

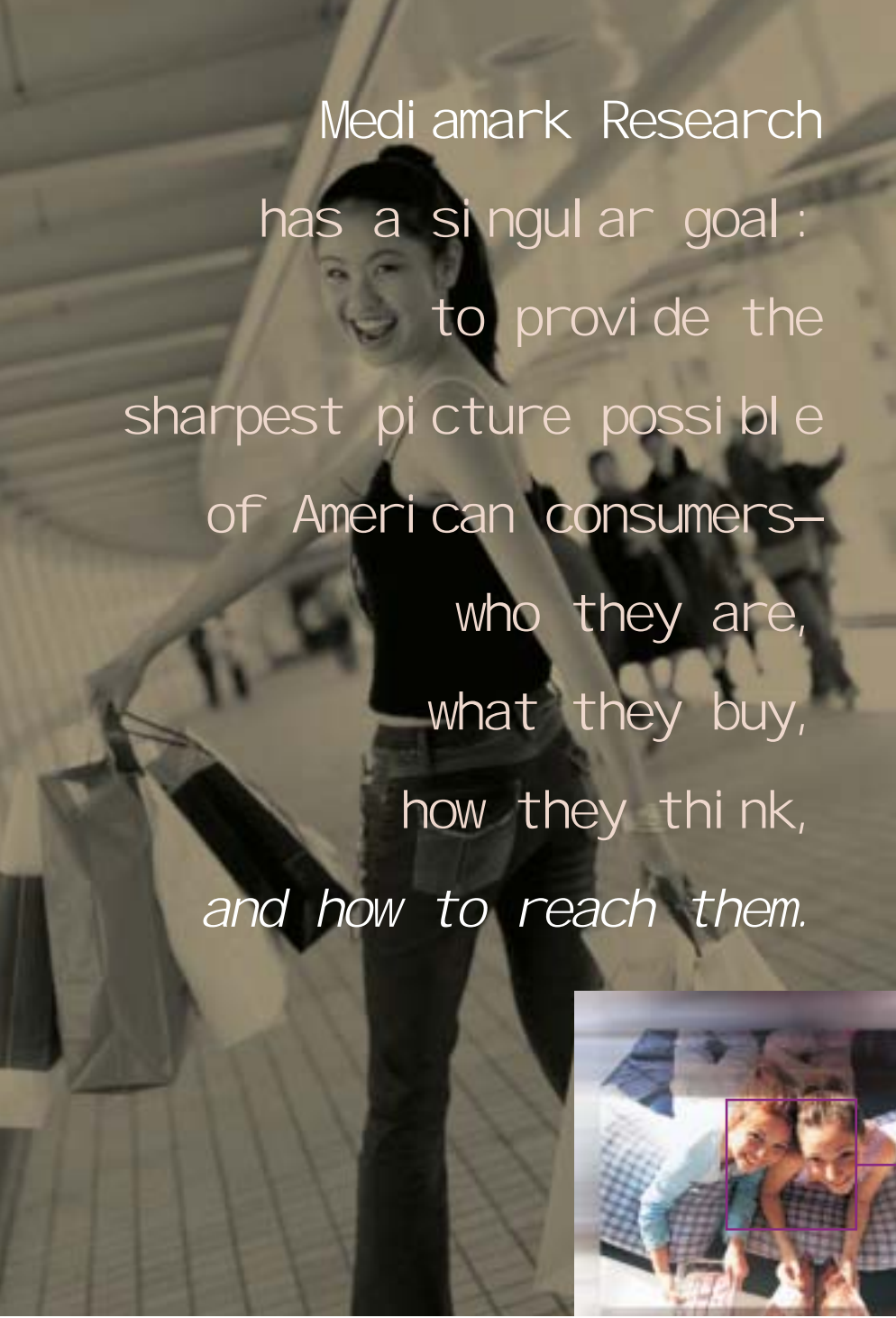
TEEN



MARKET PROFILE



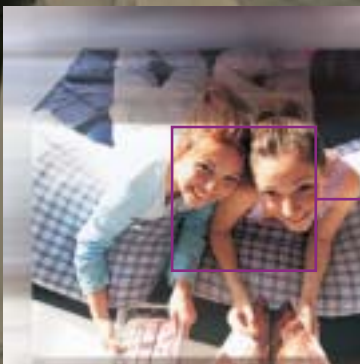
Magazine Publishers of America



Mediamark Research
has a singular goal:
to provide the
sharpest picture possible
of American consumers—
who they are,
what they buy,
how they think,
and how to reach them.



High Resolution Research



Mediamark's Teenmark survey delivers a complete picture of the demographics, media usage, product consumption and lifestyle choices of America's teenagers (ages 12 to 19).
When you are ready to tap into high resolution teen research, please contact us at 212.884-9200.

INTRODUCTION

Between 1990 and 2000, the number of Teens ages 12 to 19 soared to 32 million, an increase of nearly 4.5 million. Their 17 percent growth rate far outpaced the growth of the rest of the population. Needless to say, the United States is facing a massive population shift. With this large number of Teens on the cusp of becoming young adults, the behaviors and attitudes they exhibit now are important to marketers in the present and in the years to come.

The current Teen market represents the most multicultural population the United States has seen. It differs from previous generations in other distinctive ways as well. While today's Teens exhibit a strong need for individuality in their self-expression, they also display a deep attachment and respect for family. In addition, they marry an interest in fashions of the moment with a sincere desire to purchase products from companies that have a social conscience.

Teens are also a robust part of the economy. They have a significant income of their own to spend and also wield increasing influence on household purchases. For example, in 2003, nearly half — 47% — of 9- to 17-year-olds were asked by their parents to go online to find out about products or services compared to 37% in 2001.

This Teen Market Profile is designed to help marketers understand and connect with Teens effectively. It includes a Teen market overview, an examination of the media habits of Teens, and evidence about how magazines reach, connect, and influence Teens and their purchase decisions.

Market Definition

In this market profile, Teens are defined as ages 12 to 17, unless otherwise designated.

MPA's Market Profile series offers an in-depth look at various advertising categories and demographic groups of importance to advertisers, agencies, and our members.

Recent profiles published include African-American/Black, Asian-American, and Hispanic/Latino.

Compiled by MPA's Information Center and Research Department, the profiles synthesize the most recent findings from dozens of sources. To access additional copies of this and other market profiles, please visit our website, www.magazine.org/marketprofiles.

For further detail on content, please e-mail infocenter@magazine.org.

Source: U.S. Census Bureau, 2003 Yankelovich Youth Monitor

For full charts on information presented in this profile, go to MPA's website: www.magazine.org/marketprofiles.

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SNAPSHOT OF THE TEEN MARKET

Why Focus on Teens?

Beyond the growth in the Teen population, marketers cannot afford to ignore Teens for numerous other reasons. This growing powerbase of spenders and influencers are important because they:

- Have significant discretionary income
- Spend family money as well as influence their parents' spending on both large and small household purchases
- Establish and affect fashion, lifestyle, and overall trends
- Provide a "window" into our society — a view of how it is now, and what it is likely to become

Lifestyle, Attitudes, Behaviors

Today's Teens live in a time of sweeping technological advances, relative affluence, and a flattening divorce rate. Consequently, their attitudes and cultural awareness exhibit a number of distinguishing characteristics. For example, they:

- Are realistic and optimistic with a strong sense of individualism, but not with the fierce independence of the previous generation
- Like to be in control and are "hip to hype," but not to the point of cynicism
- Want and expect to have control over their media experiences
- Have access to evolving and new technologies — such as DVRs, instant messaging, and wireless phones

Many Teens feel that "most grownups are really stressed out," and they don't want to follow this example. "Being really good at your job" and having "control in your life" are important components of Teens' definition of success. But, they also value relationships — family is very important to them, and a good marriage is a sign of success.

Teens today understand the need to be able to turn on a dime because they live with short-term change and volatility on a day-to-day basis. Unlike previous eras, Teens also live with paradox, realizing that their choices are filled with a mix of good and bad. Even so, they have a strong sense of empowerment and believe that they can conquer any challenge, actively seeking out causes to support. They are self-assured, with three-quarters or more of them agreeing with the statements "I trust my own judgment a lot" and "I have a very clear idea of my objectives and goals in life."

Teen Attitudes 2003

About Themselves	68% I often buy a different brand just to see what it is like
86% People should be free to look, dress and live the way they want whether others like it or not	67% Most grownups are really stressed out
80% I have a very clear idea of my objectives and goals in life	62% I'm smarter than most kids my age
75% I trust my own judgment a lot	About Adult Success and Accomplishment
70% On things very important to me, I always tell the truth	82% Being really good at your job
	78% Having a really good relationship with your kids
	78% Being in control of your life

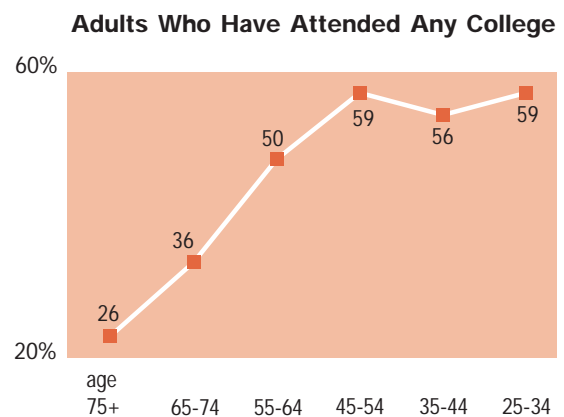
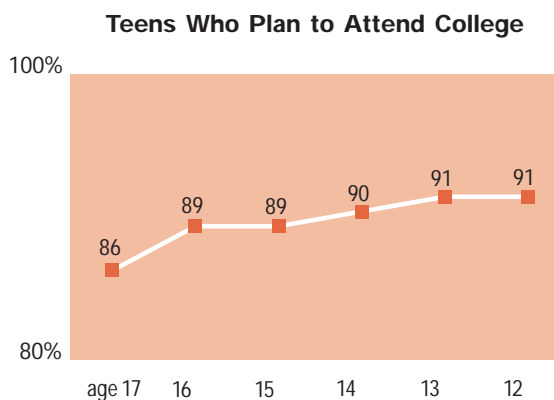
Sources: Teenage Research Unlimited (TRU), October 2003; Yankelovich Youth Monitor as cited in MediaPost's MediaDailyNews "Echo Effect: A New Generation of Media Users, Ad Distrusters" 2/17/04

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SNAPSHOT OF THE TEEN MARKET

Teens and Education

Today's youth may well end up being the most educated generation to date. Nearly nine out of ten 17-year-olds plan to attend college — and these are the Teens whose advanced education decisions are on the immediate horizon. Younger Teens plan to attend college at even higher rates. Only 26% of the 75-year-old and older crowd attended college for any amount of time as compared to 59% of 25- to 35-year-olds. Younger generations have generally attended college at higher rates than previous generations.



Market Opportunities

- **Teens are a growing market.** The Teen population will expand from 32.4 million in 2000 to 33.5 million in 2010.
- **Teens have money to spend.** As Teens age, their yearly discretionary income increases from nearly \$1,500 at age 12 to 13 to nearly \$4,500 by age 16 to 17. As a group, Teens of all ages spent a projected \$112.5 billion dollars in 2003.
- **Teens influence household spending.** Parents consult the computer and market-savvy Teens in their households for large and small purchases.

Market Challenges

- **Teens have more choices than ever.** How will advertisers get — and keep — Teens' attention in the face of so many products vying for their attention?
- **Teens multitask media.**
- **Raised in the age of information and uncertainty, Teens can be skeptical.**

Sources: U.S. Census; MRI Teenmark 2003; Teenage Research Unlimited (TRU); 2003 Yankelovich Youth Monitor as cited in MediaPost's MediaDaily News "Echo Effect: A New Generation of Media Users, Ad Distrusters" 2/17/04

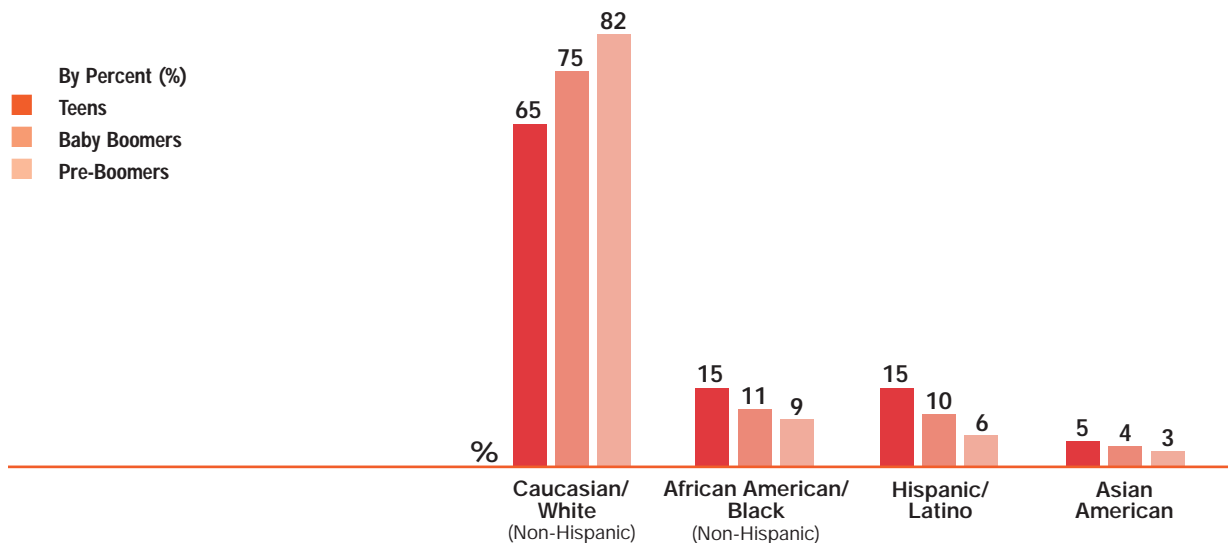
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MARKET SEGMENTATION

When it comes to ethnicity and race, Teens are the most diverse market segment. They are not, however, overly concerned with ethnic designators. According to market research firm Cheskin, they are “intra-cultural” — they do not identify themselves as solely African American/Black, Hispanic/Latino, Asian American, or Caucasian. Teens blur the lines between ethnic and racial identities.

One out of every three Teens age 12 to 19 belongs to a minority racial or ethnic group, according to Interep Research, as compared to one out of five in the Pre-Boomer generation. Some 15% of the 12- to 19-year-old population are African American/Black, 15% are Hispanic/Latino, and 4% are Asian American. The remaining two-thirds are Caucasian.

Diversity of Population by Age Segment



Did You Know?

- Today, the Hispanic/Latino Teen market is 4.6 million strong. By 2020, it will balloon to a size 62% larger than today — growing six times faster than the rest of the Teen market.
- Asian-American Teens ages 10 to 14 are expected to experience the highest percentage of growth in this decade — 31% — from 903,000 in 2001 to 1,188,000 in 2010.

Source: U.S. Census Bureau: population projections 2002. Teens 12–19. Baby Boomers: 39–57. Pre-Boomers 58+; Demographics; Youth

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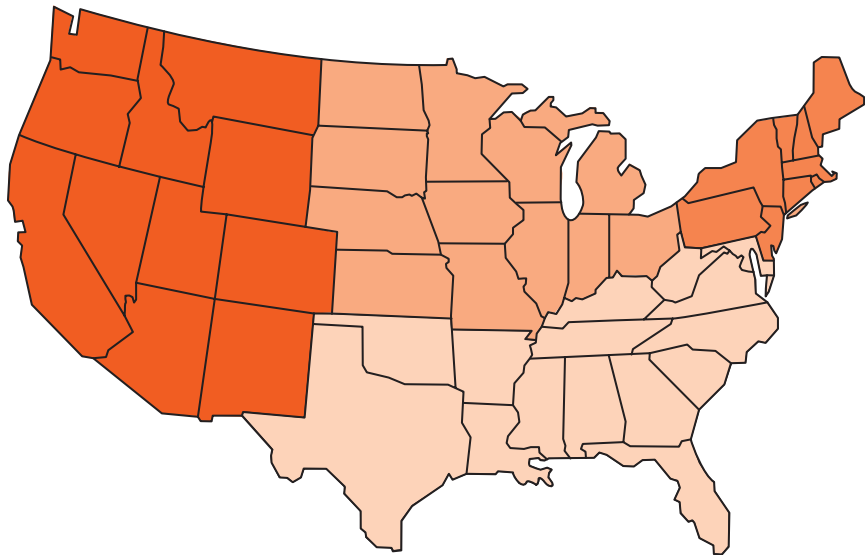
TEENS BY GEOGRAPHIC AREA

Overall, Teen population density mirrors that of the general population. Some trends since 1998 about the Teen population include:

- Twice as many Teens live in the South than in the Northeast (9 million vs. 4 million). While there has been growth in the South of all Teens and adults (up 8%), the region's Teen population has experienced particular growth (up 10%).
- The percentage of Teens that reside in the Northeast, on the other hand, is relatively smaller than the percentage of the population at large — the only region in the country where this is true. In fact, the number of Teens living in the Northeast has declined (down 2%).
- The percent of Teens that reside in the South, Midwest, and West is comparable to the percent of the population at large that do.

Teen Population by Region

■ WEST
22.6% of Teens
22.0% of Population 12+
■ MIDWEST
23.5% of Teens
22.9% of Population 12+
■ SOUTH
36.4% of Teens
35.9% of Population 12+
■ NORTHEAST
17.5% of Teens
19.2% of Population 12+



Did You Know?

- Today's 33 million American 12- to 19-year-olds account for a larger population than that of 193 of the world's 227 countries.

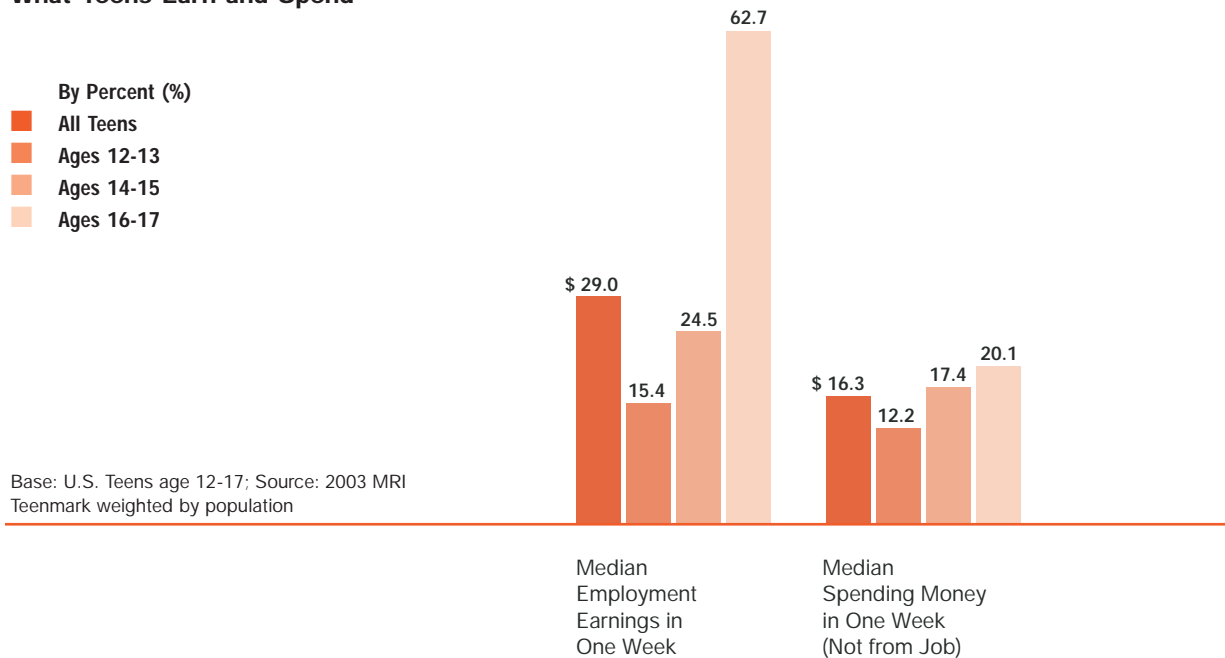
Source: 2003 MRI TwelvePlus; U.S. Census Bureau; TRU's Getting Wiser to Teens

For full charts on information presented in this profile, go to MPA's website: www.magazine.org/marketprofiles.

TEEN BUYING POWER

Teens are a powerful force in the U.S. market — 12- to 17-year-olds spent \$112.5 billion in 2003 alone. Income varies greatly within the Teen market as the population matures. Sixteen- to 17-year-olds have more than four times the amount of earned income as compared to that of 12- to 13-year-olds. The median spending money per week for all Teens ranges from \$12.20 for 12- to 13-year-olds to \$20.10 for 16- to 17-year-olds.

What Teens Earn and Spend



Financial Products and Teens

With a significant amount of income at their discretion, Teens display a surprising level of financial sophistication — a significant proportion have access to financial products and services to manage their money. Nearly four out of ten Teens have a savings or checking account in their own name.

Teens who personally have	% All Teens	% Adults 18+
Savings/checking account in own name	37.2	67.3
Access to credit card	5.3 *	63.3 **

Base: U.S. Teens age 12-17. Source: 2003 MRI Teenmark weighted by population
 * In own or parent's name ** In own name

Sources: Teenage Research Unlimited, October 2003; 2003 MRI Teenmark; NDP Group's Buying Habits of Teens and Tweens Report

For full charts on information presented in this profile, go to MPA's website: www.magazine.org/marketprofiles.

TEEN BUYING BEHAVIOR

What Teens Purchase and Plan to Purchase with Their Own Money

Teens spend in a wide variety of categories, from durable products such as clothing, CDs, video games, and jewelry to nondurables, such as food, soda, snacks, and ice cream. Some specific observations about Teen behavior and purchase intent include:

- Clothing topped the list of both what Teens planned to buy and what they actually purchased.
- Entertainment items, such as video games, CDs, and magazines, figured prominently on Teens' planned purchases and what they actually bought.
- Food, candy, and soda were the most common items recently bought.
- Magazines were on Teens' top 10 lists for both items they plan to buy and what they recently purchased.

Teen males and females' spending habits vary in a few significant ways, such as:

- Twice as many Teen females bought clothes last time they made a purchase and projected purchases compared to Teen males.
- Three times as many male Teens bought and planned to buy video games than female Teens.
- More females tend to consume food and beverages, including candy, soda, snacks, lunch, and ice cream.
- Twice as many males plan to buy a car or car parts as females.

Top 10 Items Teens Plan to Buy with Their Own Money

Overall Teen Rank	By Percent (%)	
	Males	Females
1 Clothes	24	48
2 Shoes	19	21
3 CDs or Recorded Music	19	18
4 Video Games	21	6
5 Jewelry	7	16
6 Food	10	10
7 Soda or Soft Drinks	7	9
7 Car or Car Parts	10	6
8 Candy	6	6
9 Lunch	4	7
10 Magazines	6	3Ω

Base: U.S. Ages 13-17

Top 10 Items Teens Last Bought with Their Own Money

Overall Teen Rank	By Percent (%)	
	Males	Females
1 Clothes	21	43
2 Food	30	31
3 Candy	24	34
3 Soda or Soft Drinks	26	32
4 Salty Snacks (i.e. Chips)	15	22
4 CDs or Recorded Music	19	18
5 Lunch	13	22
6 Shoes	15	16
7 Video Games	18	5
8 Jewelry	7	15
9 Magazines	9	12
10 Ice Cream	7	10

Source: NOPWorld 2003

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WHERE TEENS SHOP

With “mall rat” officially part of the American vernacular, it’s not surprising that shopping malls top the list of where both female and male Teens shop. Teens also shop in numerous other venues, including discount stores, convenience stores, grocery stores, and more. As the age goes up, so does the percentage of Teens who shop in any/all locations measured.

Overall, girls shop more frequently than boys at nearly every shopping venue studied. After shopping malls, apparel and discount stores are girls’ most frequented venues. After shopping malls, boys most often shop at electronics and convenience stores.

Teen Shopping (30-day period)	All Teens	Teen Girls	Teen Boys	Ages 12-13	Ages 14-15	Ages 16-17
Shopping Malls/Centers	57.7	67.4	48.6	52.3	57.7	63.4
Discount Stores	44.6	52.6	37.1	42.2	42.9	48.9
Convenience Stores	44.1	45.7	42.5	35.9	44.4	52.2
Apparel Stores	41.6	53.7	30.1	36.3	43.1	45.6
Grocery Stores	40.0	48.5	32.0	39.8	39.1	41.2
Drugstores	37.1	43.8	30.9	34.0	34.9	42.7
Electronics Stores	33.4	29.1	37.5	28.8	33.4	38.3
Department Stores	32.4	41.8	23.4	29.3	31.1	36.7

Base: U.S. Teens age 12-17; Source: 2003 MRI Teenmark weighted by population

Did You Know...

- Of Teens, 94% say finding the right size for apparel is the most important factor when it comes to choosing a retailer.
- Seventy-five percent of Teens look for the lowest prices and 73% go for frequent sales, reflecting that Teens are very cost conscious.
- Eight percent of U.S. mall shoppers are 14 to 17 years old. Teens 14 to 17 spend on average \$46.80 per mall visit. They visit malls more frequently than any other age group at a rate averaging once per week, and also spend the most time per visit.

Sources: NPD Group report (3/18/04): Buying Habits of Teens and Tweens; ICSC Spring 2003

For full charts on information presented in this profile, go to MPA's website: www.magazine.org/marketprofiles.

TEENS, MAGAZINES, AND MEDIA

Teen Magazine Readers

Magazines appeal to Teens, with eight out of ten Teens reading magazines. That translates into 19.3 million readers today who strongly influence fashion and purchasing trends for the rest of society. In addition, more Teens trust magazine advertising than advertising in other media, and they do not tend to spend time with other media when reading magazines.

Teens Trust Magazines the Most

In an era when skepticism is a common reaction to media messaging, magazine advertising has been and continues to be the advertising medium that Teens — like other market segments — trust the most.

Teens and Advertising Trust by Medium

Medium	Trust Percentage
Magazine Ads	29%
Radio Ads	22%
TV Ads	22%
Internet Ads	18%

Source: Neopets Youth Study 2004

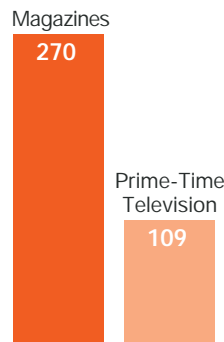
Top 25 Magazines Outperform Top 25 Prime-Time TV Programs in Reaching Teens

Though the perception may be that Teens are geared toward television, the reality is that magazines offer high reach to Teens. Initiative recently released a cross-media comparison (a report that adds up the ratings of each of the top 25 vehicles in both media) and found that the top 25 magazines lead against the top 25 prime-time TV programs in reaching Teens 12 to 17.

Note: Total GRPs were arrived at by adding the rating of each of the top 25 vehicles for each medium.

Magazines Outperform TV

(Gross rating points of top 25 and prime-time TV)

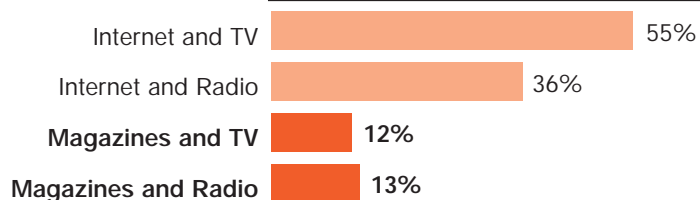


Base: Teens 12-17
Source: Initiative; Nielsen November 2003. (Prime-time regularly scheduled), MRI Fall 2003

Teens Pay Attention to Magazines

Media fragmentation affects Teens, as it does other groups. However, Teens are least likely to multitask media when reading magazines.

Teens and Multitasking Media



Source: Neopets Youth Study 2004

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TEEN INFLUENCE ON PURCHASES

The role of Teens in influencing household purchases is growing as parents rely on Teens' advanced computer skills to research products online. However, Teens who read magazines, especially heavy magazine readers, are even more influential in the household purchases than the average Teen. In addition to everyday household items such as food and personal care items, these Teens who are heavy magazine readers have considerable influence on high-end items such as CD players, computers, and video games when compared with average Teens.

Did You Know?

- Older Teens have more influence than younger Teens on household purchases of personal computers, cell phones, and deodorant.
- Older Teens have about the same influence as younger Teens on purchases of fast food, soft drinks, toothpaste, chewing gum, potato chips, and sunscreen products.
- Younger Teens have more influence than older Teens on video games, ice cream, candy, pretzels, and vacation travel.

Teens Who Read Magazines Have More Influence on Household Purchases

(Index: Heavy magazine readers to all Teens)

Technology and Electronics	107
CD Player	119
Home Stereo	131
Personal Computer + Software	119
Cell Phones	123

Convenience and Fast Foods/Beverages	109
Soft Drinks	114
Fast Food (from Restaurants)	110
Candy	115
Salty Snacks*	119

Skin/Personal Care	111
Deodorant/Antiperspirant	114
Headache/Pain Relievers	121
Hand and Body Lotion	119
Complexion Care	116
Suntan/Sunscreen	116

Hair Care	118
Shampoo	119
Hair Conditioner	121
Hair Spray (female base)	124

Car/Van/Truck	117
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Vacation/Travel	117
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Cosmetics (female base)	112
Blusher	107
Lipstick and Lip Gloss	110
Eye Shadow	108
Mascara	105

*Salty Snacks = Potato, Corn and Tortilla Chips, Pretzels

Note: MRI Teenmark 2003; Chart based on indexed Teens 12-17 years old who are heavy magazine readers; Heavy = Top 40%

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MAGAZINES INFLUENCE TEEN BUYING BEHAVIOR

Teens and Magazine Advertising

Magazines are an influential force on Teen spending. More than 28% of Teens' purchases have been directly influenced by magazine advertising for music, games, makeup, and clothes. When it comes to entertainment, magazines have even more impact, directly influencing 34% of Teens to see a movie in the theater and 35% to buy a video or DVD.

Which of the following have you ever purchased because of seeing a magazine ad about it?	2003
Video/DVD	35 %
See a movie in a theater	34
Clothes	30
Music	28
Games	28
Makeup/Cosmetics	28

Base: Teens 13-18; Source: Neopets Youth Study

Did You Know?

- Teens fund most of their own clothing, entertainment, and music/CD purchases. Their parents are more likely to pay for items such as Internet access and cell phones.
- African-American/Black Teens spend 6 percent more per month than the average U.S. Teen — about \$428 monthly. Yearly, they spend more on items such as clothing, jewelry, computer software, and athletic footwear in comparison with all U.S. Teens.
- Teens want to be responsible with their cash.
 - More than half of all Teens believe “credit cards are dangerous,” with only 12% agreeing with the statement “credit cards are the greatest thing.”
 - Nearly half of all Teens try hard to save money, though 38% of Teens confess that they “usually spend most of my money.”

Source: 2003-1 Roper Youth Report NOPWorld Company (February 2003)

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TEEN MAGAZINE READERS ARE ACTIVE CONSUMERS

Teens who read magazines are more likely to make purchases than the general population in a wide number of categories, including health and beauty, leisure, electronics/technology, apparel, and food. In fact, the more Teens read magazines, the more likely they are to spend or own products in these categories. Teens who are heavy magazine readers also spend more money in convenience and grocery stores than the general population.

	Magazine Readers	Heavy Magazine Readers
Health and Beauty		
\$200+ spent last 12 months (hair, skin, cosmetics, toiletries, or health)	107	123
Leisure		
3+ video games bought	104	116
Drive own vehicle	109	116
Movies attended in last 90 days once a week+	101	126
Electronics/Technology		
\$200+ spent on PC software	103	134
Cell/digital — personal phone	106	123
MP3 player — personally use	106	113
Own a digital camera	108	115
Apparel		
\$500+ spent on clothing	111	126
\$75+ spent on athletic shoes	108	122
Watches — \$100+ spent last 12 months	114	155
Shopping Venues		
\$50+ spent at convenience stores	106	136
\$100+ spent on grocery shopping	108	115
Food/Beverages		
Heavy sports drinks/thirst quencher drinkers	107	121
Heavy bottled water and seltzer drinkers	108	133
Heavy cola/soft drink drinkers	103	112

Base: Index to all U.S. Teens 12-17; Top 40% weighted by population; dollars spent = past 12 months
Source: 2003 MRI Teenmark

TOP MAGAZINE ADVERTISING CATEGORIES AND TEEN BRAND LOYALTY

Advertisers and Teens

Marketers advertise for the most part in the categories where Teens spend money, such as clothing, cosmetics, and entertainment. Many of the top categories advertised to Teens reflect their influence on household purchases, such as hair products, cosmetics, and sporting goods.

Top 10 Advertising Categories for Teen Titles 2003

Cosmetics/Beauty Aids: Unisex and Women
Ready-to-Wear
Footwear
Media/Advertising
Hair Products — Unisex and Women
Personal Hygiene/Health — Unisex and Women
Sporting Goods
Audio/Video Equipment/Supplies
Government/Organizations
Medicines/Proprietary Remedies

Source: 2003 PIB

When compared to all Teens, Teens who are heavy magazine readers are also more likely to be brand loyal across a variety of product categories. For example, they are:

- 21% more likely to be loyal to their brand of sneakers/athletic shoes
- 25% more likely to be loyal to their brand of shampoo
- 21% more likely to be loyal to their brand of disposable razors

Of heavy magazine readers, older Teens are more likely to be brand loyal than younger Teens to a variety of products, including jeans, eyeliner, eye shadow, mascara, facial cleanser, body soap, disposable razors, toothpaste, sanitary napkins/pads, and tampons. Younger Teens are more brand loyal to salty snacks and cookies.

Teen Brand Loyalty

(Index: Heavy magazine readers to all teens)

Apparel*	
Sneakers/Athletic Shoes	121
Jeans	117
Cosmetics (females only)	108
Convenience and Fast Foods/Beverages	107
Salty Snacks**	114
Soda (Cola/Non-Cola/Bottled Water)	111
Mints	123
Hair Care	111
Shampoo	125
Hair Styling Products	112
Conditioner	111
Skin/Personal Care	106
Facial Cleanser (other)	118
Disposable Razors	121
Perfume/fragrance	118

* Apparel measurement available for sneakers and jeans only.

** Salty Snacks = Potato, Corn and Tortilla Chips, Pretzels, Cheese Snacks

Note: Brand loyalty = Teens purchased the same brand the last 3 or more times.
Source: MRI Teenmark 2003; Chart based on indexed Teens 12-17 years old who are heavy magazine readers.

For full charts on information presented in this profile, go to MPA's website: www.magazine.org/marketprofiles.

WHAT TEENS READ

Teens read a wide variety of magazines, especially those or including those that are targeted to their own particular interests, life stage, and gender. When examining the titles that Teens read, whether it be by circulation or by percentage of audience, a few distinctive features emerge, such as:

- Teens read a variety of magazine types, ranging from fashion to automotive to electronic games.
- Teens read about their leisure pursuits. Many of the titles that are popular among Teens are enthusiast titles.
- Gender is a major driver of magazine title selection.

2003 Circulation of Teen Interest Magazines

Boys' Life	1,283,549
Cosmo Girl	1,258,881
Electronic Gaming Monthly	537,939
Game Informer	1,317,912
GamePro	554,335
Junior Scholastic	537,518
Seventeen	2,372,261
Sports Illustrated for Kids	760,787
Teen People	1,579,302
YM	2,209,379

Source: ABC Publishers Statements

2003 Top 10 Magazines by Percent of Teen Audience by Gender

Teen Girls	By Percent (%)
1 YM	46.9
2 Seventeen	35.7
3 Teen People	35.6
4 Allure	16.2
5 Vibe	12.2
6 In Style	11.2
6 Glamour	11.2
7 Marie Claire	10.9
8 Vogue	10.3
8 Source	10.3
9 Self	10.0
10 Cosmopolitan	9.9

Teen Boys	By Percent (%)
1 Dirt Rider	30.4
2 Four Wheeler	20.7
3 WWE Magazine	19.7
4 4 Wheel & Off Road	19.5
5 Motorcyclist	19.4
6 Sport Truck	18.8
7 Popular Hot Rodding	18.4
8 Car Craft	17.9
9 Street Rodder	17.1
9 Truckin'	17.1
10 Cycle World	16.4

Base: U.S. Population Age 12+
Source: MRI TwelvePlus 2003

Did You Know?

- Teens who read magazines are engaged in more activities, ranging from sports to music to organized interests, than Teens who do not read magazines.

SUMMARY

Thirty-two million strong, the Teen market is a force to be reckoned with. Teens are active consumers in terms of the money they spend, as well as in the influence they wield in their families and on societal trends. Despite being raised in a period of rapid change, they display a remarkable self-confidence in their judgment. Teens do their research prior to making large purchases because they want to make informed decisions and are particular about what they buy.

With eight out of ten Teens reading magazines, this medium is one Teens depend upon to become informed. And the numbers show Teens reading a wide variety of magazines. In addition, Teens trust advertising in magazines the most — more than television, radio, or the Internet — and Teens tend to multitask less when they read magazines than they do with other media.

Teens are a diverse, vibrant, growing, and crucial market in the world today. Their beliefs, attitudes, and behaviors will affect the marketplace for many years to come. With their considerable trustworthiness, reach, and effectiveness, magazines remain a powerful way to connect to this valuable market.

As more information becomes available, updates will be featured on MPA's website at www.magazine.org/marketprofiles. For additional copies of this document, or for information on other MPA Market Profiles and resources, please contact MPA at promotion@magazine.org.



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