

MAGAZINE MEDIA FACTBOOK

2021  MPA THE ASSOCIATION OF
MAGAZINE MEDIA



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

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

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

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

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

Brigitte Schmidt Gwyn

President and CEO, MPA – The Association of Magazine Media

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

Magazines are... “

Vital.

Strong.

Wanted.

Here To Stay.

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

-Gen X

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

-Boomer

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

Magazine Industry Spotlight

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

Employment



Total Jobs Supported¹ 219,618



Direct Jobs¹ 73,206



Indirect & Induced Jobs² 146,412

Wages



Total annual wages¹ \$7.48 billion



Average weekly wages¹ \$1,967



Average annual wages¹ \$102,292

Sources:

1: United States Bureau of Labor Statistics

2: IMPLAN model multiplier

How Magazine Publishers are Approaching Sustainability Goals

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

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



Incisive and inspiring environmental coverage



Sustainably sourced paper from responsibly managed forests



Reduced use of non-sustainable plastics



Optimized ink usage and increased use of plant-based inks



Reduced greenhouse gas generation

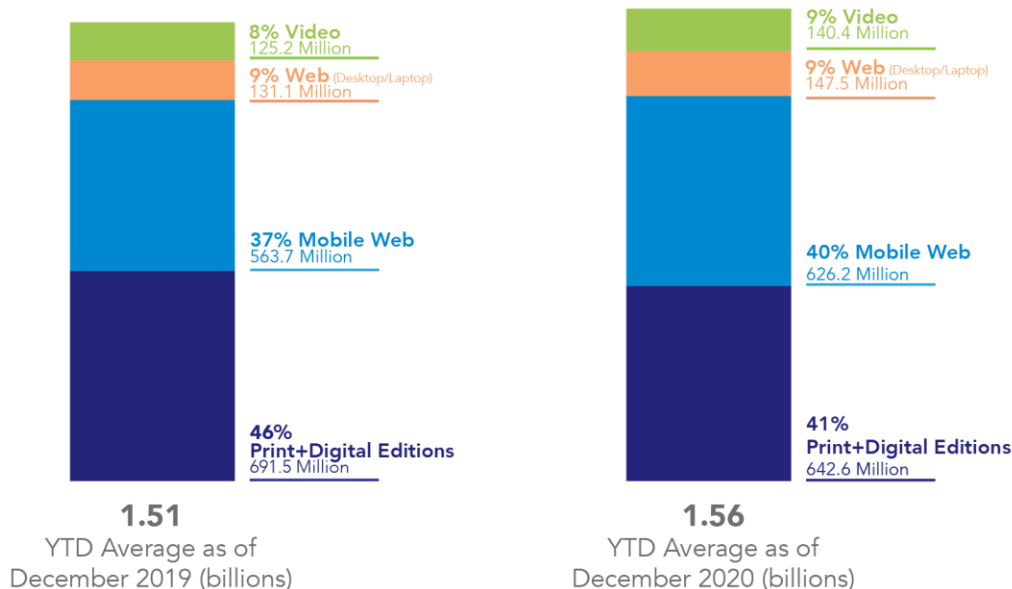


Sustainable and LEED Certified offices

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

Total Brand Audience

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



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

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

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

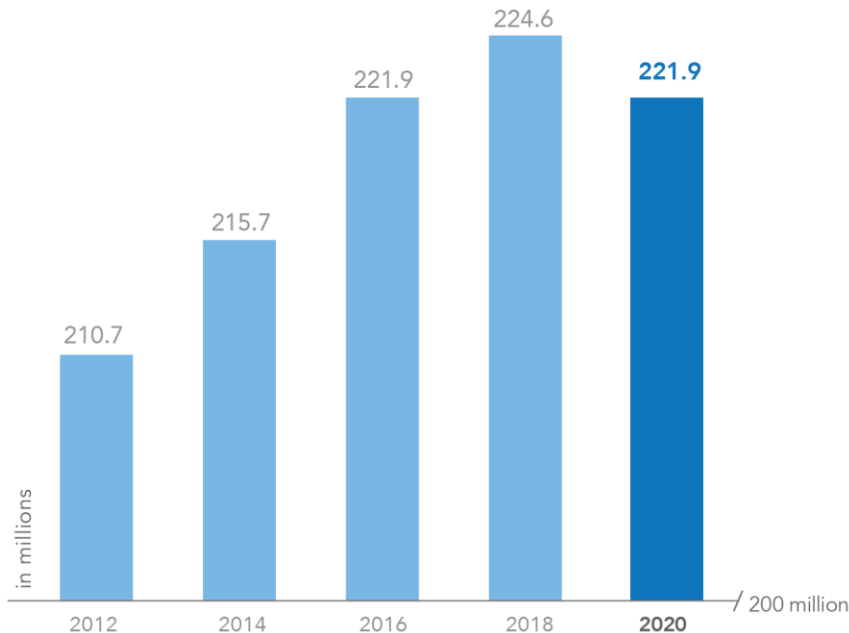
Publishers expect readership to
bounce back when the public
returns to shared spaces.



Magazine audience
declined slightly to

221.9 million

(print and digital audience)



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

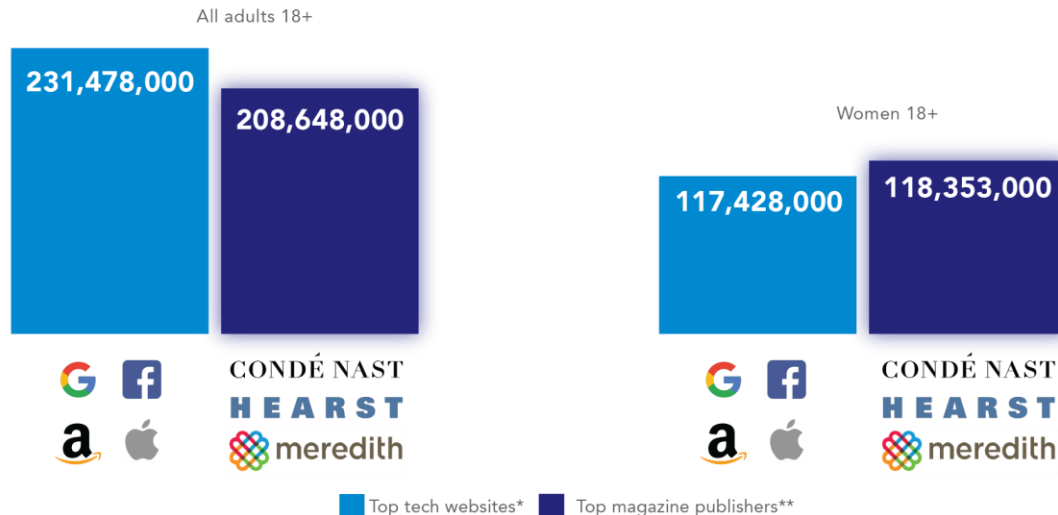
*Includes digital editions

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

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

Magazines outperform on reaching women

Unduplicated reach of top websites vs. top magazine publishers



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

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

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

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

For more information go to magazine.org research and resources

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



Note: Total GRPs equal the ratings of the top 25 vehicles in each medium added together.
 Source: dentsu Media - Americas; Nielsen Npower, September 2019-May 2020 (regularly scheduled primetime programs). Nielsen defines primetime as Monday to Saturday 8pm – 11pm and Sunday 7pm – 11pm; TV ratings based on live + 3 days data; MRI-Simmons 2020 Doublebase (Magazines)

Trust & Engagement

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

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

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

Credibility creates a halo of trust

62% of readers surveyed agree with the statement:

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

“

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

”

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

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

Nearly 60 new print magazines launched in 2020

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

US Print magazine launches by category in 2020*

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

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

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

52%

of women read or browsed magazines for entertainment during the pandemic

41%

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

“

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

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

-Gen X

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

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

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

Base: Magazine readers

Based on top two box scores, any agree

Source: **MRI-Simmons Issue Specific Study** (3/17/21)

Magazines provide valued information, conversation and purchase inspiration

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

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

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

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

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

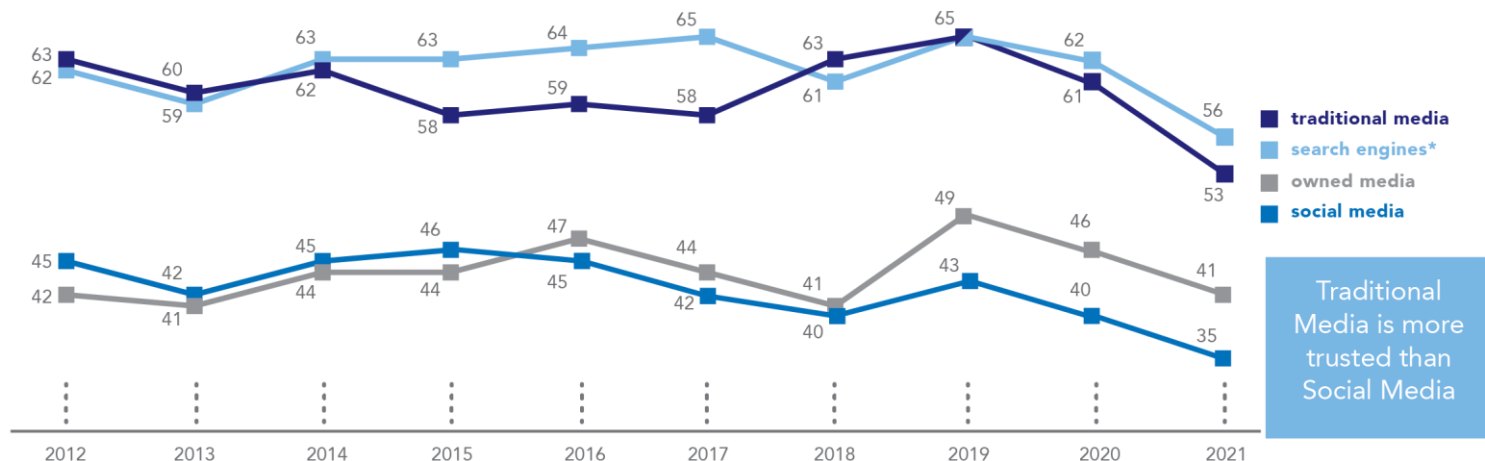
When thinking about this media...	INDEX		
	magazines	websites	ad-supported TV networks
inspires me in my own life	129	97	83
touches me deep down	128	94	94
is a treat for me	121	88	107
trust to tell the truth	120	102	86
don't worry about accuracy	119	100	90
brings to mind things I really enjoy	118	93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

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

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

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

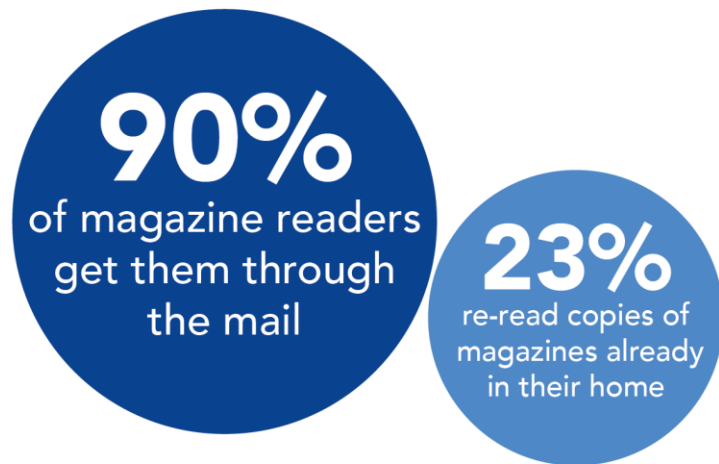
While trust in information sources has declined, **traditional media remains near the top**



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

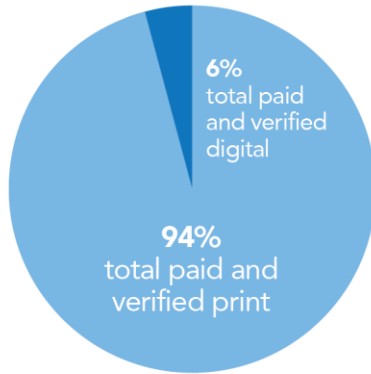
*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

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

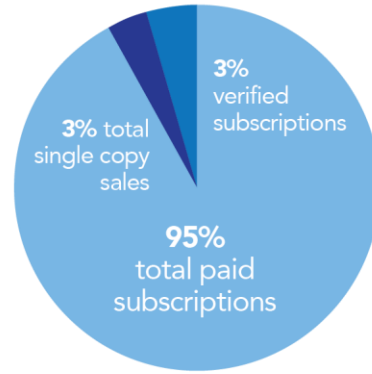


Source: Meredith "Real Women Talking™" Community, July 2020; Women 25-54

Magazines remain strong: Subscriptions dominate



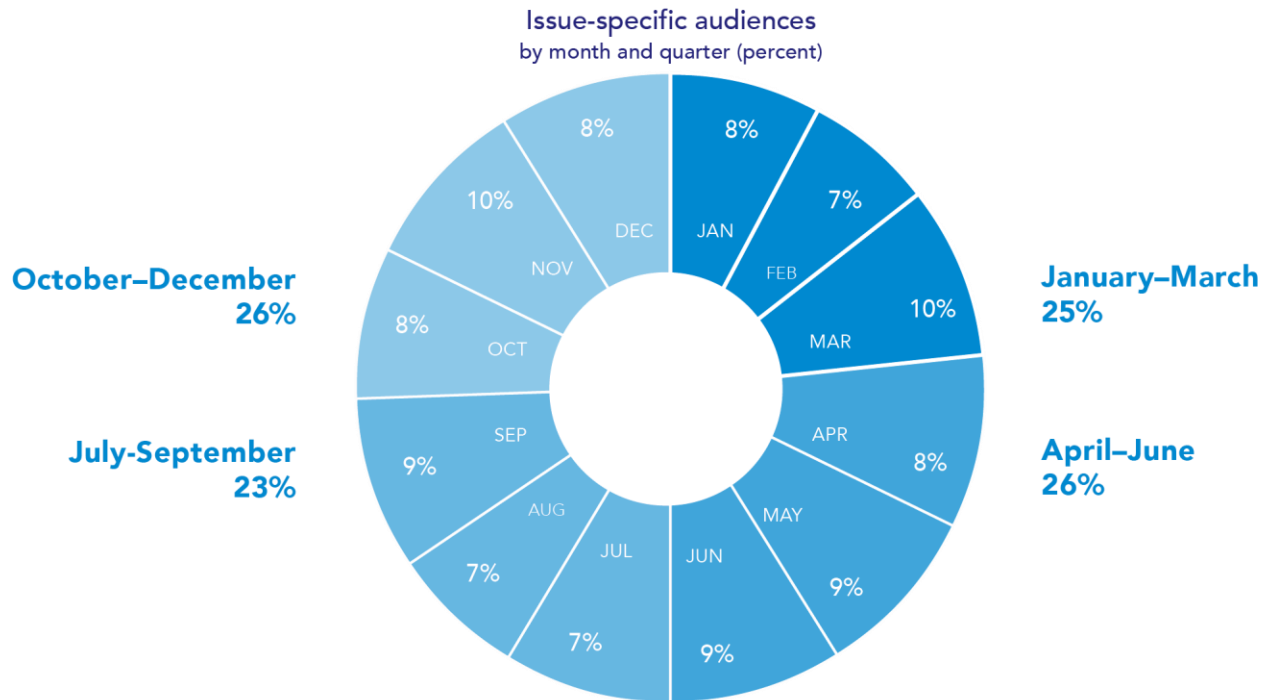
Print and digital
circulation



Subscriptions and
single copy sales

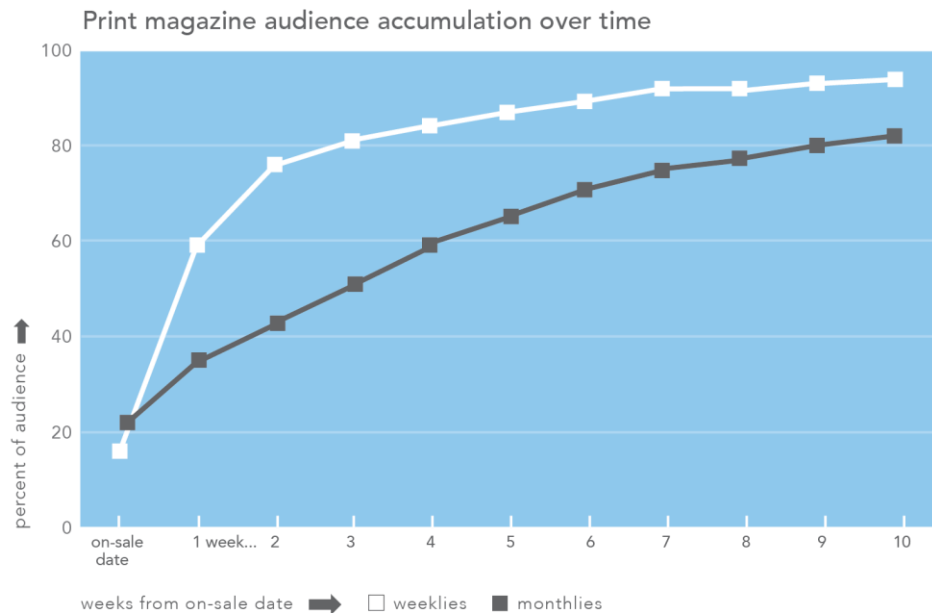
Source: **AAM**, 2020, 2H; 190 U.S. consumer magazines in analysis.

Magazines maintain strong readership throughout the year



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

Magazine
readership
continues
to grow
long after
publication
date

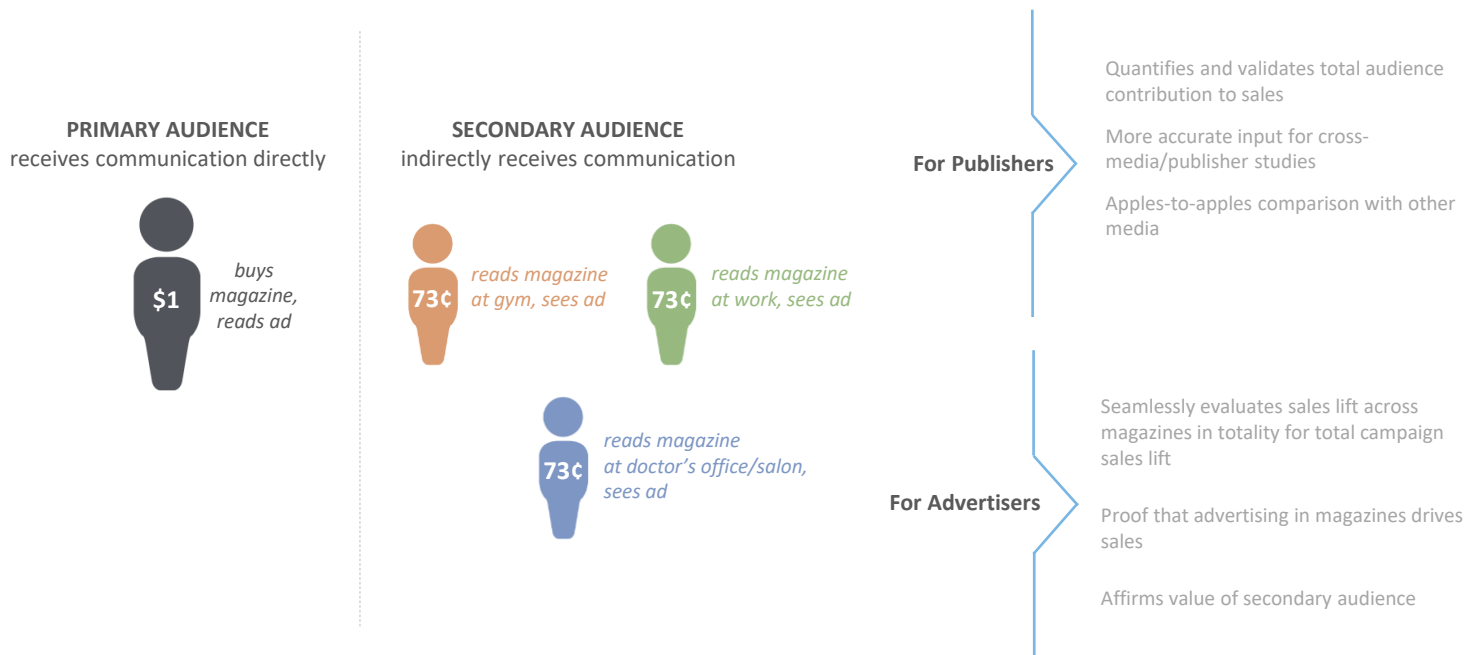


Note: The on-sale date is the actual date the print magazine appears on the newsstand or is likely to arrive in subscriber households. The on-sale date generally precedes the cover date.

Source: **GfK MRI** 2000, Accumulation Study, MRI-Simmons, Fall 2019.

Magazine secondary audience provides value in driving sales

Secondary audience delivers 73% of primary sales response



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

Beyond touch & feel: Magazines retain value

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

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

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

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

6

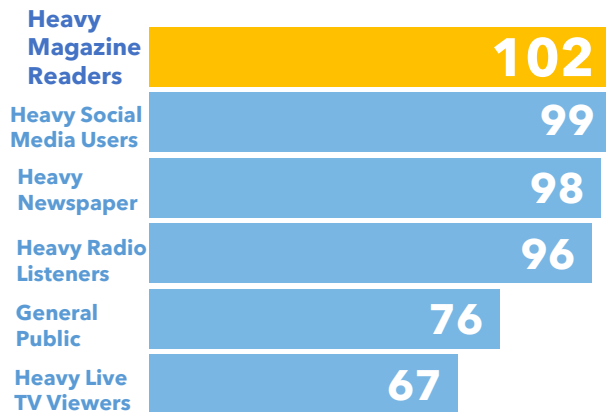
Average Pass Along
Rate/
Readers Per Copy



Source: **2020 Fall GfK MRI**

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

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



Heavy Users are defined as:

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

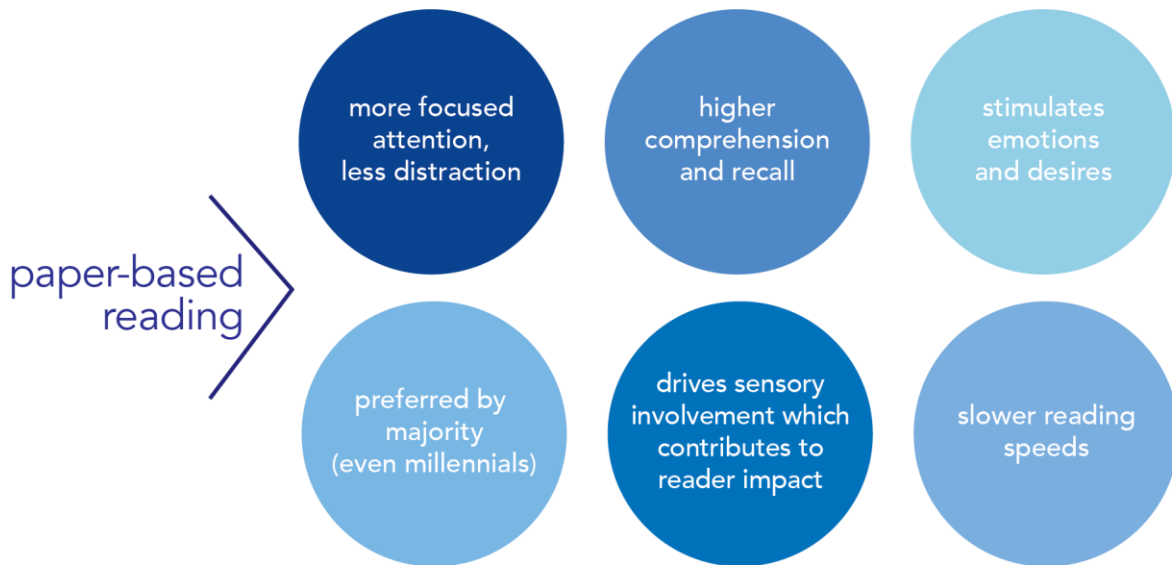
General Public

76 brand conversations per week on average



What neuroscience says about why print magazine ads work

Paper readers remember more.



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

Ads in magazines are in a more synergistic environment

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



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

53%



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

34%

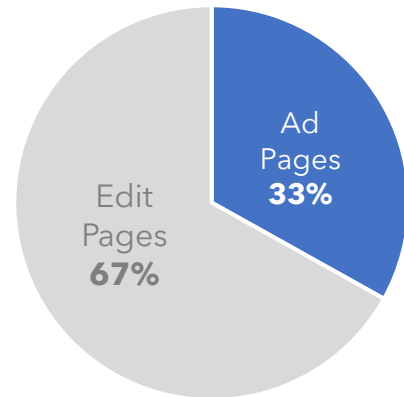


Digital ads fit well with the content

33%

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

Ad-to-Edit Ratio



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

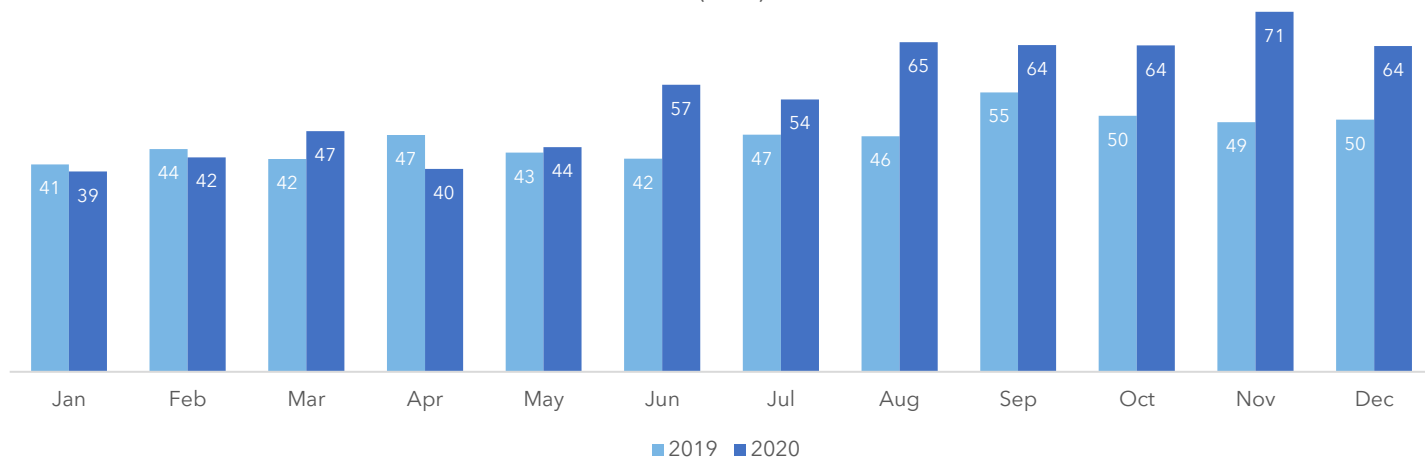
More advertisers bought ads on magazine websites during the COVID-19 pandemic

Magazine website
advertisers increased

+17%

from 2019 to 2020

Number of Advertisers on Magazine Websites
(000s)



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

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

Actions taken as a result of seeing print advertising*

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

*Among those who noted an ad

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

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

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

	Noted	Action Taken
All ads	55%	68%
First quarter of the book	57	68
Second quarter of the book	52	67
Third quarter of the book	52	68
Fourth quarter of the book	55	69

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

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

Action taken includes:

- **Have a more favorable opinion** about the advertiser
- **Consider purchasing** the advertised product or service
- **Gather more information** about the advertised product or service
- **Recommend** the product or service
- **Visit the advertiser's website**
- **Purchase the product** or service
- **Clip or save the ad**
- **Visit a social media site/app**
- **Watch a video** on a website, social media site or app

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

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

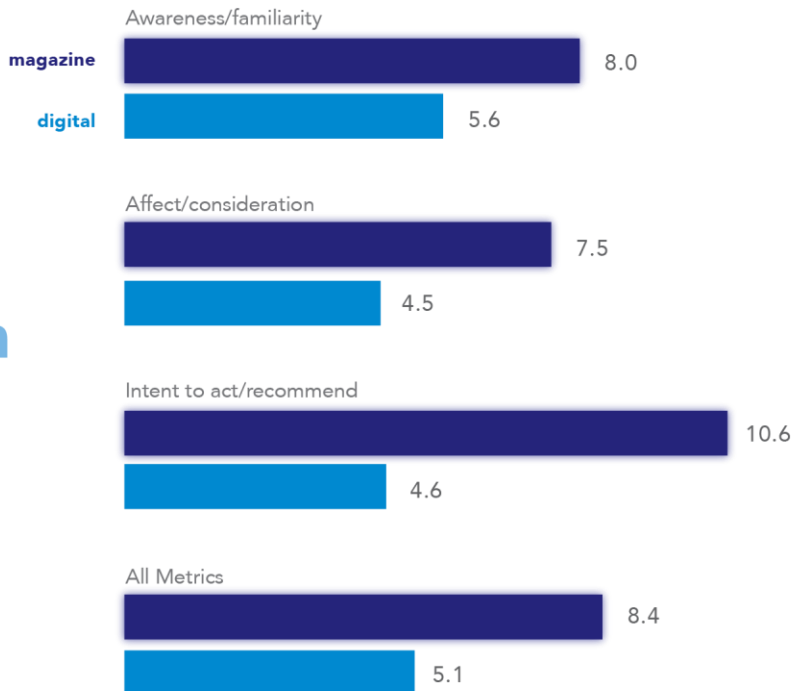
Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.

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

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

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

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

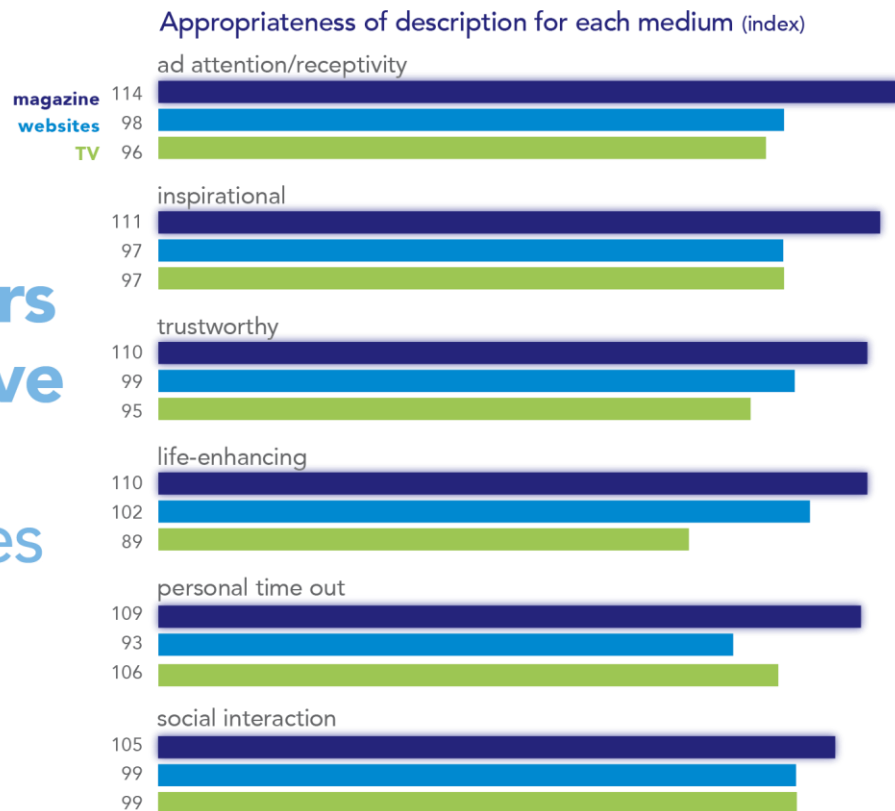


Source: **Dynata ADimension**

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

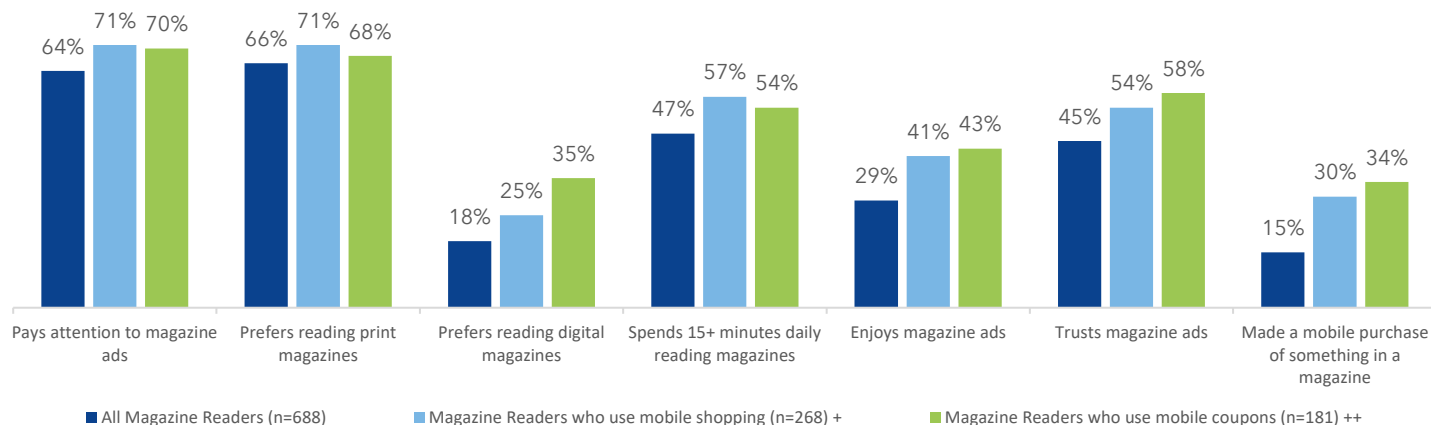
Comparisons do not take relative CPM into consideration

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



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

Magazine readers who are mobile shoppers are more engaged with magazines



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

+ Magazine readers who make online purchases using a smartphone.

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

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

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

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

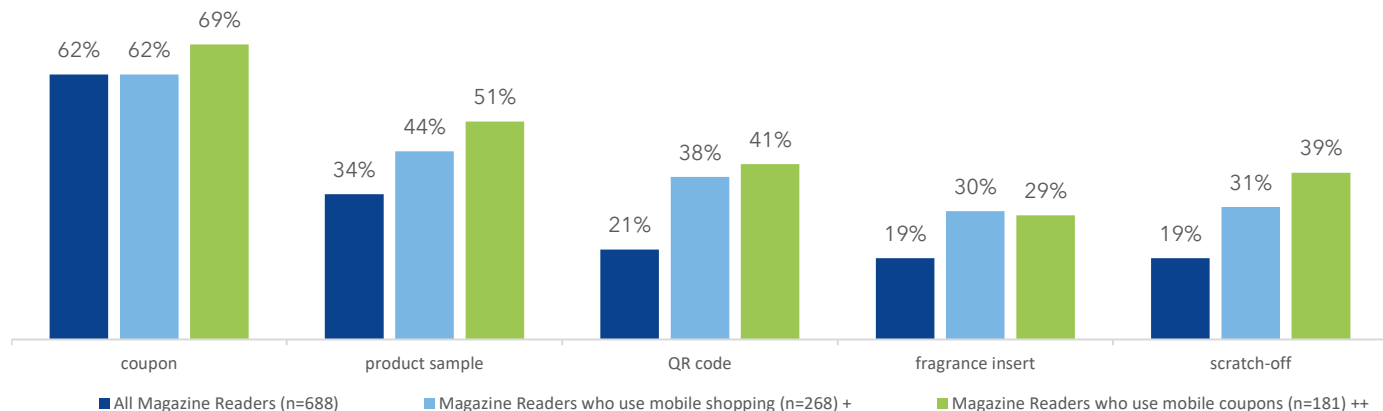
Q: How much non-work related time each day do you spend reading in print magazines?

Q: Do you enjoy magazine ads?

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

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

Mobile shoppers act on advertised offers in magazines



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

* Magazine readers who make online purchases using a smartphone.

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

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

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

Magazines **alone** can drive sales

Ken's Salad Dressing Case Study:

First ever advertising...anywhere!

+18%

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

+11.5%

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

\$4.59

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

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

-Tim Calahane, Senior Brand Manager, Ken's

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

Magazines Drive Efficient & Effective Rx Lift for Pharma brands

On average, magazine advertising drives:

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

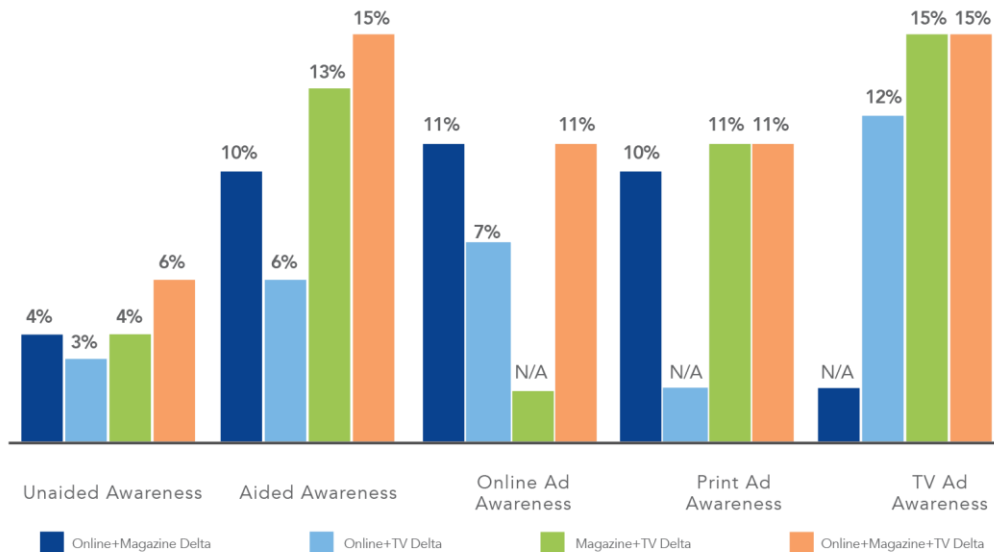
Meredith Pharma Rx Lift (Magazines)

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

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

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

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



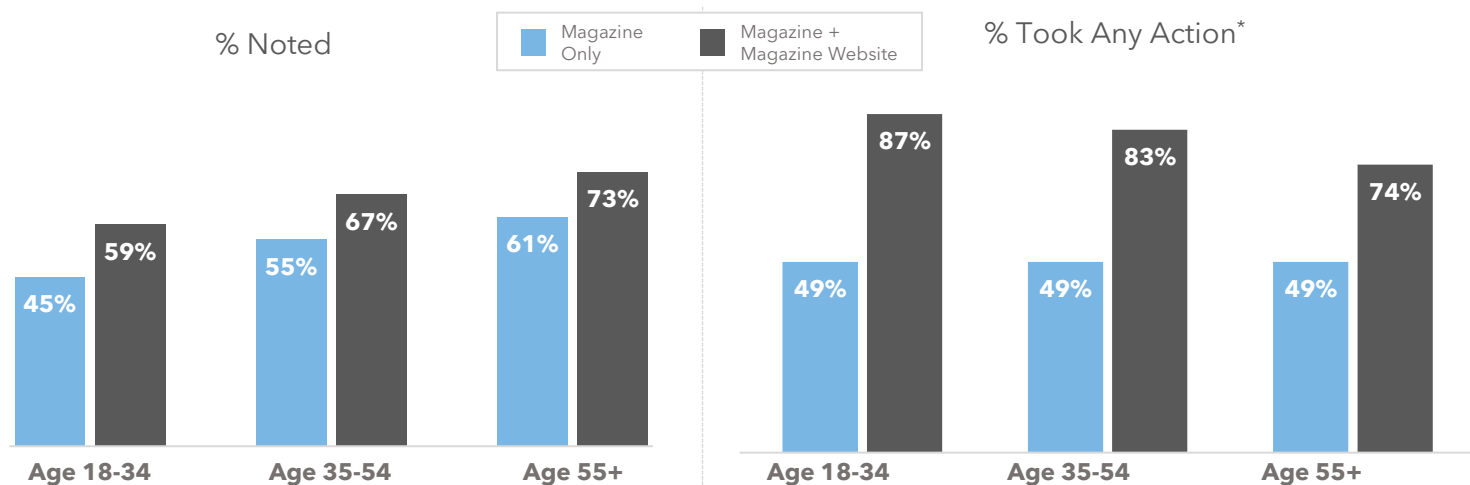
Source: **Millward Brown Digital**; Number respondents: Magazine+Online=30,588; Online+TV=91,019; Magazine+TV=24,503; Magazine+Online+TV=10,907

Magazine + Website Increases Ad Effectiveness

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

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

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



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

Women age 18-34: Magazine Only - 342 issues, 861 ads; Magazine + Website - 347 issues, 868 ads.

Women age 35-54: Magazine Only - 347 issues, 868 ads; Magazine + Website - 347 issues, 868 ads.

Women age 55+: Magazine Only - 346 issues, 867 ads; Magazine + Website - 348 issues, 870 ads.

* Among those who noted an ad.

Magazines Across Platforms

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

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

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

The full report is available for download for free, at info.auditedmedia.com/mm360.

Magazine Media 360°

Top 10 Magazine Brands

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

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

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

Magazine Media 360°

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

Print + Digital AUDIENCE

Web (desktop/laptop) UNIQUE VISITORS

Mobile Web UNIQUE VISITORS

Video UNIQUE VIEWERS

Total Brand Audience

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

*Includes National Geographic and National Geographic Kids

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

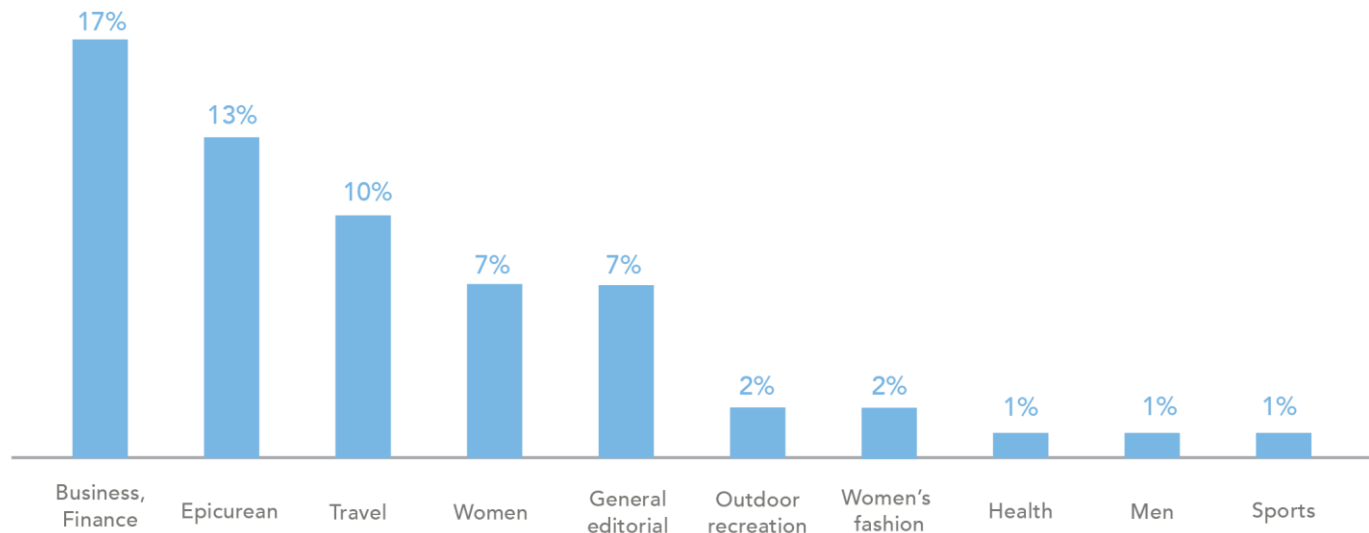
Web (Desktop/Laptop)—comScore Media Metrix®, Mobile Web—comScore Mobile Metrix. Video—comScore Video Metrix.

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

Magazine Media 360°

% Total Audience Growth by Category

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



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

Demographics

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

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

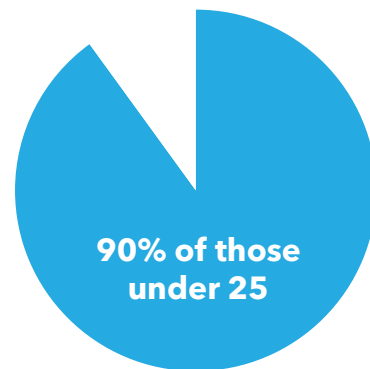
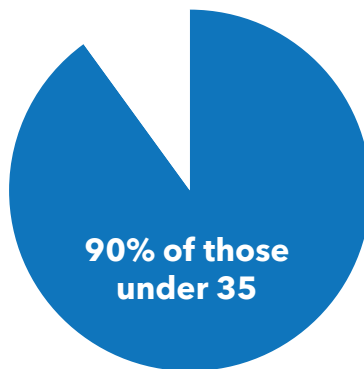
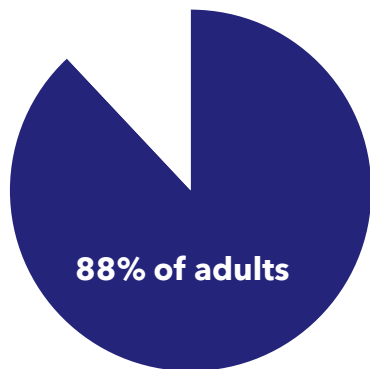
Additionally, a clear majority of readers still **love the experience of the printed magazine**, no matter their age or income. And, **magazines reach more adults than television**, proving that the medium continues to maintain relevance for advertisers' media plans.

Americans of all ages read magazines

- especially younger adults

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

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

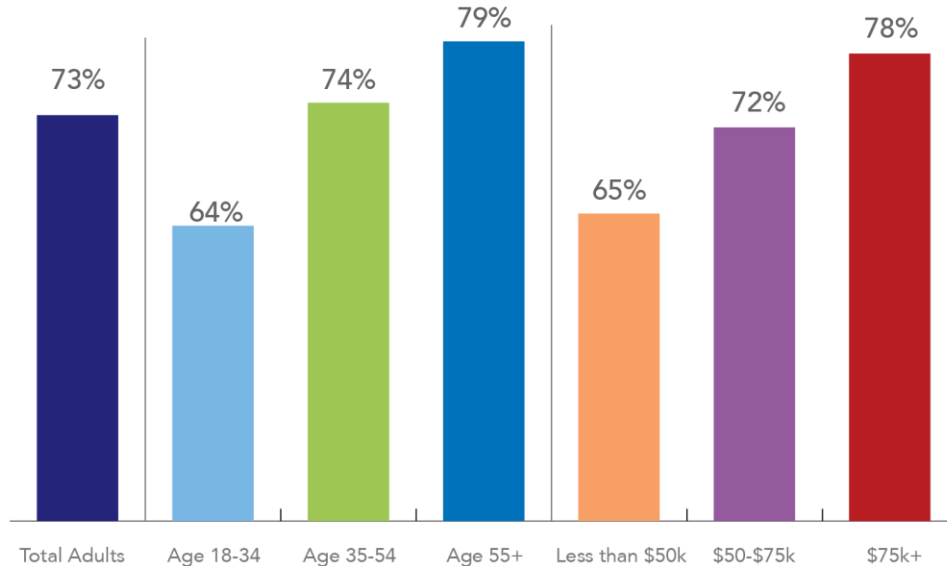


64% of 18-34-year-old magazine readers say that even in the digital age, they love the touch and feel of a printed magazine

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

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

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



“

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

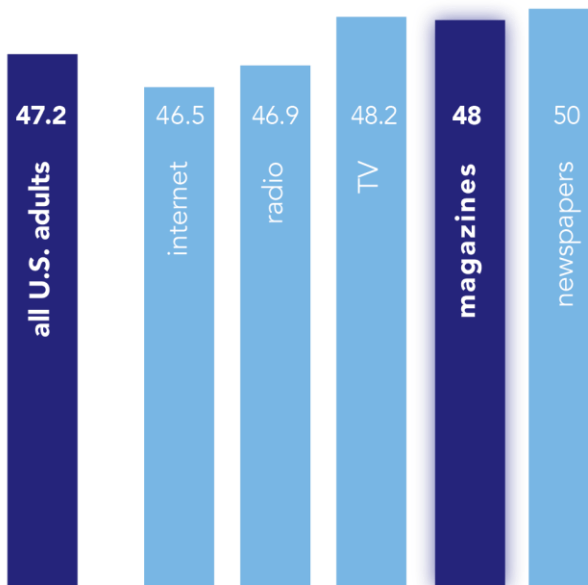
Source: Meredith Real Women Talking @ Community

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

Base: Magazine readers

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

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



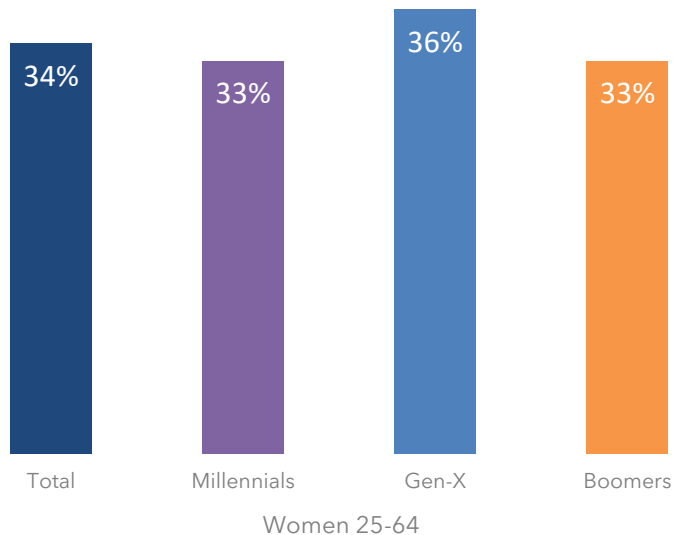
Average age by media usage

Note: Magazine and newspaper numbers represent print only

Source: MRI-Simmons, Fall 2020

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

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



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

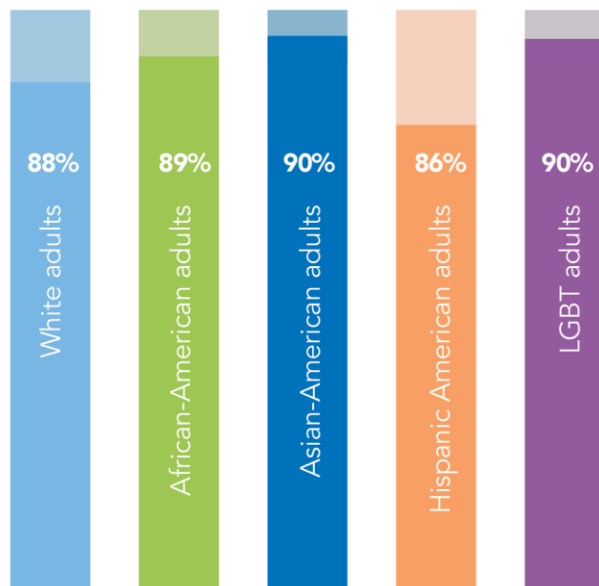
Magazine readership is diverse and inclusive

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

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

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

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



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

Source: MRI-Simmons, Fall 2020

Social Media

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

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

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

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

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

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



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

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

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



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

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

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

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

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



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

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



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

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

Magazine likes and
followers total
697 million

Total Magazine Media Industry Likes/Followers by Social Network

(millions)



Facebook

427M



Instagram

270M **+16% YoY**

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

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

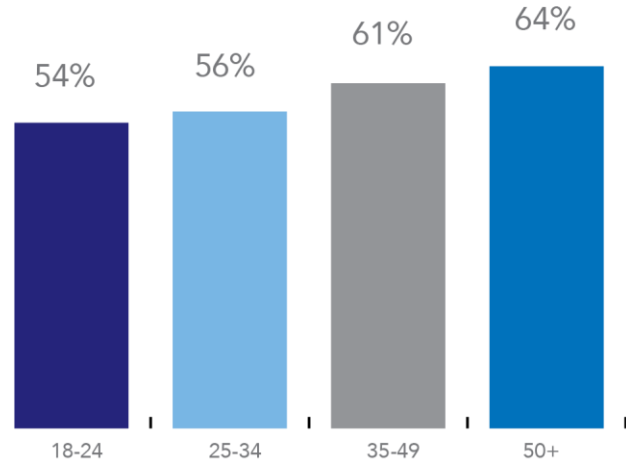
Interest in media types on social media as of 3/18/2021 (reach by age)

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

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

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

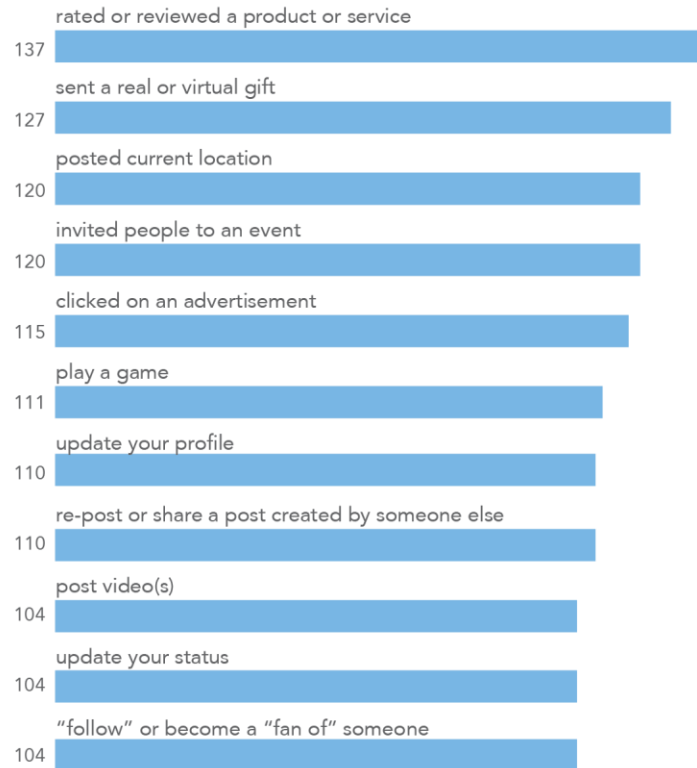
Interest in magazines on social media (reach by age)



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

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

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



*Heaviest users, top quintile

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

Base: All adults

Source: MRI, Fall 2020

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

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

Base: Magazine readers

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

Influence and Category Trends

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

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

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

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

Agree or definitely agree that...

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

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

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

Magazine readers are influencers and trendsetters

Agree or definitely agree that...

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

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

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

“

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

- Millennial

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

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

Agree or definitely agree that...

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

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

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

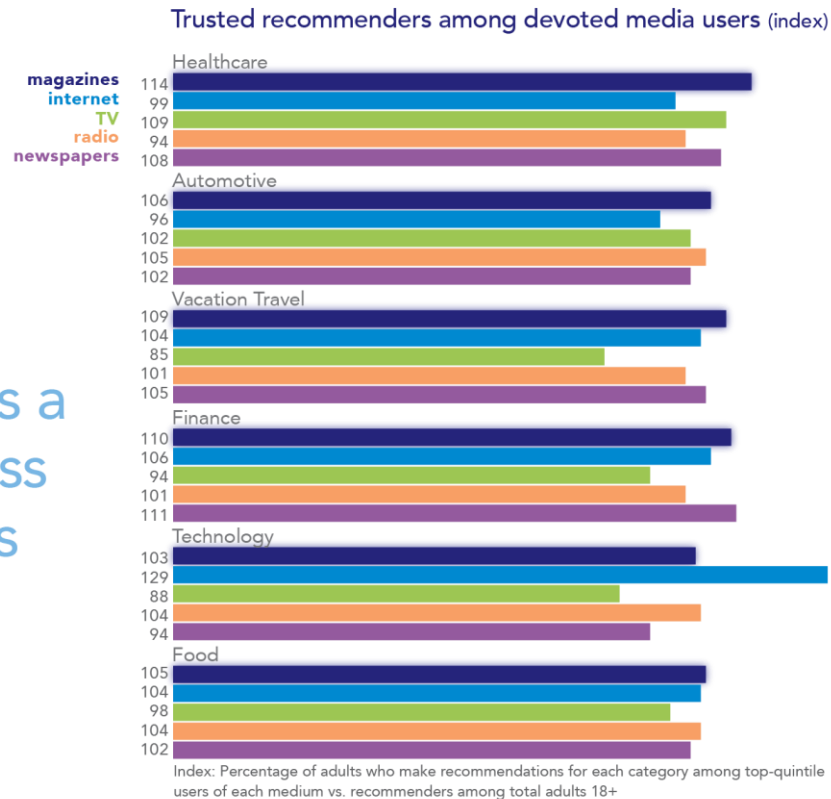
“

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

– Generation X

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

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



Source: MRI-Simmons, Fall 2020

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

Agree or definitely agree that...

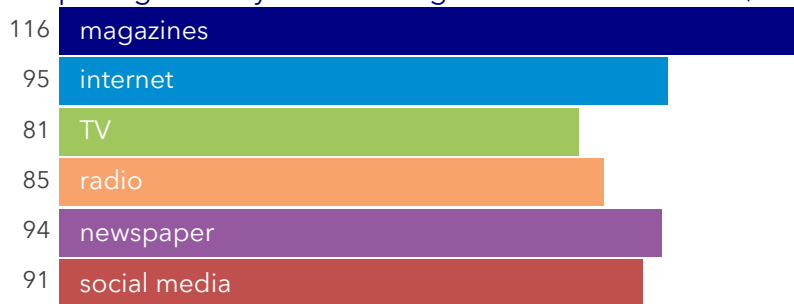
	magazines	internet	TV	radio
I won't leave the house without looking my best	51%	34%	42%	54%
I closely follow famous people/celebrities for fashion trends	39%	16%	18%	33%
I consider myself more fashionable than most people	48%	25%	28%	40%
I use beauty products to make myself look better	63%	47%	49%	56%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

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

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

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

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



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

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

Source: **2020 Fall GfK MRI**

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

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

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

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

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

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

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

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

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

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

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

Agreement with statements and opinions about pharmaceutical advertising (index)

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

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

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

Magazine readers are more engaged with digital health apps and websites

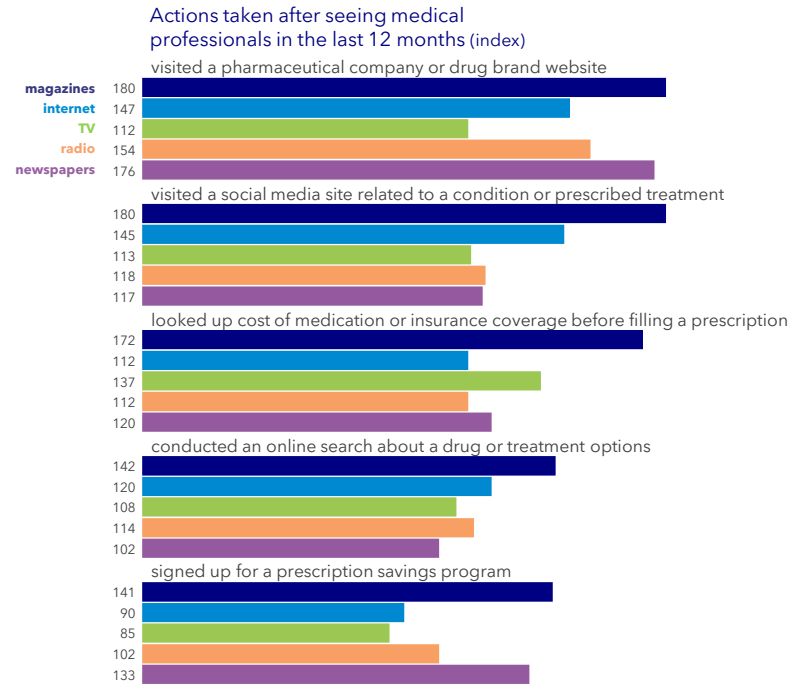
Agreement with statements and opinions about digital health (index)

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

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

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

Magazine readers find information online after seeing a doctor



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

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

Magazine advertising drives consumer healthcare actions more than advertising anywhere else

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

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

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

Magazine readers are more connected via health-related mobile apps

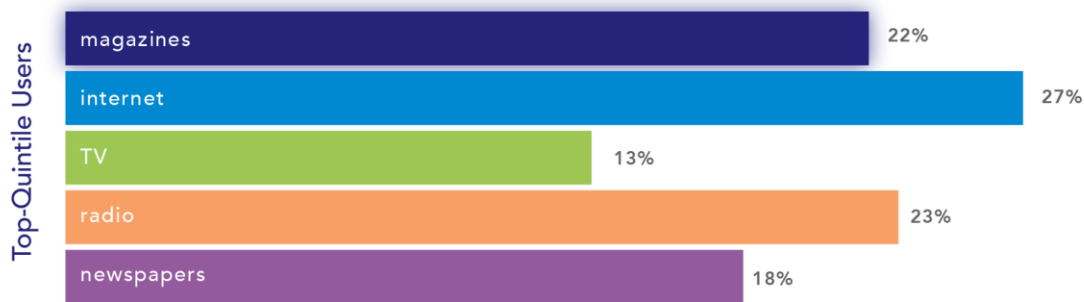
Health-related mobile apps used in the last 6 months (index)

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

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

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

Share of podcast listeners in the last 30 days

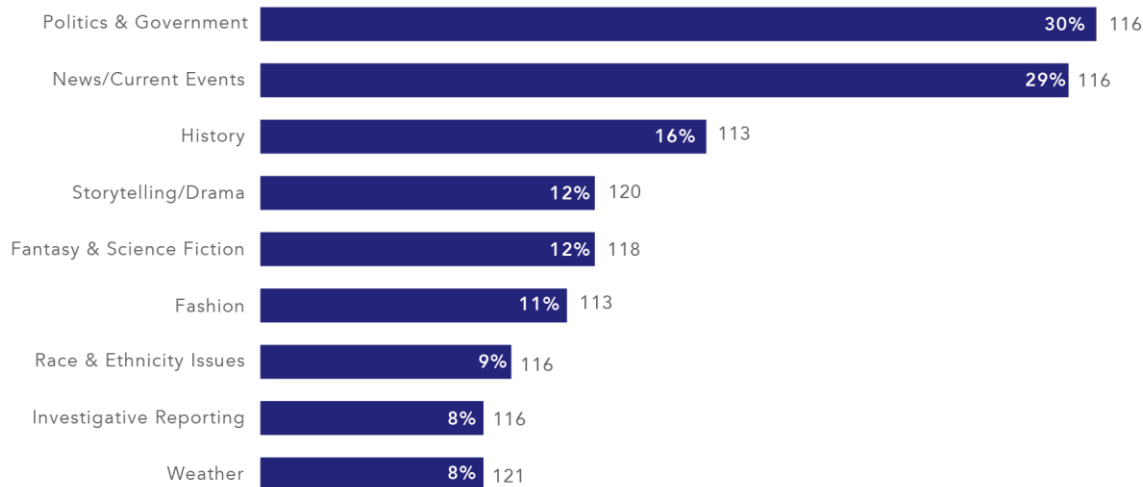


Base: Adults 18+ who listened to a podcast past 30 days

Source: **MRI 2021 Podcast Study**

Magazine readers listen to a wide variety of podcast topics

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



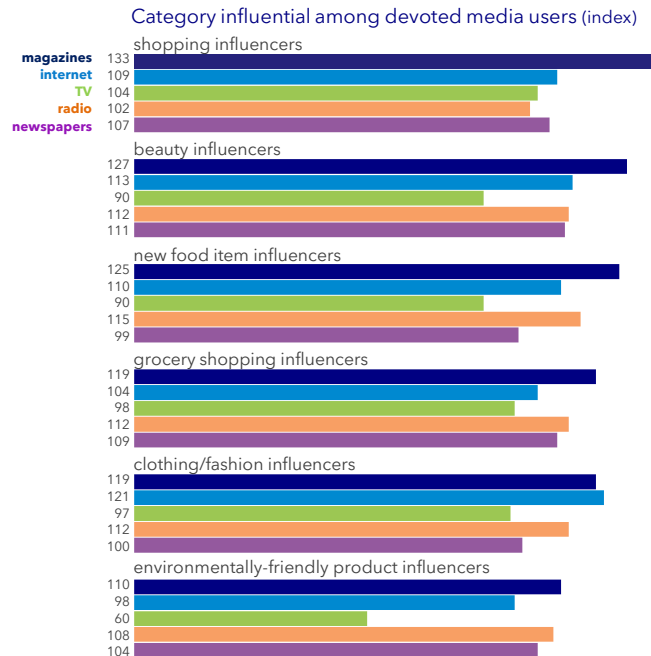
Index: Top quintile of magazine readers vs. adults 18+
 Base: US Adults who listened to a podcast in the last 30 days
 Source: **MRI 2021 Podcast Study**

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

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

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

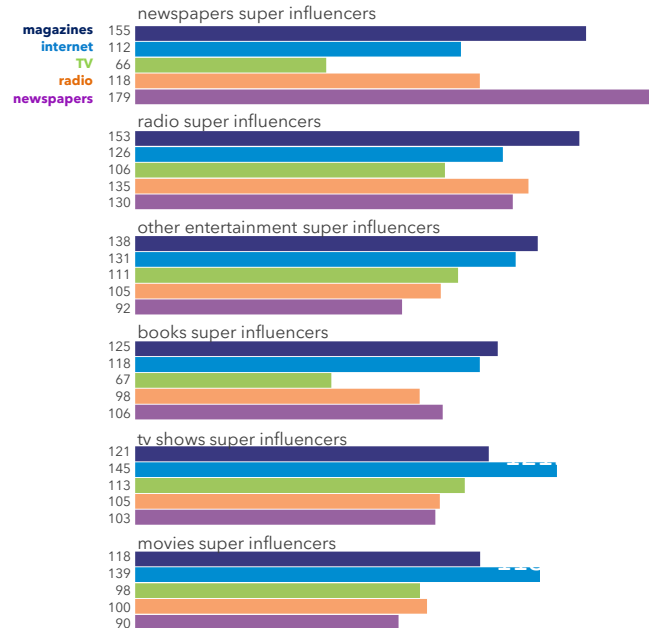
Magazine readers influence shopping behavior **overall** and in **key categories**



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

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

Super influential consumers for media and entertainment categories among dedicated media users

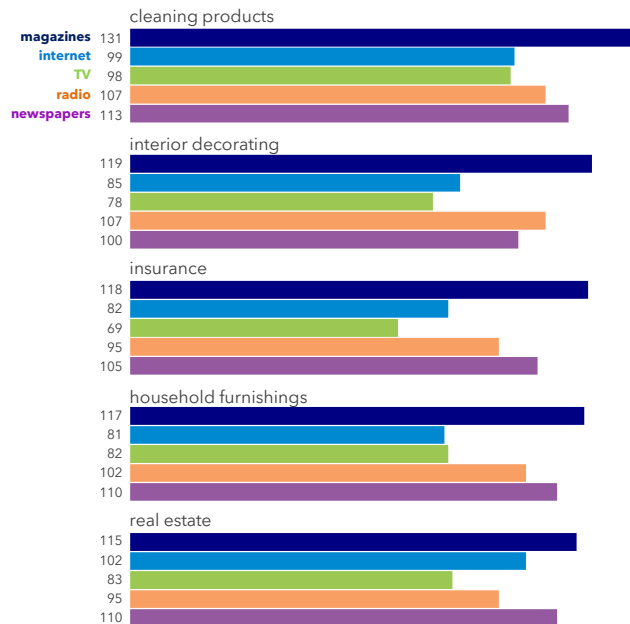


Index: Percentage of super influential among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Super influential consumers are defined as people who have great experience in the topic, whose advice on this topic is trusted by friends and family members,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

Source: 2020 Fall GfK MRI

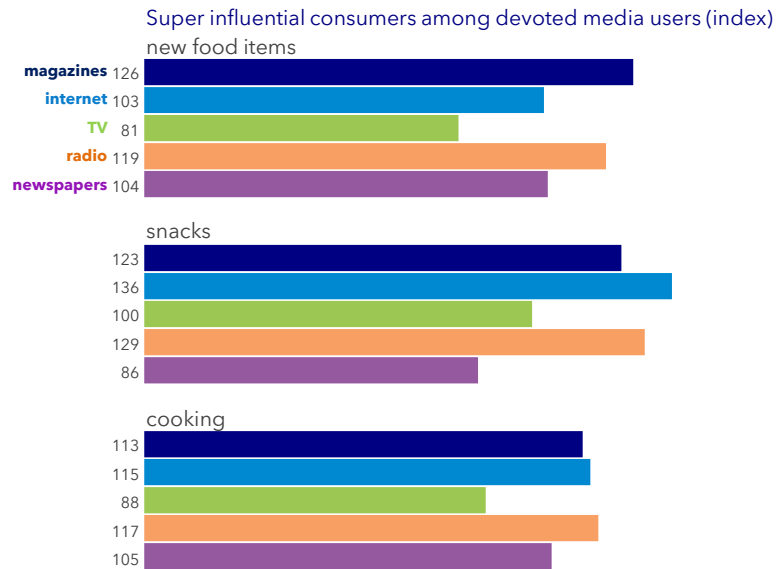
Magazine readers are **super influential** on all things "home"

Super influential consumers among devoted media users (index)



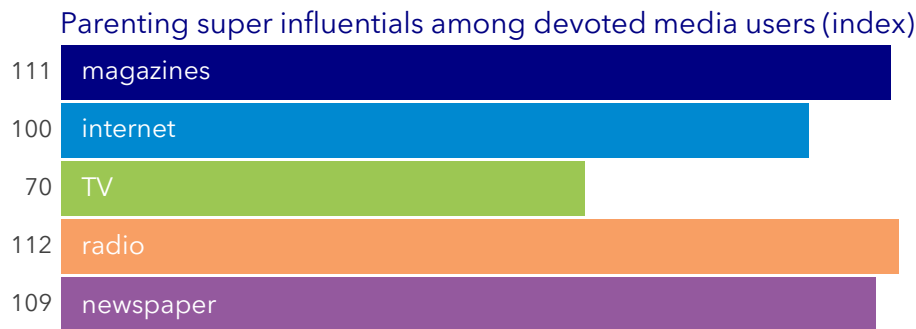
Index: Percentage of super influential consumers among the top quintile of users of each medium vs. percentage of super influential among adults 18+. Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends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

Food super influential consumers are more likely to regularly devour magazines



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

Parenting super influentials are more likely to be devoted magazine readers



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

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

Magazine readers' average spend index

**Age
18-34**

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

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

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

Magazine readers' average spend index

**Age
35-54**

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

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

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

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

Magazine readers' average spend index

**Age
55+**

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

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

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

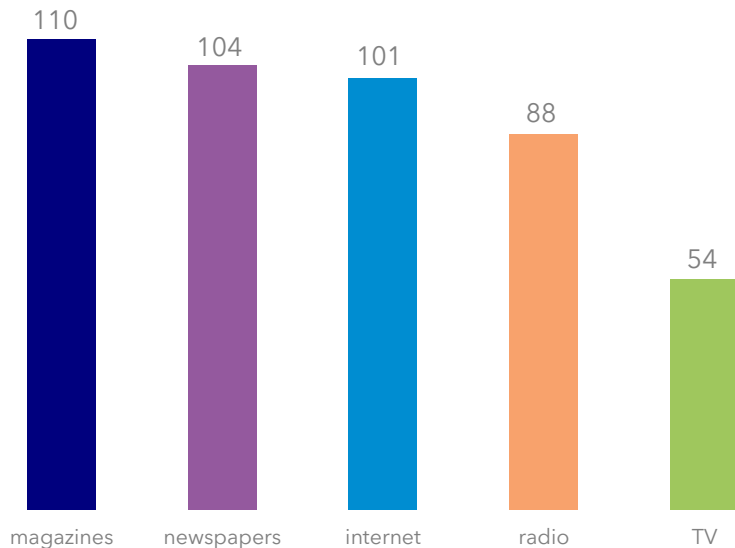
Affluent Readers

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

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

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

Magazines reach premium audiences in high-income households



Household income \$250k+ (index)

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

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

Devoted magazine readers are wealthy with high-value assets

Heavy media users – median values (\$000)

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

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

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

Devoted magazine readers are heavy spenders across all categories

Heavy affluent users indexed to total affluents

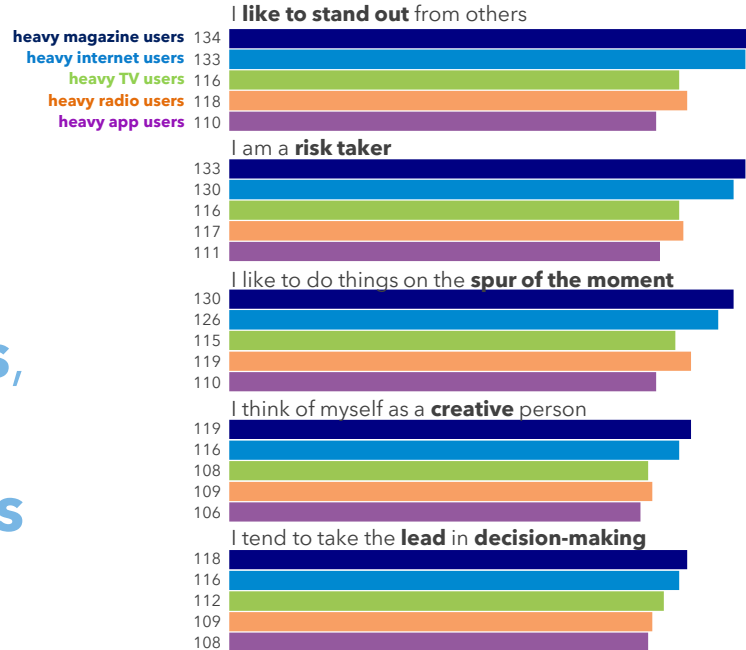
	magazines	internet	TV	radio	mobile app
Total expenditures	167	150	127	121	110
Watches and jewelry	253	223	186	146	104
Home and garden	202	179	155	125	110
Alcoholic beverages	186	177	150	146	121
Apparel & accessories	173	164	137	128	115
Leisure, entertainment & dining	149	140	129	122	117
Computers, electronics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

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

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

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

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



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

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

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

Travel Attitudes

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

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



Plan to **take a cruise***



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



Travel publications and TV inspire me to seek new experiences



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



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

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

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

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

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

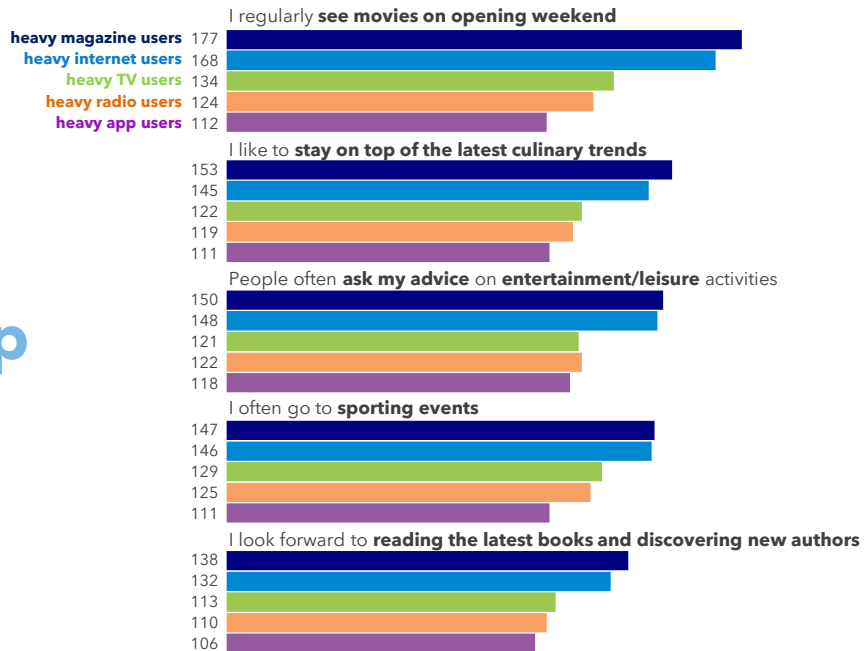
Heavy users of each media defined as top-third of users in terms of time spent or usership.

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

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

Entertainment Attitudes

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



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

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

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

Financial Attitudes

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



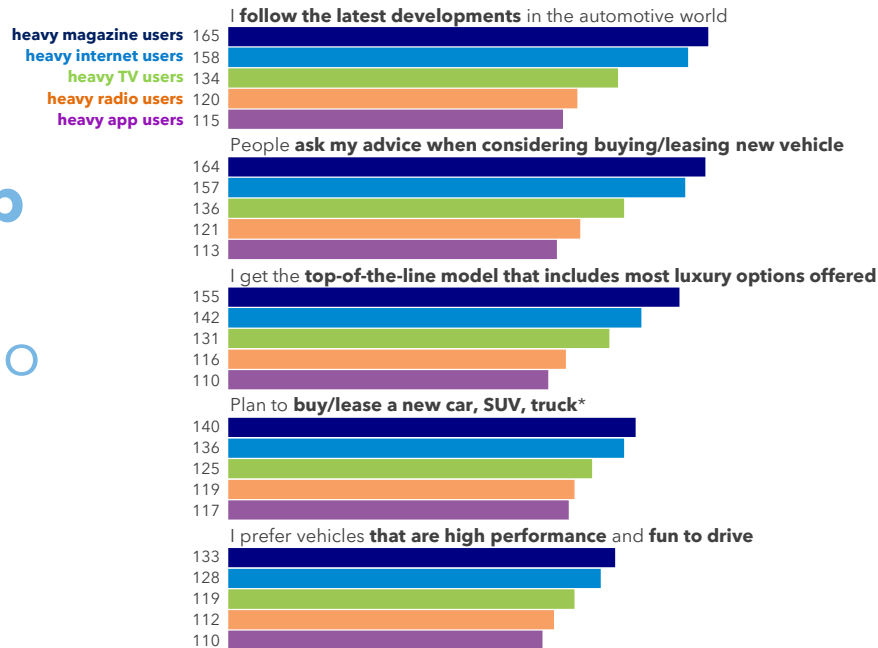
Heavy users of each media defined as top-third of users in terms of time spent or usership.

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

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

Automotive Attitudes

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



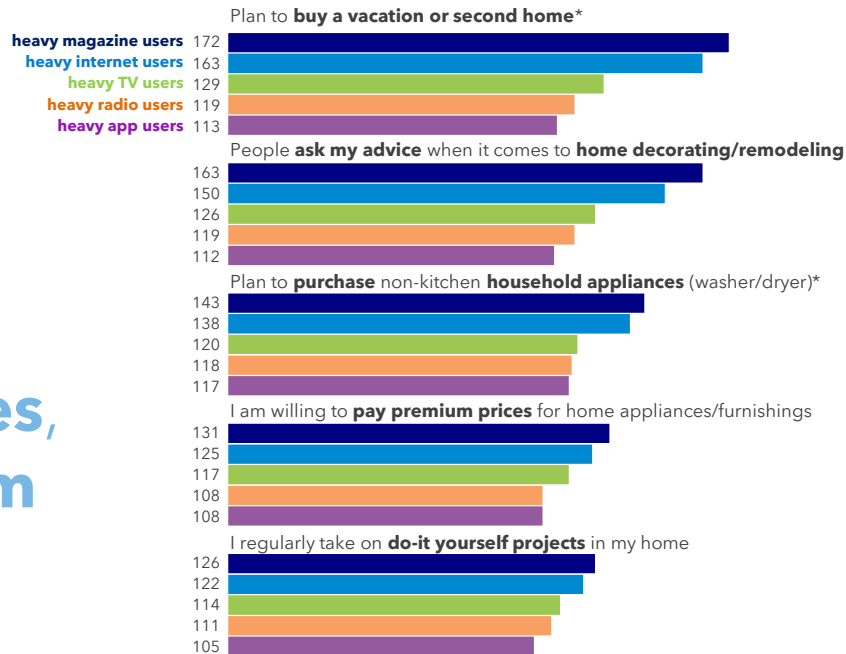
Heavy users of each media defined as top-third of users in terms of time spent or usership. *Next 12 months

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

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

Home Attitudes

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



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

*Next 12 months

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

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

Smart technology usage among devoted affluent media users (Index)

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

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

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

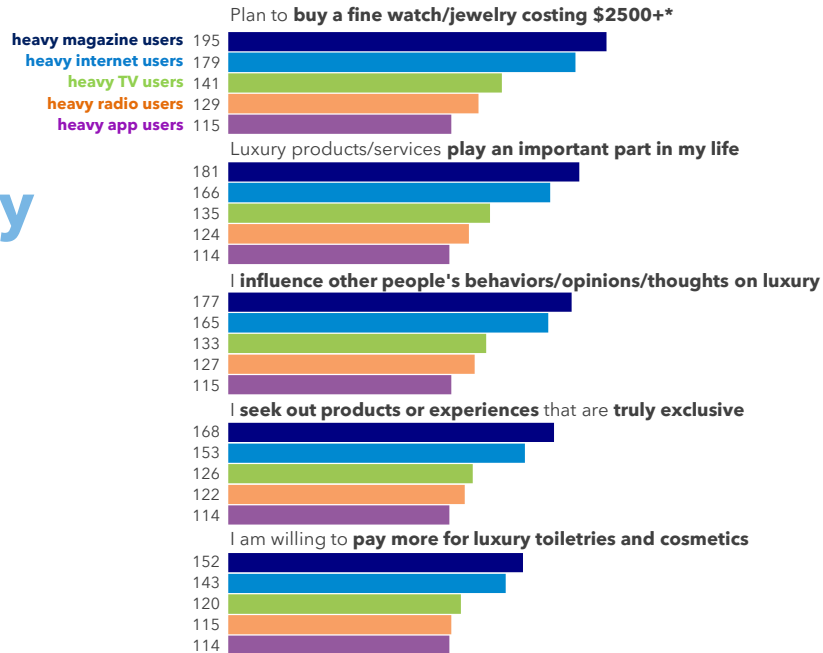
*Includes audio system, coffee maker, dishwasher, garage door, lighting, oven, refrigerator/freezer, security system, thermostat, TV, video doorbell, washer/dryer, or "other"

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

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

Fashion & Beauty Attitudes

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



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

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

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

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

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

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

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

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

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



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