

MAGAZINE MEDIA FACTBOOK

2020  MPA THE ASSOCIATION OF
MAGAZINE MEDIA



From its founding in 1919, MPA has been the primary voice for magazine media publishers and brands that inspire, educate, and entertain readers. Today, MPA represents over 500 magazine media brands that span a vast range of genres across online, mobile, video and print media. MPA advocates for the magazine media industry's efforts to provide professionally researched and edited content across multiple channels.

Magazine publishers maintain a unique relationship of trust with readers, demonstrated by the strong engagement magazine brands enjoy across print, web, mobile, video, social media and other platforms. According to the Edelman Trust Barometer, traditional media, including magazines, are the most trusted media source for news and information. These attributes are among the many benefits magazine media offers to advertisers who wish to connect with passionate and influential readers.

For over 25 years, the MPA has published the Magazine Media Factbook - one of the most widely sourced and relied upon tools in our industry. The Factbook features noteworthy research, useful statistics and compelling facts that articulate the unique scope of, and consumer trust in, magazine media and its effectiveness compared to other media. This year we are particularly grateful to MRI-Simmons, who took up the mantle of coordinating content across multiple contributors, compiling the data and trends on magazine readership and engagement, and showcasing the results in this year's Factbook.

The latest edition of MPA's Factbook reinforces the vitality of the industry. The brand audience across platforms for magazine media continues to grow, up 6.6% in 2019 versus the prior year to 1.5 billion. The average audience of the top three magazine publishers is competitive with the average audience for Google, Facebook, Amazon, and Apple. Magazines are read by a diverse group of readers, on virtually every topic, throughout the year. The total number of print consumer magazines remains strong and print remains the primary way readers subscribe to magazine media content. Last year alone, 139 new print magazine brands were launched to appeal to a broad range of reader interests. At the same time, magazine media brands continue to expand their reach with compelling content shared via video and mobile web, platforms that are enjoying robust growth. Magazine media subscribers are willing to pay for compelling content from their favorite magazine brands across multiple channels. The magazine media industry is also a major contributor to the economy. The industry has more than 82,000 direct employees across the United States and is responsible for a total of more than 240,000 direct, indirect, and induced jobs in the U.S. economy. The magazine publishing industry accounts for more than \$48 billion in output across a wide range of industries annually.

As COVID-19 impacts public health and the economy and disrupts lives across the globe, readers are increasingly turning to magazine media as they navigate these challenges. The full impact of COVID-19 on businesses and society remains to be seen. As the needs and interests of consumers evolve, magazine media publishers are sure to be there with carefully researched and edited news, information, culture, and lifestyle content that matters to their daily lives.

Brigitte Schmidt Gwyn

President and CEO, MPA – The Association of Magazine Media

TABLE OF CONTENTS

Download
these pages and
more for your
presentations
at magazine.org

1 Industry Spotlight

In 2019, the magazine industry and magazine media continued to demonstrate relevance in an increasingly complex media landscape. Supporting over 240,000 jobs, with annual wages surpassing \$8 billion, the audience for magazine media grew to 228.7 million adults across print and digital. With more than 96,000 pages of editorial, including 139 new titles in 2019 alone, magazines have the ability to reach a multitude of niche audiences with impressive Return On Ad Spend (ROAS).

14 Magazine Media 360°

The Alliance for Audited Media provides a comprehensive view of magazine media brand reach across print and digital editions, desktop and mobile websites, and video. This snapshot of consumer demand for magazine media includes individual channel data for specific brands, as well as aggregated audience and year-over-year comparisons, resulting in a comprehensive look at today's diverse magazine brands.

20 Readership and Engagement

Magazines outperform television and the Internet on a variety of engagement attributes. Neuroscience demonstrates why paper readers remember more, and survey data shows that readers find magazine content trustworthy, inspiring, and life enhancing. Additionally, as an ad-supported medium, magazines deliver a more positive advertising experience that motivates readers to take action and make purchase decisions.

29 Demographics

Ninety-one percent of US adults read a magazine in the last six months, which translates into a diverse audience across age, gender, race, ethnicity, and sexual orientation. Moreover, magazines reach more adults than television and more women than the top tech sites.

TABLE OF CONTENTS

36 Social Media

Magazine readers' engagement with social media speaks volumes about the industry's ability to connect with passionate audiences. In fact, 2019 was a year of impressive Instagram growth for a diverse range of titles, reflecting magazines' relevance with consumers who are at home on social media.

44 Influence and Category Trends

Magazine readers have the power to move the needle on trends. As a group, they are more willing than most to seek out a diversity of perspectives and lead others along the way. This influence spans across product a wide variety of categories, including healthcare, automotive, food, beauty, tech, and more. Additionally, magazines attract above-average spenders of all ages.

73 Affluent Readers

High-income magazine readers not only spend more than affluent users of other media, but they are more likely to consider themselves opinion leaders and risk takers. As such, magazines are still the media to turn to for reaching this audience of ultimate influencers.

86 COVID-19

While the industry still has much to learn about the lasting impact of the COVID-19 pandemic, data from the first half of 2020 show that magazines are finding a new importance – particularly among young people and women. Findings also reflect the power of magazines' social media presence and ability to connect with consumers in unique times of need.

Download
these pages and
more for your
presentations
at magazine.org

Magazine Industry Spotlight

The periodical publishing industry directly employs more than **83,200 people in the United States and supports an additional 158,700 jobs**. Employers in the periodical publishing industry pay an **average annual wage of \$98,558** and **total annual wages of \$8.2 billion** in the United States.

Employment



Total jobs supported

241,859



Direct Jobs

83,200



Indirect & induced jobs

158,659¹

Wages



Total annual wages **\$8.2 billion²**



Average weekly wages

\$1,895

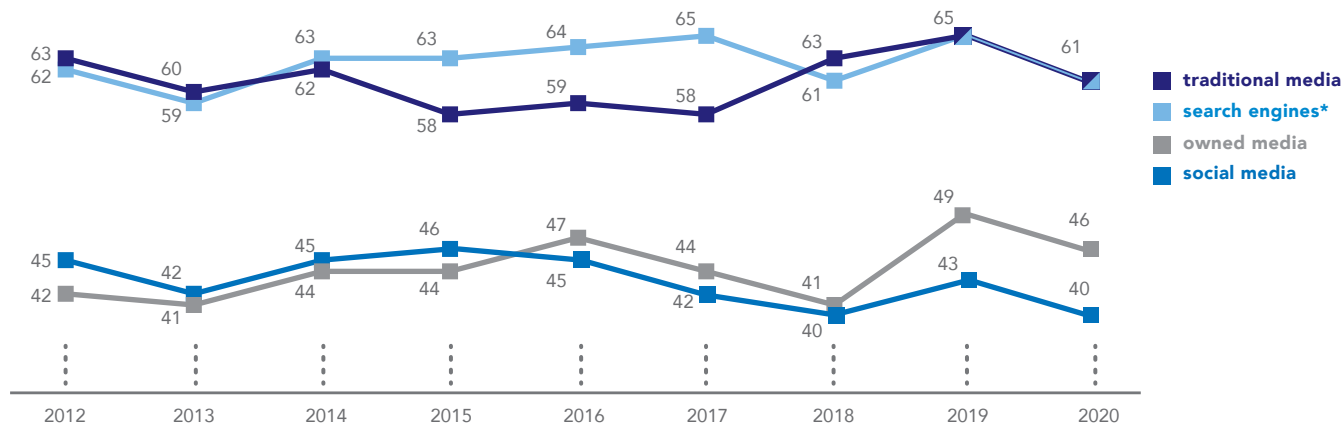


Average annual wages

\$98,558

Traditional media and search most trusted

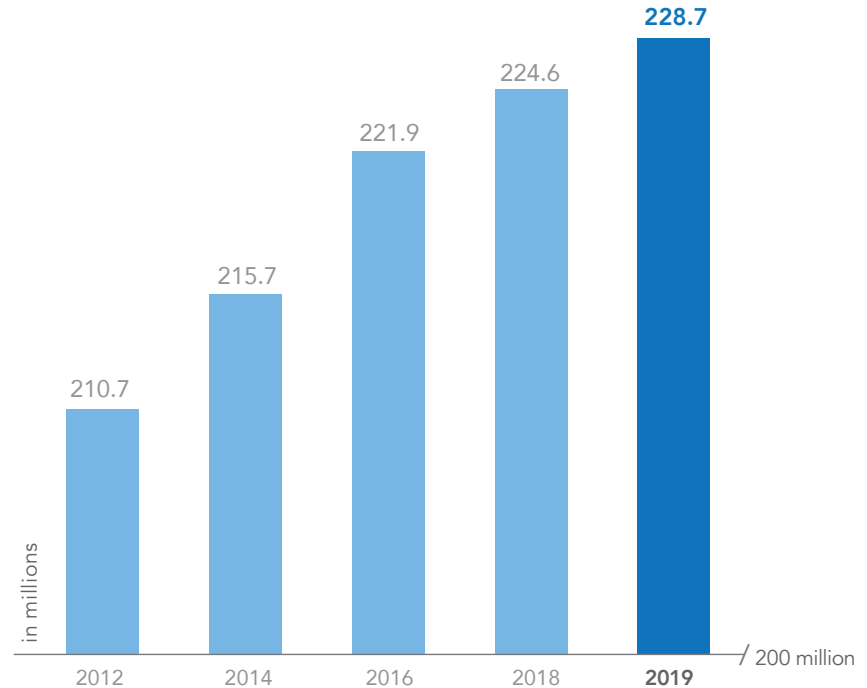
Percent trust in each source for general news and information



2020 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."

Magazine
audience
grows to
228.7 million
(print and digital audience)



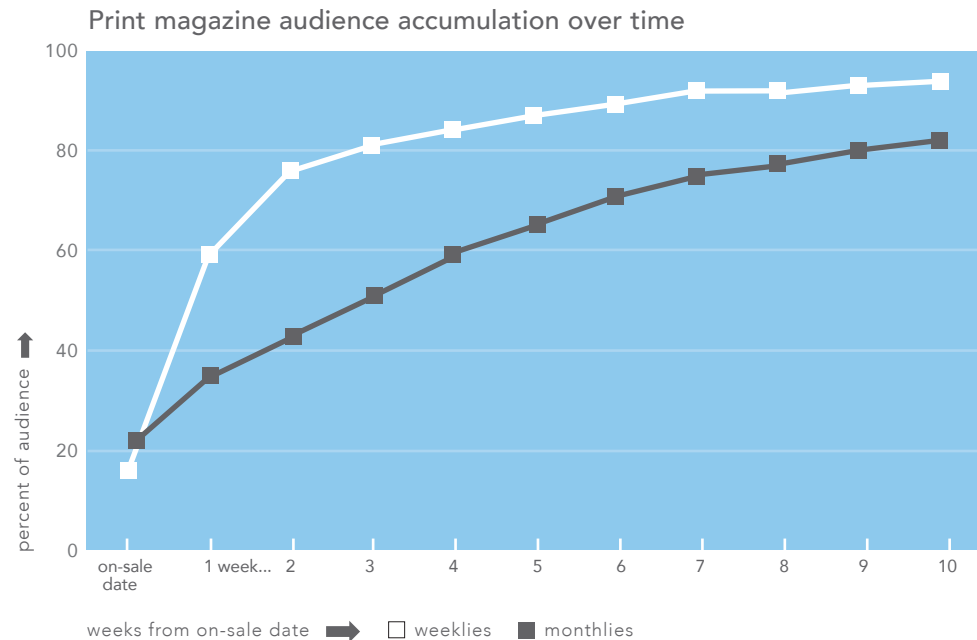
Total number of adults 18+ who read magazines* 2012–2019

*Includes digital editions

Note: Measured magazine titles excluding Sunday magazines.

Source: MRI–Simmons, Fall 2012–2019

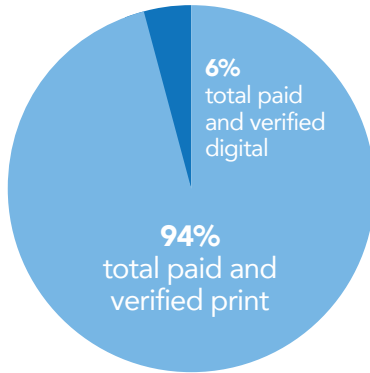
Magazine
readership
continues
to grow
long after
publication
date



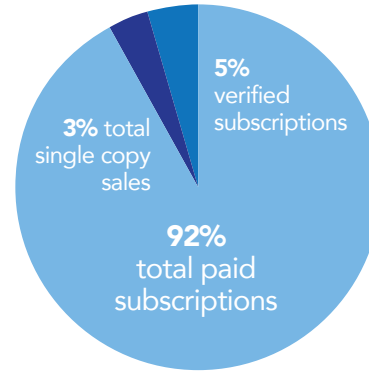
Note: The on-sale date is the actual date the print magazine appears on the newsstand or is likely to arrive in subscriber households. The on-sale date generally precedes the cover date.

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

Print remains strong: Subscriptions dominate



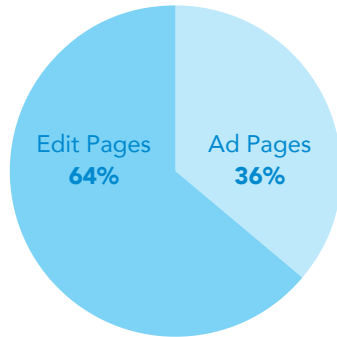
Print and digital
circulation



Subscriptions and
single copy sales

Source: AAM, 2019, 2H; 248 U.S. consumer magazines in analysis.

Magazines satisfy multiple consumer passions and interests



The top three editorial categories make up 37% of all editorial content

2019 Editorial category page totals (by percent)

CATEGORY	# OF PAGES	% OF TOTAL
Culture	15,412	16%
Celebrity	12,093	13
Business & Finance	7,752	8
Food	7,200	8
Apparel & Accessories	6,582	7
Science & Technology	5,877	6
Home Furnishing	5,206	5
Hobbies/Athletics	5,154	5
US Affairs	4,660	5
International Dealings	3,743	4
Travel	3,711	4
Health & Hygiene	3,558	4
Advice/Relationships	3,029	3
Beauty	2,719	3
Family	2,445	3
Building/Construction	1,775	2
Fitness	1,269	1
Automotive	1,122	1
Miscellaneous	989	1
Beverages	948	1
Consumer Electronics	531	>1
Pets	261	>1
Total Editorial	96,036	100

Source: MediaRadar, 2019



THE ASSOCIATION OF MAGAZINE MEDIA

139 new print magazine brands launched with a frequency of quarterly or greater in 2019

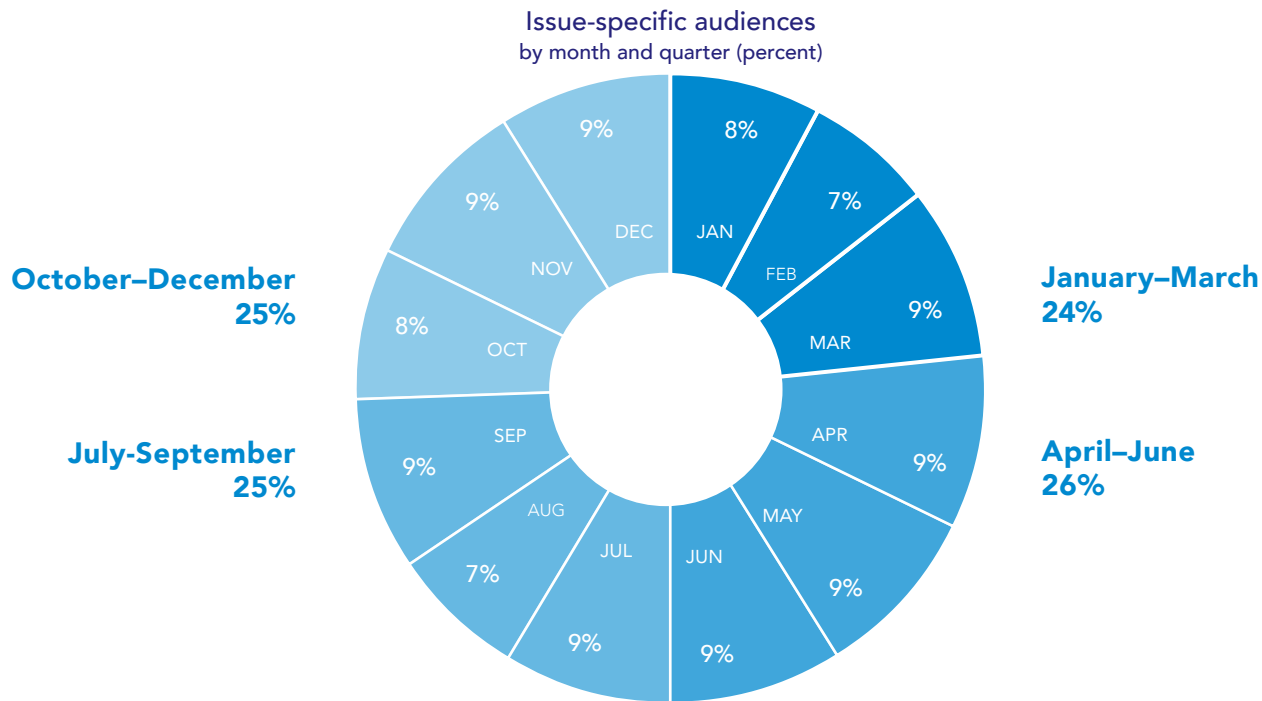
The top three categories made up 51% of 2019's new print magazines

US Print magazine launches by category in 2019*

49	Special interest	4	Literary
13	Cannabis	3	Fashion/Beauty
9	Crafts/Games/Hobbies	2	Arts
7	Food	2	Camping/Outdoors
7	Regional	2	Comics
6	Travel	2	Health/Wellness
5	Guns	2	Teen
5	Home	2	Women's
4	Black/Ethnic	1	Music
4	Children's	1	Politics
4	Entertainment	1	Science/Technology
4	Hunting & Fishing		

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

Magazine readership holds steady throughout the year



Note: Includes all publications measured in MRI-Simmons Issue Specific Study
Source: MRI-Simmons, Issue Specific Study, January-December 2019

Magazine secondary audience contributes 73% of primary sales response

\$1.00



PRIMARY

\$0.73



SECONDARY

**For
Publishers**

**For
Advertisers**

Quantifies and validates total audience contribution to sales

Allows more publishers to be included in sales lift studies

More accurate input for cross-media/publisher studies

Apples-to-apples comparison with other media

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

Further proof that advertising in magazines drives sales

Affirms value of secondary audience

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



Magazines **alone** can drive sales

Ken's Salad Dressing Case Study:

Never advertised...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.

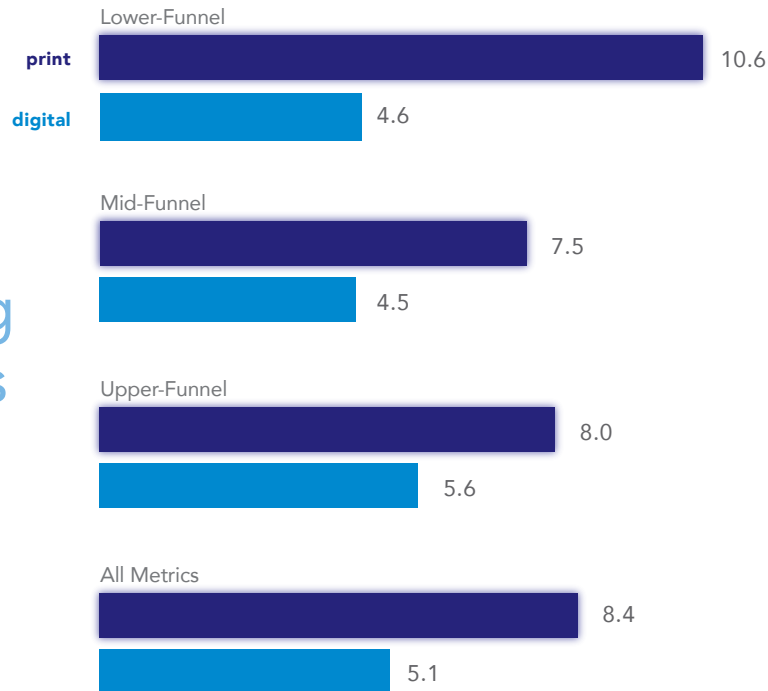
-Tim Calahane, Senior Brand Manager, Ken's

Source: Nielsen Catalina Solutions/Meredith Corporation



In Dynata's brand lift research, print advertising consistently out-performs digital ads across the board – particularly in the lower funnel

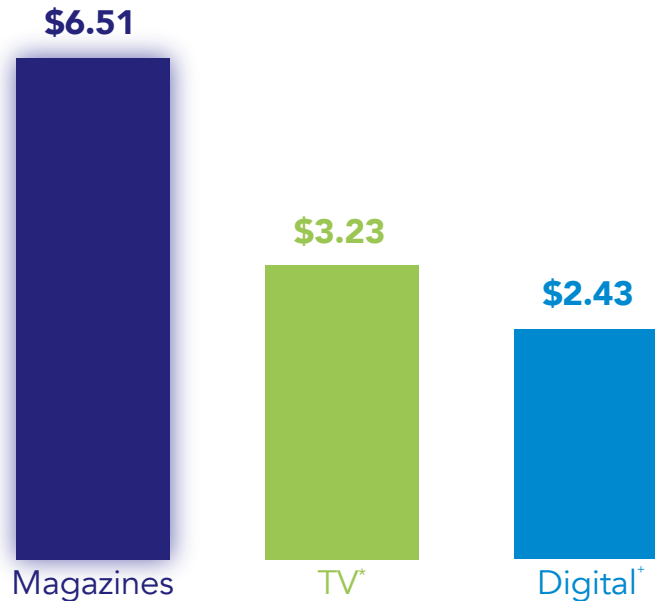
Average Brand Lift: Digital vs. Print Campaigns (point lift compared to consumers not exposed to campaigns)



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

Comparisons do not take relative CPM into consideration

Magazine Return On Ad Spend (ROAS) is the highest overall

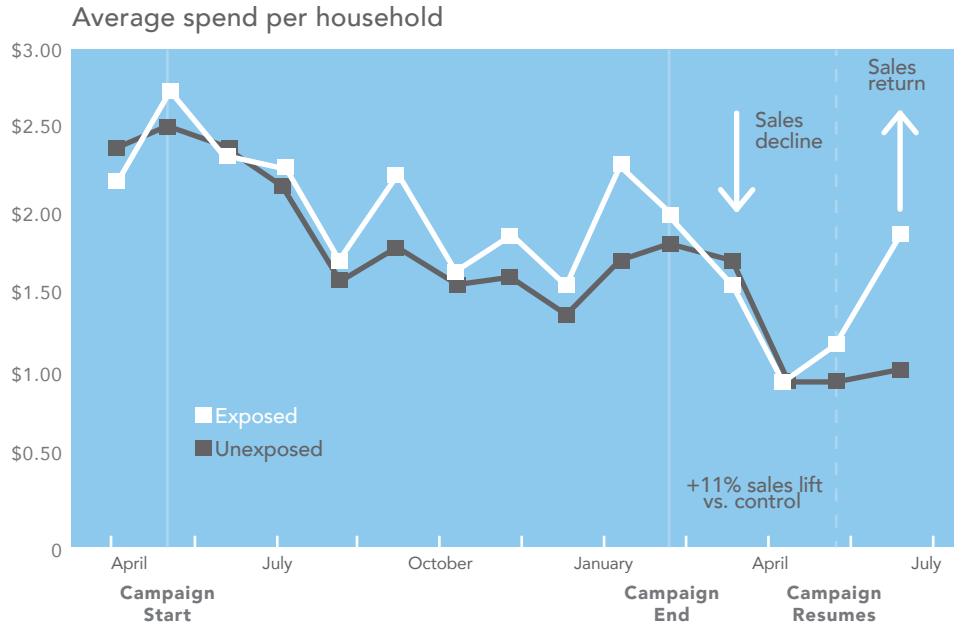


*TV= Linear TV Campaigns

+Digital = Desktop, Mobile or Desktop + Mobile campaigns (incorporates Video)

Source: NCSolutions 2005-Q1 2019

Sales decline when magazine advertising is cut



Source: Nielsen HomeScan

Magazine Media 360°

AAM's
Magazine Media 360°
report is a snapshot of
consumer demand for
magazine media brands

Now in its sixth year, 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 print and digital editions, desktop and mobile websites, and video.

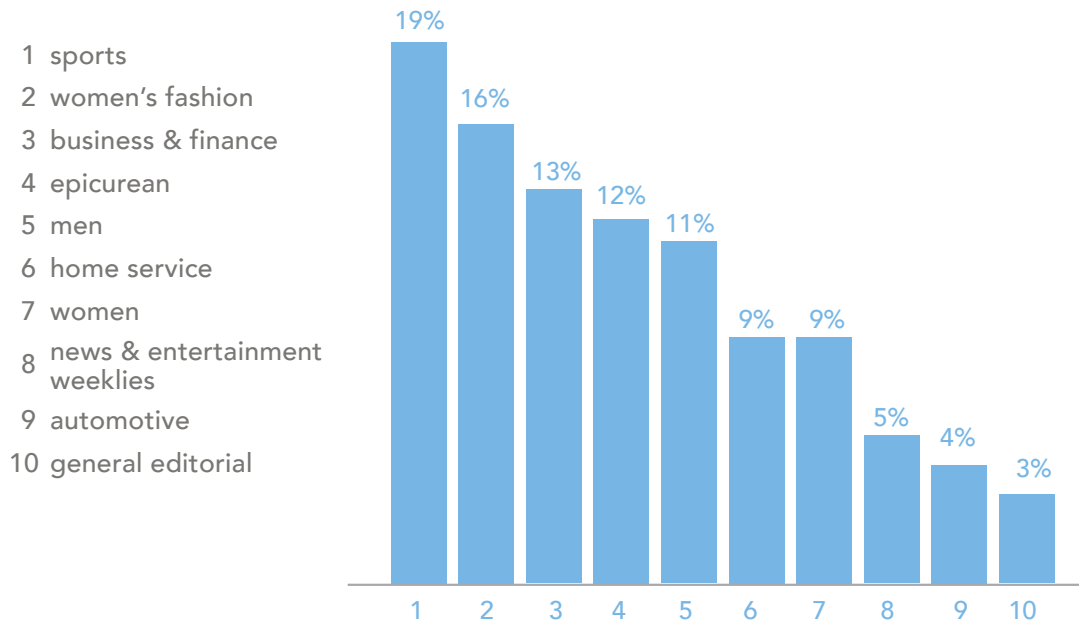
Compiled monthly and released quarterly, Magazine Media 360° features data from leading third-party vendors including MRI-Simmons, Ipsos and ComScore. The report includes individual channel data for nearly 100 U.S. magazine media brands as well as aggregated audience and year-over-year comparisons for 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 Categories by % Growth

YTD Average as of December 2019 vs YTD Average as of December 2018



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

Average Monthly Audience (000) — Full Year 2019

Print + Digital AUDIENCE			Web (desktop/laptop) UNIQUE VISITORS		Mobile Web UNIQUE VISITORS		Video UNIQUE VIEWERS		Total Brand Audience	
1	AARP	38,431	WebMD Magazine	12,652	People	46,656	Vanity Fair	19,013	People	95,071
2	People	35,456	Allrecipes	8,332	WebMD Magazine	36,984	Vogue	15,407	WebMD Magazine	58,518
3	Better Homes & Gardens	32,297	People	6,296	Allrecipes	36,235	Bon Appétit	13,124	Allrecipes	58,054
4	National Geographic	30,263	The Atlantic	5,493	Cosmopolitan	20,572	GQ	12,049	AARP	47,943
5	Good Housekeeping	18,145	Taste of Home	4,669	Good Housekeeping	19,255	Wired	11,625	Good Housekeeping	45,926
6	Reader's Digest	17,095	Good Housekeeping	3,386	US Weekly	17,165	People	6,664	Cosmopolitan	42,082
7	Southern Living	16,446	AARP	3,193	Taste of Home	16,383	Architectural Digest	6,380	Better Homes & Gardens	40,942
8	Woman's Day	14,163	Wired	3,040	The Atlantic	15,577	Allure	5,750	National Geographic	37,486
9	Cosmopolitan	14,024	Inc.	2,884	Entertainment Weekly	14,748	Good Housekeeping	5,140	Vanity Fair	37,039
10	Food Network Magazine	13,708	National Geographic	2,753	Country Living	14,351	Cosmopolitan	4,990	Taste of Home	35,424

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

Average Monthly Audience % Growth — Full Year 2019 vs. 2018

Print + Digital AUDIENCE			Web (desktop/laptop) UNIQUE VISITORS		Mobile Web UNIQUE VISITORS		Video UNIQUE VIEWERS		Total Brand Audience	
1	Magnolia Journal	37%	AFAR	105%	Ski Magazine	356%	US Weekly	1438%	Architectural Digest	48%
2	Bicycling	30%	Outside	38%	Petersen's Hunting	286%	Taste of Home	1397%	Magnolia Journal	31%
3	The Atlantic	15%	House Beautiful	37%	O, The Oprah Magazine	218%	OK! Weekly	1091%	Bicycling	31%
4	Allrecipes	11%	Men's Health	20%	Soap Opera Digest	106%	Family Handyman	579%	House Beautiful	28%
5	Outside	10%	Taste of Home	19%	AFAR	65%	Men's Health	579%	Ski Magazine	28%
6	Mother Earth News	9%	Ski Magazine	18%	House Beautiful	62%	Car and Driver	305%	AFAR	27%
7	EatingWell	8%	Bon Appétit	17%	Men's Health	57%	Popular Science	283%	Esquire	27%
8	New Yorker	8%	Good Housekeeping	17%	Women's Day	57%	Country Living	281%	Country Living	25%
9	Yoga Journal	7%	Women's Day	12%	Architectural Digest	53%	O, The Oprah Magazine	274%	Town & Country	24%
10	Town & Country	7%	Town & Country	12%	Women's Health	46%	National Geographic*	191%	Bon Appétit	24%

*Includes National Geographic, National Geographic Kids, and National Geographic Traveler

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.

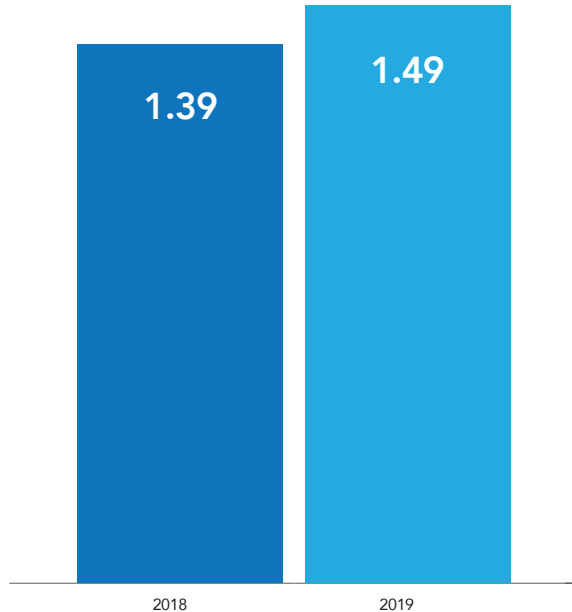
Data compiled by the Alliance for Audited Media



Magazine Media 360°

Total Brand Audience (billions)

YTD Average as of December 2019 vs. YTD Average as of December 2018



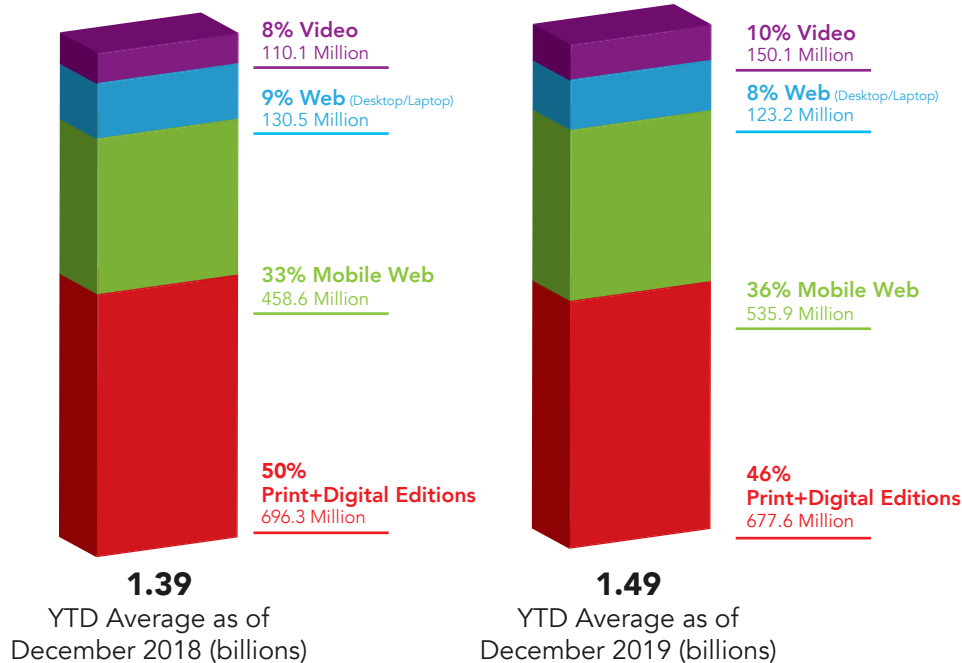
Across platforms, the
total brand audience
for magazines
grew 6.6% in 2019

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

Magazine Media 360°

Audience Mix

YTD Average as of December 2019 vs YTD Average as of December 2018



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



Readership & Engagement

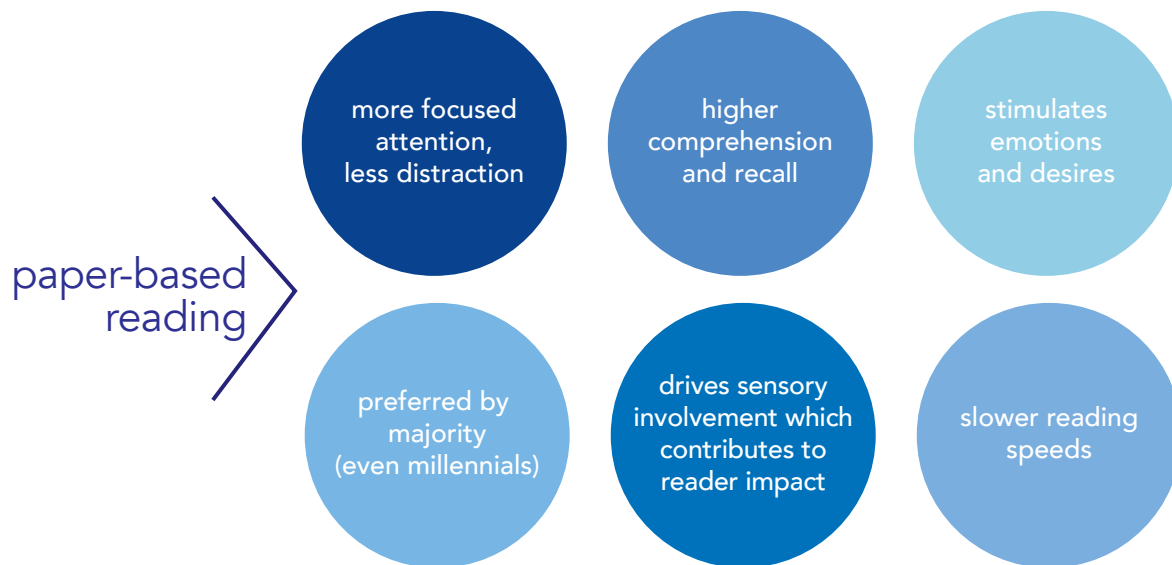
Magazines perform better than TV or the Internet on getting users to **try new things**, inspiring them to **buy new things**, and helping them **make purchase decisions**

Year after year, magazines consistently score higher than television and the Internet on key engagement attributes. Compared to users of these two mediums, not only are readers more likely to find magazine content trustworthy, inspiring and life-enhancing, but their engagement with ads is also significantly stronger.

As a result of this, magazine media maintain an ability to persuade readers **to take action on ads** and help them **make purchase decisions**. Additionally, magazine ads are effective and drive consumer actions **regardless of placement in the book**.

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

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	133	100	75
gets me to try new things	128	103	78
inspires me to buy things	121	107	79
like to kick back and wind down with this	120	85	118
gives me something to talk about	114	95	98
get valuable info from this	115	104	83
provides info that helps me make decisions	114	108	81
bring up things from medium in conversation	110	95	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 2019

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

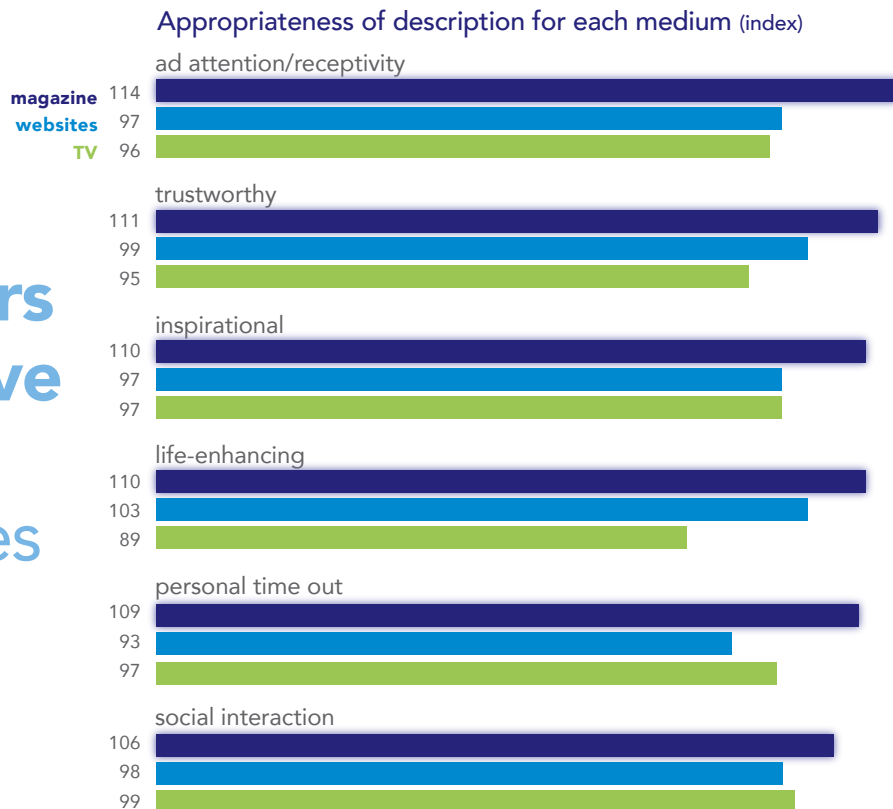
When thinking about this media...(index)	magazines	websites	ad-supported TV networks
inspires me in my own life	130	97	85
touches me deep down	130	93	93
trust to tell the truth	121	102	83
is a treat for me	120	85	107
don't worry about accuracy	119	98	87
improves my mood, makes me happier	119	86	111
brings to mind things i really enjoy	119	95	100
affects me emotionally	113	93	97
is one of my favorites	113	93	102
is relevant to me	106	104	84

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 2019

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 2019

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

(index)	magazine media	websites	ad supported TV networks
pay attention to or notice ads	144	88	92
ads fit well with the content	138	94	84
products/services advertised are high quality	135	90	87
has ads about things I care about	135	96	88
get valuable info from the ads	133	100	89
ads help make purchase decisions	128	100	88
more likely to buy products in ads	124	96	84

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 2019

Magazine readers notice ads and take action

Advertising effectiveness by position

	noted	action taken*
first quarter of book	56%	59%
second quarter of book	50	59
third quarter of book	49	60
fourth quarter of book	52	60

*Among those who noted

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

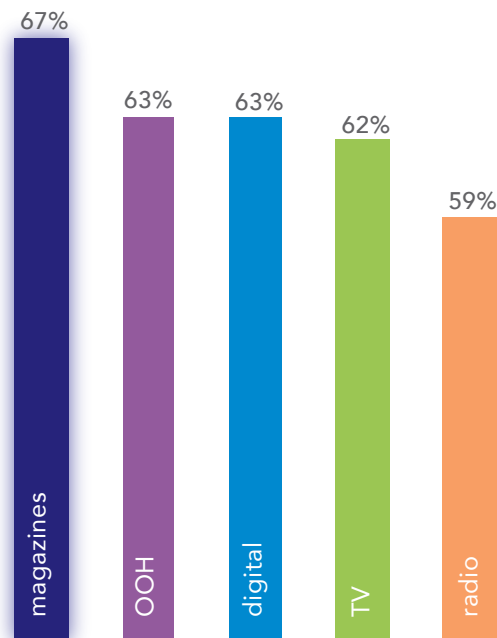
Source: MRI-Simmons, January-December 2019

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

Magazines deliver
a **more positive**
ad experience than
any other medium,
including digital

Positivity of ads in each medium



Positivity: %Top-Two-Box in experience valence, measured on a 5-point scale: "How positive did this experience make you feel?" from very negative to very positive. Source: MESH Experience studies of 46 Brands in the electronics, CPG, automotive, and service categories, 2011-2018.

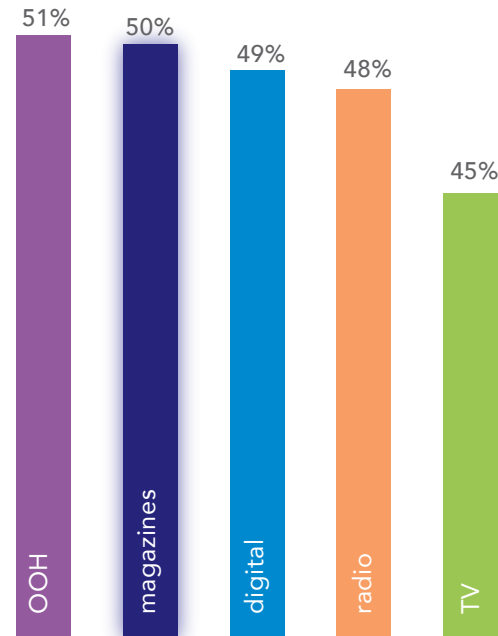
Participants record experiences with brands in real-time for 7 days.

Total sample size across studies=32,140.

Samples are weighted to Nat Rep, 18+. All categories are represented equally.

Magazines are a
persuasive medium,
alongside OOH and
digital advertising

Persuasion of ads in each medium



Persuasion: %Top-Two-Box in experience influence, measured on a 5-point scale: "As a result of this experience, are you..." from much less likely to choose/purchase to much more likely to choose/purchase. Source: MESH Experience studies of 46 Brands in the electronics, CPG, automotive, and service categories, 2011-2018. Participants record experiences with brands in real-time for 7 days. Total sample size across studies=32,140.

Samples are weighted to Nat Rep, 18+. All categories are represented equally.

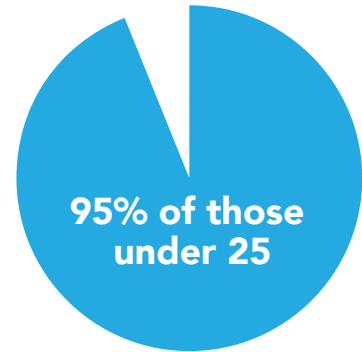
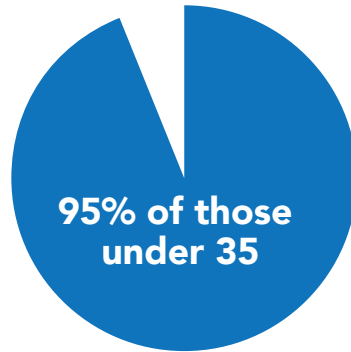
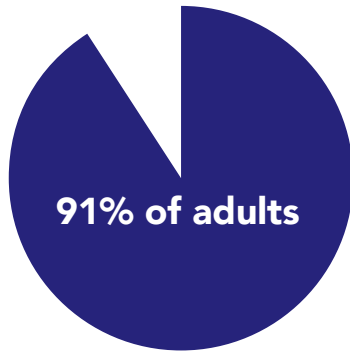
Demographics

91% of US adults
read a magazine in the last
six months, as have
95% 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 seven issues a month, putting them at or above the 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



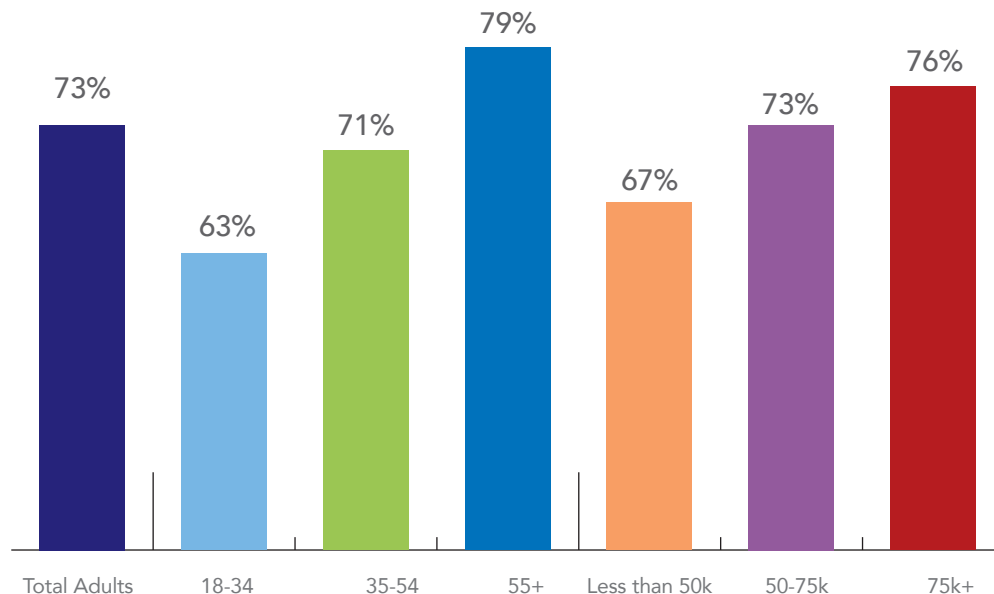
Read magazine media in the last six months (print and digital editions)

Base: U.S. adults 18+. Source: MRI-Simmons, Fall 2019

Nearly three-quarters of magazine readers

love the touch and feel of print - as do 63% of readers under 35

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

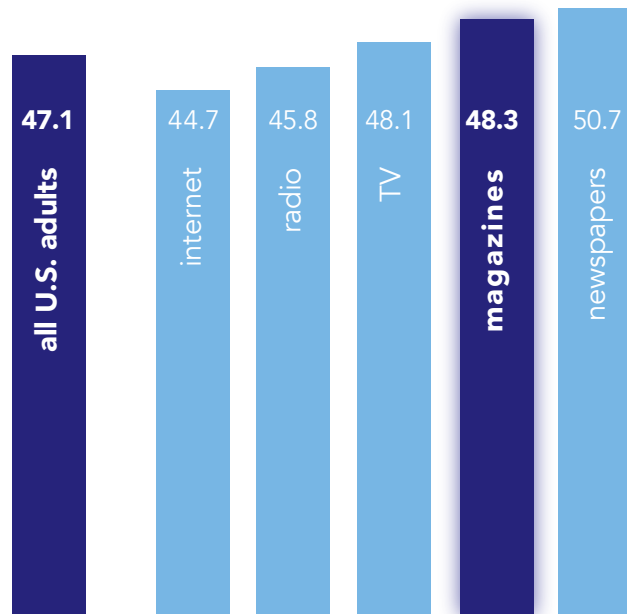


Note: Top-two-box agreement in a 6-point-scale, among respondents to MRI-Simmons, Starch Advertising Research studies

Base: Magazine readers

Source: MRI-Simmons, Starch Advertising Research, January-December 2019

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 2019

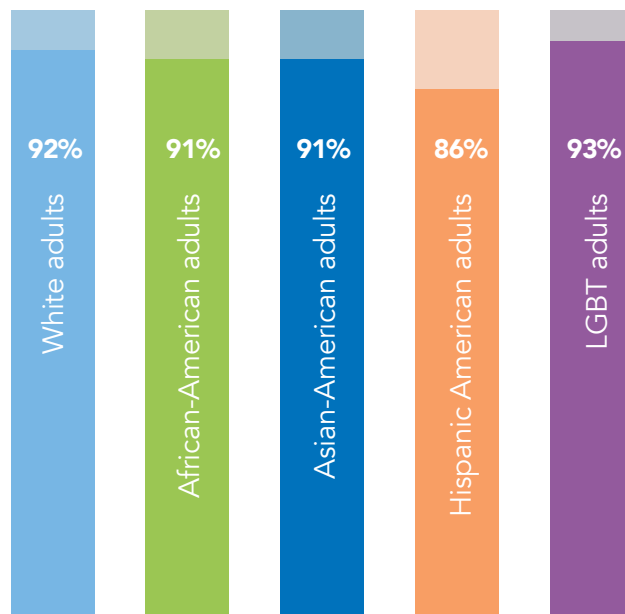
Magazine readership is diverse and inclusive

Black/African-American adults read an average of **9.2** print magazine issues per month, compared to **7.3** issues per month for all U.S. adults.

Asian-American adults read an average of **7.4** print magazine issues per month, close to the U.S. average.

Hispanic-American adults read an average of **7.6** print magazine issues per month, higher than the U.S. average.

Lesbian, Gay, Bisexual and Transgender (LGBT) adults read an average of **8.4** 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 2019

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

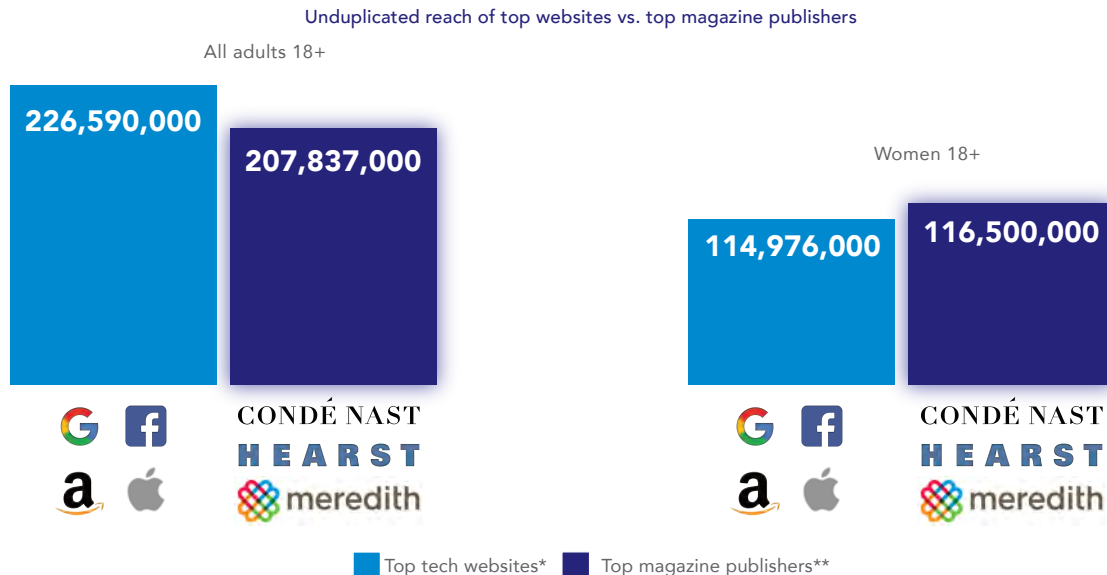
For more information go to magazine.org research and resources

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: Carat Insight; Nielsen Npower, September 2018-May 2019 (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 2019 Doublebase (Magazines)

Magazine publishers' reach across print and digital keeps pace with that of top tech sites and magazines **outperform on reaching women**



Source: Comscore Multi-Platform Audience Duplication December 2019 // MRI Media Fusion (12-19/S19)

* Comscore Multi-Platform Audience Duplication December 2019 – websites and app properties across Desktop Web, Mobile Web/App, and Desktop Video

**MRI Media Fusion (12-19/S19) – Print/Digital issue readership

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 capture the attention of **667 million likes/followers** across Facebook and Instagram. Facebook maintains the largest number of likes/followers – accounting for 432 million industry fans. Instagram, however, is the leader in growth: up 24% in magazine industry followers year over year.

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 31, 2020



	TOP 10 TITLES	PAGE LIKES
1	National Geographic*	32,053,176
2	Food Network	31,786,871
3	Cosmopolitan	10,504,570
4	HGTV	9,257,020
5	The Economist	9,163,172
6	Vogue	8,943,213
7	Men's Health	8,760,998
8	Women's Health	8,248,650
9	People	7,862,278
10	J-14	7,805,605



	TOP 10 TITLES	FOLLOWERS
1	National Geographic ⁺	44,294,050
2	Vogue	26,610,517
3	Food Network	10,168,513
4	People Magazine	7,616,845
5	GQ	5,440,942
6	Architectural Digest	5,419,933
7	Vanity Fair	5,354,544
8	Travel + Leisure	5,065,865
9	ELLE	4,929,413
10	The Economist	4,784,955

SOURCE: CrowdTangle, Total Page Likes. End of day 3/31/2020, EST.

*Aggregate of Facebook accounts for National Geographic Magazine and National Geographic Adventure, both of which separately were among top 10

SOURCE: CrowdTangle, Total Followers. End of day 3/31/2020, EST.

+Aggregate of Instagram accounts for National Geographic Travel and National Geographic Adventure, both of which separately were among top 10



Fastest growing magazine brands on social reach **diverse audiences**

Top 10 Magazine Brands with Largest Growth in Likes/Followers
Year over Year, as of March 31, 2020



	TOP 10 TITLES	PAGE LIKES	YoY GROWTH
1	Men's Journal	865,010	+89%
2	Snowboarder Magazine	989,514	+62%
3	SHAPE	4,385,123	+42%
4	Better Homes & Gardens	6,209,187	+23%
5	Travel + Liesure	3,569,805	+13%
6	This Old House	839,093	+11%
7	Magnolia Journal	996,045	+10%
8	Women's Health	8,248,650	+8%
9	People	7,862,278	+7%
10	Ntl. Geographic Travel*	5,852,480	+6%



	TOP 10 TITLES	FOLLOWERS	YoY GROWTH
1	WebMD	242,521	+131%
2	Men's Journal	178,396	+123%
3	The Atlantic	415,946	+107%
4	Ser Padres	301,917	+106%
5	Parents	664,318	+105%
6	Eating Well	841,058	+97%
7	Closer Weekly	193,542	+89%
8	The Cottage Journal	249,514	+86%
9	Departures	127,753	+79%
10	Southern Lady	173,405	+75%

SOURCE: CrowdTangle. YoY % increase in Total Page Likes end of day 3/31/2020 vs. 3/31/2019. Filtered by magazines with 3/31/2020 page likes equal to or above 722,300 (median value among total list of brands that continue to have print properties published in 2020).

*Not aggregated with other National Geographic brands because National Geographic Travel is only title in the top ten.

SOURCE: CrowdTangle. YoY % increase in Total Followers end of day 3/31/2020 vs. 3/31/2019. Filtered by magazines with 3/31/2020 followers equal to or above 119,199 (median value among total list of brands that continue to have print properties published in 2020).



Magazine likes/followers
total **667 million**;
Instagram's reach with
magazine readers
grows by 24%

Total Magazine Media Industry Likes/Followers by Social Network

(millions)



Facebook

432



Instagram

235 **+24% 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 31, 2020
Source: CrowdTangle.

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

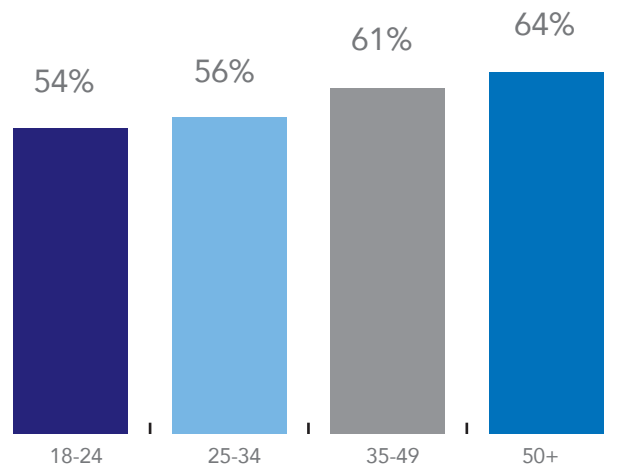
Interest in media types on social media as of 3/31/2020 (reach by age)

	Age 18-24		Age 25-34		Age 35-49		Age 50+	
1	Websites	93%	Websites	91%	Websites	92%	Websites	93%
2	TV Shows	91%	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 2020; data represents interest 365 days as of March 31, 2020
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 media types on social media as of 3/31/2020
(reach by age)

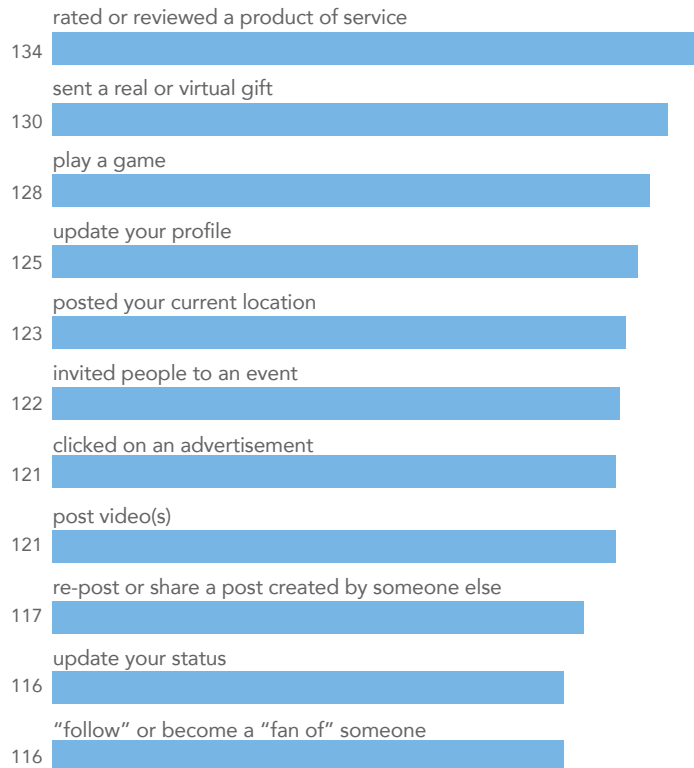


Source: Helixa Discovery Platform - Interest and Affinity Graph 2020; data represents interest 365 days as of March 31, 2020

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)



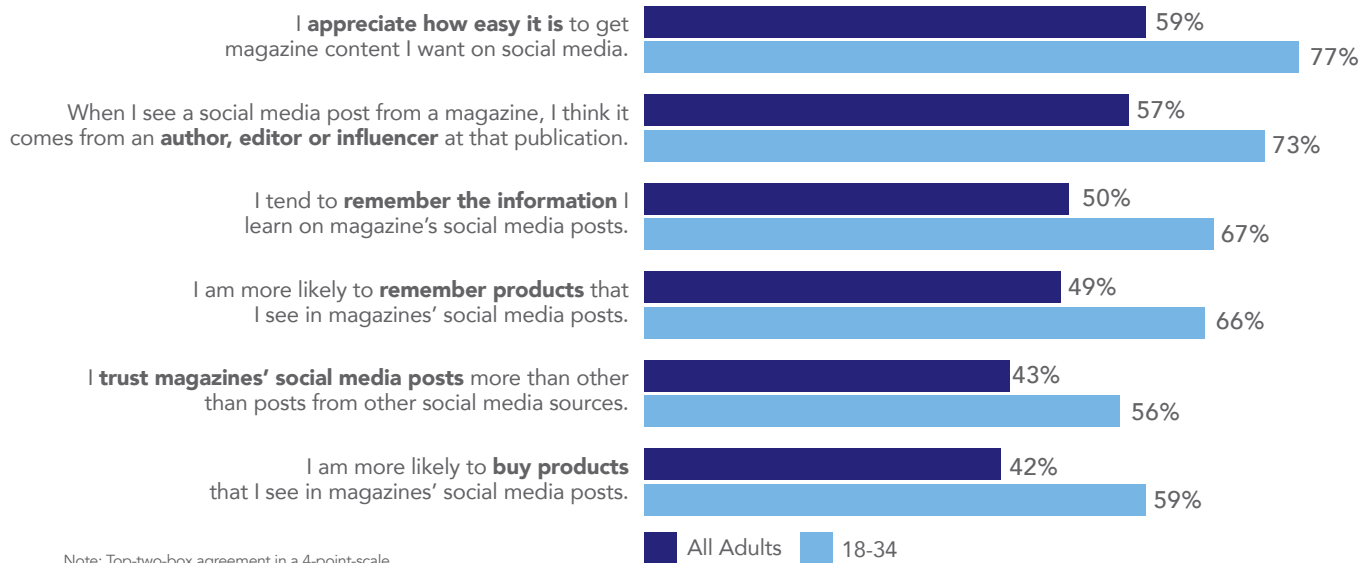
Index: Percentage of devoted magazine readers vs. percentage of all adults 18+.

Base: All adults

Source: MRI-Simmons, Doublebase 2019

Younger consumers **trust and take note** of magazines' social media content

Engagement with magazines via social



Note: Top-two-box agreement in a 4-point-scale

Base: All adults

Source: MRI-Simmons Issue Specific Study, weeks of March 9th, 23rd, 30th 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 healthcare topics**, and JD Power demonstrates magazine readers' **affinity for premium vehicles**.

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 services.	80%	72%	68%	70%
I would pay more for products that improve my life	79%	70%	64%	71%
I tend to choose premium products and services	55%	38%	40%	87%
Well-known brands are usually better than shop's own brands	44%	37%	38%	53%
I am willing to pay more for luxury brands	42%	29%	27%	46%
I have expensive tastes	42%	32%	29%	48%
I would pay more for products that are good for the environment	35%	29%	25%	39%

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 March 2020.

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	50%	30%	29%	49%
I like to read books before everyone else does	40%	24%	22%	46%
I am often the first among my friends to try new tech products and services	35%	36%	38%	38%
I am not afraid of change	32%	29%	28%	35%
I consider myself a leader	24%	17%	17%	15%
I can usually convince people to see it my way	19%	16%	14%	26%
I consider myself assertive	8%	7%	8%	5%

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 March 2020.

Magazine readers seek knowledge to expand their experiences

Agree or definitely agree that...

	magazines	internet	TV	radio
I like to surround myself with a diverse range of cultures and ideas	80%	67%	61%	66%
I seek out challenging situations	64%	52%	43%	65%
I am analytical	16%	5%	3%	2%
I am active	13%	6%	5%	6%

*Includes internet magazine activity.

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 March 2020.

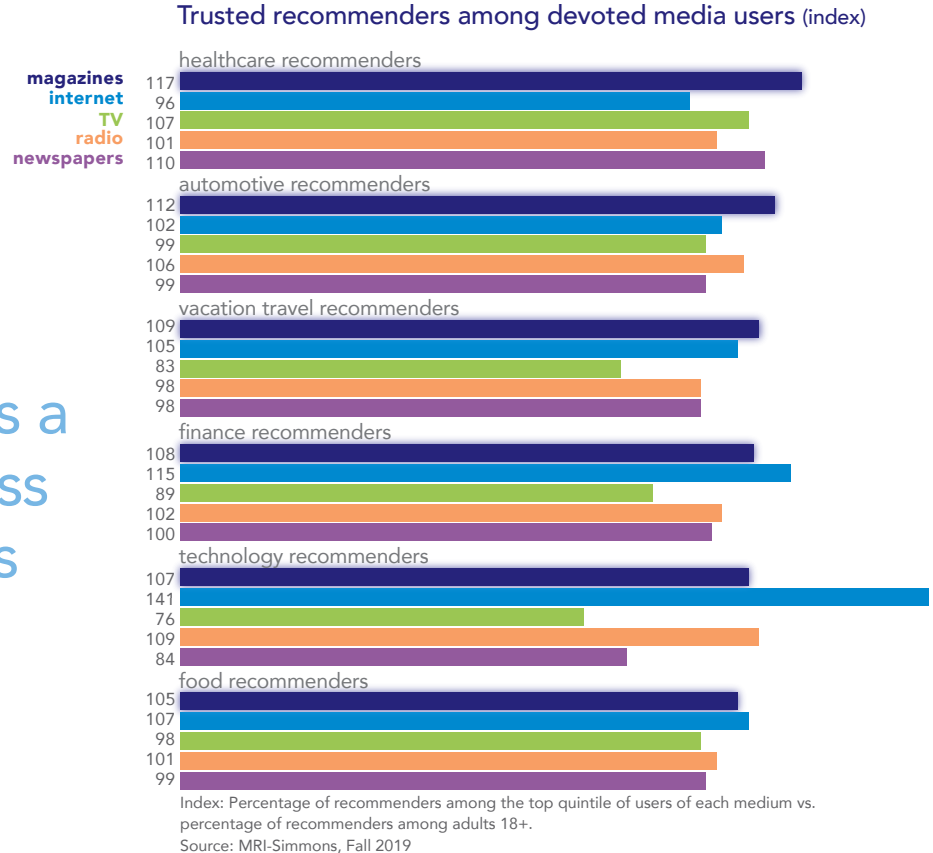
Magazine readers are **fashion forward** and **believers in beauty products**

Agree or definitely agree that...

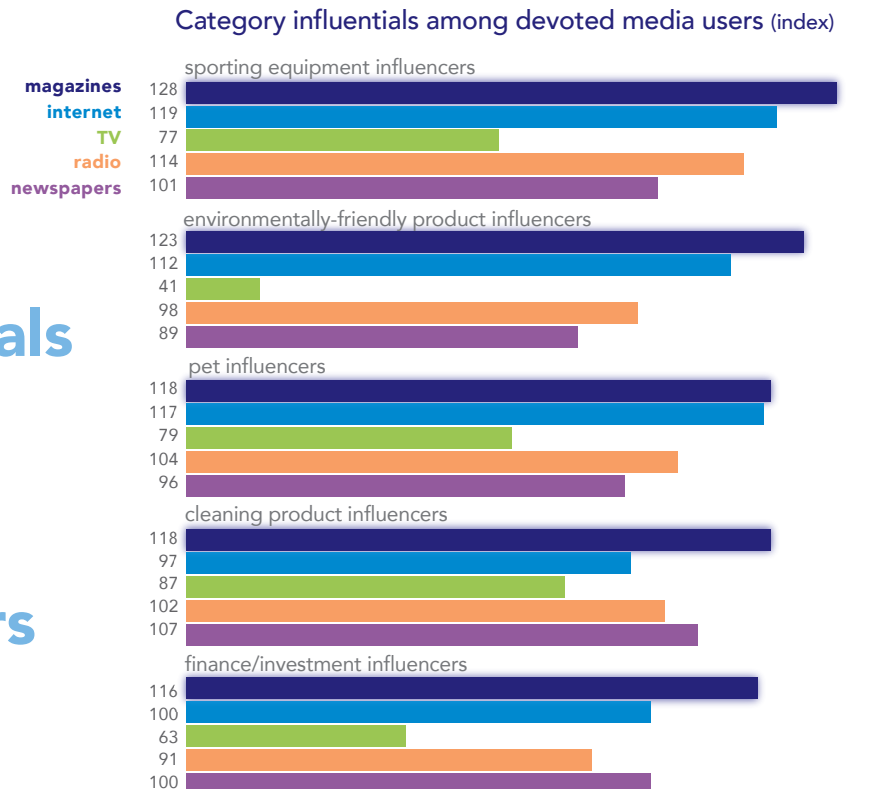
	magazines	internet	TV	radio
I won't leave the house without looking my best	47%	37%	41%	58%
I keep up to date with current fashion trends	41%	31%	32%	50%
I consider myself more fashionable than most people	37%	24%	24%	48%
I use beauty products to make myself look better	55%	49%	48%	58%
I use beauty products to prevent my skin from aging	51%	41%	56%	40%

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 March 2020.

Trusted recommenders prefer magazines as a media source across several categories



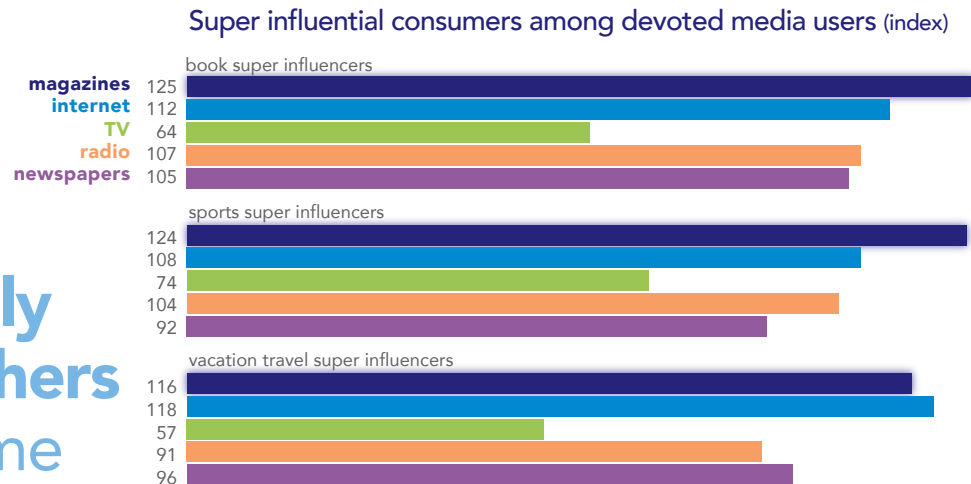
Category influentials for a wide range of product types are **devoted** magazine readers



Index: Percentage of category influentials among the top quintile of users of each medium vs. percentage of category influentials among adults 18+. Note: Category influentials are defined as people who have great experience in the topic, whose advice on this topic is trusted by friends and family members.

Source: MRI-Simmons, Fall 2019

Magazine readers strongly influence how others use their free time



Index: Percentage of super influentials among the top quintile of users of each medium vs percentage of super influentials among adults 18+

Note: Super influentials are defined as people who have great experience in the topic, whose advice on the topic is trusted by friends and family members, and who have recommended products or services in this topic to others

Source: MRI-Simmons, Fall 2019

Magazines Drive Efficient & Effective Rx Lift for Pharma brands

On average, magazine advertising drives:

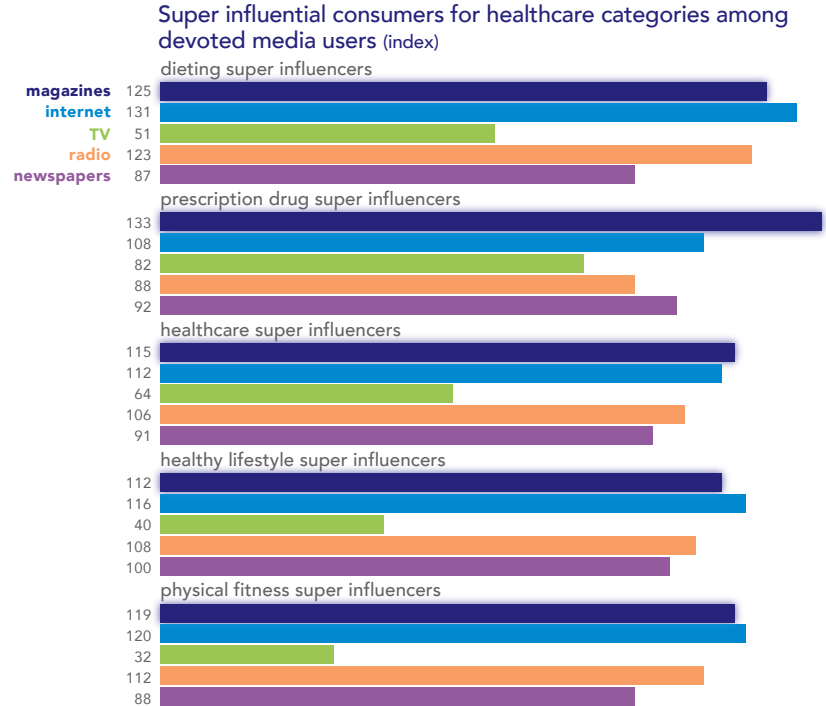
- **51% increase in new patient starts (Rx Lift)**
- **\$16.88 in revenue per dollar spent**
- **Nearly 2,000 new patients per campaign**

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
Average:	51%	\$16.88	1,974

Source: Meredith Corporation/Symphony Health/Crossix, 2017 - 2020

Magazines rank highly in reaching super influential consumers in healthcare



Index: Percentage of super influentials among the top quintile of users of each medium vs. percentage of super influentials among adults 18+. Note: Super influentials are defined as people who have great experience in 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: MRI-Simmons, Fall 2019

Devoted magazine readers are the most engaged healthcare/pharma customers — and **the most attentive to pharmaceutical advertising**

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

	magazines	internet	TV	radio	newspapers
I am first among my peers to investigate vaccines that are recommended but not required	164	124	115	101	125
I feel health and wellness advertising on the Internet is trustworthy	154	127	123	113	123
Friends come to me for advice about healthcare and medications	146	127	121	105	119
I always read the small print in magazine/newspaper pharmaceutical ads	146	114	107	107	126
I refer my friends to certain websites I find helpful	139	118	109	116	105
Pharmaceutical advertisements make me more knowledgeable about medicines	137	117	119	111	108
I research healthcare information so that I am better informed about different healthcare treatment options	127	115	104	106	109
Researching online gives me confidence to speak knowledgeably about a medical condition	123	115	107	110	105

Index: Top quintile of users of each medium vs. adults 18+
Source: Kantar Media, MARS Consumer Health Study, 2019

Magazine readers are proactive patients and knowledgeable about their prescriptions

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

	magazines	internet	TV	radio	newspapers
It's worth paying more for branded prescriptions rather than generic	161	119	111	117	142
Non-prescription medicines are safer than prescription medicines	144	92	112	116	126
I am willing to pay extra for prescription drugs not covered by insurance	141	109	113	108	137
I am willing to ask my doctor for a prescription or drug sample that I have seen or heard advertised	134	108	113	100	114
I research treatment options on my own and ask my doctor about them	131	114	109	102	103
I often discuss new prescription medicines with my doctor	130	105	115	107	121
I will try another drug brand if I get a coupon for it	128	106	102	109	104

Index: Top quintile of users of each medium vs. adults 18+
Source: Kantar Media, MARS Consumer Health Study, 2019

Magazine readers demonstrate healthy lifestyle behaviors and attitudes

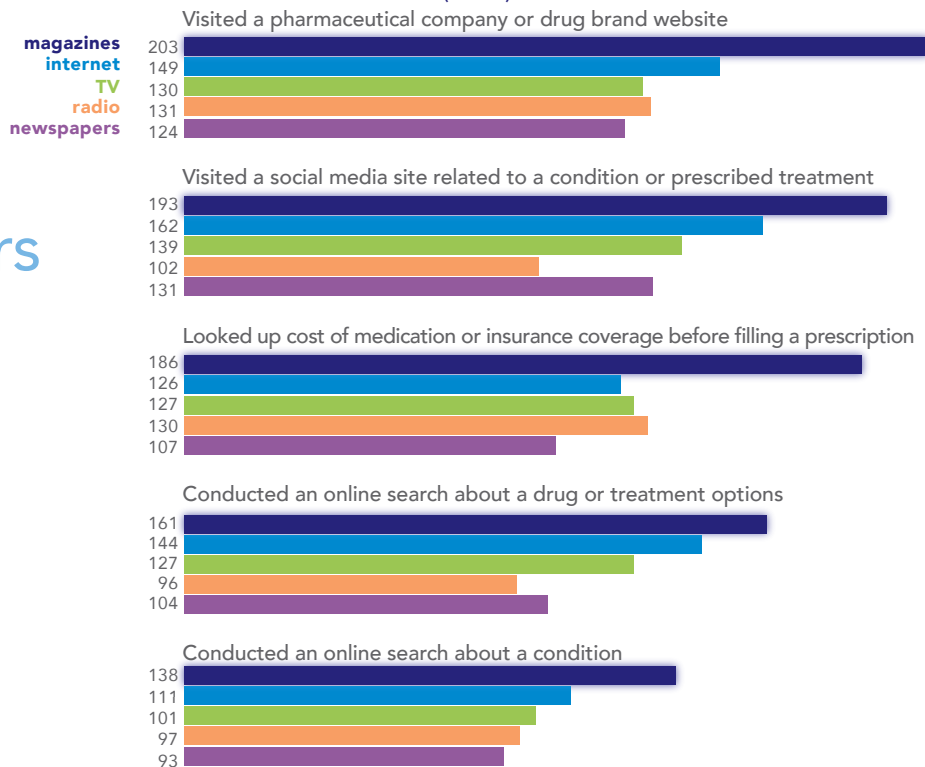
Agreement with statements about diet, exercise and lifestyle (index)

	magazines	internet	TV	radio	newspapers
Diet plans usually work for me	152	99	98	107	115
I do everything I can to promote and maintain my personal health and wellness	122	92	100	106	110
Exercise is important to my diet and nutrition plan	121	103	97	101	105
I believe that vitamins and nutritional supplements make a difference in long-term health	116	102	103	104	106

Index: Top quintile of users of each medium vs. adults 18+
Source: Kantar Media, MARS Consumer Health Study, 2019

Magazine readers go online after seeing their doctor

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



Index: Top quintile of users of each medium vs. adults 18+ seen any healthcare professional in last 12 months
Source: Kantar Media, MARS Consumer Health Study, 2019

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

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

	magazines	internet	TV	radio	newspapers
Referred to a book, journal or magazine to get additional information	271	156	177	134	173
Signed up for a mail/email list to receive more information	263	155	172	138	163
Switched to a different brand	255	105	141	98	192
Asked your doctor for a product sample of a prescription drug	244	121	126	128	163
Asked your doctor to prescribe a specific drug	213	164	158	121	167
Consulted a pharmacist	210	118	118	113	137
Visited a pharmaceutical company's website	208	158	147	121	165
Made an appointment to see a doctor	190	136	122	131	117
Watched a video online	190	162	133	123	125
Discussed an ad with your doctor	177	119	164	128	137
Conducted an online search	164	135	124	122	98
Refilled a prescription	159	127	131	142	112

Index: Top quintile of users of each medium vs. adults 18+
Source: Kantar/Mars Consumer Health Study 2019

Magazine readers are more connected via health-related mobile apps

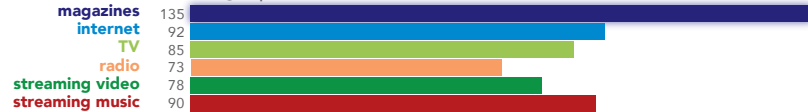
Health-related mobile apps used in the last 6 months (index)

	magazines	internet	TV	radio	newspapers
Blood sugar or diabetes	328	137	192	133	215
Pill reminder/Medication tracker	273	153	166	151	191
Doctor locator	268	147	157	197	155
Specific ailment education or support	259	161	190	120	146
Drug or general health reference tool	258	179	184	168	182
Symptom checker	242	134	133	177	140
Pharmacy/ER/Fast clinic locator	239	135	172	169	165
Insurance provider	197	96	91	105	115
Medical records access	193	144	157	151	124
Nutrition or healthy recipes	193	174	146	151	113
Stress/Relaxation	189	145	126	162	102

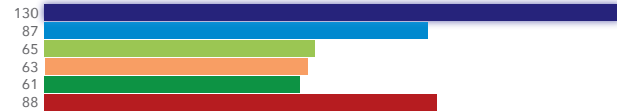
Index: Top quintile of users of each medium vs. adults 18+
Source: Kantar/Mars Consumer Health Study 2019

Premium and upscale new vehicle buyers among devoted media users (index)

bought premium brand vehicle



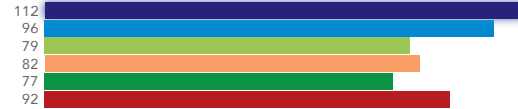
HHI \$200,000+



HHI \$150,000+



HHI \$100,000+



HHI \$80,000+



Note: Magazine media quintiles based on readership of 90 titles. Index: Top quintile users of each medium among new vehicle buyers vs. all new vehicle buyers.

Source: JD Power Automotive Media and Marketing Report, Summer 2019

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

Automotive influencers are devoted to magazines

Category influential consumers among devoted media users (index)

automotive product influencers



automobile influencers



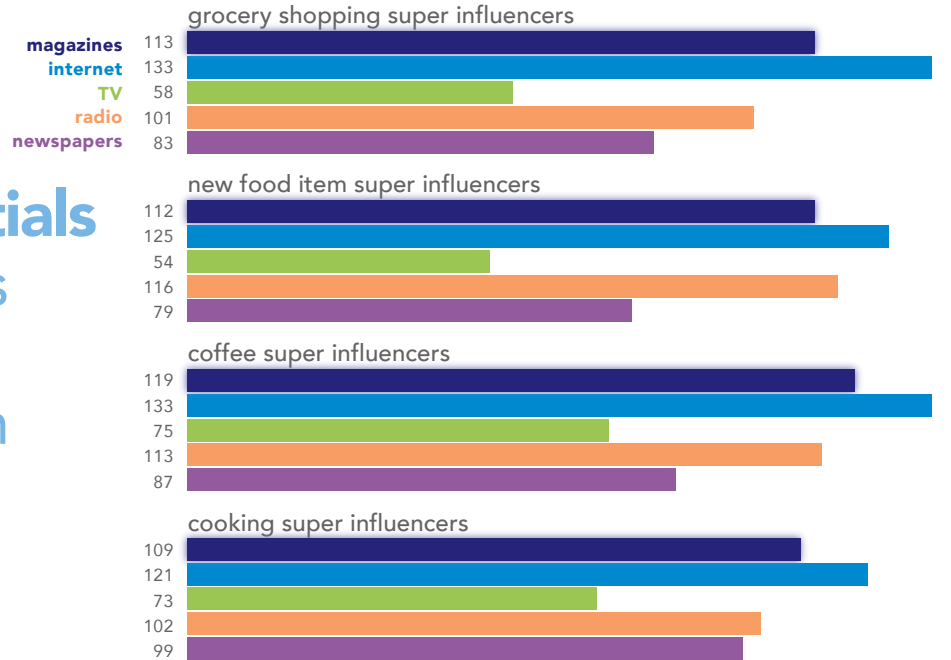
Index: Percentage of category influentials among the top quintile of users of each medium vs. percentage of category influentials among adults 18+.

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

Source: MRI-Simmons, Fall 2019

Food super influentials
devour magazines
more than almost
any other medium

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

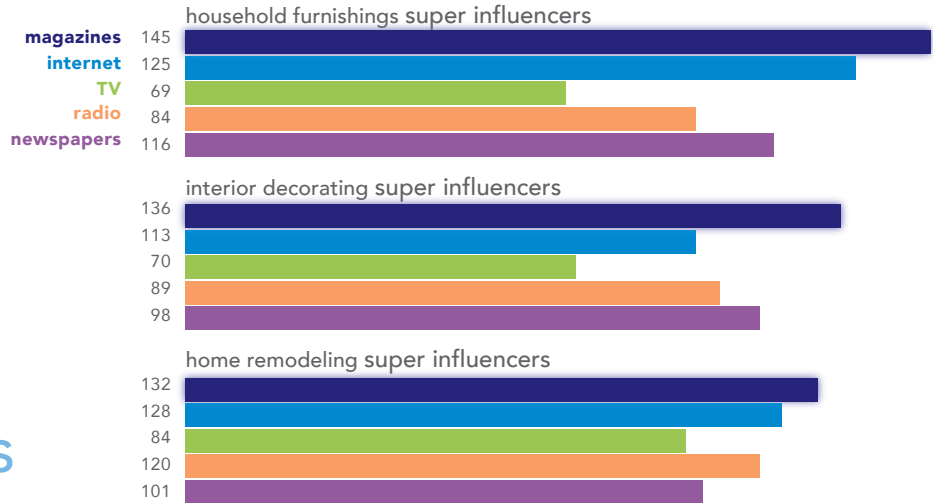


Index: Percentage of super influentials among the top quintile of users of each medium vs. percentage of super influentials among adults 18+. Note: Super influentials are defined as people who have great experience in the topic, whose advice on the topic is trusted by friends and family members, and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

Source: MRI-Simmons, Fall 2019

Home improvement super influentials are devoted magazine readers

Home improvement super influentials among devoted media users (index)



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

Note: Super influentials are defined as people who have great experience in the topic, whose advice on the topic is trusted by friends and family members, and who have recommended products or services in this topic to others.

Source: MRI-Simmons Fall 2019

Parenting super influentials are more likely to be devoted magazine readers

Parenting super influentials among devoted media users (index)



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

Note: Super influentials are defined as people who have great experience in the topic, whose advice on the topic is trusted by friends and family members, and who have recommended products or services in this topic to others.

Source: MRI-Simmons, Fall 2019

Prestige beauty users are most likely to be devoted magazine readers

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+
 Note: Prestige beauty users are defined as people who used perfume in the last 6 months, makeup in the past 6 months, complexion care in the last 6 months, or suntan products in the last 12 months from Estee Lauder, Lancome, Dior, Chanel, NARS, Clinique or YSL.
 Source: MRI-Simmons, Fall 2019

Prestige beauty users who read magazines spend more on health & beauty aids

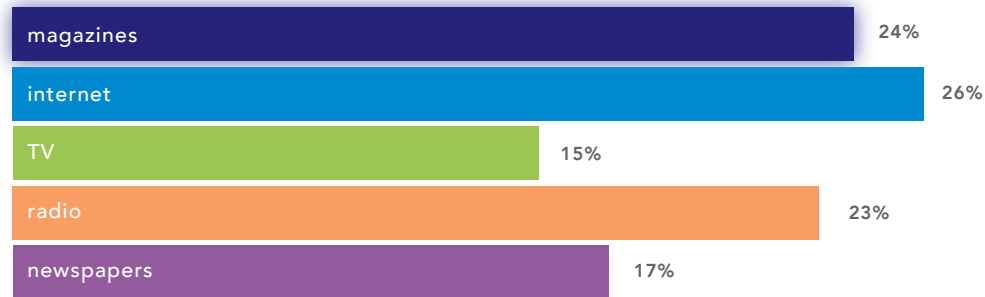
Spent \$300+ on health & beauty aids in last 12 months -
prestige beauty users among devoted media users (index)



Index: Percentage of prestige beauty users among the top quintile of users of each medium vs. percentage of prestige beauty users among adults 18+
Note: Prestige beauty users are defined as people who used perfume in the last 6 months, makeup in the past 6 months, complexion care in the last 6 months, or suntan products in the last 12 months from Estee Lauder, Lancome, Dior, Chanel, NARS, Clinique or YSL.
Source: MRI-Simmons, Fall 2019

Nearly **one in four** podcast listeners is a devoted magazine reader

Share of podcast listeners in the last 30 days

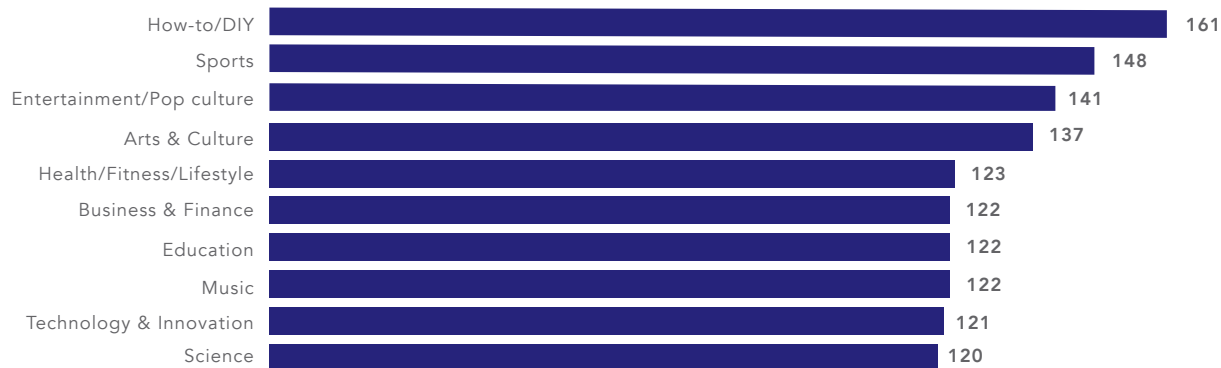


Base: top quintile of users of each medium

Source: MRI 2019 Podcast Study

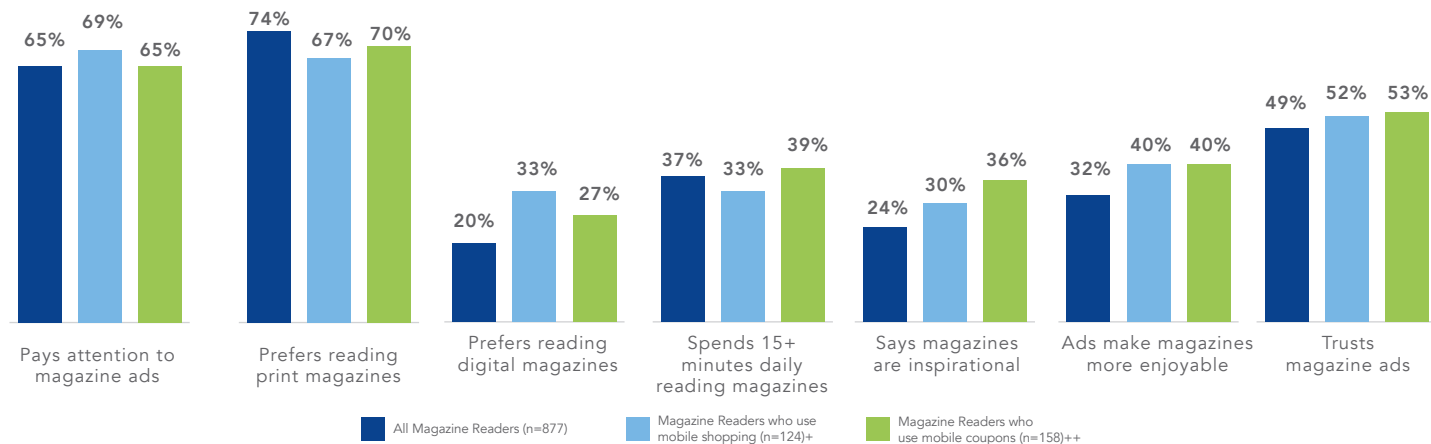
Magazine readers listen to a wide variety of podcast topics

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 2019 Podcast Study

Readers who are engaged with mobile shopping activities find magazines **inspirational and enjoyable**



Source: Quad Customer Focus 2019 Research Study - a telephone and online survey fielded among 2,250 US adults. Demographically representative of US households based on Census Bureau Data. Base: Magazine Readers
 + Magazine readers who have made an online purchase using a smartphone within the last 30 days.
 ++ Magazine readers who have redeemed a mobile coupon at checkout within 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, 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 prefer reading print magazines?
 Q. On average, how much non-work related time each day do you spend reading print magazines?
 Q. Which of the following media would you describe as life-enhancing or inspirational?
 Q. Do you find that ads make magazines more enjoyable?
 Q. Which of the following forms of advertising do you trust?

Spending among
magazine readers
18-34 reflects a focus
on **food and drink,**
and **early parenthood**

Magazine readers' average expenditures by age (index)		Age 18-34
Alcohol	Liquor last 30 Days	128
	Beer last 30 days	112
Clothing & Accessories	Watches last 12 Months	130
	Clothing expenditures last 12 months	122
	Athletic shoes last 12 months	113
	Fine jewelry last 12 months	110
Dining	Fine dining restaurants last 30 days	111
Electronics	Cameras/camcorders last 12 months	113
Health & Beauty	Cologne for men (self) last 12 months	127
	Cologne for men (gift) last 12 months	110
Kids & Babies	Children's toys & games last 12 months	116

Index: Average spend among top quintile of magazine readers 18-34 vs all adults
Source: MRI-Simmons, Fall 2019

Magazine readers age
35-54 are above-average
spenders on a wide
range of categories for
**themselves, their homes,
and their families**

Magazine readers' average expenditures by age (index)

Age
35-54

Clothing & Accessories	Clothing last 12 months	126
	Athletic shoes last 12 months	113
	Costume jewelry last 12 months	110
Dining	Fine dining last 30 days	123
	Family restaurants & steakhouses last 30 days	118
	Fast food & drive-ins last 30 days	118
Electronics	Tablets & E-reader apps last 30 days	120
	Cell phone apps last 30 days	116
	Cell phone bill (monthly)	114
	Audio equipment & accessories last 12 months	112
Health & Beauty	Nonprescription sunglasses last 12 months	119
	Women's perfume (self) last 12 months	115
	Men's cologne (self) last 12 months	112
	Men's cologne (gift) last 12 months	110
	Women's perfume (gift) last 12 months	110
Home	Property & garden maintenance last 12 months	112
	Bedding & bath goods last 12 months	110
	Paint/stain last 12 months	110
Kids & Babies	Children's clothing last 6 months	112
	Children's shoes last 12 months	111
Travel & Recreation	Luggage last 12 months	114
	Domestic last vacations 12 months	113
	Camping equipment last 12 months	110

Index: Average spend among top quintile of magazine readers 35-54 vs all adults

Source: MRI-Simmons, Fall 2019

Spending among
magazine readers 55+
is tied to **healthcare,**
homecare, and luxuries
like cars, fine jewelry,
and foreign travel

Magazine readers' average expenditures by age (index)		Age 55+
Automotive	Most recent vehicle purchase	110
Clothing & Accessories	Fine jewelry last 12 months	115
Electronics	Tablet and E-reader apps last 30 days	185
Health & Beauty	Contact lenses last 12 months	115
	Women's perfume (gift) last 12 months	111
	Women's perfume (self) last 12 months	111
	Prescription drugs (out-of-pocket monthly)	111
Home goods & services	Any climate control appliance last 12 months	116
	Home improvements last 12 months	115
	Home remodeling last 12 months	112
	Property & garden maintenance last 12 months	112
Travel & Recreation	Foreign Vacations last 12 months	117
	Luggage last 12 months	110

Index: Average spend among top quintile of magazine readers 55+ vs all adults
Source: MRI-Simmons, Fall 2019

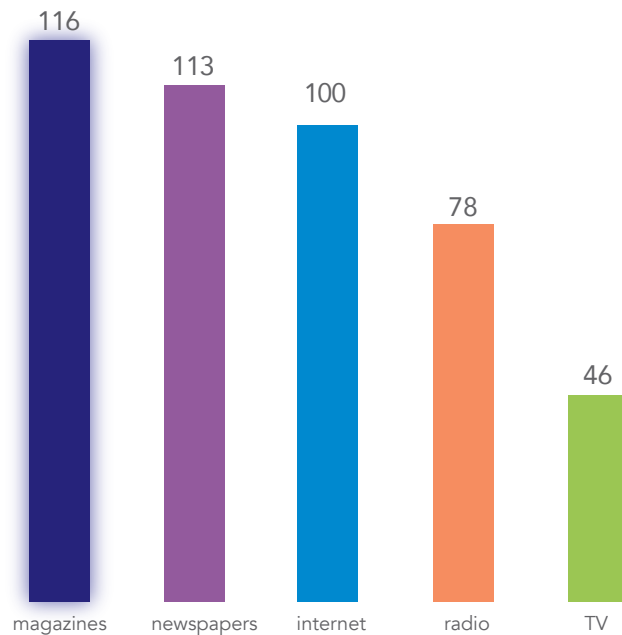
Affluent Readers

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 and alcohol, personal finance, home services, 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 2019

Devoted magazine readers are **wealthy with valued assets**

Heavy media users - Median Values (\$000)

	magazines	internet	TV	radio	mobile app
Household income	\$186	\$184	\$180	\$182	\$183
Personal income	\$149	\$145	\$147	\$133	\$136
Household net worth	\$1,136	\$889	\$1,026	\$842	\$810
Household liquid net assets	\$618	\$424	\$607	\$423	\$394
Value of primary residence	\$539	\$503	\$488	\$471	\$475
Total value of real estate	\$896	\$861	\$817	\$777	\$758

Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent magazine readers are heavy spenders across all categories

Heavy affluent users indexed to total affluents

	magazines	internet	TV	radio	mobile app
Total Expenditures	128	118	113	107	106
Home and Garden	150	142	136	107	104
Apparel and Accessories	136	127	119	113	116
Alcoholic beverages	132	131	114	109	108
Women's beauty	129	126	116	106	107
Travel	127	110	113	102	105
Leisure, Entertainment, Dining	126	125	118	112	113
Long-term care insurance	124	114	115	96	82
Charitable donations	123	112	119	98	98
Vehicles	119	118	111	96	94
Personal care and wellness	118	115	112	106	107
Personal life insurance	115	112	112	100	99

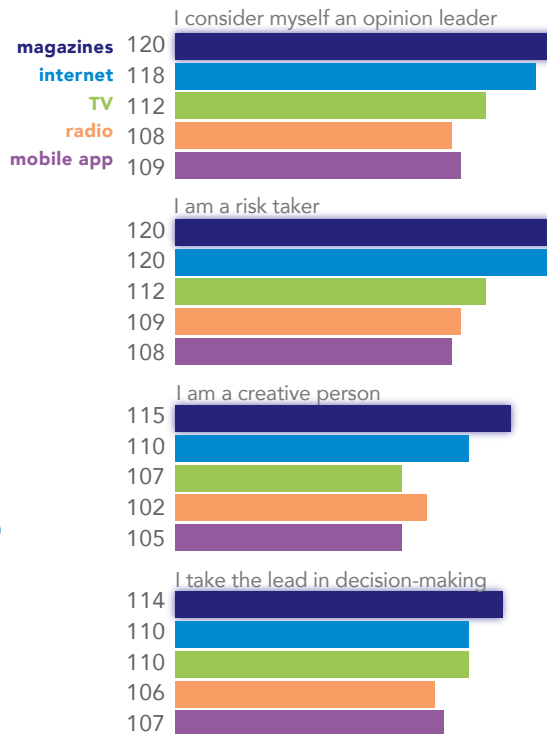
Heavy users of each media defined as top-third of users in terms of time spent or usership.

Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent
readers are
**opinion leaders,
risk takers, and
decision makers**

General attitudes/Intent

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

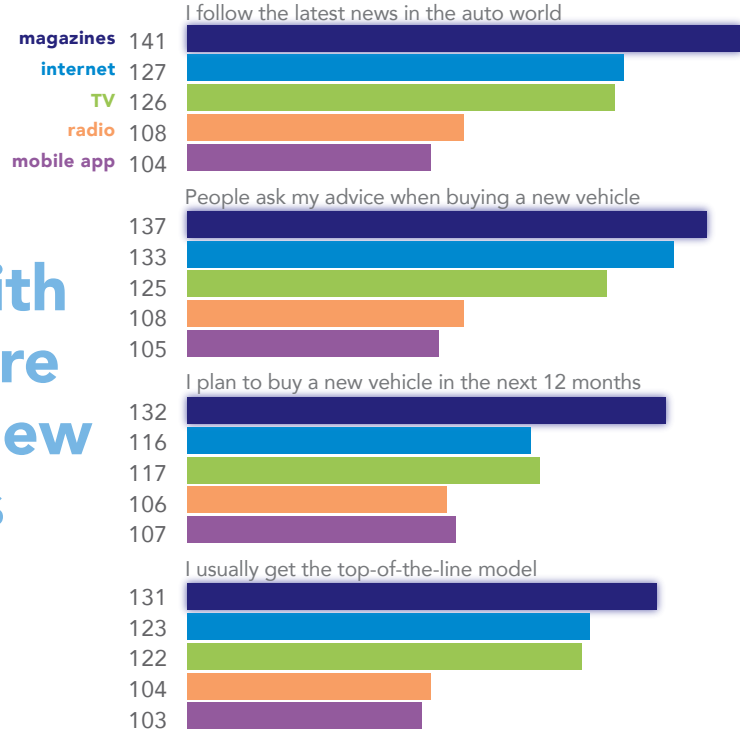


Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent
readers **keep up with
auto trends and are
in the market for new
and luxury autos**

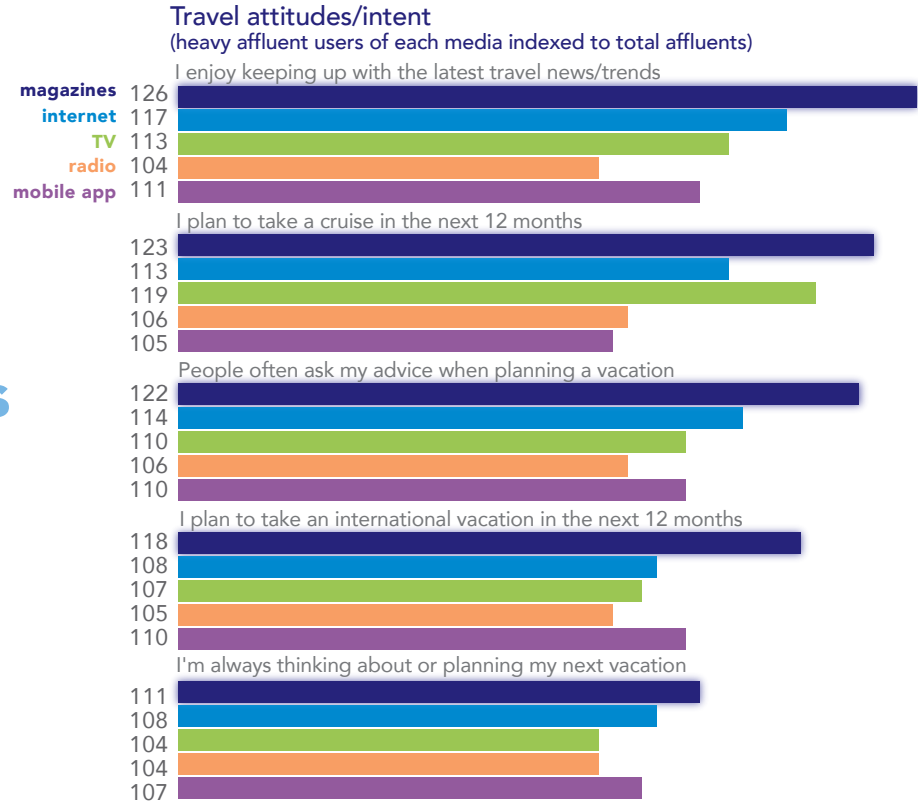
Auto attitudes/intent

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



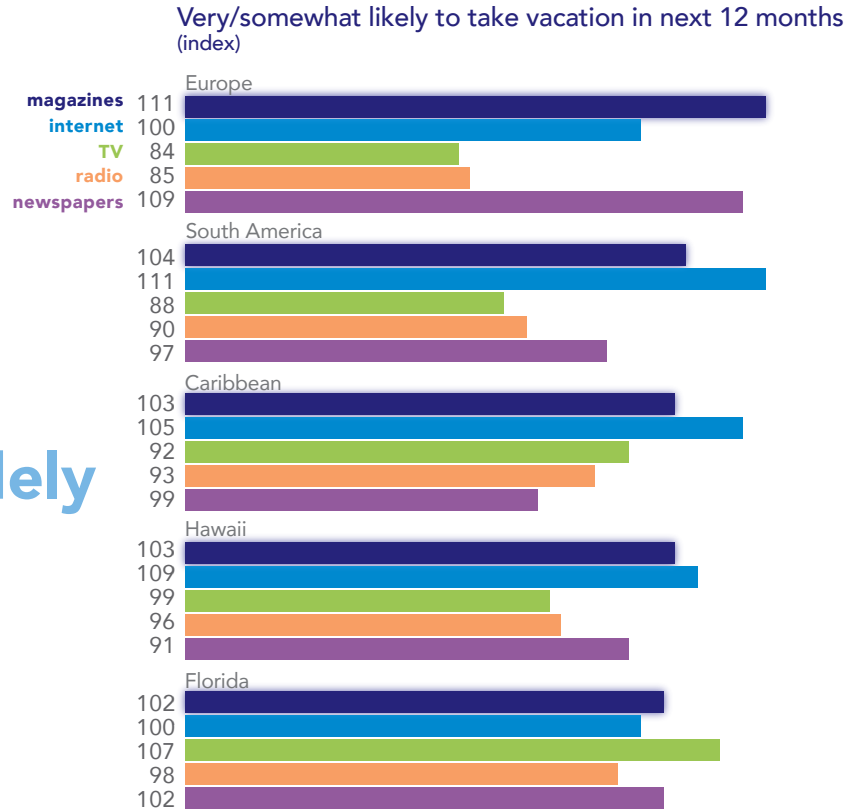
Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent
readers are **always**
looking to travel



Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

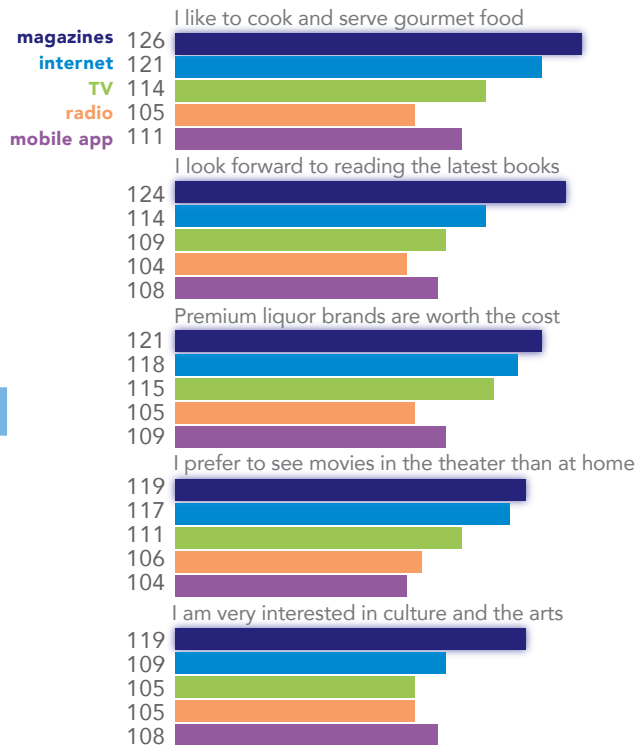
Pre-COVID,
affluent magazine
readers **traveled widely**



Index: Top quintile of users of each medium among adults with HHI of \$100k+ vs. all adults with HHI of \$100k+
Source: MRI-Simmons, Fall 2019

Devoted affluent
readers **enjoy**
gourmet food and
premium liquor

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

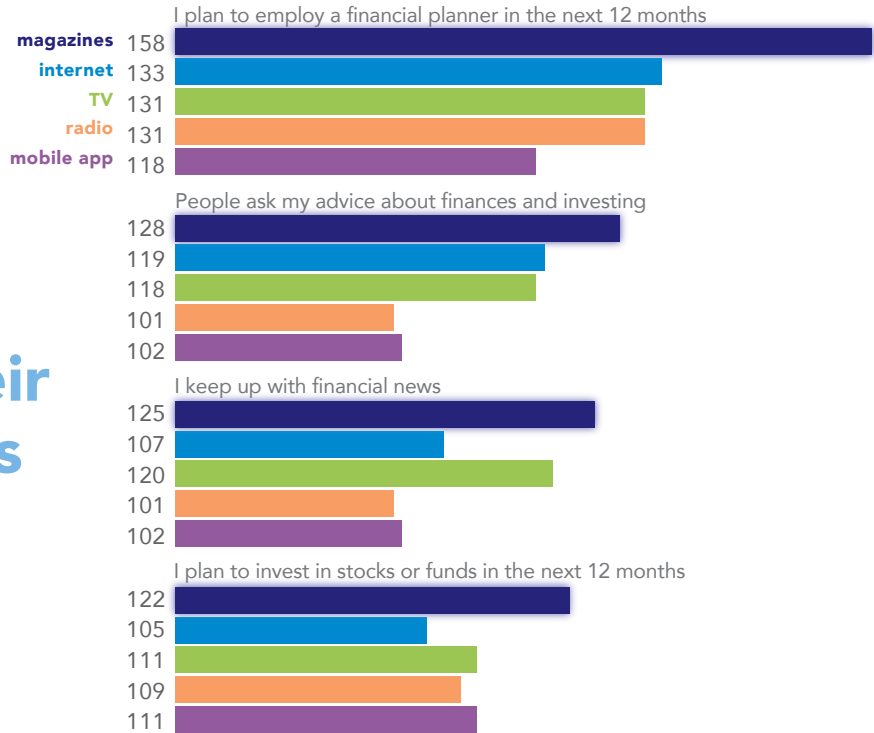


Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent
readers are
engaged with their
personal finances

Financial attitudes/Intent

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

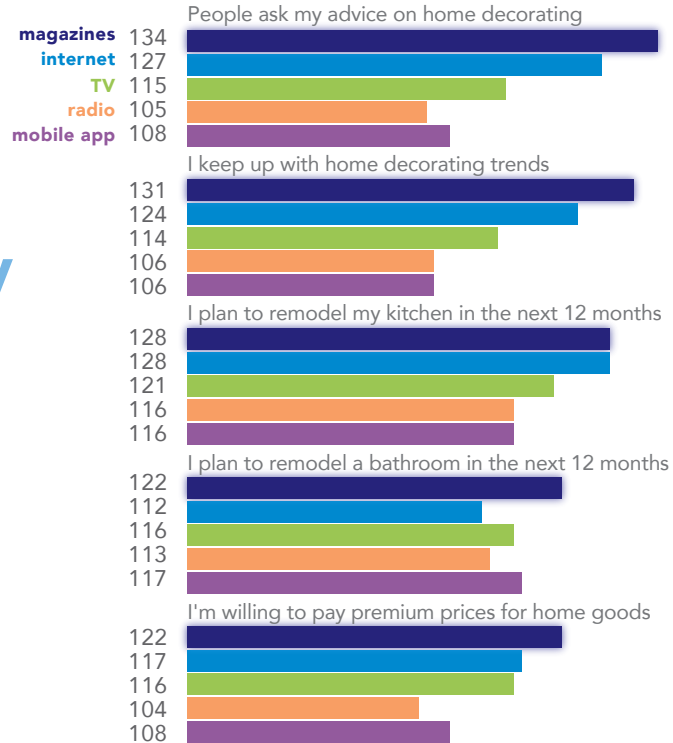


Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent
readers are **heavily**
invested in their
home

Home attitudes/intent

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

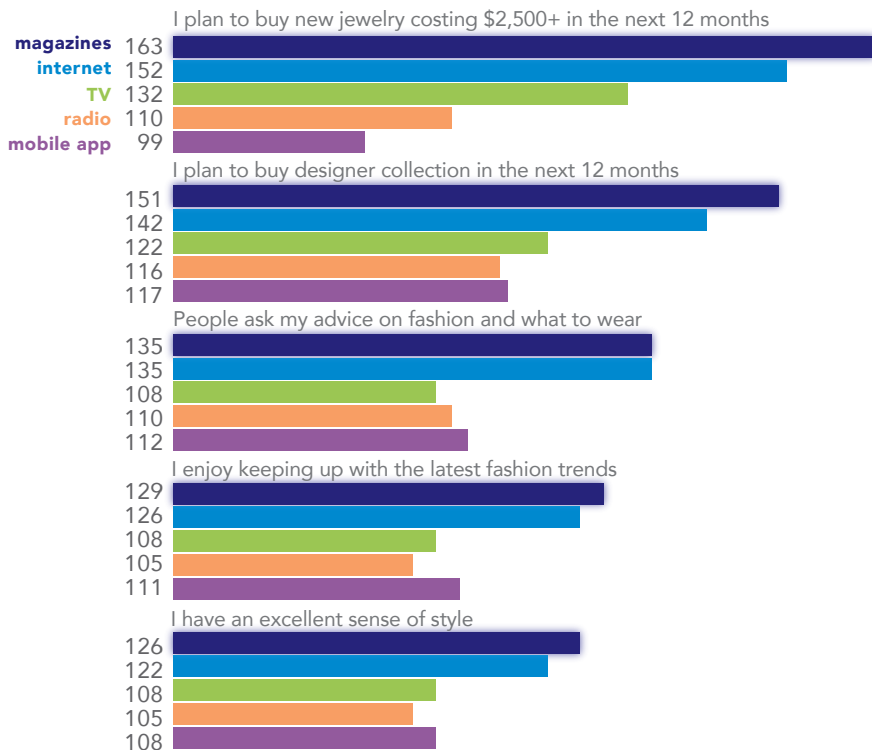


Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

Devoted affluent
readers **keep up**
with the latest
fashion industry
trends

Fashion attitudes/intent

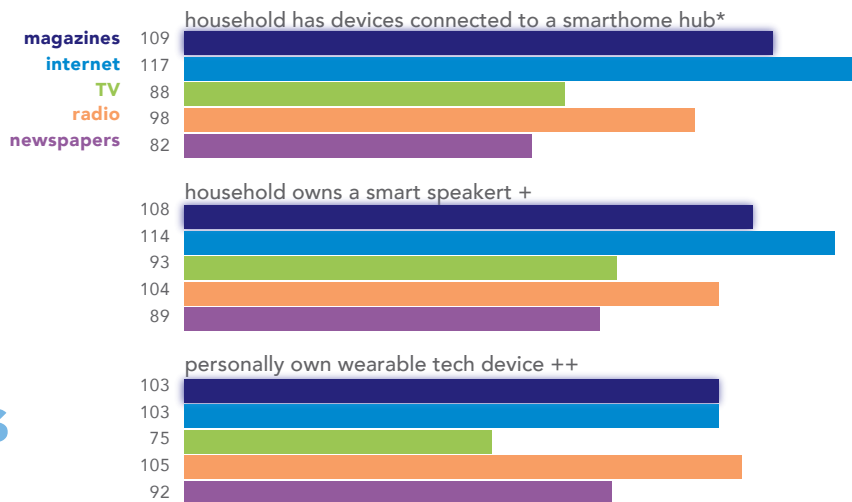
(heavy affluent users of each media indexed to total affluent)



Heavy users of each media defined as top-third of users in terms of time spent or usership.
Source: Ipsos Affluent Survey, Fall 2019 (Adults 18+ with HHI \$125K+)

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

Smart technology usage among devoted affluent media users (index)



Index: Top quintile of users of each medium among adults with HHI of \$100k+ vs. all adults with HHI of \$100k+

Source: MRI-Simmons, Fall 2019

*Devices such as audio system, coffee maker, dishwasher, garage door, lighting, oven, refrigerator/freezer, security system, thermostat, TV, video doorbell, washer/dryer connected to Logitech Harmony Hub, Samsung SmartThings, Wink Hub

+ Amazon Echo (including Echo, Echo Plus, Echo Dot, Echo Show, Echo Spot, or Echo Look), Google Home (including Google Home, Google Home Hub, Google Home Mini, or Google Home Max)

++Smartwatches, Fitness Trackers, VR Headsets, Etc.

COVID-19

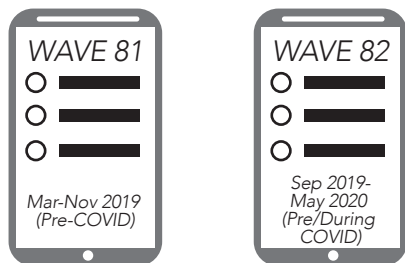
Magazine brands are
**reaching expanded
audiences**, as COVID-19
upends consumer behavior
and changes how US adults
interact with the media

Consumers are adjusting to the “new normal” of COVID-19, which means advertisers must stay up to date with changes in consumer sentiment and media usage as a result of this global health crisis. While the lasting effects of the pandemic remain to be seen, early data from MRI-Simmons, MediaRadar, Havas Media USA, CrowdTangle, and Meredith show that **magazines’ relevance is growing in new ways.**

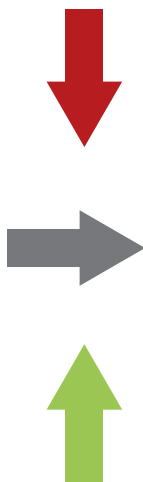
For example, a shift to more “in-home” reading coincides with more visitation to magazine websites. Additionally, younger consumers and women demonstrate an increased interest in magazines. And on the social front, the realities of COVID-19 life led Facebook users to share more content from food and recipe magazines after “stay at home” orders went into effect and eating out was less accessible.

As COVID restrictions progressed this Spring, readers increased their reliance on digital magazine content

MRI-Simmons' Spring 2020 Survey of the American Consumer was collected in two waves: Wave 81 fielded before the pandemic began, and Wave 82 fielded both before and during COVID-19



Comparing magazine engagement from wave to wave gives an indication of how pandemic life is impacting readership



With social distancing and “stay-at-home” restrictions in place, Americans’ **“out-of-home” readership fell by nearly 28% wave over wave**, driving a nearly 16% drop in gross readership*

The **at-home** audience, however, **remained generally stable** (-1%)...

...and **magazine website visitation⁺ grew by +10.5%** over the same period. Print & Digital Editions declined by only -4.9%, indicating increase in digital edition readership

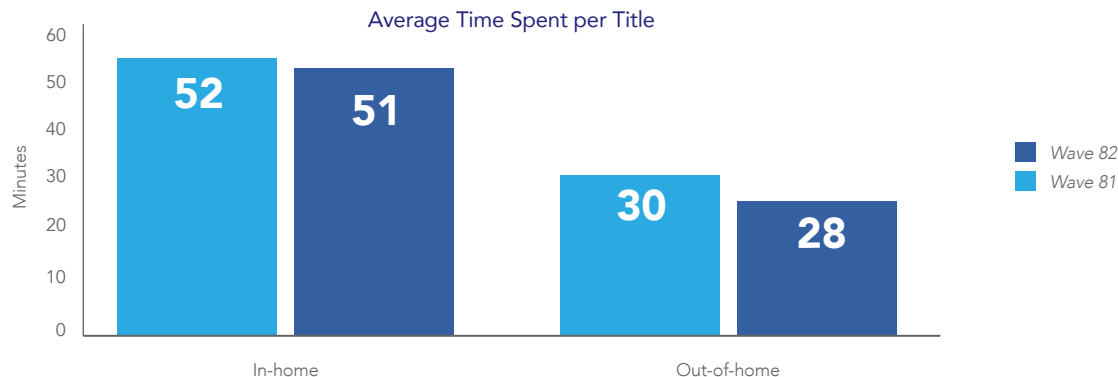
Base: U.S. adults 18+, Source: MRI-Simmons Spring 2020

* Among 133 commonly released magazines

+ Visitation to 103 commonly measured magazine websites

"Average time spent reading" **increased** for readers younger than 54, as reading events shifted toward "in-home"

Consumers have historically engaged with magazines for longer periods of time when reading "in-home" versus "out-of-home." In fact, average minutes per title, among those who read, remained stable across these time periods.



Although overall readership for adults 18-34 and 35-54 declined, average time spent reading per title among those who did read increased slightly: 18-34 (+2.5%) and 35-54 (+4.5%).

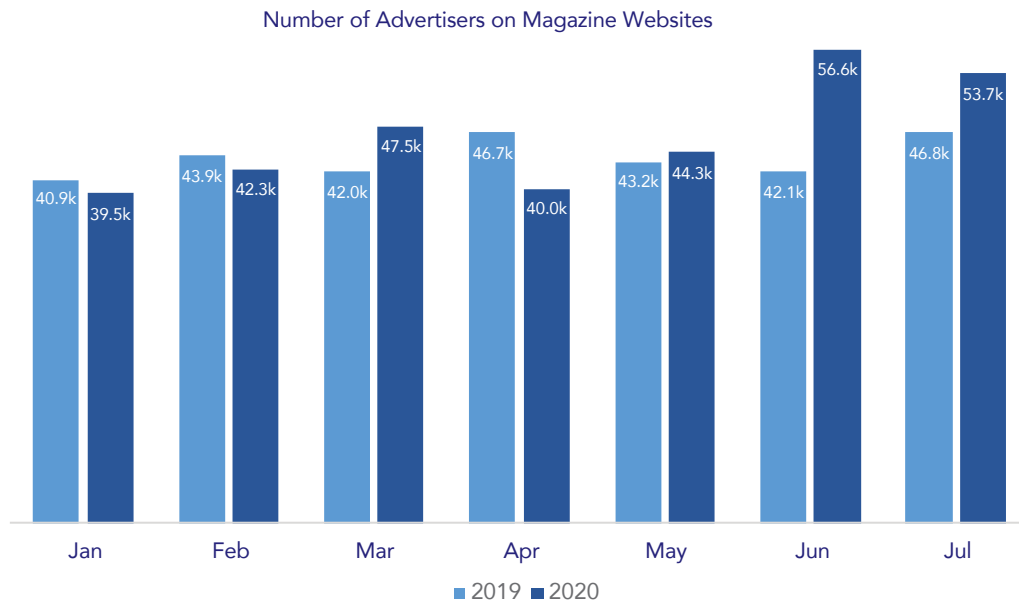
This reflects a shift where in-home reading made up a larger proportion of overall readership. For example, among 18-34-year-olds, 40% of their readership was in-home, compared to 32% pre-COVID.

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

NOTE: Findings compare two waves of data within Spring 2020 release. Wave 81 fielded in Mar-Nov 2019 pre-COVID, and Wave 82 fielded Sep 2019-May 2020 pre-/during COVID.

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

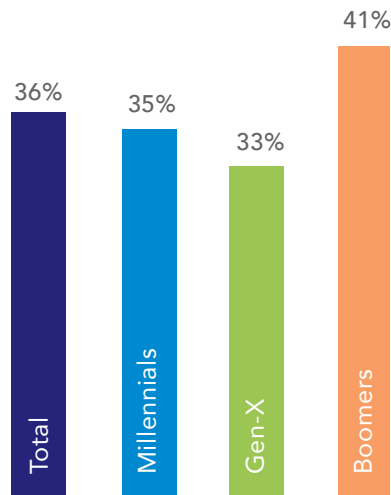
By July, the number of advertisers on magazine sites grew 15% YoY



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

Female magazine readers,
including more than **one-third**
of millennial women,
are reading even more
in the age of COVID-19

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

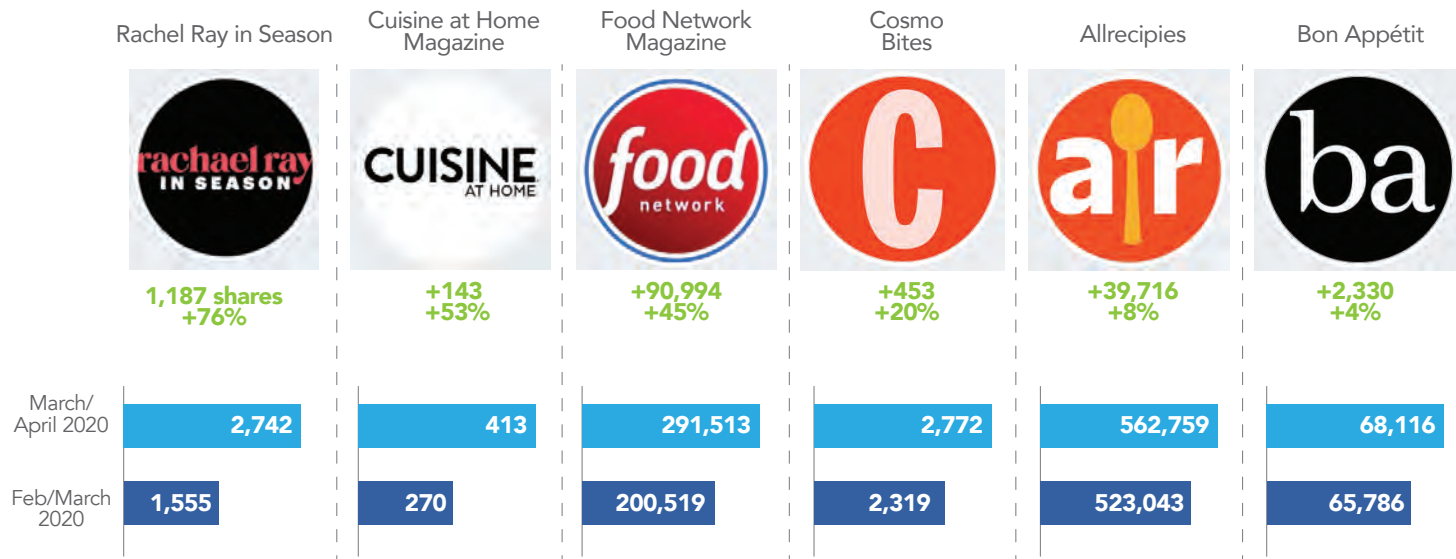


Base: 1,000 Meredith Women 18-64

Source: Meredith Consumer Pulse: COVID-19 Wave 4; fielded online 5/5/2020

On social media, people in quarantine looked to trusted magazine brands to eat well instead of dining out

Facebook users shared more content from food/recipe magazines after “stay at home” orders went into effect

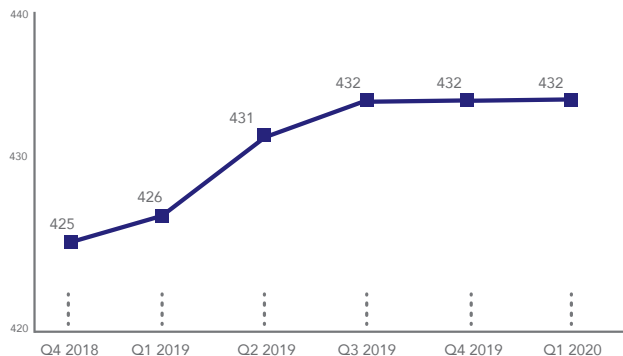


March/April 2020: March 26-April 23. Feb/March 2020: Feb 27 – March 25. Magazine brands dedicated to food/recipes were selected by the MRI-Simmons team. Facebook Shares: when a user shares a post directly from the magazine brand's Facebook page.

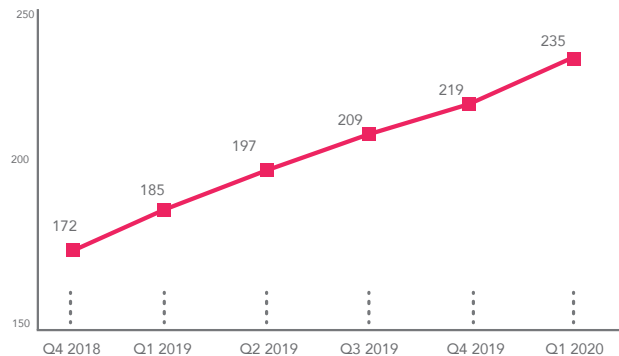
Source: Automatic collection through the social networks' APIs (Application Program Interface) collected by CrowdTangle.

As the COVID pandemic began at the end of Q1, social media users maintained and made new connections with magazine brands

Facebook page likes - Q4 2018 thru Q1 2020



Instagram followers - Q4 2018 thru Q1 2020

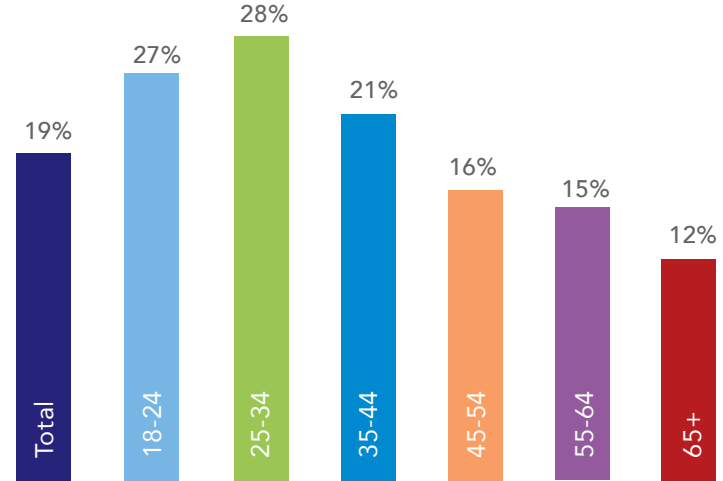


NOTE: March 31, 2020 fell within the COVID-19 pandemic, when the majority of states had government-prescribed "stay at home" orders in place, and non-essential businesses were shut down. Facebook Page Likes, Instagram Followers: Number of people who have opted in to receive messages from that particular social entity. All statistics gathered at the end of the last day of the quarter. Growth % of page likes/followers. The % increase from the last day of the previous quarter. Magazine Media Industry: Data shown are collected from about 230 magazine media brands. Source: Automatic collection through the social networks' APIs (Application Program Interface) collected by CrowdTangle.

Younger audiences are revisiting magazines during COVID-19

How would you describe your current media activities, compared to the time before COVID-19?

A: Reading magazines a lot/a bit more*



Source: Havas Media Meaningful Media & Covid-19 Study, fielded among 800 US online adults, March 31-April 6, 2020. Weighted to match the general population on age and gender.

*Either physical copy or online

Over one-quarter of adults under 35 report reading magazines more as a result of the pandemic

**Our thanks to the following
for their research contribution;**

AAM
Carat USA
comScore
CrowdTangle
Edelman
Havas Media USA
Helixa
Ipsos
J.D. Power & Associates
Kantar Media
MediaRadar
Meredith Corporation
MESH Experience
MRI-Simmons
Nielsen Catalina Solutions, Nielsen Homescan
NOMOS Research
Professor Samir Husni, Mrmagazine.com
Quad
Symphony Health
YouGov

**Our thanks to the following
publishers and media agencies for their guidance and industry expertise:**

Publisher Partners

AARP Media Solutions
American Media, Inc.
The Atlantic
Bonnier Corp.
Condé Nast
The Economist
Forbes
Hearst Magazine Media
Meredith Corporation
National Geographic
Parade Media
Trusted Media Brands, Inc.

Agency Partners

Carat USA
GroupM
Havas Media USA
Horizon Media
Initiative
Magna Global
MediaCom
Page Four Media Inc.
Publicis Media
Spark Foundry
Starcom
Zenith

MPA Membership - As the national trade association for the consumer magazine media industry, MPA is a powerful, unified voice for its members. MPA members represent over 500 magazine media brands that span a vast range of genres across online, mobile, video and print media. MPA members are diverse, including a broad range of magazine media companies, from large global media companies to small independent journals. MPA members benefit from:

Powerful Public Policy: At the federal and state level, MPA is an active and persuasive advocate on behalf of the magazine media industry. Before lawmakers and agencies, MPA advances a broad public policy agenda that includes postal rates, data privacy, taxes, consumer marketing and other issues that matter most to MPA members.

Strong Industry Narrative: MPA speaks on behalf of the magazine media industry, providing a strong, influential narrative on vitality and innovation in the magazine media industry, present and future.

Key Business Intelligence: MPA provides members news, briefs and insight on the policy developments that impact their business models. As the magazine media industry evolves, MPA's webinars, industry research, economic studies and analysis equip members with critical knowledge and tools.

Forum for Best Practices: MPA convenes members throughout the year to promote thoughtful dialogue and exchange of ideas that catalyze industry growth.

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

Independent Magazines (IMAG):

Within the world of magazine media brands, MPA has carved out a community of independent publishers to facilitate peer-to-peer convening, sharing and learning. MPA's Independent publishers, better known as the IMAG brands, are fueled by the passionate interests of enthusiast audiences. The entrepreneurial leaders of IMAG companies have navigated the transition from traditional magazine company to 360° magazine media brand with creativity and innovation.

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



magazine.org

THANK YOU TO OUR PRINT SPONSOR

FreeportPress[®]

Making Great Impressions for Your Success

freeportpress.com



What does quality journalism
and limitless distribution have
in common?

**PressReader – thousands of
world's leading titles,
so many ways to read them.**

Let's talk
about.pressreader.com

Los Angeles Times

The
Guardian

ELLE

NEW YORK

Newsweek

BAZAAR

VOGUE

GQ

Forbes

FOUR SEASONS
HOTELS AND RESORTS

SEABOURN

TURKISH AIRLINES

Fairmont
HOTELS & RESORTS

Scandic

BRITISH AIRWAYS

CATHAY PACIFIC

MARRIOTT

UNIWORLD