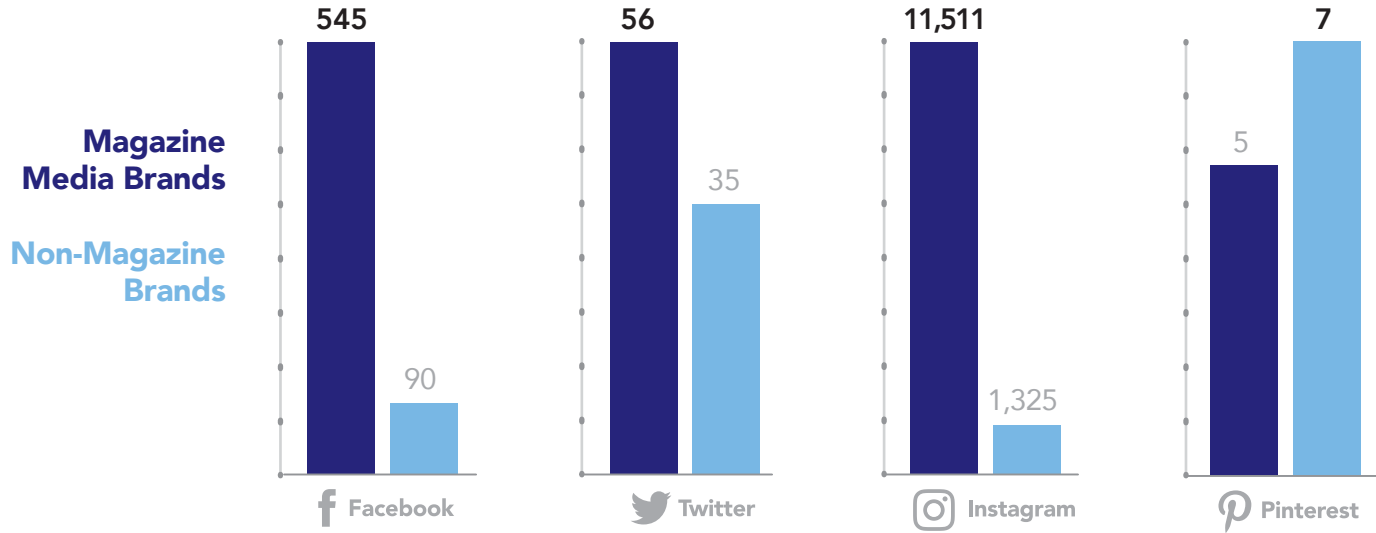
**Magazine Media Brands:** AFAR, Condé Nast Traveler, Departures, Florida Travel + Life, National Geographic Magazine, National Geographic Traveler, Travel + Leisure.

**Non-Magazine Media Brands:** Caribbean Journal, Fodor's Travel, Frommer's, Lonely Planet, Quintessentially Travel, Travel Channel, Trip Advisor, Trip Savvy, Trips To Discover, Zicasso.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Women's Fashion and Beauty



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

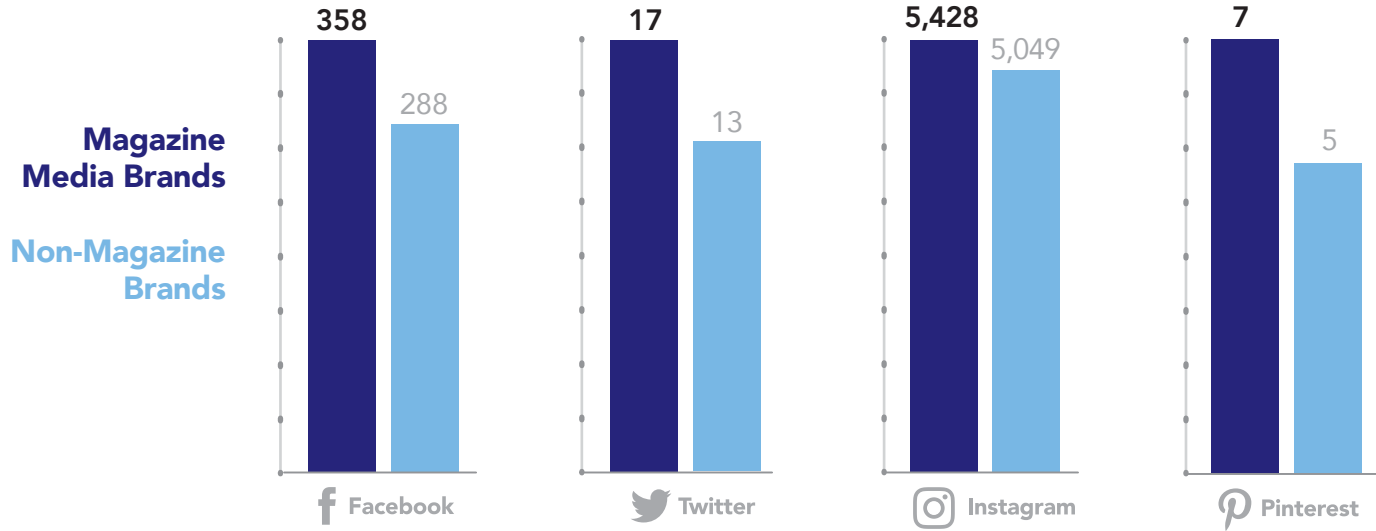
**Magazine Media Brands:** Allure, Elle, Glamour, Harper's Bazaar, InStyle, People Style, Seventeen, The Cut, Vogue, W. **Non-Magazine Media Brands:** Business of Fashion, Byrdie, eHow Fashion & Style, Fashionista, Into The Gloss, Refinery29, StyleBlazer, The Fashion Spot, Total Beauty, Who What Wear.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.



SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2018 QTR 1

Women's Service and Lifestyle



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

**Magazine Media Brands:** AARP The Magazine, Brides, Cosmopolitan, Family Circle, Glamour, Good Housekeeping, Marie Claire, Martha Stewart Living, Martha Stewart Weddings, MyWedding, O, The Oprah Magazine, Rachael Ray Every Day, Real Simple, Redbook, Seventeen, The Cut, The Strategist, Town & Country, Victoria, Woman's Day. **Non-Magazine Media Brands:** Bloglovin', Bustle, Hello Beautiful, Huffington Post Women, Jezebel, Madame Noire, MSN Lifestyle Network, Oxygen, PopSugar, PureWow, Refinery29, SheKnows, Style Me Pretty, Wedding Wire.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow.

**Magazine readers  
are the strongest  
everyday influencers  
in multiple product  
categories**

**Conversation Catalysts in each category among devoted users of each medium (index)**

	magazine media	internet*	TV	radio
<b>Overall Conversation Catalysts®</b>	<b>155</b>	<b>96</b>	<b>91</b>	<b>129</b>
telecom	196	103	94	148
finance	178	90	82	136
wine & spirits	176	97	94	146
children	173	89	80	146
auto	169	94	96	131
home	169	94	90	135
tech	166	103	80	128
household	164	91	90	128
beverage	163	99	94	129
travel	162	88	79	126
sports/recreation	158	95	89	135
retail/apparel	156	97	90	127
health	155	92	91	125

\*Includes internet magazine activity and social media activity. Sample size: 31,629

Note: Conversation Catalysts® are people with wider social networks who are more involved in their communities and keep informed about more product categories than most Americans, defined according to a proprietary segmentation developed by Engagement Labs

Index: Top quartile of users of each medium vs. adults 18–69.

Source: TotalSocial® (January–December 2017) from Engagement Labs

## Devoted magazine readers have many friends and spread their ideas over a wide social circle

### Number of friends among devoted media users (index)

	magazines	internet*	TV	radio
15 or more	154	112	117	154
10 or more	151	102	112	148
8 or more	142	103	111	133

### Self perception (index)

	magazines	internet*	TV	radio
Have a wide social circle and enjoy it	134	94	99	123
Get energy by being in a group of people	125	100	115	124
Enjoy entertaining people at home (definitely agree or agree)	116	94	102	109
View social skills as a strength	112	96	103	100

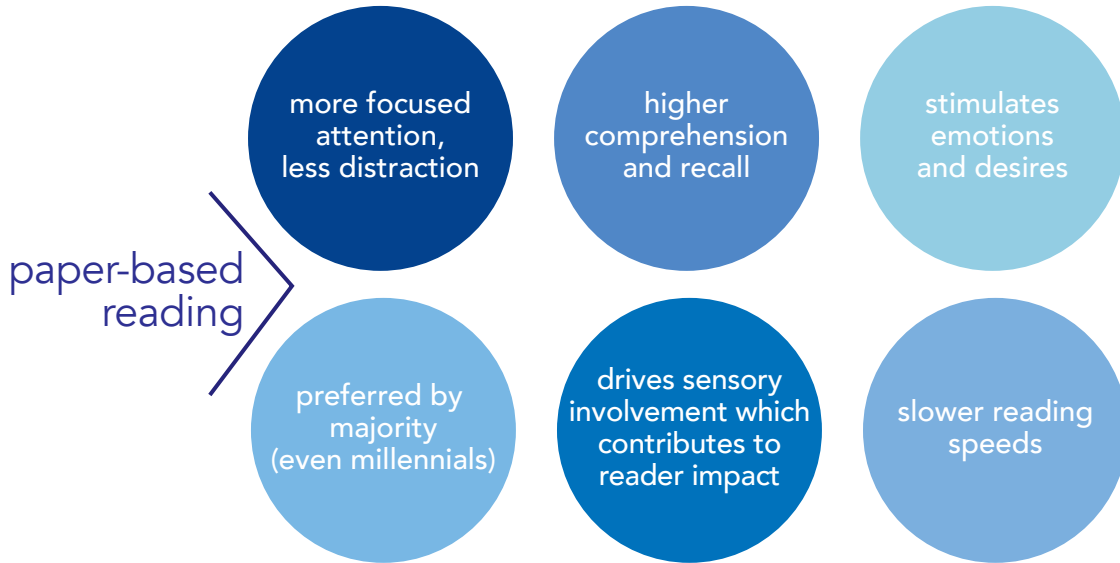
Index: Percentage of top users of each medium vs. percentage of adults 18+.

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+.

Source: YouGov Profiles, January 2018

# What neuroscience says about why print magazine ads work

Paper readers remember more.



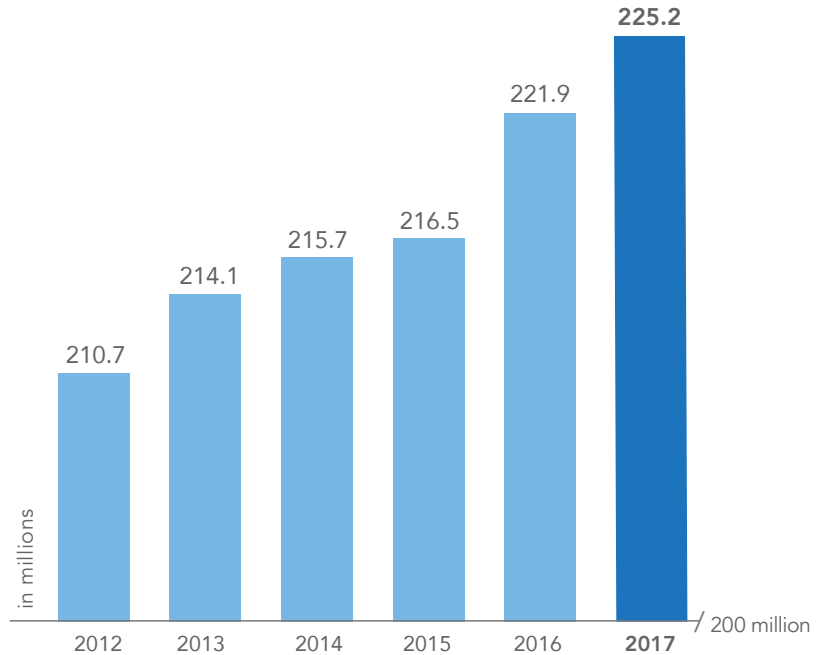
Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA-The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015



Tweet

## Audience for #print and #digital magazines increased by 3.3 million adults 18+ from 2016–2017

Source: GfK MRI, Fall 2012–2017



### Total number of adults 18+ who read magazines\* 2012–2017

\*Includes digital editions

Note: Measured magazine titles excluding Sunday magazines.

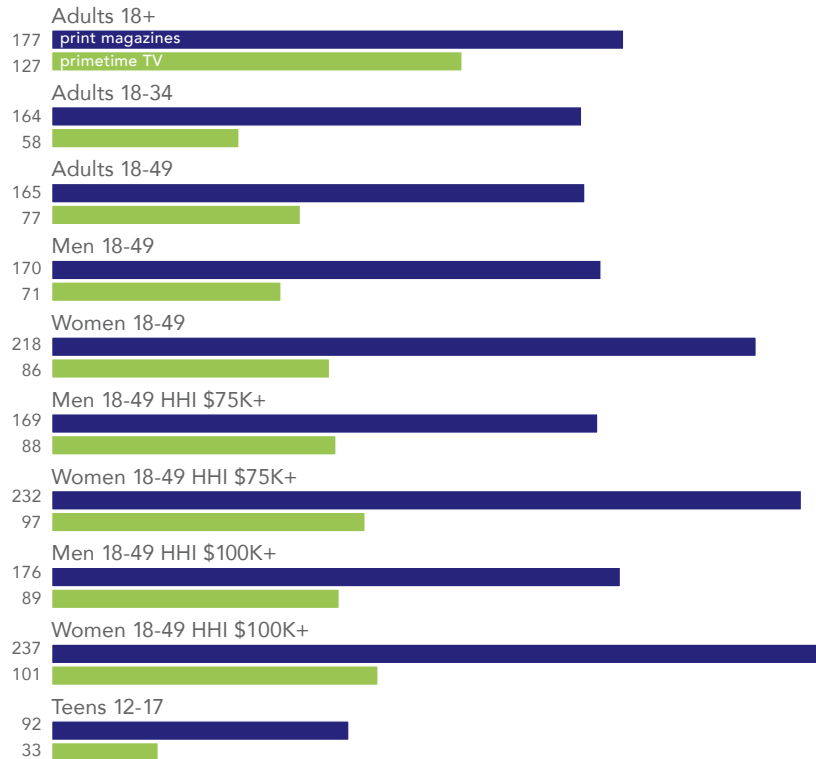
Source: GfK MRI, Fall 2012–2017

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

Source: Carat Insight, 2017

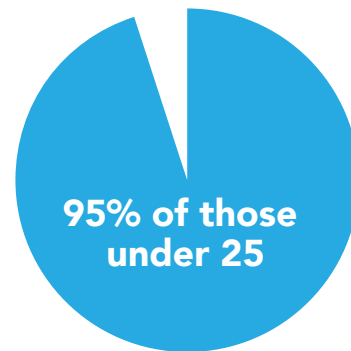
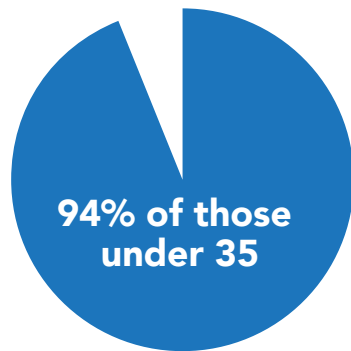
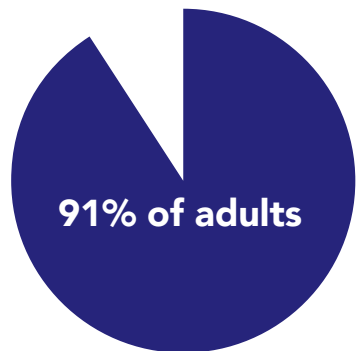


## Gross rating points (GRPs) of the top 25 print magazines and primetime TV programs (index)



Note: Total GRPs equal the ratings of the top 25 vehicles in each medium added together.  
 Source: Carat Insight; Nielsen Npower, September 2016-May 2017 (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; GfK MRI, Fall 2017 Doublebase (Magazines.) GfK MRI Twelveplus (Magazines.)

## Americans of all ages read magazines — especially younger adults



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

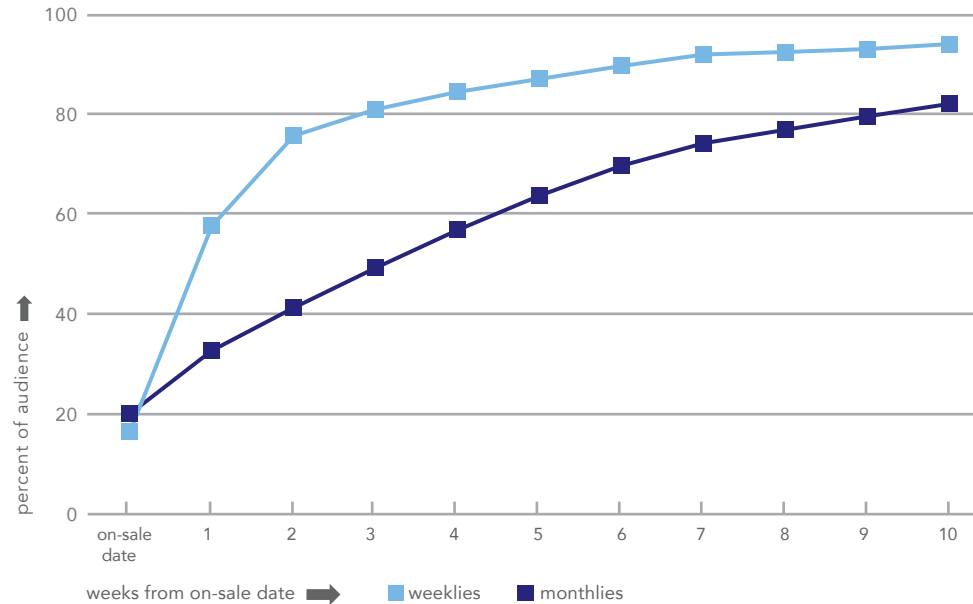
Base: U.S. adults 18+. Source: GfK MRI, Fall 2017

**95% of adults 18–29 read magazines vs. 81% who use Facebook**

Source: Pew Research Center Social Media Fact Sheet, Feb 2018; GfK MRI, Fall 2017

Magazine readership grows long after publication date

Print magazine audience accumulation over time



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 and GfK MRI, Fall 2016



# Readers of all ages enjoy print magazines

## Print magazine readership by age

	total	under 25	under 35	35+	35-49	50+
issues read in past month	8.2	7.2	7.5	8.5	8.8	8.3
index	100	88	92	103	107	101
devoted magazine readers (top quintile)	20.0	16.6	17.5	21.1	21.7	20.7
index	100	83	88	105	109	104

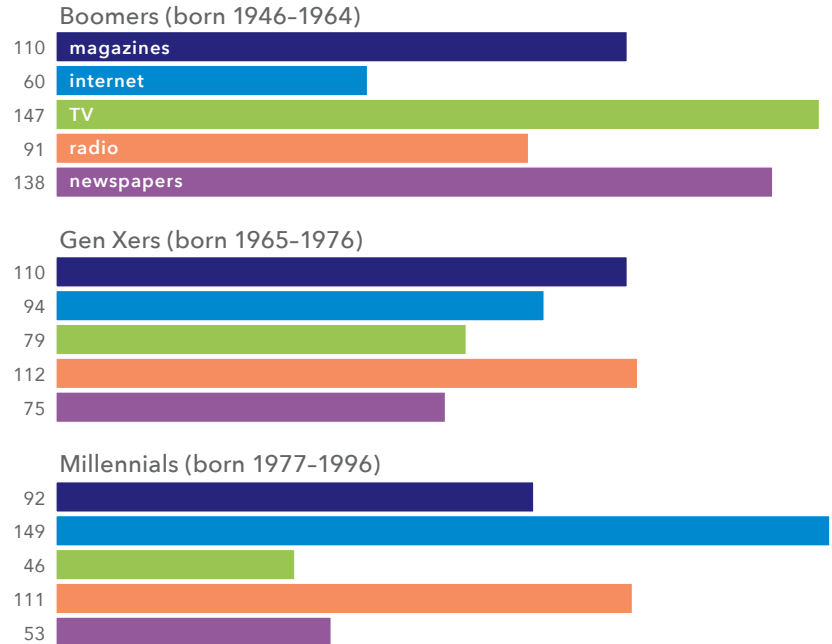
Base: U.S. adults 18+  
Source: GfK MRI, Fall 2017

# Print #magazine consumption is strong across generations

Source: GfK MRI, Fall 2017



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



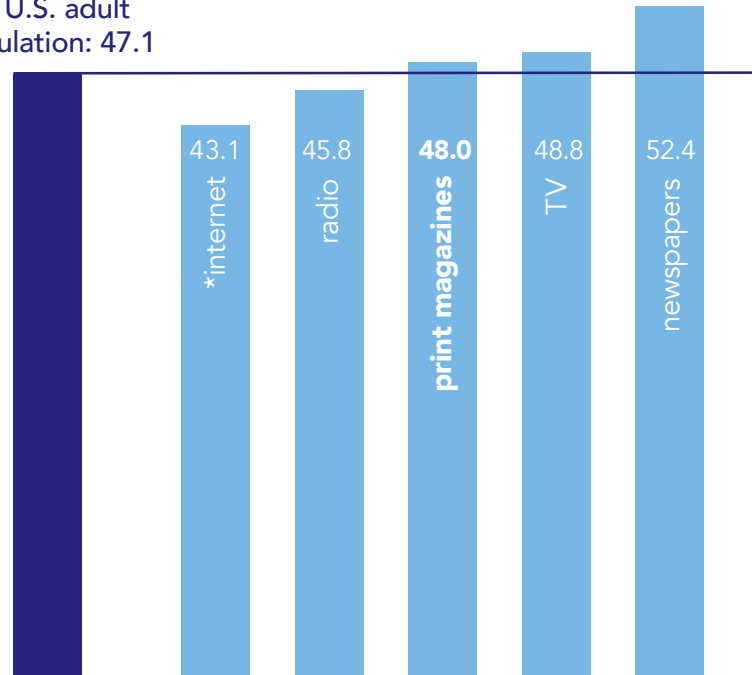
Index: Percent in top quintile within each generation vs. percent in top quintile among adults 18+.  
Source: GfK MRI, Fall 2017

 Tweet

# Devoted #magazine readers most closely reflect the U.S. population in age

Source: GfK MRI, Fall 2017

Median age of U.S. adult population: 47.1



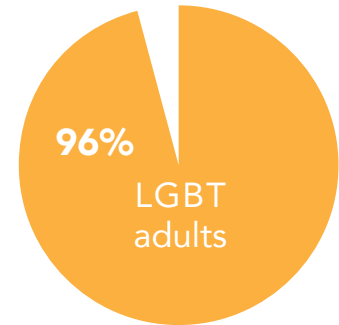
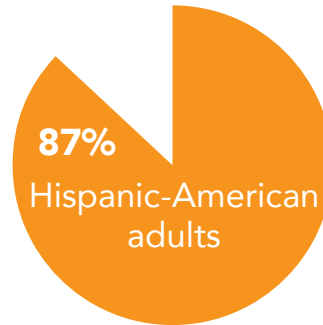
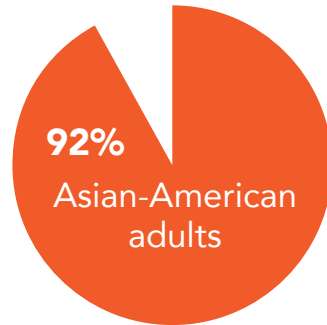
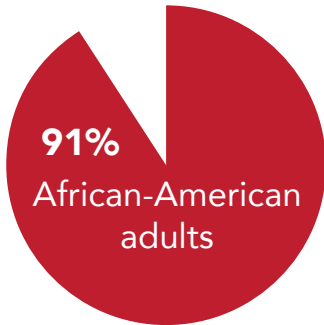
## Median age by media usage

\*Includes internet magazine activity.

Note: Magazines and newspaper numbers represent print only.

Source: GfK MRI, Fall 2017

## Magazine media readership is diverse



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

African-American adults read an average of **10.8** print magazine issues per month, compared to **8.2** issues per month for all U.S. adults.

Asian-American adults read an average of **8.0** print magazine issues per month, close to the U.S. average.

Hispanic-American adults read an average of **8.7** print magazine issues per month, higher than the U.S. average.

Lesbian, Gay, Bisexual and Transgender (LGBT) adults read an average of **8.1** print magazine issues per month, close to the U.S. average.

Source: GfK MRI, Fall 2017

# ARE ALL EXPERTS WORTH BELIEVING?

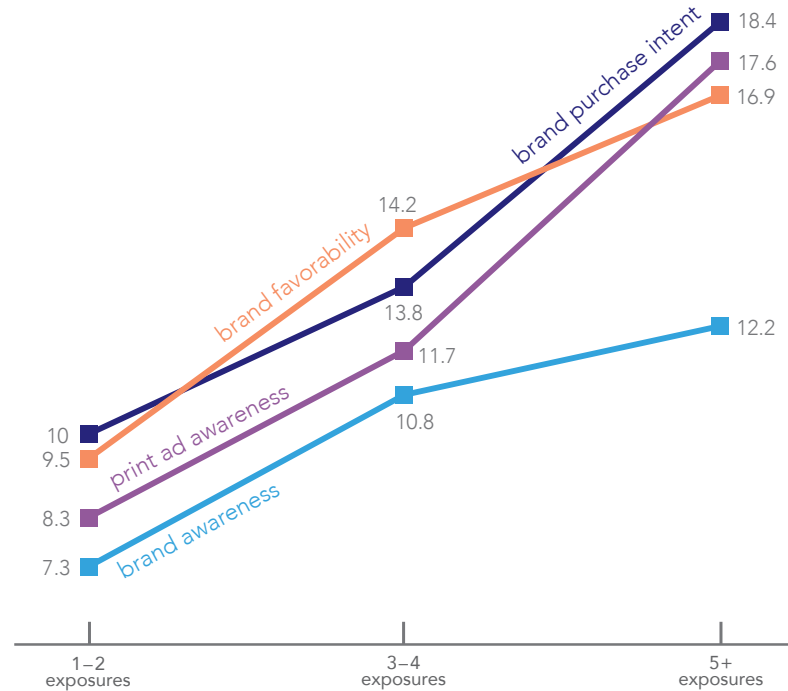
When it comes to influencers, magazine editors are the originals. No one knows their stuff—or YOU—better. Their authentic, authoritative content makes magazine media more trusted than any other. No wonder its print, online, mobile and video audience has grown to 2.0 billion.

Experts you can trust. That's something to believe in.

#BelieveMagMedia | [BelieveMagMedia.com](http://BelieveMagMedia.com)

**MAGAZINE  
MEDIA**  
Better. Believe It.

## Increased exposure to print media ads boosts key advertising metrics



### Percent lift with increased exposure

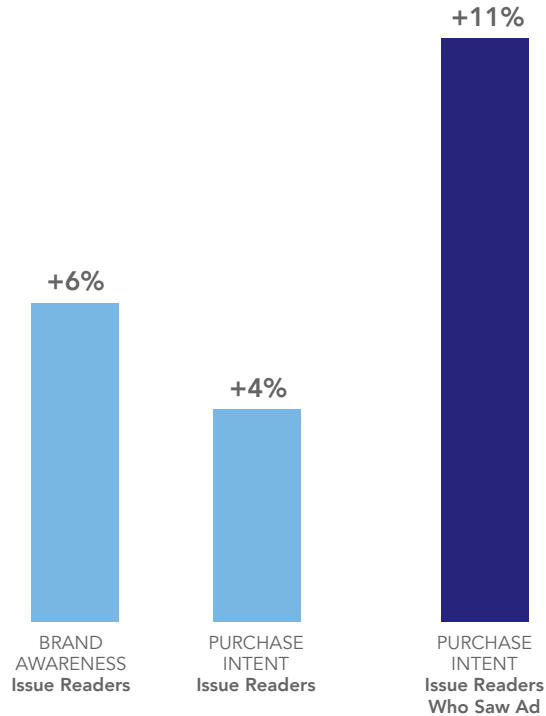
Data is Delta. Delta=Exposed-Control.

Number of respondents: 1-2 exposures n=60,259; 3-4 exposures n=12,638; 5+ exposures n=14,789

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

Source: Millward Brown Digital, 2007-2015

## Advertising in magazines raises brand awareness and purchase intent



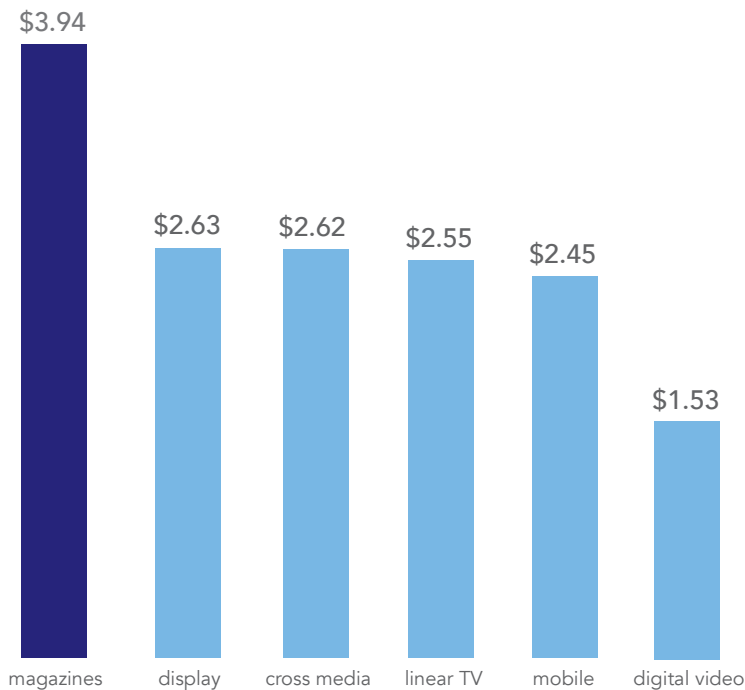
### Average change, post vs. pre

Data is Delta. Delta=Post-publication of issue – pre-publication of issue.  
Total number of ads=472. Total number of respondents to post-publication waves=9,394.  
Source: Signet Research AdLift studies of 20 issues of various magazines.



**Across 1,400 advertising campaigns, magazines show the highest return on advertising spend—the ultimate KPI**

Source: Nielsen Catalina Solutions, 2016



### Average return on advertising spend—all studies

Note: Nielsen Catalina Solutions comparison of average increase in dollar sales per dollar of advertising spend by media in study across 1,400 CPG campaigns.

Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015



# CASE STUDY

## Magazine campaign drives conversions to branded prescription drug

Magazine media campaign produced \$18.2 million in incremental sales for advertised pharmaceutical brand

**ROAS: \$8.93**

Campaign period: May-Dec., 2016

### Revenue lift due to conversion to prescription for advertised brand after exposure

Among those with prescription for competing brand or no prescription in category



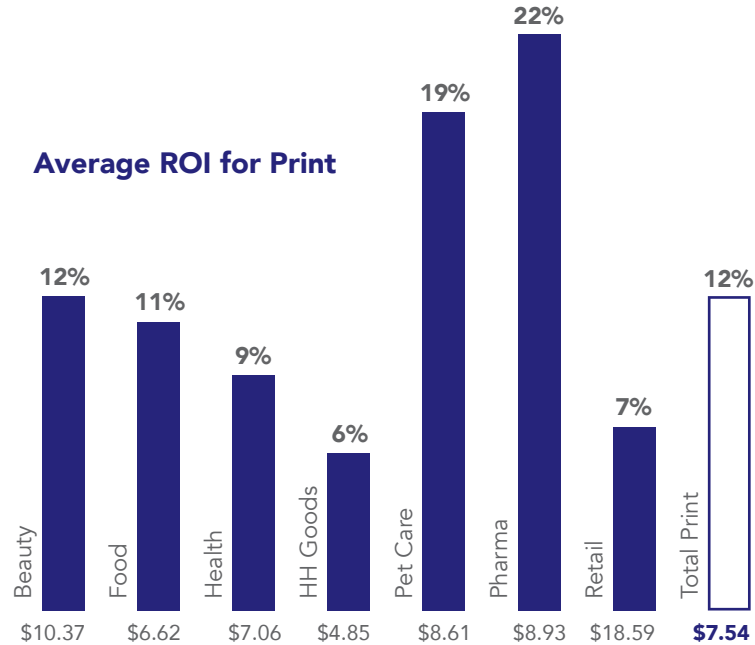
Among those with prior prescription for brand



Note: Based on comparison of exposed to unexposed.  
Source: Symphony Health, Meredith Corporation, 2016

# Advertising in magazine media increases sales across product categories

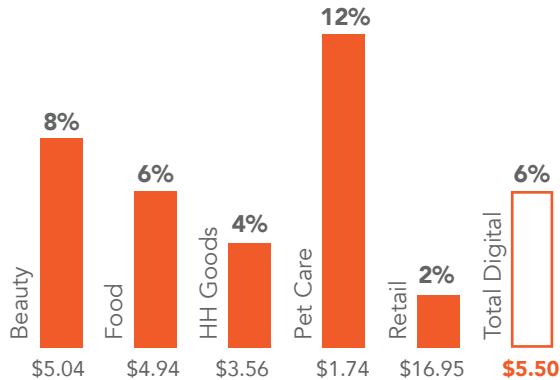
Households exposed to magazine media campaigns spent significantly more than those not exposed (test vs. control). Positive ROI for all categories ranged from \$1.21 to \$18.59 incremental for every media dollar spent.



Note: Based on comparison exposed to matched unexposed control. Average dollar purchases per household/year (includes non-buyers). Number of brands per category: Beauty (21), Food (53), Health (8), Household Goods (7), Pet Care (8), Pharma (1), Retail (1).  
Source: Meredith Corporation/Nielsen Catalina Solutions/Symphony Health/Nielsen Buyers Insights

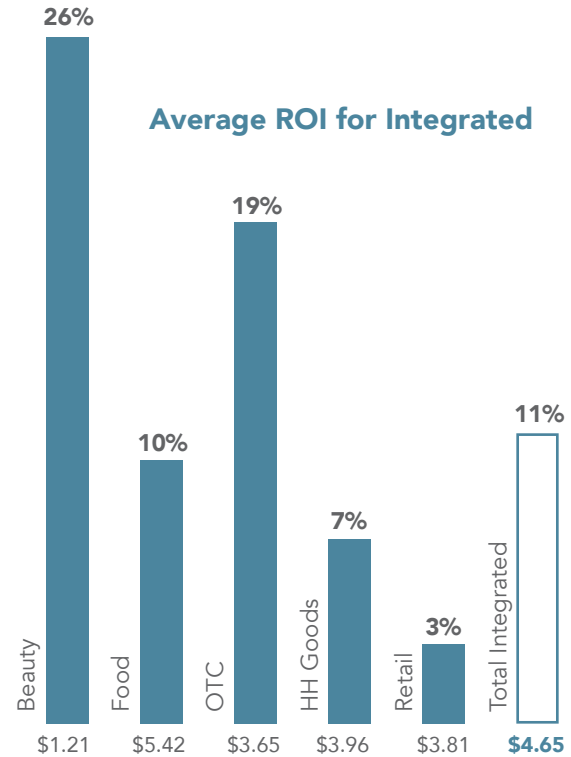
# Advertising in magazine media increases sales on both print and digital platforms

## Average ROI for Premium Digital



Note: Based on comparison exposed to matched unexposed control.  
 Average dollar purchases per household/year (includes non-buyers).  
 Number of brands per category: Beauty (1), Food (13), Household Goods (4), Pet Care (2), Retail (2).  
 Source: Meredith Corporation/Nielsen Catalina Solutions

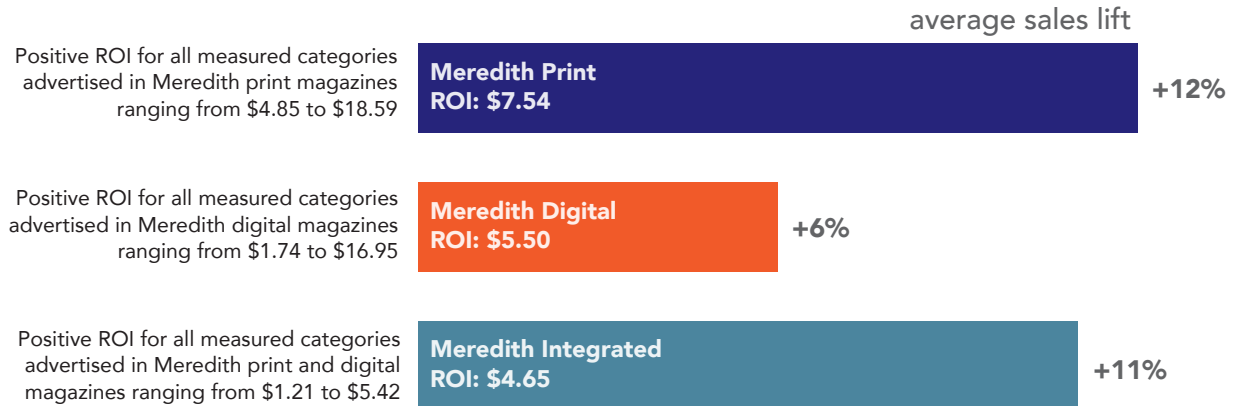
## Average ROI for Integrated



Note: Based on comparison exposed to matched unexposed control.  
 Average dollar purchases per household/year (includes non-buyers).  
 Number of brands per category: Beauty (1), Food (10), OTC (2), Household Goods (2), Retail (1).  
 Source: Meredith Corporation/Nielsen Catalina Solutions

# The power of magazine brands across all platforms

Whether in print or on a digital platform, magazine media boost sales  
and generate strong returns on advertising spend



Data are averages over 99 campaigns in Meredith print magazines, 22 campaigns in Meredith brand digital properties, and 16 integrated print and digital campaigns.

Note: ROI defined as incremental sales generated per media dollar spent, no margin applied.

Source: Meredith Corporation/Nielsen Catalina Solutions/Symphony Health/Nielsen Buyers Insights 2011–2018

With fake news leaving most Americans confused about even the basic facts, magazine media keeps it real. Whether in print, online, on mobile or video, people trust it to be expertly researched, written and fact-checked. No wonder magazine readers are more engaged and more likely to recommend advertised products.

Being real matters. That's a fact.

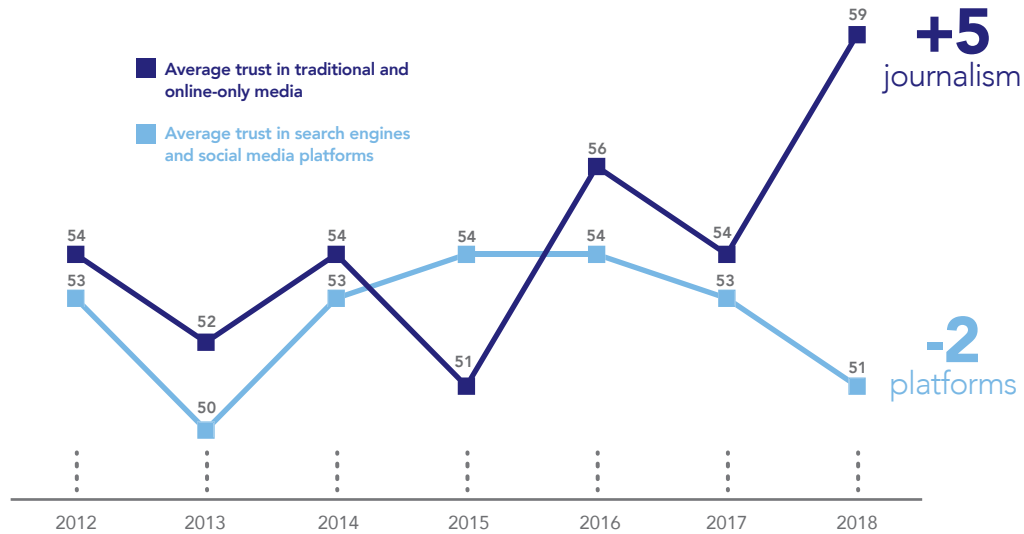
#BelieveMagMedia | [BelieveMagMedia.com](http://BelieveMagMedia.com)

**MAGAZINE  
MEDIA**  
**Better. Believe It.**

**CAN YOU  
BELIEVE  
WHAT YOU  
READ?**

# While trust in platforms declines, trust in journalism rebounds

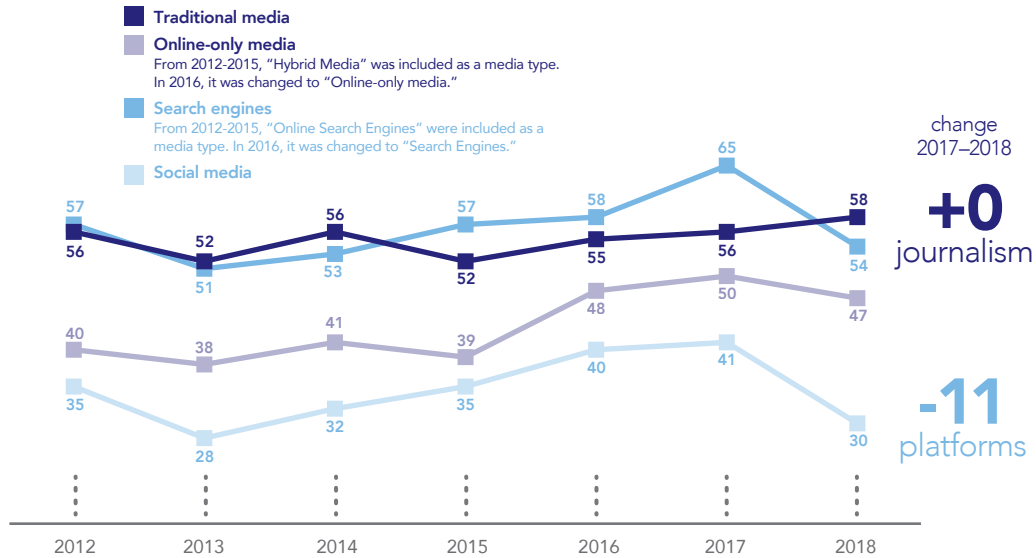
Percent trust in each source for general news and information, 2012 to 2018



Source: 2018 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? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box. Trust), question asked of half of the sample. General population, 25-country global total. Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

# U.S. trust in journalism stable, trust in platforms declines

Percent trust in each source for general news and information in the U.S.



Source: 2018 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? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box. Trust), question asked of half of the sample. General population U.S.  
 Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

**Adults 18–49  
trust and immerse  
themselves in  
magazine media  
more deeply than  
other media**


(index)	magazine media	websites	ad supported TV networks
touches me deep down	138	91	100
inspires me in my own life	137	92	89
a treat for me	130	88	114
affects me emotionally	129	91	103
improves my mood, makes me happier	127	88	117
brings to mind things I really enjoy	126	93	104
trust to tell the truth	120	102	86
don't worry about accuracy	119	100	94
is relevant to me	111	100	91

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 18-49 who used a set of vehicles in each medium vs. percentage of all adults 18-49.

Source: Simmons Multi-Media Engagement Study, Spring 2017

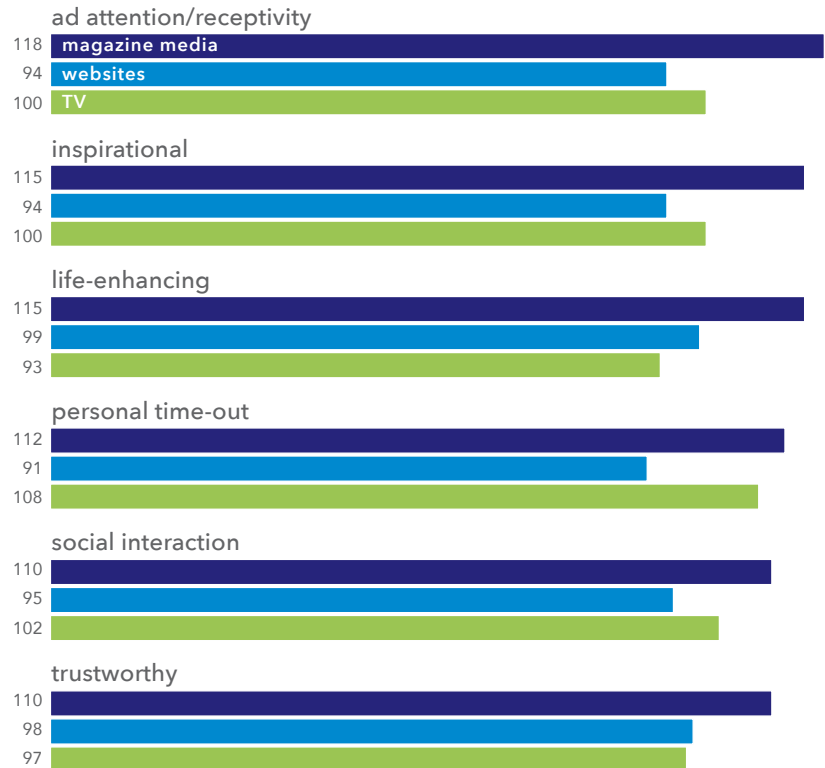


 Tweet

# Adults 18–49 value and take inspiration from #magmedia

Source: Simmons Research, Spring 2017

## Appropriateness of description for each medium (index)



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 18-49 who used a set of vehicles in each medium vs. composite scores of adults 18-49 who used any of the magazine media, websites and TV vehicles.

Source: Simmons Multi-Media Engagement Study, Spring 2017

# Magazine readers believe in brands— and are heavily swayed by advertising

Definitely agree or agree that... (index)

	magazines	Internet*	TV	radio
I choose branded drugs because they are higher quality	144	99	126	130
I am willing to pay more for luxury brands	134	104	118	114
People tend to ask me for advice before buying things	132	103	108	112
I will buy some brands without even looking at the price	131	104	121	122
I have expensive tastes	125	102	112	109
Well-known brands tend to be better than generic brands	122	102	111	113
I tend to choose premium products and services	121	96	109	117
Advertising helps me choose what I buy	121	101	115	117
I like trying new brands	112	102	107	104
I don't mind paying extra for quality	107	98	98	103

\*Includes internet magazine activity.

Index: Percentage of top users of each medium vs. percentage of adults 18+.

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 30 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. Each group represents approximately the same proportion of US adults 18+.

Source: YouGov Profiles, March 2018

## Ads in magazine media engage adults 18–49 more than ads in other media

(index)	magazine media	websites	ad supported TV networks
ads fit well with the content	147	92	94
ads help make purchase decisions	147	93	97
products/services advertised are high quality	146	89	94
has ads about things I care about	144	91	94
more likely to buy products in ads	143	93	97
get valuable info from the ads	142	91	94

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 18-49 who used a set of vehicles in each medium vs. percentage of all adults 18-49 who used any of these magazine media, websites, and TV vehicles.  
 Source: Simmons Multi-Media Engagement Study, Spring 2017



Tweet

# Print #magazines inspire readers to take action—to clip ads, recommend products and buy them

Source: GfK MRI Starch, July 2016–June 2017

## Advertising effectiveness by position

	noted	action taken*
<b>first</b> quarter of book	55%	64%
<b>second</b> quarter of book	50	64
<b>third</b> quarter of book	50	65
<b>fourth</b> quarter of book	52	65

\* Among those who noted

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

Source: GfK MRI Starch, July 2016–June 2017

## Action taken includes:

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

Print magazine advertising is noticed and acted on regardless of size or placement

 Tweet

**65% of readers take action after seeing a print #magazine ad**

Source: GfK MRI Starch Advertising Research, July 2016 – June 2017

## Impact of print magazine advertising

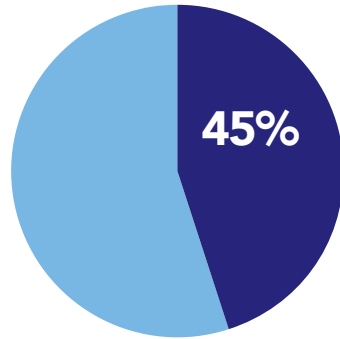
	noted	action taken*
<b>all ads</b>	<b>52%</b>	<b>65%</b>
<b>AD SIZE</b>		
multiple pages (excluding spreads)	66	65
gatefold ads	60	63
spread	52	62
full page	51	64
half page	45	69
third page	44	69
less than half page	44	69
<b>COLOR</b>		
four color	52	65
black and white	44	61
<b>PREMIUM POSITION</b>		
inside front cover	76	64
inside back cover	61	64
back cover	63	65
adjacent to table of contents	58	64

\*Among those who noted

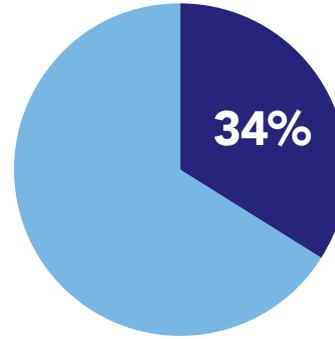
Source: GfK MRI Starch Advertising Research, July 2016 – June 2017

## Magazines excel in motivating trial

Nearly half of U.S. adults have used coupons and nearly one-third have responded to offers for free samples in magazines.



Responded  
to coupon



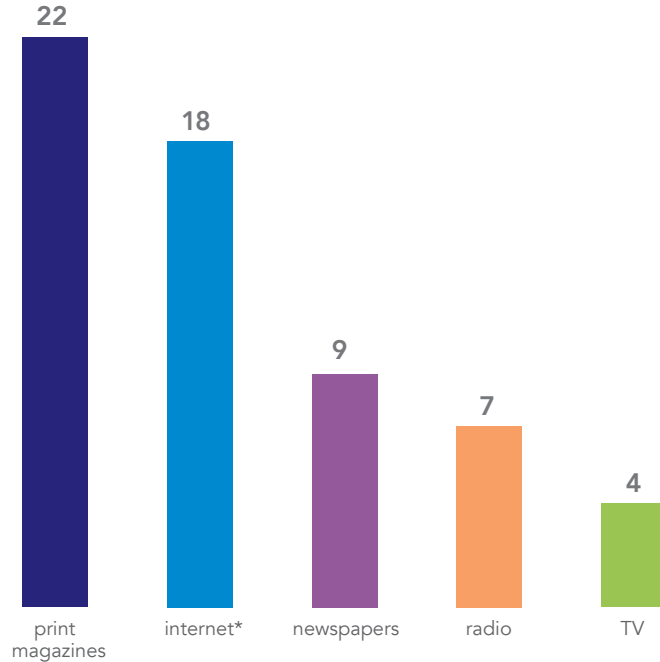
Responded  
to free sample

Source: Quad/Graphics Customer Focus® 2017 Research Study



**Print #magazines  
are no.1 in reaching  
affluent influential  
consumers in more  
categories than  
other media**

Source: GfK MRI, Spring 2017



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

\*Includes internet magazine activity.

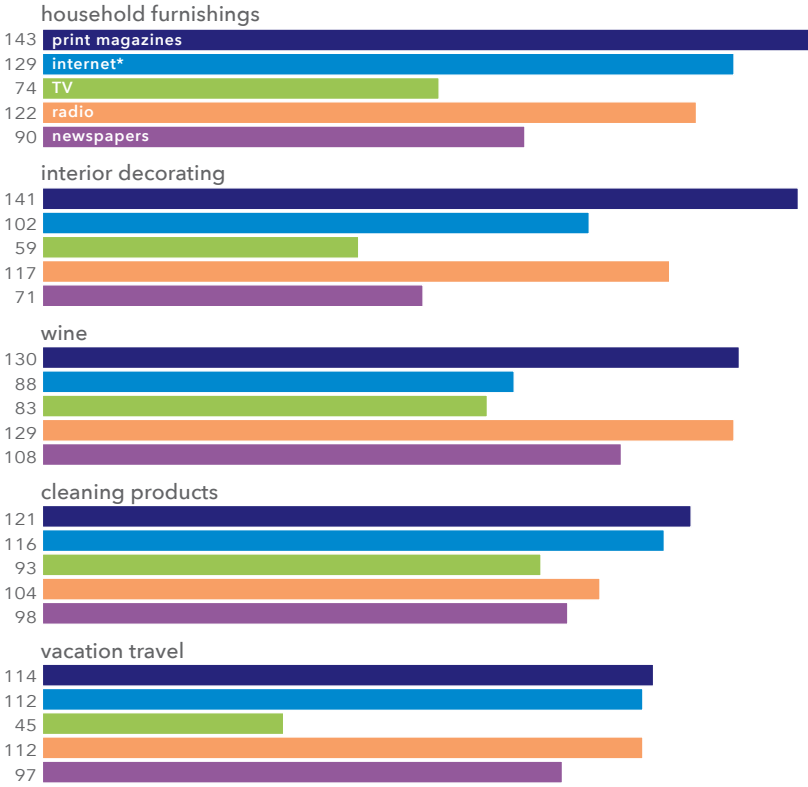
Base: Top quintile of users of each medium among adults with HHI of \$75K+.

Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2017

Super influentials  
in a wide range  
of categories are  
devoted print  
magazine readers

Super influentials among devoted media users (index)



\*Includes internet magazine activity.  
Index: Percentage of super influentials within top quintile of users of each medium vs. percentage of super influentials among adults 18+. Note: Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members, and who recommend products or services on this topic to others.  
Source: GfK MRI, Spring 2017

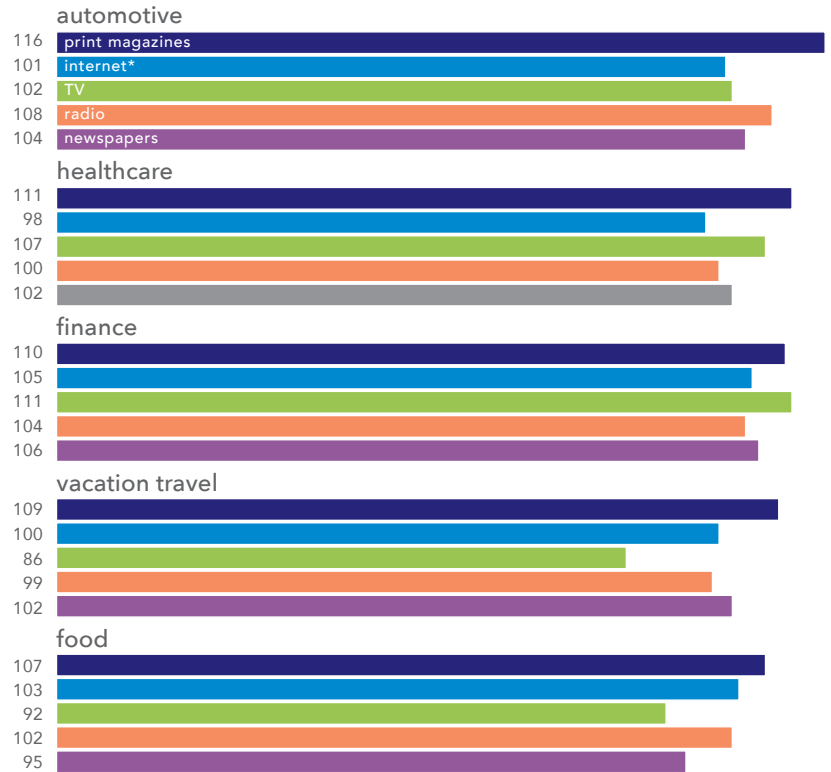


 [Tweet](#)

**Among affluent consumers, devoted print magazine readers are trusted recommenders across product categories**

Source: GfK MRI, Spring 2017

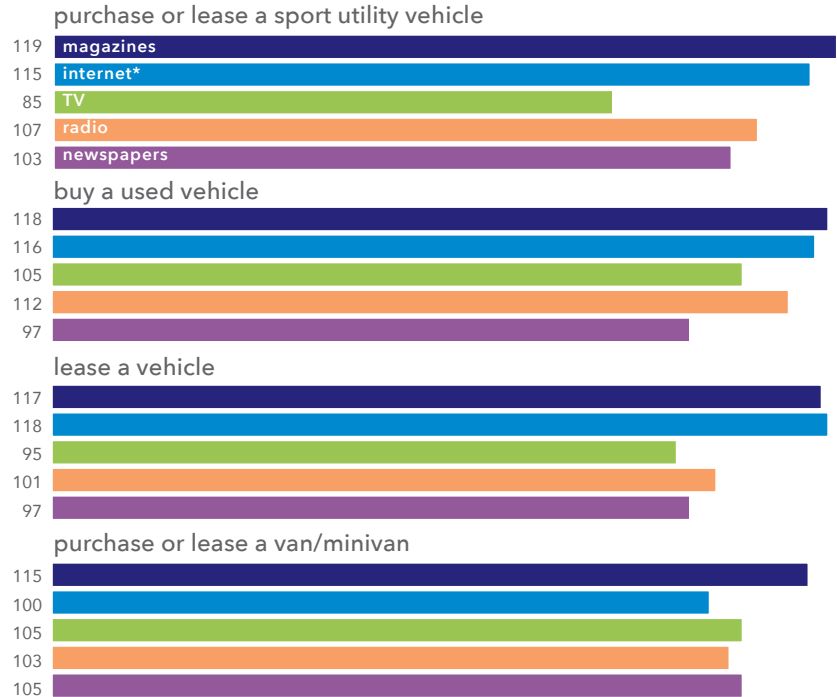
Trusted recommenders among affluent devoted media users (index)



\*Includes internet magazine activity.  
 Index: Percentage of recommenders within top quintile of users of each medium with HHI of \$75K+ vs. percentage of recommenders among adults 18+ with HHI of \$75K+. Recommenders are defined as people who say they have recommended products or services to others in the past 12 months within a category.  
 Source: GfK MRI, Spring 2017

Print magazines  
 deliver consumers  
 with strong  
 auto purchase  
 intent

Very likely actions among devoted media users (index)

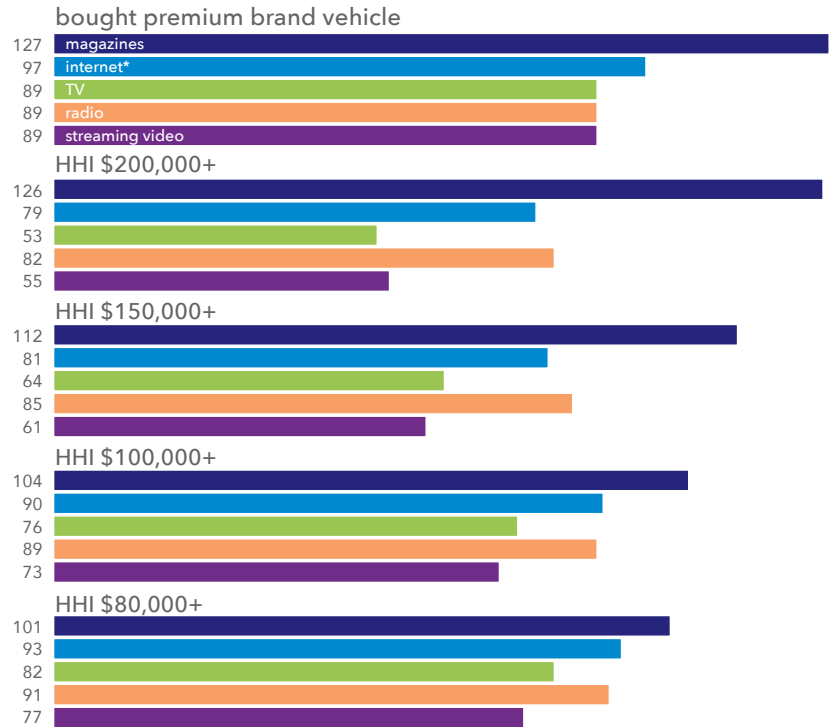


\*Includes internet magazine activity.  
 Index: Top quintile of users of each medium vs. all adults 18+.  
 Source: GfK MRI, Spring 2017

## Magazines attract upscale new car buyers

Top quintile of magazine readers accounted for \$97.4 billion in annual automotive sales

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



\*Includes internet magazine activity.

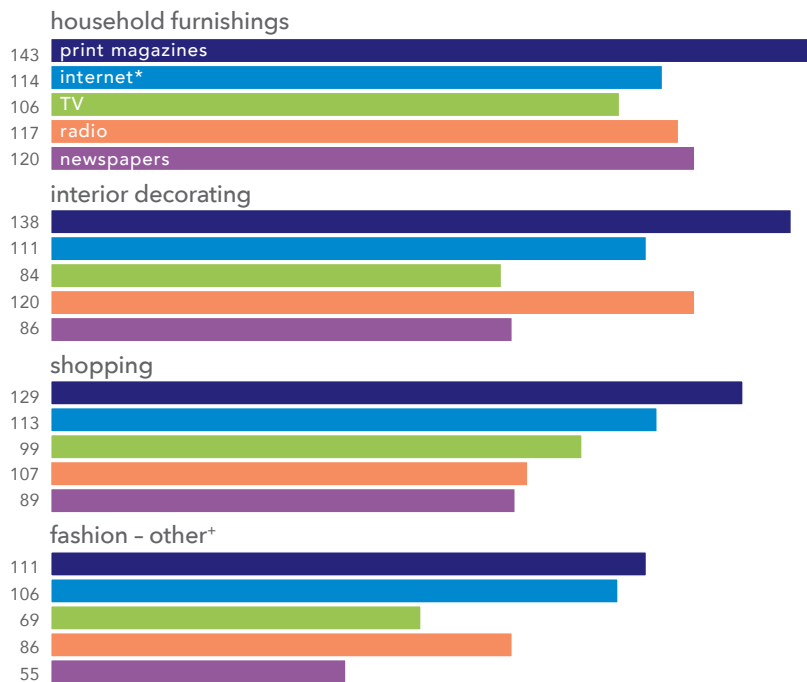
Note: Magazine media quintiles based on readership of 92 titles.

Index: Top quintile of users of each medium among new vehicle buyers vs. all new vehicle buyers.

Source: JD Power Automotive Media and Marketing Report, Winter 2017

Affluent luxury goods category influencers are devoted print magazine readers

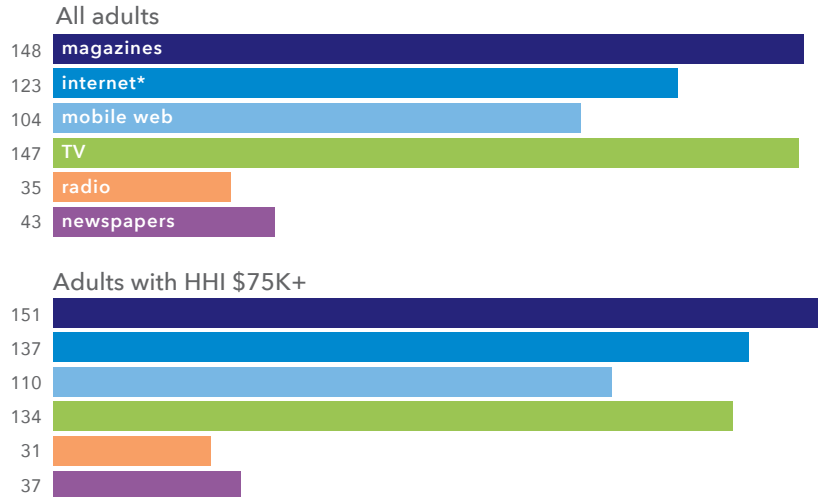
## Luxury goods category influencers among affluent devoted media users (index)



\*Includes internet magazine activity. +Other than clothes and shoes  
 Index: Percentage of category influentials within the top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influentials among adults with HHI of \$75K+. Category influentials 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: GfK MRI, Spring 2017

Consumers, especially affluent ones, use print magazines to keep up with the latest styles

### Medium keeps me up-to-date with the latest styles and trends (index)



\*Includes internet magazine activity.  
Index: Individual medium vs. average for all media  
Source: GfK MRI, Spring 2017

# Magazine media readers lead spending on beauty and skin care products

I spend a lot of money on beauty and skin care products—Agree (index)



\*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017

# Magazine readers are fashion conscious and believers in beauty products

## Definitely agree or agree that... (index)

	magazines	Internet*	TV	radio
I spend a lot on clothes	151	104	125	137
I only buy the best known brands	139	101	125	130
I keep up to date with current fashion trends	132	97	111	118
I like to stand out	132	108	112	122
I use beauty products to prevent my skin from aging	130	94	118	109
I use hair products every day	126	94	105	120
I use beauty products to make myself feel better	121	96	115	101
I use beauty products to make myself look better	119	98	112	99

\*Includes internet magazine activity.

Index: Percentage of top users of each medium vs. percentage of adults 18+.

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 30 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. Each group represents approximately the same proportion of US adults 18+.

Source: YouGov Profiles, March 2018

# SICK OF PHONY HEALTH EXPERTS?

When searching for real health advice, you shouldn't have to trust your gut. Trust magazine brands instead.

Whether in print, online, on mobile or video, people believe magazine media more than any other. No wonder it's more engaging and drives more healthcare and pharmaceutical actions. Magazines have expertly researched content and a safe environment that makes everyone feel a whole lot better.

#BelieveMagMedia | [BelieveMagMedia.com](http://BelieveMagMedia.com)

**MAGAZINE  
MEDIA**  
**Better. Believe It.**



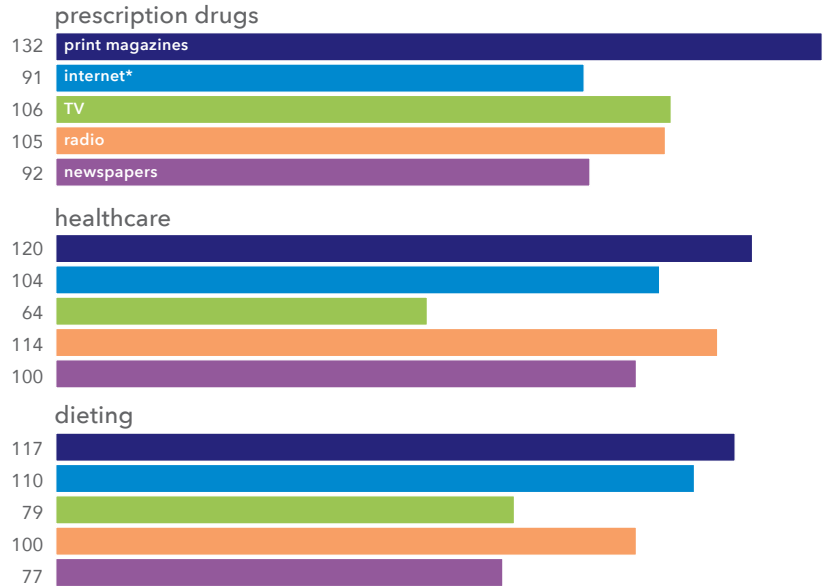


Tweet

# Print magazines excel in reaching super influential consumers in #healthcare

Source: GfK MRI, Spring 2017

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



\*Includes internet magazine activity.

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

Source: GfK MRI, Spring 2017

# Devoted magazine readers are the most informed and engaged healthcare/pharma customers

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

	magazine media	internet*	TV	radio	newspapers
I am first among my peers to investigate vaccines that are recommended but not required	154	111	126	116	118
Friends come to me for advice about healthcare and medications	147	109	109	127	109
It's worth paying more for branded prescription medications rather than getting generic products	145	111	113	109	108
I research treatment options on my own and then ask my doctor about them	137	104	101	119	96
I research healthcare information so that I am better informed about different healthcare treatment options	135	108	102	109	105
I often discuss new prescription medicines with my doctor	134	96	119	105	110
I typically conduct research online prior to a doctor's appointment	132	121	91	118	84
I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised	131	98	115	104	104
I am willing to pay extra for prescription drugs not covered by health insurance	126	100	94	108	115
I am willing to ask my doctor for a vaccine that I have seen or heard advertised	121	100	114	99	114
I am better informed about my health than most people	118	95	103	105	115

\*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017

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

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

	magazine media	internet*	TV	radio	newspapers
Used a coupon	225	114	134	143	120
Discussed an ad with your doctor	221	93	137	179	95
Consulted a pharmacist	211	121	128	105	161
Discussed an ad with a friend or relative	209	140	114	134	113
Visited any website	205	148	106	135	118
Watched a video online	202	186	156	178	120
Conducted an online search	195	140	110	121	131
Purchased a non-prescription product	190	128	150	140	149
Made an appointment to see a doctor	171	130	131	126	105
Took medication	169	129	156	96	131
Refilled a prescription	157	121	133	116	117

\*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017



Tweet

# #Magmedia readers are the most health-conscious consumers

Source: Kantar Media, MARS Consumer Health Study, 2017

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

	magazine media	internet*	TV	radio	newspapers
As a preventative measure it is important my children take vitamins every day	143	102	101	131	75
I refer my friends to certain websites I find helpful	140	127	108	130	104
Diet plans usually work for me	138	102	96	114	113
I take non-prescription medicine as soon as I get sick	125	114	114	121	94
Exercise is important to my diet and nutrition plan	120	93	90	105	109
I believe that vitamins and nutritional supplements make a difference in long-term health	118	93	109	117	104
I do everything I can to promote and maintain my personal health and wellness	112	93	91	101	105

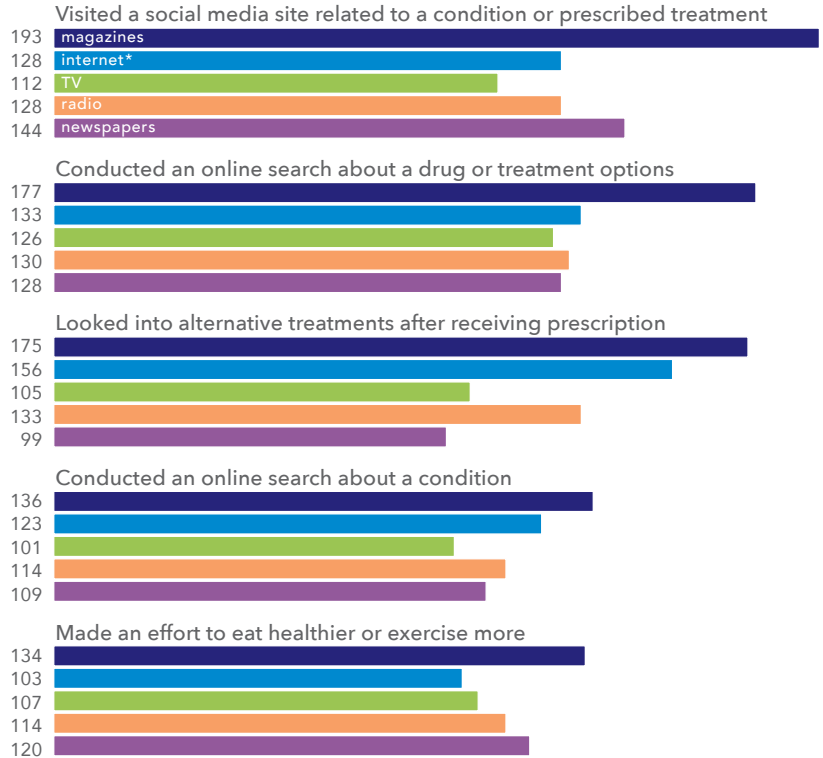
\*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017

Magazine  
media readers  
take action to  
maintain  
their health

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



\*Includes internet magazine activity.

Base: Those who had been to any doctor in the last 12 months.

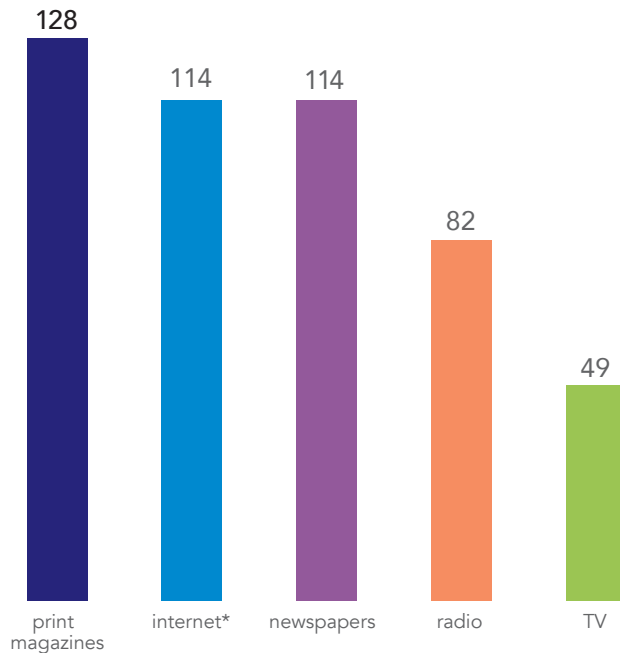
Index: Top quintile of users of each medium vs. adults 18+.

Source: Kantar Media, MARS Consumer Health Study, 2017



## Households with income of \$250K+ are drawn to #magazines

Source: GfK MRI, Fall 2017



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

\*Includes internet magazine activity.

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

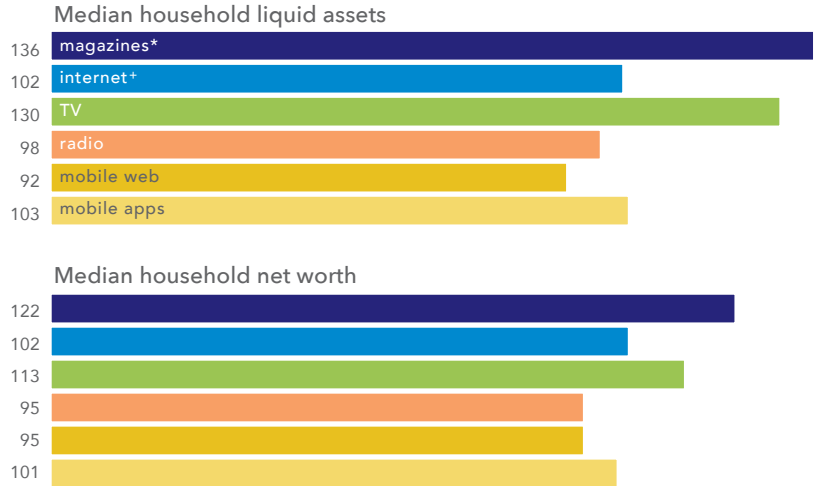
Source: GfK MRI, Fall 2017

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# Households with the greatest financial assets favor #magmedia

Source: Ipsos Affluent Survey USA, Fall 2017

## Affluent magazine readers beat others in net worth and liquid assets (index)



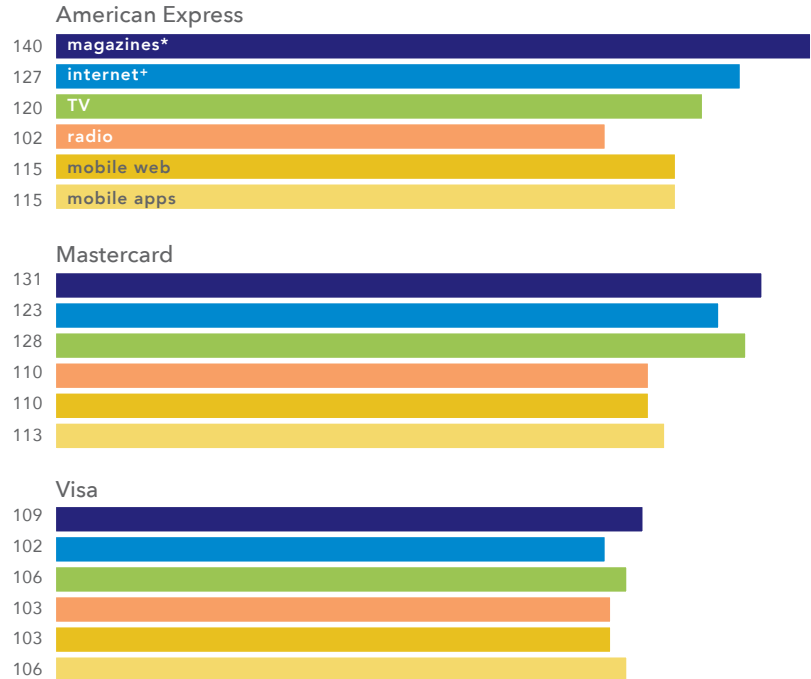
\*Includes digital magazine reading. +Includes internet magazine activity.  
 Index: Median household net worth and median liquid assets for top quintile of users of each medium (based on number of issues (magazines), hours (TV), internet, radio), activities (mobile web) or apps used regularly (mobile apps) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+  
 Source: Ipsos Affluent Survey USA, Fall 2017

# Affluent #magazine readers charge more to their credit cards than consumers of other media



Source: Ipsos Affluent Survey USA, Fall 2017

## Average monthly charges of \$1,000 or more (index)

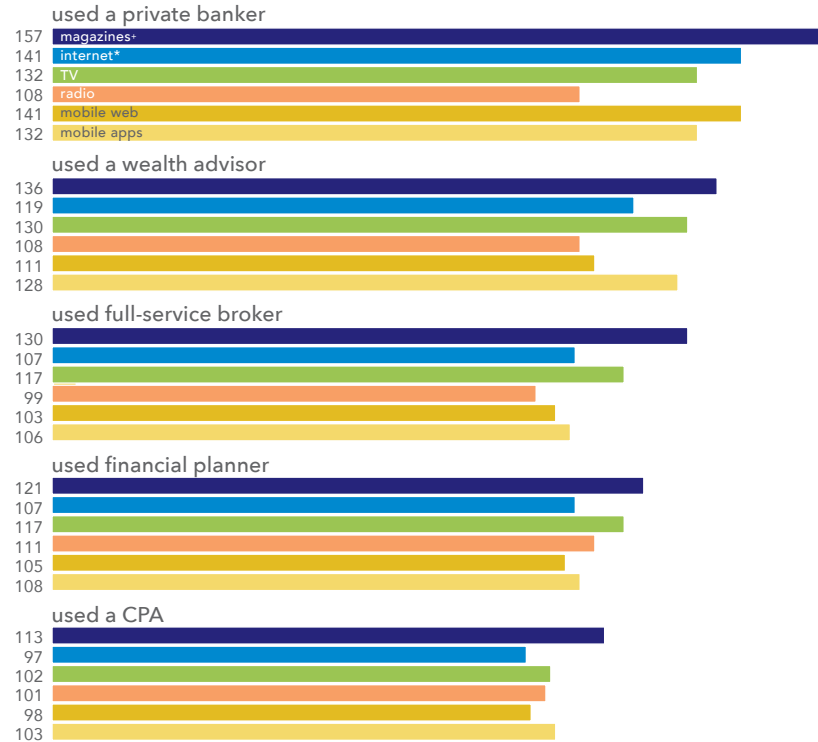


\*Includes digital magazine reading. +Includes internet magazine activity.  
 Index: Top quintile of users of each medium among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+.  
 Source: Ipsos Affluent Survey USA, Fall 2017



## Magazine media: Where to find active affluent investors

### Financial consultant used by anyone in household in past 12 months (index)

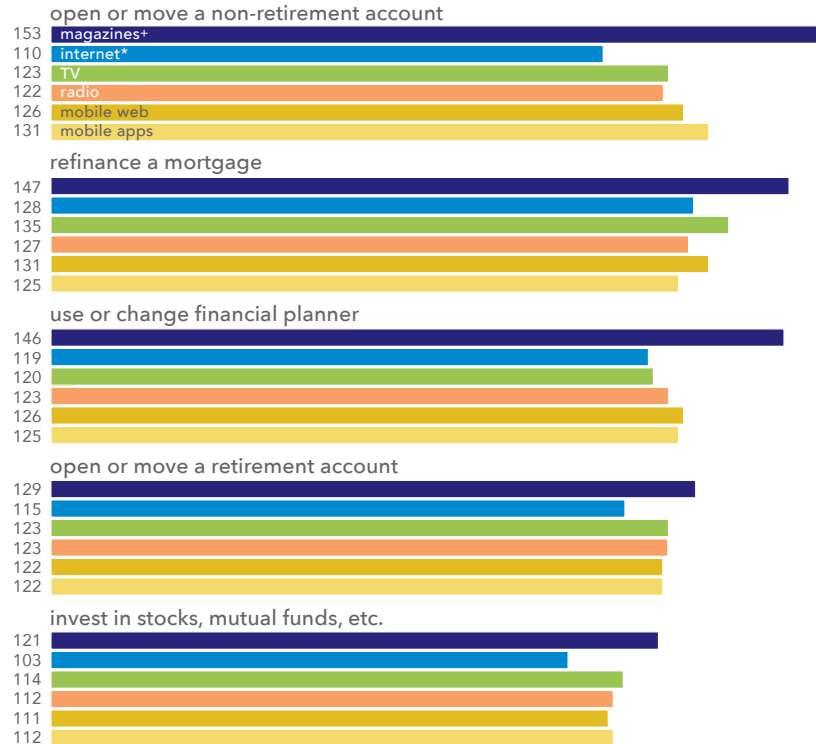


+ Includes digital magazine reading. \*Includes internet magazine activity.  
Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+.

Source: Ipsos Affluent Survey USA, Fall 2017

## Magazine media: Where to find affluent users of financial services

### Financial services planned by anyone in household in next 12 months (index)



+ Includes digital magazine reading. \*Includes internet magazine activity.

Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+.

Source: Ipsos Affluent Survey USA, Fall 2017



Tweet

# Luxury goods and services category influencers are devoted print #magazine readers

Source: GfK MRI, Spring 2017

## Luxury goods and services category influencers among devoted media users (index)

	print magazines	internet*	TV	radio	news-papers
interior decorating	135	122	76	117	82
other fashion <sup>+</sup>	130	130	81	114	63
real estate	126	115	69	100	126
finance/investment	121	119	68	95	116
vacation travel	118	114	58	101	104

+Not including clothes or shoes. \*Includes internet magazine activity.

Index: Percentage of category influentials within top quintile of users of each medium vs. percentage of category influentials among all adults. Category influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2017

# Affluent devoted magazine readers very likely to remodel in the next 12 months

Very likely to remodel at least one room in the next 12 months (index)



\*Includes internet magazine activity.

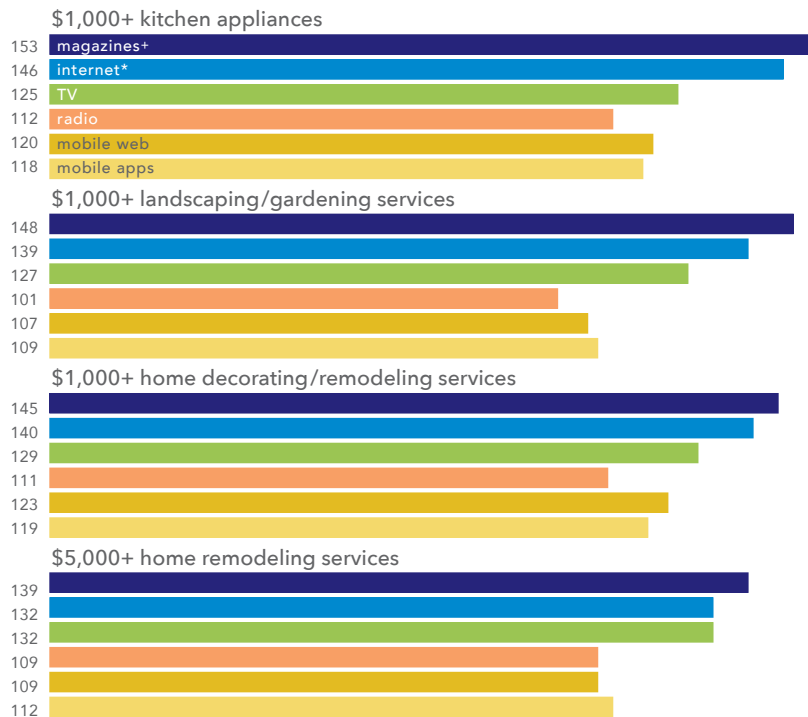
Includes kitchen, bathroom, home office, exterior addition, other

Index: Top quintile of users of each medium among adults with HHI of \$75K+, vs. all adults with HHI \$75K+

Source: GfK MRI, Spring 2017

# Affluent magazine readers spend big on home remodeling and decorating

## Home improvement spending among affluent devoted media users (index)



+ Includes digital magazine reading. \*Includes internet magazine activity.  
 Index: Top quintile of users of each medium, based on number of issue (magazines), hours (TV, Internet, radio), activities (Mobile Web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125k+ vs. all adults 18+ with HHI \$125K+  
 Source: Ipsos Affluent Survey USA, Fall 2017

# Affluent magazine readers lead in home improvement and renovation

## Home improvement activity among affluent devoted media users (index)

	magazines <sup>+</sup>	internet <sup>*</sup>	TV	radio	mobile web	mobile apps
<b>IN THE PAST 12 MONTHS</b>						
Used interior designer/decorator	169	151	137	115	131	129
Spent 12+ days redecorating home	144	129	120	108	125	122
Used landscape designer	141	124	122	107	118	122
Used any home-related professional	131	120	119	108	114	112
Used retail store design or sales staff	128	107	114	112	116	119
<b>IN THE NEXT 12 MONTHS</b>						
Plan to remodel or renovate kitchen	135	127	129	118	128	131
Plan to remodel or renovate bathroom	126	114	121	113	114	114
Plan to remodel or renovate home	125	113	120	111	113	115
Plan to construct/remodel/renovate outdoor living space	120	104	113	111	111	111
Plan to sell primary home or second home	119	104	116	109	114	116
Plan to remodel or renovate garden or plantings	118	102	113	112	109	111

<sup>+</sup>Includes digital magazine reading. <sup>\*</sup>Includes internet magazine activity

Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, Internet, radio), activities (Mobile Web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2017

# Affluent magazine readers spend heavily on luxury goods

## Luxury goods spending among affluent devoted media users in past year (index)

	magazines <sup>+</sup>	internet <sup>*</sup>	TV	radio	mobile web	mobile apps
\$500+ watches	162	159	133	112	139	127
\$500+ fine jewelry	152	147	133	112	129	123
\$1,000+ fine jewelry	162	155	137	117	131	124
\$1,000+ fine watches, fine jewelry	157	151	136	113	134	126
\$3,000+ fine watches, fine jewelry	171	167	141	119	141	132
\$1,000+ skin care, cosmetics, and fragrance	145	136	129	112	124	119
\$5,000+ men's apparel and accessories	179	170	150	122	144	138
\$5,000+ women's apparel and accessories	156	145	133	118	133	130
\$5,000+ apparel and accessories (total)	143	132	125	114	128	124
\$10,000+ apparel and accessories (total)	164	158	138	121	139	134
\$15,000+ apparel and accessories (total)	182	179	149	122	144	136

<sup>+</sup>Includes digital magazine reading. <sup>\*</sup>Includes internet magazine activity

Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, Internet, radio), activities (Mobile Web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2017

# Affluent magazine readers are the most frequent travelers

## Travel habits of affluent devoted media users (index)

	magazines+	internet*	TV	radio	mobile web	mobile apps
Took five or more airline trips for business in past 12 months	138	136	124	122	123	122
Own a powerboat or sailboat	135	118	117	124	102	102
Took five or more airline trips for domestic vacations in past 12 months	133	112	110	118	120	119
Took a cruise of 7+ days in past three years	128	118	119	100	104	107
Travel to Europe in the past three years	121	101	104	103	108	114
Belong to car rental frequent traveler program	121	111	112	107	108	111
Belong to hotel frequent traveler program	112	104	107	105	104	106

+Includes digital magazine reading. \*Includes internet magazine activity

Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI 125K+.

Source: Ipsos Affluent Survey USA, Fall 2017

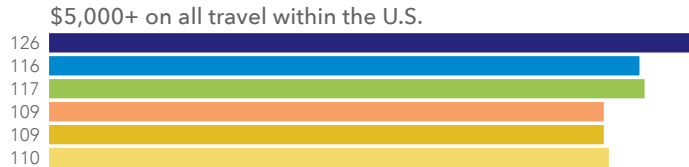
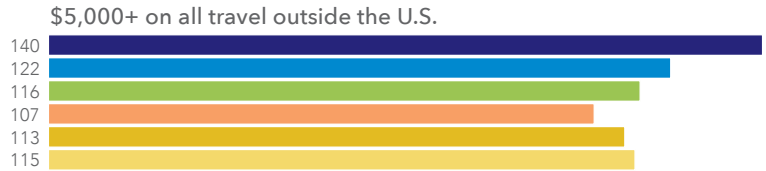
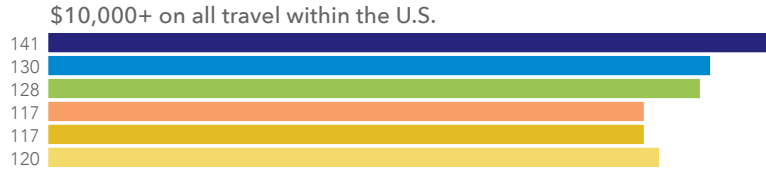
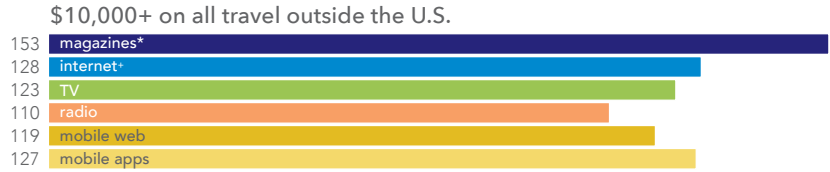


# Affluent #magmedia readers spend more on travel

Source: Ipsos Affluent Survey USA, Fall 2017



## Amount spent on all travel in past 12 months (index)



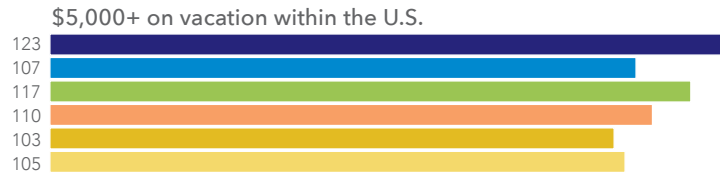
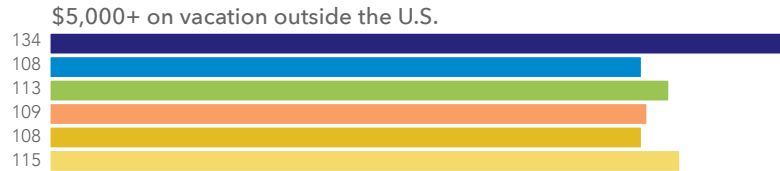
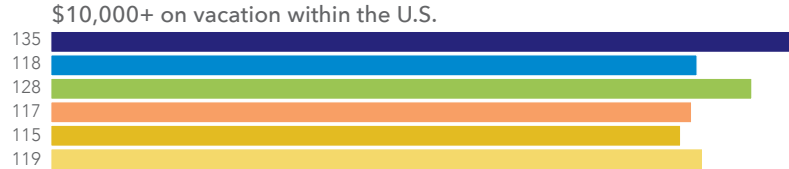
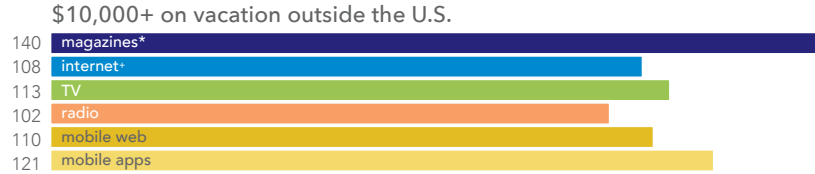
\*Includes digital magazine reading. +Includes internet magazine activity.  
 Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$75K+ vs. all adults 18+ with HHI 125K+.  
 Source: Ipsos Affluent Survey USA, Fall 2017

**Affluent #magmedia readers are most likely to spend heavily on vacations**



Source: Ipsos Affluent Survey USA, Fall 2017

**Amount spent on vacations in past 12 months (index)**



\*Includes digital magazine reading. +Includes internet magazine activity.  
 Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI 125K+.  
 Source: Ipsos Affluent Survey USA, Fall 2017

# Print magazines: Top destination for overseas travelers

Source: GfK MRI, Spring 2017

## Travel characteristics of devoted media users (index)

very likely next 12 months: Vacation in Asia, Africa, Australia\*



very likely next 12 months: Vacation in Caribbean



very likely next 12 months: Vacation in Europe



very likely next 12 months: Vacation in Florida



\*Includes internet magazine activity.

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

+Vacation abroad outside Europe, Caribbean, and South America.

Source: GfK MRI, Spring 2017

# HUNGRY FOR FOOD TIPS YOU CAN TRUST?

With half-baked blogs and food fails galore, more Americans than ever are trusting mealtime to magazine brands.

In print, online, on mobile and video, they serve up triple-tested recipes and verified diet tips. No other media is more inspired, trusted or engaging. With an audience of 2.0 billion, magazine media delivers the authority and safe environment everyone hungers for.

#BelieveMagMedia | [BelieveMagMedia.com](http://BelieveMagMedia.com)

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Sources: Simmons Research, Multi-Media Engagement Study, Spring 2017;  
Total Magazine Media 360° Audience, 2017, Brand Audience Report.

## Affluent food influencers consume print magazines

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



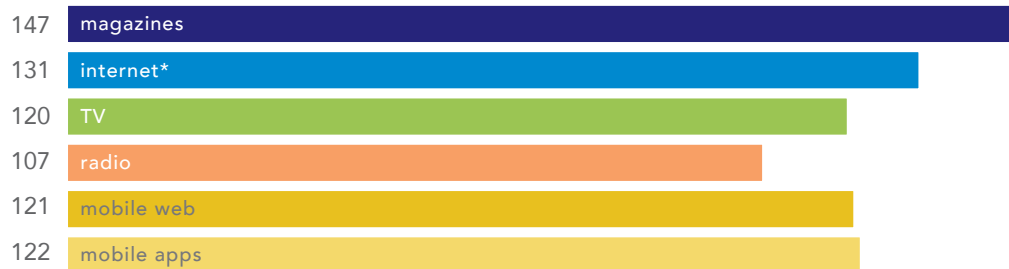
\*Includes internet magazine activity.

Index: Percentage of category influentials among top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influentials among adults with HHI \$75K+. Category influentials 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: GfK MRI, Spring 2017

# Affluent magazine media readers excel at gourmet cooking

Spent 12+ days gourmet cooking in last 12 months



\*Includes digital magazine reading. +Includes internet magazine activity.

Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, Internet, radio), activities (Mobile Web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2017

# Affluent print magazine readers influence others in how they use their free time

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

	print magazines	internet*	TV	radio	newspapers
gardening	136	87	113	102	138
pets	125	100	88	118	89
restaurants	119	109	85	105	98
sports	117	100	92	107	99
vacation travel	116	110	63	87	105
books	113	98	83	93	115

\*Includes internet magazine activity.

Index: Percentage of affluent influentials among the top quintile of users of each medium with HHI of \$75K+ vs. percentage of all affluent influentials among adults 18+ with HHI of \$75K+.

Note: Affluent influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2017

**Magazine media  
readers lead the  
most active lives,  
enriching mind  
and body**

### Activities participate in regularly (index)

	magazine media	internet*	TV	radio	newspapers
adult education courses	189	162	114	126	95
dancing	175	143	121	161	94
bicycling	154	91	77	114	144
tennis	151	116	67	121	138
spa services	150	110	57	113	121
basketball	144	123	102	118	136
fitness walking	142	81	70	108	124
visit museums	139	101	83	100	135
swimming	138	102	92	116	140
volunteer your time	138	101	98	97	124
cooking for fun	136	105	94	114	114
aerobics	135	95	90	129	104
shopping for fun	128	111	108	108	88
hiking	126	97	47	113	124
entertaining friends/family	125	103	88	120	110

\*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017



# Print magazine readers are entertainment enthusiasts

## Entertainment activities among devoted media users (index)

	print magazines	internet*	TV	radio	newspapers
viewed any pay-per-view movies in past 12 months	145	130	111	103	104
attend movies once a week or more	141	120	76	118	102
viewed any movies on demand in past 30 days	138	120	96	109	104
bought iPad (any model)	137	129	88	88	102
attend movies at least twice per month	122	111	77	106	95
very or somewhat likely to buy satellite radio in next 12 months	119	117	103	111	99

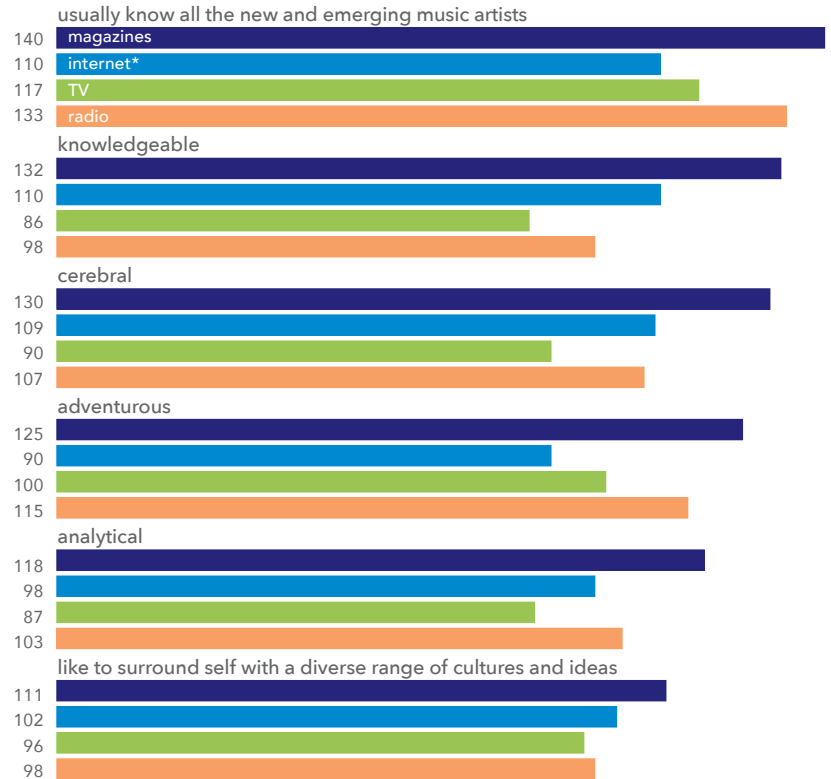
\*Includes internet magazine activity.

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

Source: GfK MRI, Spring, 2017

# Magazine readers seek knowledge and new experiences

## Self-perception (index)



\*Includes internet magazine activity.

Index: Percentage of top users of each medium vs. percentage of adults 18+.

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 30 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. Each group represents approximately the same proportion of US adults 18+.

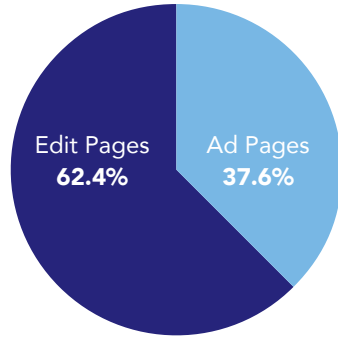
Source: YouGov Profiles, March 2018

# Adults 18–49 rely on magazine media to provide them with valued information, conversation and purchase inspiration

(index)	magazine media	websites	ad supported TV networks
a way to learn about new products	143	98	85
gets me to try new things	139	97	87
inspires me to buy things	135	100	85
gives me something to talk about	125	92	102
bring up things from medium in conversation	124	93	102
provides info that helps me make decisions	122	100	83
get valuable info from this	118	102	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 18-49 who used a set of vehicles in each medium vs. percentage of all adults 18-49.  
Source: Simmons Multi-Media Engagement Study, Spring 2017

## Magazines satisfy multiple consumer passions and interests



The top three editorial categories make up 38% of all editorial content

### Editorial category page total percentages 2017

category	percent
Beauty & Grooming	4.3%
Building	2.2%
Business & Industry	6.7%
Children	0.3%
Consumer Electronics	0.5%
<b>Culture</b>	<b>8.5%</b>
Destination Travel/Restaurants	4.4%
<b>Entertainment/Celebrity</b>	<b>18.0%</b>
Fiction	0.4%
Food & Nutrition	8.1%
Gardening & Farming	0.9%
General Interest	3.3%
Global/Foreign Affairs	4.4%
Health/Medical Science	2.7%
Home Furnish/Management	5.5%
Misc (Cover/Index/Announcements)	4.8%
Motor Vehicles	0.3%
National Affairs	4.6%
Personal Finance	1.4%
Personal Fitness/Exercise	1.2%
Self Help/Relationships	2.8%
Sports/Recreation/Hobby	3.7%
<b>Wearing Apparel/Accessories</b>	<b>11.1%</b>
Total Editorial Pages	100.0%

Data as of Monday, January 1, 2018. Total issues in sample: 1,392  
Source: © MA-Focus Media Magazine Reports. All Rights Reserved.

**766 new magazines,  
special editions and  
bookazines debuted  
in 2017**

134 new print magazine  
brands launched with a  
frequency of quarterly  
or greater in 2017\*

### U.S. print magazine launches by category in 2017\*

27	Special Interest	3	Teen
12	Regional	2	Bridal
8	Crafts/Games/Hobbies	2	Business/Finance
6	Automotive	2	Children's
6	Health/Wellness	2	Entertainment
5	Cannabis	2	Luxury
5	Comics	2	Pets
4	Arts	2	Sports
4	Black/Ethnic	2	Women's
4	Fashion	1	Architecture
4	Literary	1	Camping/outdoors
4	Travel	1	Gaming
3	Food	1	Guns
3	Home	1	Hunting/fishing
3	Music	1	LGBTQ
3	Nature & Ecology	1	Medical
3	Politics	1	Men's
3	Science/Technology		

\*Note: This list represents weekly, bimonthly, monthly and quarterly titles. Specials, annuals and "bookazines" are excluded.  
Source: Samir "Mr. Magazine™" Husni Launch Monitor, 2018

# Consumers immerse themselves in magazine content both in print and digital editions

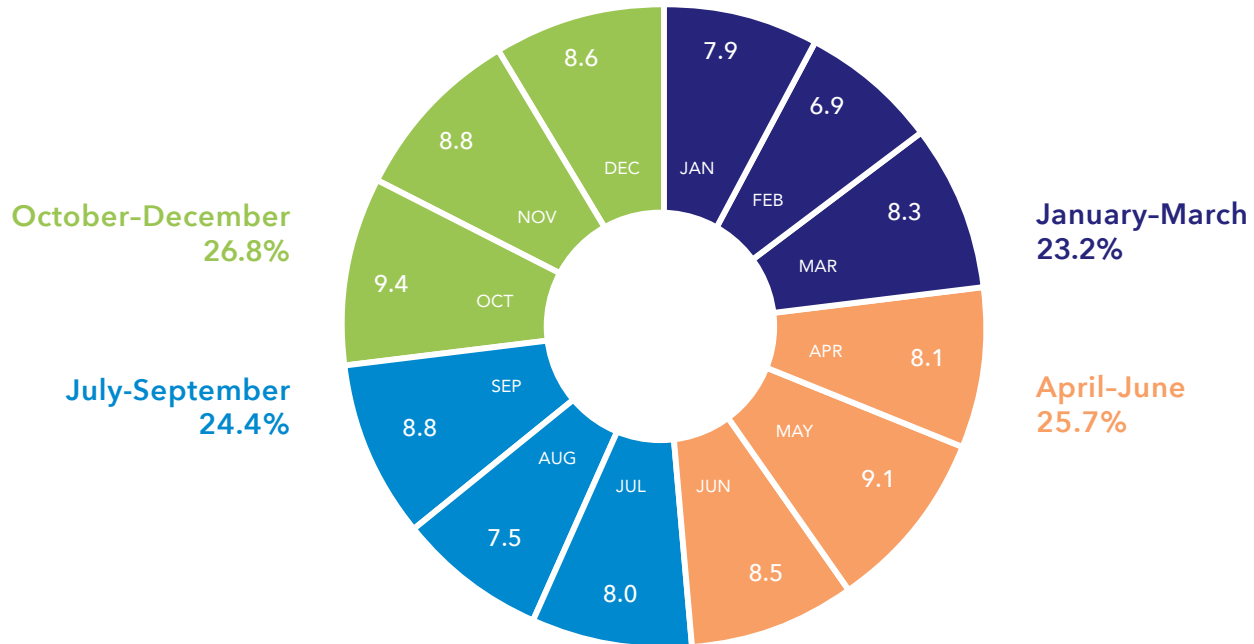


Average time spent per issue

\*Subscribers/newsstand buyers and other members of their households.  
Source: GfK MRI, Special Tabulators, Fall 2017

# Readership is steady all year long

Issue-specific audiences 2016–2017  
by month and quarter (percent)



Note: Includes all publications measured in GfK MRI Issue-Specific Study  
Source: GfK MRI, July 2016–June 2017

# Magazine brands endure

More than **180** print magazines have thrived for more than **50** years (only **11** TV programs can say the same)

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

Source: MPA Info Center, MediaFinder.com, Museum of Broadcast Communications, 2018 data.



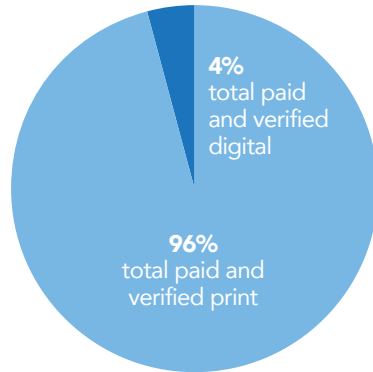
**Staying power:  
For the past 10 years,  
the total number of  
consumer magazines  
has surpassed 7,000**

Number of U.S. print  
consumer magazines 2008–2017

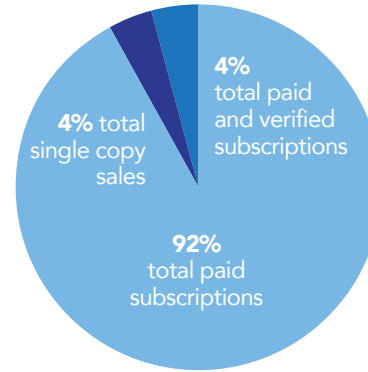
<b>YEAR</b>	<b>CONSUMER MAGAZINES</b>
<b>2017</b>	<b>7,176</b>
2016	7,216
2015	7,293
2014	7,289
2013	7,240
2012	7,390
2011	7,179
2010	7,163
2009	7,110
2008	7,383

Note: Includes consumer print magazines in the  
U.S. regardless of publishing frequency.  
Source: National Directory of Magazines  
MediaFinder.com, 2017

# Print remains strong: Subscriptions dominate



Print and digital  
circulation



Subscriptions and  
single copy sales

Source: AAM, 2017, 2H; 291 U.S. consumer magazines in analysis.

Leading  
marketers  
invest  
in print  
magazines

2017 Top 50 marketers' print magazine rate card reported spend: \$6,107,047,892

1	L'Oréal SA	(in thousands)	699,460	26	Chanel SA	67,436
2	Procter & Gamble Co.		561,041	27	MacNeil Automotive Products Ltd	67,091
3	Pfizer Inc.		369,058	28	Edgewell Personal Care Co.	66,067
4	Kraft Heinz Co.		337,444	29	AbbVie Inc.	63,312
5	Johnson & Johnson		240,900	30	AstraZeneca Plc	62,202
6	LVMH Möet Hennessy Louis Vuitton SA		216,313	31	Fiat Chrysler Automobiles NV	61,109
7	Berkshire Hathaway Inc.		187,089	32	Church & Dwight Co. Inc.	60,919
8	Allergan Plc		174,576	33	JM Smucker Co.	60,341
9	Mars Inc.		172,300	34	Clorox Co.	60,062
10	Unilever		158,498	35	Skechers USA Inc.	59,645
11	Kellogg Co.		153,531	36	Bristol-Myers Squibb Co.	58,733
12	General Motors Corp.		153,017	37	Campbell Soup Co.	54,910
13	Nestle SA		152,496	38	iovate Health Sciences Intl Inc.	51,658
14	JAB Holding Co.		142,195	39	Serta Simmons Holdings Llc	51,062
15	Bradford Exchange Ltd		128,364	40	Kao Corp.	49,609
16	Pepsico Inc.		104,939	41	Rolex Watch Co. SA	46,790
17	Merck & Co. Inc.		102,168	41	Blue Buffalo Co.	46,326
18	Novartis AG		100,016	43	Norwegian Cruise Line Holdings Ltd	45,837
19	Eli Lilly & Co.		98,478	44	Tyson Foods Inc.	45,300
20	Toyota Motor Corp.		98,264	45	Colgate-Palmolive Co.	44,514
21	Kering SA		97,189	46	Amazon.com Inc.	44,310
22	Estée Lauder Cosmetics Inc.		95,274	47	Molson Coors Brewing Co.	43,577
23	Altria Group Inc.		87,011	48	Glaxosmithkline Plc	43,004
24	Synergistic Marketing Llc		69,186	49	Compagnie Financiere Richemont AG	42,766
25	Comcast Corp.		69,003	50	Kimberly-Clark Corp.	42,658

Note: Sunday magazines excluded. Source: PIB and Kantar Media, data as of January 2018

# CAN SHARING BEAUTY TIPS GET UGLY?

With self-appointed beauty influencers coming and going, magazine brands have never looked so good.

Magazine media's expert, authoritative content is more inspiring, trusted and motivating than any other. No wonder its print, online, mobile and video audience has grown to 2.0 billion. Advice you can feel confident about is a beautiful thing.

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Members wishing to subscribe to the MPA Daily News Roundup, the industry’s comprehensive email newsletter of the latest magazine media news and developments, can email [infocenter@magazine.org](mailto:infocenter@magazine.org).

Members can send requests to [infocenter@magazine.org](mailto:infocenter@magazine.org). Staff is available 9:00am to 5:00pm EST, Monday through Friday.

Find more information and updates at [magazine.org](http://magazine.org).

The Magazine Media Factbook 2018/19. Produced by MPA—The Association of Magazine Media. MPA, 757 Third Avenue, 11th Floor, New York, NY 10017. © Copyright 2018. All rights reserved.

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The race to post, tweet and chat every minute has made it hard to know what's real. And it's making magazine brands matter more than ever. Truth is, their authoritative content is more trusted, inspiring and motivating than any other.

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**IMAG** is a community of independent publishers within MPA membership designed to facilitate peer-to-peer convening, sharing and learning. The entrepreneurial leaders of IMAG companies have navigated the transition from traditional magazine company to 360° magazine media brand with creativity and innovation. Fueled by the passionate interest of enthusiast audiences, IMAG brands produce world-class content that captures the attention and loyalty of consumers.

**MPA NEXT** is a community for up-and-coming professionals in the magazine media industry. Its event series features professional workshops, lectures covering a range of relevant topics, open forums focused on media needs and social trends, as well as media mixers and networking receptions. For more information, email [MPANext@magazine.org](mailto:MPANext@magazine.org).

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**AMERICAN MAGAZINE MEDIA CONFERENCE** is the magazine media industry's premiere annual conference, bringing together member companies, related industries and outside guests for a full day of convening. The most influential people in magazine media gather at this must-attend conference to examine all aspects of the industry's dynamics in depth and discuss its evolving future and vast opportunities. In addition to magazine media luminaries, notable past guests and speakers include: Presidents Barack Obama and Bill Clinton, First Lady Michelle Obama, Oprah Winfrey, Jeff Bezos, Ron Howard, Ronan Farrow, Amy Schumer, Julianne Moore, Seth Meyers, Evan Spiegel, Lena Dunham, and many more.



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Ipsos  
J.D. Power & Associates  
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Print magazines inspire readers to take action—to clip ads, to recommend products and to buy them. —page 66

Magazine brand cross-platform audiences continue to rise over time, +23% since launch. — page 8

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