

Magazine Media

extraordinary **content**

premium audiences

immersive **experiences**

factbook 2012/13



The magazine industry evolution continues! As you'll see in this year's Magazine Media Factbook, it's a time of excitement — and opportunity.

Why? Because this business is based on something that hasn't changed: the exceptional relationship between reader and content. Magazines continue to deliver engagement. And consumer demand has never been greater for new content, delivered in exciting new ways. Whether through print, the web, tablets, smartphones or social media, magazines reach out and readers respond.

This newest version of the Factbook is not only informative, but inspiring. We look forward to what lies ahead, and taking on challenges and seizing opportunities together.

Chris Kevorkian

Chief Marketing and Digital Officer, @ckevork

P.S. find more information and updates at magazine.org/factbook

Why magazines work

Action

Magazines are motivating. **More than 60% of print magazine readers took action as a result of a magazine ad.** Digital magazines also drive response, with 91% taking action after reading a digital issue. Studies show that 43% of magazine readers make online purchases vs. 21% of non-readers.

— pages 14, 19, 24, 25, 27, 39, 45, 60, 79

Engagement

Magazines continue to score higher than TV or the internet in “ad receptivity” and other engagement measures. **Readers spend an impressive 41 minutes with each issue.** Among digital readers, 73% read or tap on advertisements appearing in electronic magazines.

— pages 12–17, 59

Trust

Consumers trust and believe magazines

— and embrace advertising as a part of the brand experience. In fact, studies show that ads in magazines rank higher in trust than ads on TV, radio or online.

— pages 15, 17, 65

Youth

If you think teenagers only read texts, think again. **96% of adults under 25 read magazines** — and those under 35 read more issues per month than adults 35+. Studies also show that the top 25 magazines reach more adults and teens than primetime television.

— pages 5, 7, 8 and 11

Influence

Magazine readers are more likely than users of other media to influence friends and family on product purchases across a variety of advertising categories. Magazine readers rank as #1 or #2 super influential consumers across 60 product categories and make an impact in every shopping segment.

— pages 19–21, 35–38, 40–44, 47, 48 and 53

Valued content

Readers have a positive attitude toward advertising in magazines and believe the ads provide useful information. This holds true among digital readers — and they further like to explore interactive ad tools and features.

— pages 15, 16, 46 and 81

Social

Magazines and social media go hand-in-hand. **69% of readers have posted a magazine article on Facebook**, and more than 6 in 10 have shared magazine content while chatting with friends on Facebook.

— pages 20 and 64–65

ROI

Studies show that allocating more money to **magazines in the media mix improves marketing and advertising ROI across multiple product categories.**

— pages 28–31, 54 and 55

Multi-platform

Magazine apps are among the top-grossing apps in key categories in the iPad App Store. Magazine readers are heavy smartphone users. And, magazines also rank #1 in driving consumers online among adults 18+.

— pages 14, 22, 57, 65, 76 and 90

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Readership and Reach

- 5 Magazine readership is high across age groups
- 6 Age of magazine readers mirrors the U.S. population
- 7 Boomers, genXers and millenials are heavy magazine readers
- 8 Young adults read more issues than adults 35+
- 9 Magazine readers are diverse
- 10 Magazine audiences accumulate over time
- 11 Magazines reach more adults and teens than primetime television

Engagement

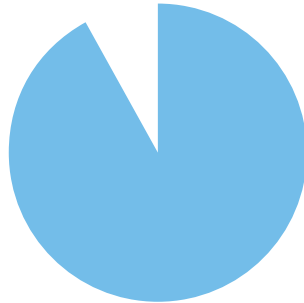
- 12 Magazine readers are engaged
- 13 Magazine readership is consistent month-to-month
- 14 Magazine media ads are effective
- 15 Consumers find value in magazine advertising
- 16 Magazines rank high in ad interest
- 17 Readers trust magazine ads

Magazines: the universal medium

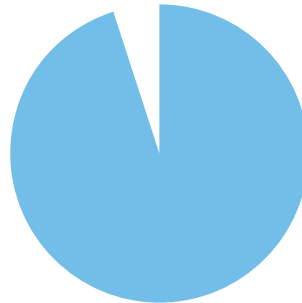
92% of Americans read magazines –
including hard-to-reach millennials

Magazines read in the last 6 months
(paper or electronic versions)

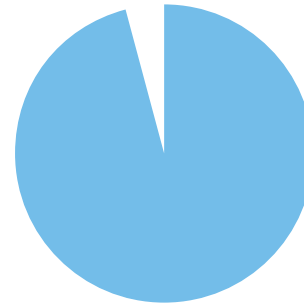
92% of adults



95% of those under 35

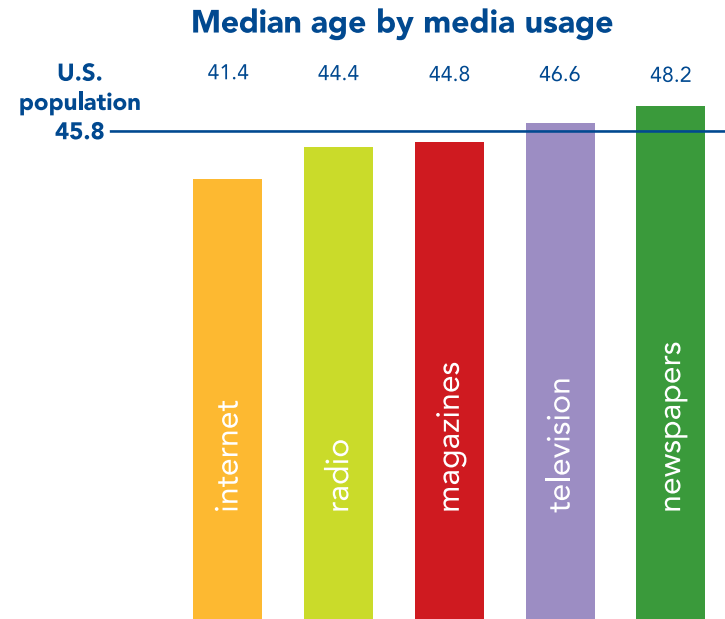


96% of those under 25



Base: U.S. adults 18+
Source: GfK MRI, Fall 2011

Median age
of magazine
readers reflects
the U.S.
population



Note: Magazines and newspaper numbers represent print only
Source: GfK MRI, Fall 2011

Young readers are heavy users



| | Boomers (index) born 1946–64 | GenXers born 1965–76 | Millennials born 1977–94 |
|------------------|--|--------------------------------|------------------------------------|
| magazines | 88 | 104 | 117 |
| internet | 84 | 107 | 131 |
| television | 109 | 74 | 65 |
| radio | 105 | 102 | 102 |

Base: Percent of coverage among adults 18+, HHI \$50K+. Note: Heavy media usage = top quintile of usage for each medium (ranking excludes newspaper)
Source: GfK MRI, Fall 2011

Younger = more involvement

Adults under 35 read **more issues**
per month than adults 35+

Readership by age

| | total | under 25 | under 35 | 35 + | 50 + |
|---|-------|-------------|-------------|------|------|
| issues read/past month (median) | 7.3 | 7.9 | 7.9 | 7.1 | 6.7 |
| index | 100 | 108 | 108 | 97 | 92 |
| "heavy" magazine readers – top quintile | 20.0 | 24.3 | 23.6 | 18.4 | 16.0 |
| index | 100 | 122 | 118 | 92 | 80 |

Base: U.S. Adults 18+
Source: GfK MRI, Fall 2011

A diverse audience

92% of African-American adults are magazine readers, equal to the total population. They read an average of 15.1 issues per month, compared to 10.4 issues per month for all U.S. adults.

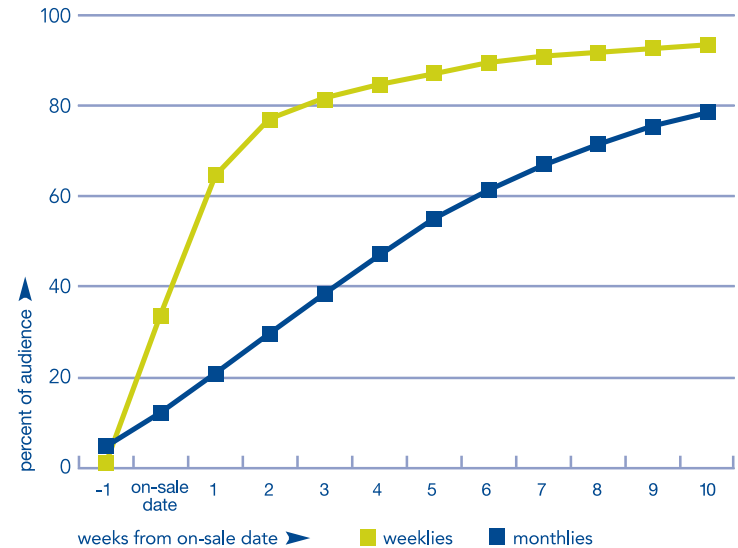
92% of Asian-American adults read magazines, equal to the total population and also African-American adults. They read an average of 10.8 issues a month, closely resembling the average number of issues for all U.S. adults.

86% of adult Hispanic-Americans read magazines. They read an average of 11.3 issues per month, slightly higher than the U.S. average.

Source: GfK MRI, Fall 2011

Readership starts strong and keeps on growing

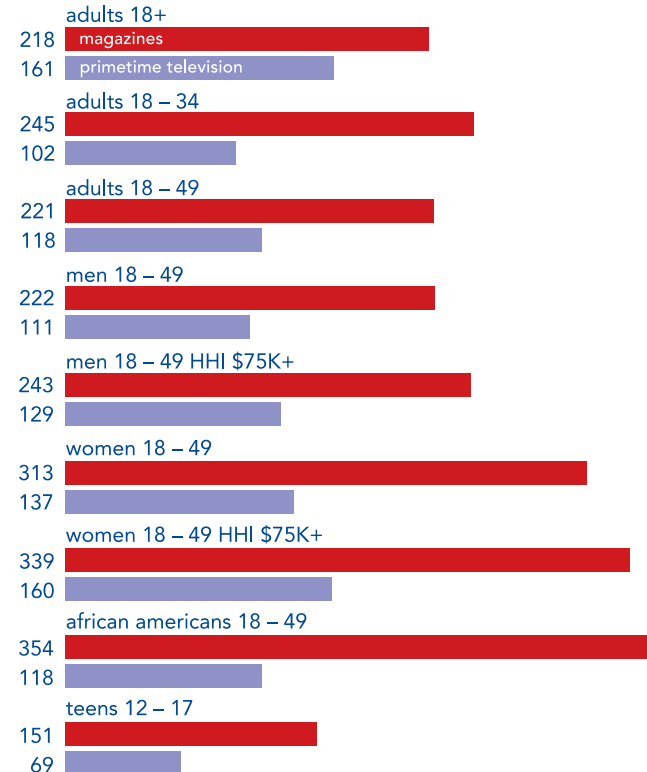
Magazine audience accumulation over time



Note: Magazine reach begins accumulating audience before the actual on-sale date. The on-sale date is the actual date the magazine will appear on the newsstand or is likely to arrive in subscriber households. For weeklies, it is generally one week earlier than the cover date of the magazine. For monthlies, the on-sale date is generally weeks ahead of the cover date. Source: GfK MRI, Fall 2011. GfK MRI variable used cume % GRPs

**Better than
primetime**
the top 25
magazines reach
more adults
+ teens than TV

Gross ratings points (GRPs) of top 25 magazines and primetime television programs (index)



Note: Total GRPs equal the rating of each of the top 25 vehicles of each medium added together
Source: Carat Insight: Nielsen, September 2010 – May 2011 (Regularly scheduled, primetime programs). Nielsen defines primetime as Monday to Saturday 8pm to 11pm and Sunday 7pm to 11pm; GfK MRI, Fall 2011; GfK MRI Twelveplus, 2011; TV Ratings based on Live+7 data

Magazines mean engagement

The average reader
spends 41 minutes
reading each issue

Source: GfK MRI, 2011

#1 in ad receptivity (index)

ad attention/receptivity



trustworthy



social interaction



inspirational



Note: 100 – 500 scale

Source: Experian Simmons Multi-Media Engagement Study, Spring 2011

Readership doesn't take a vacation

audiences consistent
month-to-month

Issue-specific audiences

all measured publications by month/quarter

| issue | audience | percent |
|-----------|-------------------|--------------|
| January | 2,124,496 | 8.0% |
| February | 2,009,688 | 7.6 |
| March | 2,230,885 | 8.4 |
| April | 2,195,800 | 8.3 |
| May | 2,619,895 | 9.9 |
| June | 2,109,067 | 8.0 |
| July | 2,150,636 | 8.1 |
| August | 2,159,925 | 8.2 |
| September | 2,202,486 | 8.3 |
| October | 2,414,689 | 9.1 |
| November | 2,219,324 | 8.4 |
| December | 2,003,891 | 7.6 |
| | 26,440,782 | 100.0 |

quarterly

| | | |
|--------------------|-----------|------|
| January – March | 6,365,069 | 24.1 |
| April – June | 6,924,762 | 26.2 |
| July – September | 6,513,047 | 24.6 |
| October – December | 6,637,904 | 25.1 |
| June – August | 6,419,628 | 24.3 |

Source: GfK MRI, 2011

Magazine media delivers strong ad recall

55% vs. 54%

Percent of consumers who noted a magazine ad displayed on their digital device versus in a printed magazine.

Source: GfK MRI Starch, 2011

Printed magazines

average noting (index)



any action taken



Note: Any action taken based on readers who noted the ad
Source: GfK MRI Starch Advertising Research, 2010 – 2011

Magazine ads credible. informative. welcome.

Consumer experiences with advertising

| | age | magazines | internet | television | radio | newspapers |
|--|-------|------------|----------|------------|-------|------------|
| Ads provide information about product use of other consumers | 18+ | 39% | 32% | 41% | 30% | 40% |
| | 18–24 | 38 | 37 | 43 | 30 | 32 |
| Ads provide useful information about new products/services | 18+ | 49 | 38 | 57 | 38 | 49 |
| | 18–24 | 46 | 43 | 53 | 36 | 39 |
| Ads appear at inconvenient moments | 18+ | 21 | 47 | 52 | 36 | 18 |
| | 18–24 | 25 | 49 | 49 | 40 | 23 |
| Ads have no credibility | 18+ | 19 | 31 | 31 | 24 | 17 |
| | 18–24 | 24 | 34 | 33 | 28 | 21 |
| Ads are repeated too often | 18+ | 29 | 46 | 64 | 48 | 22 |
| | 18–24 | 32 | 49 | 60 | 49 | 25 |
| All ads are alike | 18+ | 24 | 30 | 32 | 31 | 21 |
| | 18–24 | 32 | 37 | 35 | 38 | 24 |

Statements: Agree strongly or agree somewhat

Source: GfK MRI, Fall 2011

Magazines +TV dominate ad interest

| key advertising touchpoints | places saw/ heard ad (millions) | have considerable/ some interest among those seeing ad (%) |
|-----------------------------|---------------------------------------|--|
| television | 50.6 | 62.2% |
| magazines | 46.6 | 62.0 |
| radio | 45.9 | 54.5 |
| mail sent to home | 44.8 | 39.2 |
| websites | 42.9 | 51.4 |
| newspapers | 41.8 | 59.4 |
| grocery stores | 41.3 | 57.9 |
| billboards | 40.1 | 37.2 |
| shopping malls | 35.4 | 47.3 |
| gas stations | 34.8 | 27.4 |
| department stores | 34.6 | 55.3 |
| movie theaters | 33.8 | 44.2 |
| restaurants | 31.8 | 46.7 |
| drugstores/pharmacies | 30.3 | 39.8 |
| airports | 28.0 | 29.5 |
| warehouse/club stores | 27.3 | 51.8 |
| video screen ads | 25.9 | 28.1 |
| convenience stores | 25.6 | 33.9 |
| bookstores | 24.4 | 45.8 |
| sports stadiums/arenas | 23.8 | 41.3% |
| medical offices | 23.7 | 38.0 |
| inside airplanes | 21.5 | 30.2 |
| hair/nail salons | 20.3 | 32.3 |
| cafe/coffee houses | 20.1 | 36.1 |
| pubs/bars | 19.8 | 33.4 |
| health clubs/gyms | 19.7 | 33.8 |
| smartphone/tablet | 18.6 | 35.4 |
| elevators | 18.2 | 22.8 |
| airport lounges | 17.1 | 24.3 |
| taxi roofs | 16.0 | 19.1 |
| office building lobbies | 15.7 | 23.7 |
| casinos/racetracks | 15.4 | 31.4 |
| buses | 14.3 | 24.2 |
| bus/subway/train stations | 13.7 | 26.7 |
| subways | 12.5 | 25.9 |
| trains | 12.3 | 25.6 |
| inside taxis | 11.3 | 19.2 |

Base: Adults 18+, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2011

Readers trust magazine advertising

To what extent do you trust the following:

(percentage of North American respondents answering "trust completely" or "trust somewhat")

| | |
|--|------------|
| ads in magazines | 47% |
| ads in newspapers | 47 |
| ads on tv | 46 |
| ads on radio | 45 |
| billboards and other outdoor advertising | 41 |
| ads before movies | 40 |
| ads served in search engine results | 35 |
| online video ads | 31 |
| ads on social networks | 31 |
| online banner ads | 28 |

Source: Nielsen Global Trust in Advertising Survey, April 2012



Accountability and Action

- 19 Readers respond to magazine ads – anywhere in the book
- 20 Magazine readers are social networkers
- 21 Magazine readers are super influencers
- 22 Magazines drive consumers online
- 23 Magazine readers are early adopters
- 24 Adoption of magazine codes on the rise
- 25 Action codes motivate consumers to interact with brands
- 26 Heavy magazine readers are also heavy mobile users
- 27 Magazine readers spend more time and money online
- 28 Magazines influence purchase decisions
- 29 Magazines generate purchase intent
- 30 Magazine ads increase sales across multiple categories

Readers respond to magazine ads ...anywhere in the book

Advertising effectiveness by position

| | noted | action taken |
|-------------------------------|-------|--------------|
| first quarter of book | 57% | 61% |
| second quarter of book | 52 | 61 |
| third quarter of book | 51 | 62 |
| fourth quarter of book | 52 | 62 |

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

Source: GfK MRI Starch Advertising Research, January – December 2011

Actions readers took or plan to take as a result of exposure to specific magazine ads

| | |
|---|------------|
| took any action (net) | 61% |
| consider purchasing the advertised product or service | 22 |
| have a more favorable opinion about the advertiser | 21 |
| gather more information about advertised product or service | 16 |
| recommend the product or service | 14 |
| visit their website | 13 |
| purchase product or service | 9 |
| clipped or saved the ad | 8 |
| visited or plan to visit dealership | 8 |

Source: GfK MRI Starch Advertising Research, January–December 2011

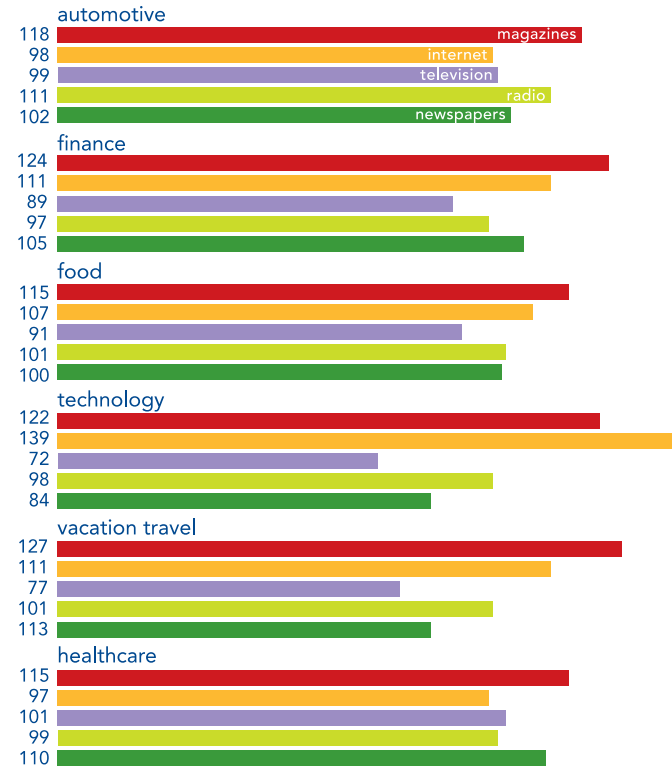
Magazine readers have influence they're social networkers

Used Facebook, Twitter or LinkedIn in past 30 days (index)

| | |
|------------------|------------|
| magazines | 121 |
| internet | 161 |
| television | 72 |
| radio | 109 |
| newspapers | 86 |

Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

Trusted influencers are heavy magazine users (index)

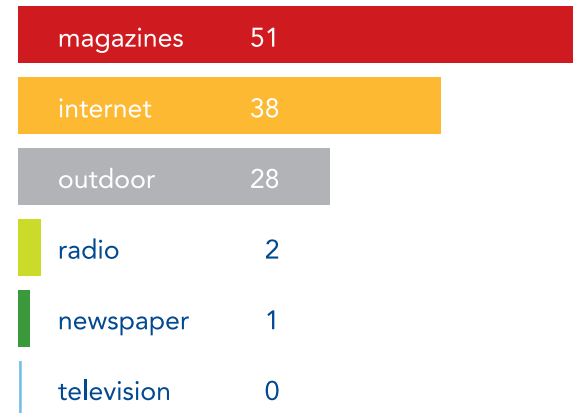


Source: GfK MRI, Fall 2011

Top quintile of usage for each medium, indexed to adults 18+
Category influencers – recommenders defined as people who frequently recommend products and services.

Magazine readers are super influencers

Number of times medium ranks #1 or #2 among super influential consumers across 60 product categories



Base: Top quintile of usage for each medium, indexed to adults 18+ super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Fall 2011

Magazines drive consumers online

Which medium triggers online search?

| | adults 18+ | male | female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| magazine | 36% | 33% | 39% | 32% | 36% | 36% | 37% | 37% | 37% |
| television/broadcast | 36 | 39 | 33 | 30 | 32 | 36 | 39 | 40 | 36 |
| face-to-face | 35 | 34 | 37 | 37 | 41 | 39 | 37 | 32 | 25 |
| newspaper | 30 | 31 | 29 | 19 | 22 | 26 | 32 | 38 | 42 |
| cable television | 32 | 36 | 27 | 42 | 40 | 34 | 29 | 26 | 22 |
| radio | 23 | 25 | 22 | 28 | 26 | 27 | 26 | 21 | 13 |
| direct mail | 25 | 24 | 26 | 18 | 23 | 25 | 25 | 28 | 28 |
| email advertising | 26 | 25 | 27 | 25 | 28 | 29 | 26 | 25 | 22 |
| internet advertising | 24 | 26 | 21 | 28 | 28 | 25 | 23 | 21 | 17 |
| online/social media* | 17 | 16 | 17 | 26 | 25 | 20 | 14 | 10 | 7 |
| outdoor billboard | 10 | 11 | 8 | 13 | 13 | 12 | 10 | 7 | 4 |
| blogs | 10 | 10 | 9 | 22 | 17 | 9 | 5 | 4 | 3 |

*Online Communities i.e. Facebook, Twitter.

Note: The sum of the percent totals may be greater than 100 because the respondents can select more than one answer.

Source: BIGinsight™, December 2011

Ahead of the curve:

Magazine readers are early adopters

Early adopters and media use (index)

| | magazines | internet | television | radio | newspapers |
|-----------------------------------|------------|------------|------------|-------|------------|
| electronics | 141 | 183 | 60 | 99 | 98 |
| financial | 123 | 165 | 54 | 104 | 101 |
| food | 126 | 124 | 77 | 104 | 104 |
| home appliance | 104 | 111 | 84 | 96 | 124 |
| leisure | 153 | 194 | 57 | 115 | 97 |
| personal care/health | 114 | 109 | 85 | 97 | 104 |
| super innovators (3+ segments) | 144 | 186 | 44 | 98 | 105 |

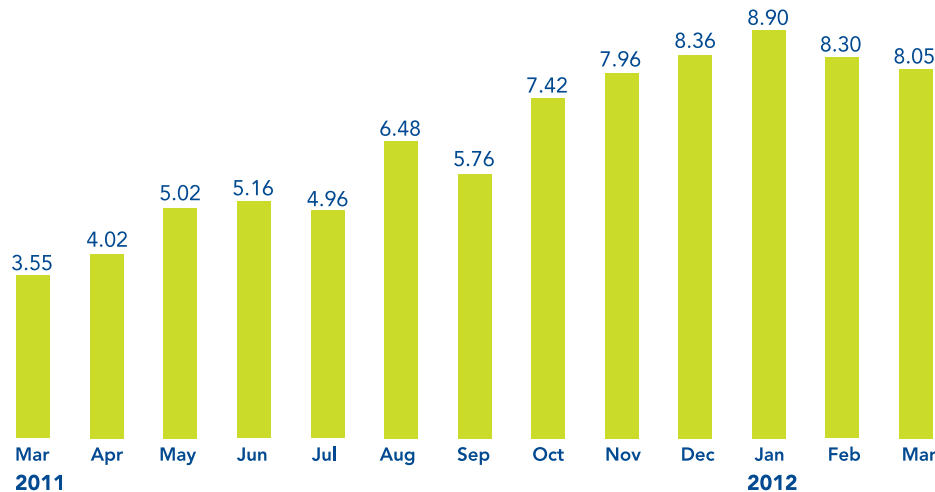
Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Spring 2011

Adoption of action codes on the rise

driving digital connections for readers

Action codes offer a compelling way to activate print with mobile and social content that engages readers, builds brand loyalty, and captures new business

Ad pages with an action code (percent)



Source: Nellymoser, Inc. Q1 2012 Report "Mobile Action Codes in Magazine Advertising."

...and motivating readers to interact with your brand

All but one of the top 100 U.S. magazines contained at least one action code in Q1 2012. They include 2D barcodes, QR codes, and Microsoft Tags.

Number of action codes per issue

| | Q1/11 | Q2/11 | Q3/11 | Q4/11 | Q1/12 |
|---|-------|-------|-------|-------|-------|
| average number of codes per issue | 2.33 | 4.23 | 4.83 | 6.50 | 4.88 |
| median number of codes per issue | 2 | 3 | 4 | 5 | 4 |
| greatest number of codes per issue | 12 | 29 | 54 | 70 | 32 |

Note: Number of action codes per issue for issues that contained at least one action code. Each weekly issue of a weekly magazine counted as a separate issue.
Source: Nellymoser, Inc. Q1 2012

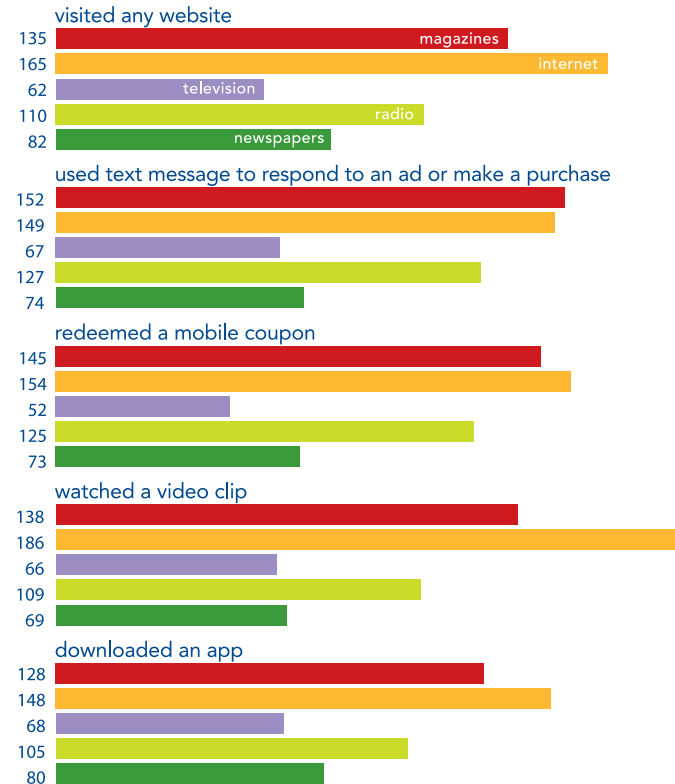
Uses for action codes

| | |
|-------------------------|-----|
| video | 35% |
| e-commerce | 21 |
| opt-in/subscribe/sweeps | 20 |
| social media | 18 |
| store locator | 11 |
| coupon | 8 |
| photo gallery | 7 |
| downloads | 7 |
| recipes | 2 |
| voting | 0 |

Note: Columns total more than 100% because each action code may lead to more than one engagement. For example, it may be a video and then offer to share the video.
Source: Nellymoser, Inc. Q1 2012

We've got
your number:
heavy magazine
readers =
heavy mobile
users

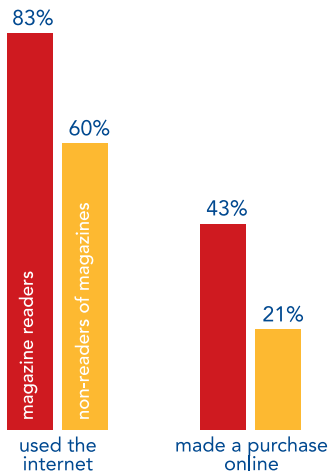
Heavy media usage among consumers who used cell phone activity in last 30 days (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

Magazine readers spend more time – and money – online

Magazine readers vs. non-readers (in the last 30 days)



Source: GfK MRI, Fall 2011

Heavy media usage among consumers who used online activity in past 30 days (index)

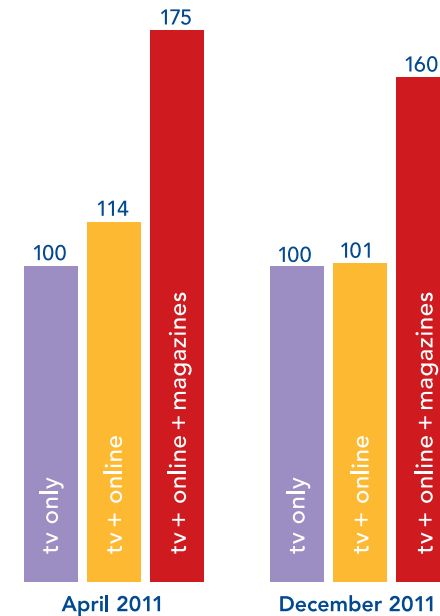
| | magazines | internet | television | radio | newspapers |
|---|-----------|----------|------------|-------|------------|
| made personal or business travel plans | 136 | 163 | 52 | 102 | 123 |
| obtained financial information | 128 | 167 | 64 | 97 | 107 |
| obtained information for new or used car purchase | 153 | 166 | 76 | 118 | 101 |
| obtained information about real estate | 146 | 177 | 65 | 112 | 110 |
| obtained medical information | 150 | 160 | 80 | 107 | 123 |
| obtained childcare or parenting information | 166 | 168 | 64 | 113 | 77 |
| looked for recipes | 137 | 153 | 76 | 108 | 108 |
| looked up movie listings or showtimes | 150 | 176 | 67 | 111 | 97 |

Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

Magazines influence purchase decisions

Lifts in “purchase intent” index to TV

Results from 14 ROI studies from Dynamic Logic and Marketing Evolution aggregations (index)



Sources: Dynamic Logic, 2011

Marketing Evolution, 2011

Magazines generate purchase intent

Aggregate trends across the purchase funnel

Percent of 74 studies in which purchase funnel metrics were positively influenced by medium

total brand awareness



brand familiarity



brand imagery



purchase intent



Note: Results reflect the average percentage point increase for each medium across 74 studies.

Source: Marketing Evolution, 2011

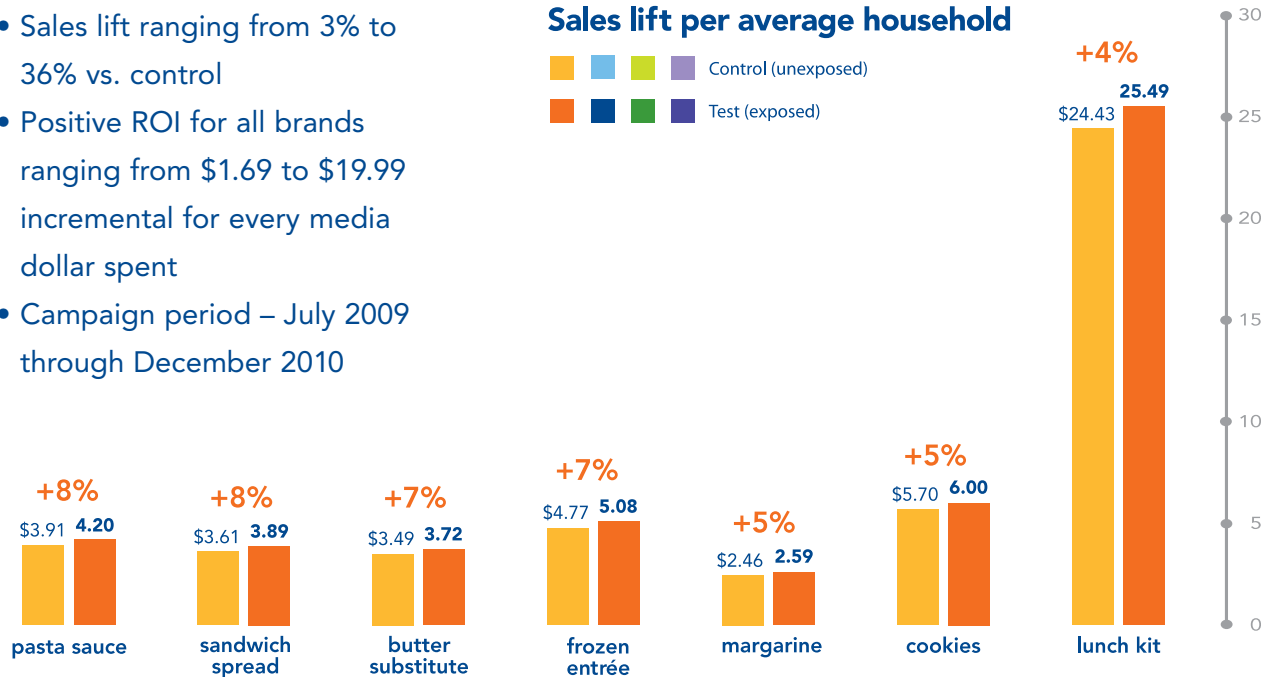
Magazine advertising **increases sales**

Households exposed to the magazine campaign (test) spent significantly more (+3% to +36%) than those not exposed (control)

- Sales lift ranging from 3% to 36% vs. control
- Positive ROI for all brands ranging from \$1.69 to \$19.99 incremental for every media dollar spent
- Campaign period – July 2009 through December 2010

Sales lift per average household

■ ■ ■ ■ Control (unexposed)
■ ■ ■ ■ Test (exposed)

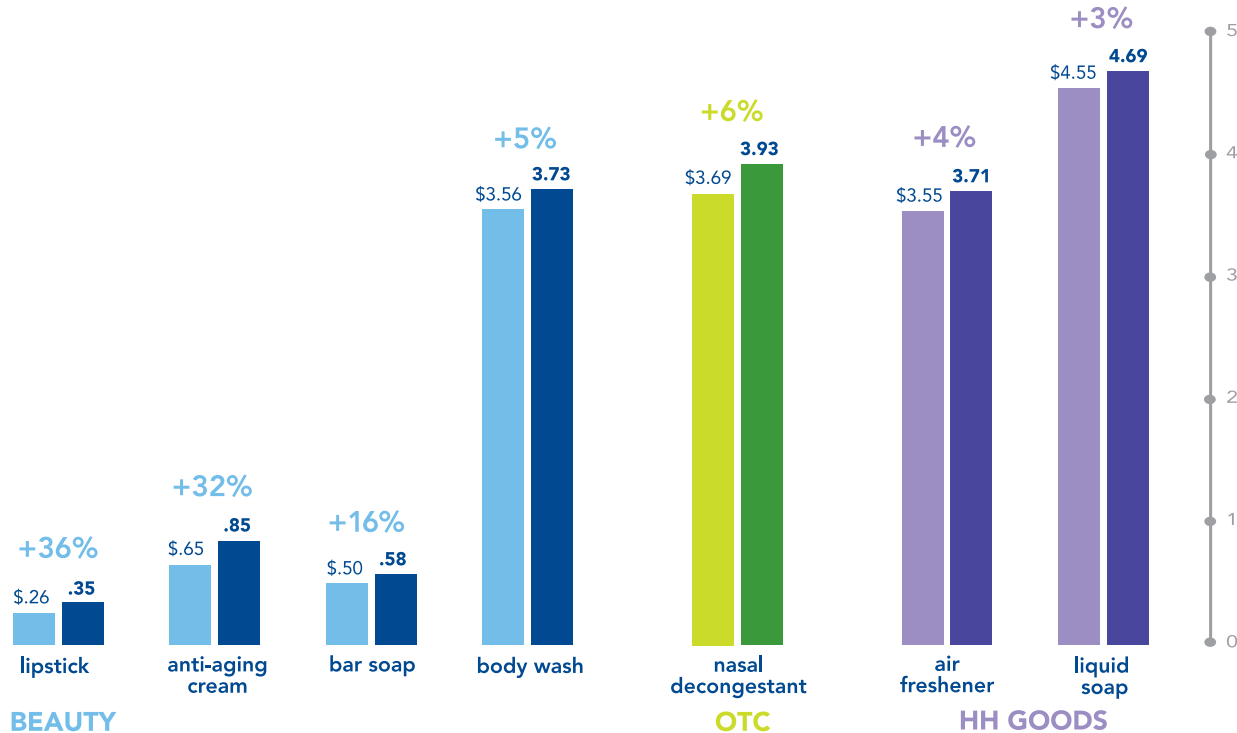


FOOD

Note: Average dollar purchases per panel/year (includes non-buyers)

Source: Meredith Corporation/The Nielsen Company, 2011

...across multiple categories



BEAUTY

Note: Average dollar purchases per panel/year (includes non-buyers)
Source: Meredith Corporation/The Nielsen Company, 2011

OTC

HH GOODS



Accountability by Category

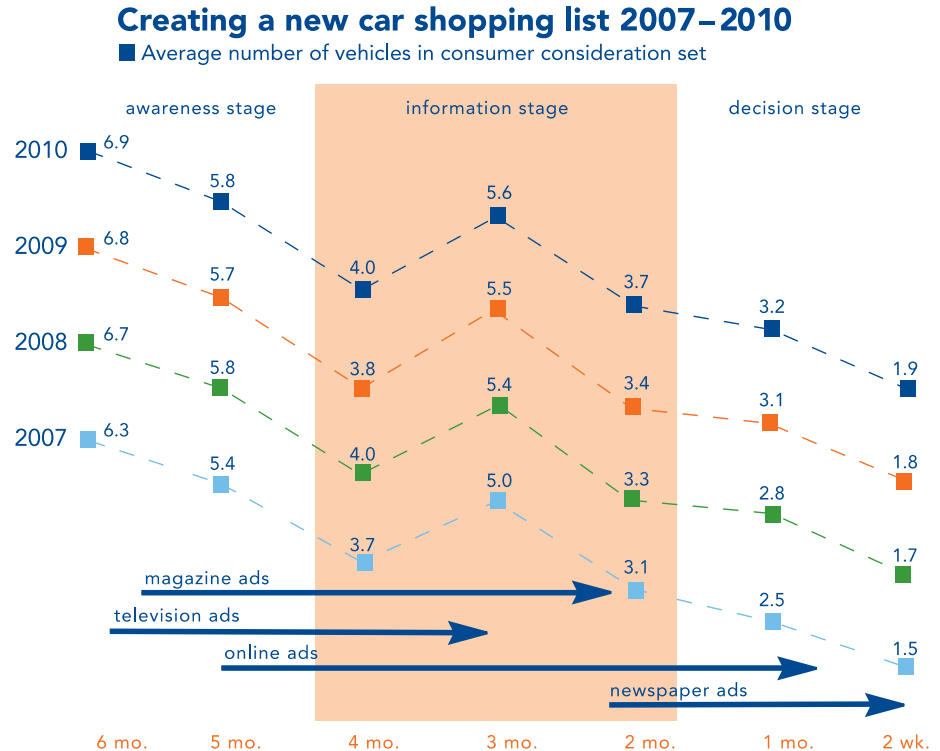
- 33 Auto: Magazines impact key stages of the purchase funnel
- 34 Auto: Magazines motivate purchases
- 35 Auto: Magazines #1 in reaching influencers and purchasers
- 36 Electronics: Magazines impact sales
- 37 Electronics: Magazine readers are tech sector influencers
- 38 Entertainment: Magazines impact sales
- 39 Entertainment: Enthusiasts are magazine readers
- 40 Fashion: Magazines play a leading role in purchase decisions
- 41 Finance: Magazines are a smart investment
- 42 Food: Super influencers devour magazines
- 43 Going green: Magazines reach environmental influencers
- 44 Healthcare: Magazines #1 among influential consumers
- 45 Healthcare/DTC: Magazine readers are most likely to take action
- 46 Healthcare: Health-conscious consumers value magazine ads
- 47 Healthcare: Magazine readers are in the know
- 48 Home: Magazines are key to reaching home remodelers
- 49 Home: Magazines inspire remodeling and renovations
- 50 Luxury Goods: Affluent buyers and influencers read magazines
- 51 Retail: Magazines are #1 for shoppers
- 52 Retail: Magazines make an impact in every shopping segment
- 53 Travel: Reach on-the-go consumers with magazines

Marketing Mix Modeling

- 54 Evaluating media effectiveness
- 55 More precise inputs increase accuracy

Magazine ads impact key early shopping stages for automotive

Magazines are a strong influence in the all-important early stages of the purchase funnel. This helps ensure that a brand makes it to the finals when the number of contenders is small.



Note: arrows show stages at which each medium plays a leading role
 Source: Time Inc. and CNW Research, Automotive Purchase Process Studies, 2007 – 2010

Magazines motivate auto purchases

Top 5 primary sources of information

Upper funnel

Build Demand
6–5 months prior to purchase

| | |
|------------------------------|-------------|
| television ads | 12.9% |
| manufacturer websites | 11.3 |
| friends / relatives | 10.5 |
| consumer magazine ads | 10.1 |
| consumer reports | 7.3 |

Middle funnel

Maintain Consideration
4–2 months prior to purchase

| | |
|------------------------------|-------------|
| third party sites* | 13.5% |
| consumer magazine ads | 11.2 |
| consumer reports | 10.7 |
| television ads | 9.4 |
| manufacturer websites | 8.4 |

Lower funnel

Commit to Spend
4–2 weeks prior to purchase

| | |
|---------------------|-------|
| local newspaper ads | 14.5% |
| consumer reports | 10.7 |
| dealer websites | 9.1 |
| friends / relatives | 8.7 |
| third party sites* | 8.4 |

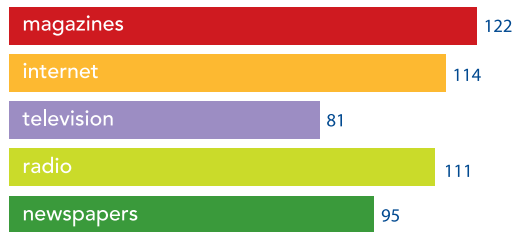
* Third Party Sites: i.e. Edmunds, Kelley, AOL Auto, etc.

Note: Consumer Magazines, Local Newspapers and Consumer Reports include both print and digital versions

Source: Time Inc. and CNW Marketing Purchase Process Study, 2011

Magazine readers are #1 in reaching auto influencers and purchasers

Heavy magazine usage among auto super influential consumers (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

Heavy media usage among consumers who intend to purchase a vehicle (index)

very/somewhat likely to buy in next 12 months

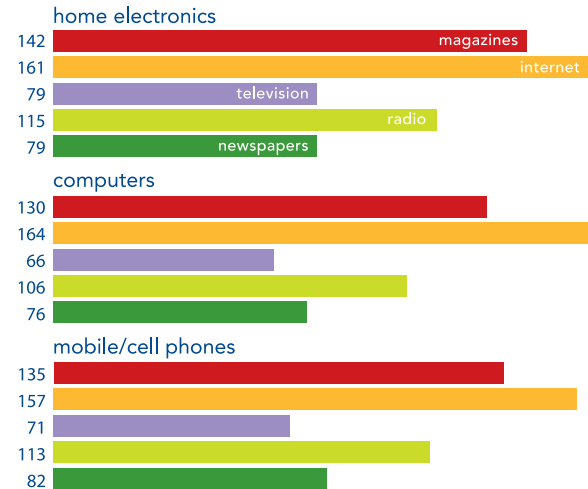
| | magazines | internet | television | radio | newspapers |
|--------------------------|-----------|----------|------------|-------|------------|
| 4-door car | 116 | 105 | 95 | 104 | 92 |
| sport utility vehicle | 121 | 115 | 86 | 113 | 88 |
| hybrid/alt. fuel vehicle | 117 | 110 | 88 | 103 | 88 |
| any vehicle | 113 | 105 | 96 | 107 | 92 |

Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

Magazines impact electronics sales

Internet + magazines
are most important
to influencers

Super influential consumers for electronics purchases are heavy users of magazines and the internet (index)

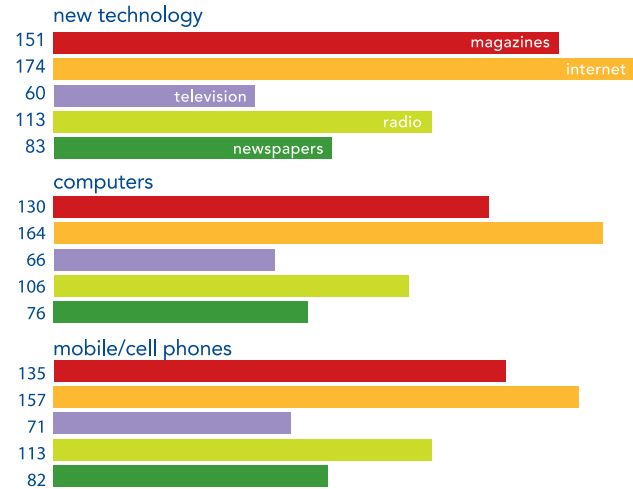


Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members



Magazine readers are tech sector influencers

Heavy media usage among super influential consumers for technology purchases (index)

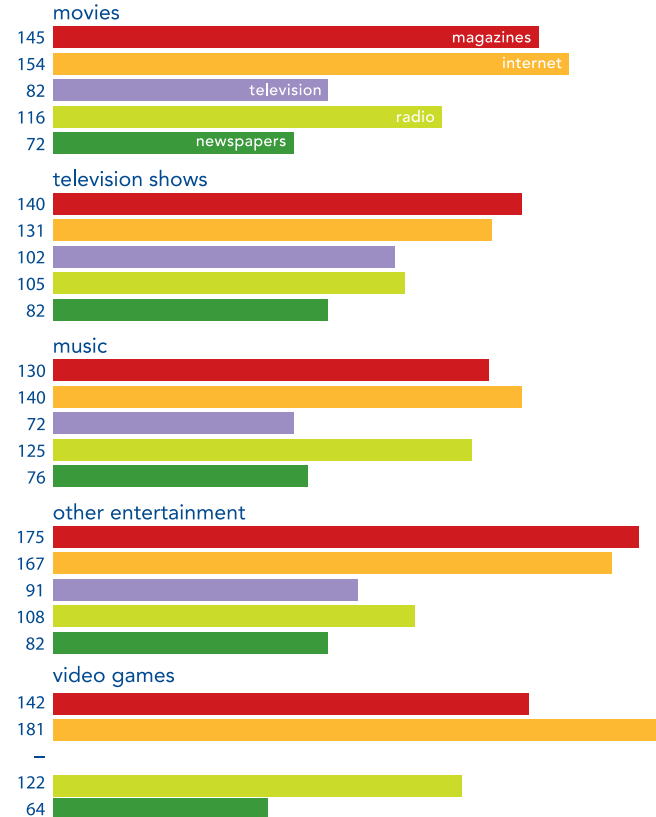


Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

Magazines impact entertainment sales

magazines influence
the influencers

Heavy media usage among super influential consumers for entertainment purchases (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

Magazines are a hit among entertainment enthusiasts

Top media usage for entertainment activities

| | magazines | internet | television | radio | newspapers |
|---|-----------|----------|------------|-------|------------|
| attended movies 2-3 times per month in last 90 days | 134 | 139 | 77 | 106 | 99 |
| movies: category influential consumers | 140 | 140 | 83 | 103 | 79 |
| prefer to see a new movie on opening weekend | 150 | 137 | 96 | 107 | 77 |
| purchased 3+ video games in past 12 months | 125 | 132 | 73 | 108 | 77 |
| likely/somewhat likely to buy portable DVD player in next 12 months | 135 | 107 | 107 | 106 | 82 |
| bought a home theater/entertainment system in last 12 months | 123 | 119 | 68 | — | — |
| bought 5+ CDs in last 6 months | 121 | 126 | 92 | 109 | 120 |

Base: Top quintile of usage for each medium, indexed to adults 18+
 Note: Heavy newspaper and heavy radio is unstable for "bought a home theatre/entertainment system"
 Source: GfK MRI, Fall 2011

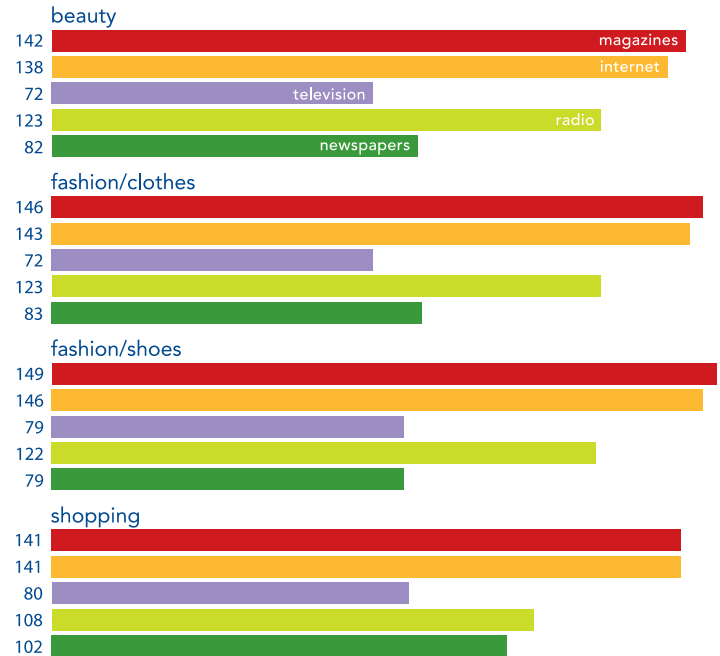
Magazines look good when it comes to influencing consumers

Top six major media influences for apparel/clothing

| | |
|----------------------|-----|
| magazines | 25% |
| broadcast television | 24 |
| newspaper | 19 |
| internet | 20 |
| cable television | 15 |
| radio | 10 |

Base: Adults 18+, N=24, 578
Source: BIGinsight™, Media Behaviors and
Influence Survey™, December 2011

Heavy media usage among super influential consumers for fashion/beauty purchases (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great
experience in this topic and whose advice on this topic is trusted by friends and
family members



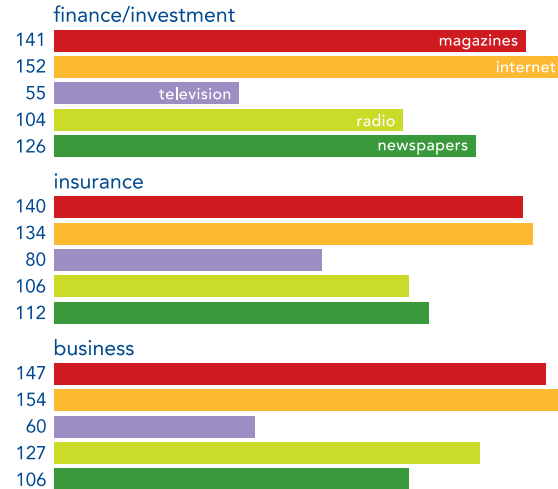
Magazines are a **smart** investment

Affluent investors read magazines

| in past year | magazines | web | television | radio |
|---|------------|-----|------------|-------|
| Used full-service broker | 140 | 95 | 108 | 106 |
| Value of financial accounts by HH (liquid assets) \$250,000+ | 121 | 93 | 106 | 98 |

Heavy media users, indexed to adults 18+, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2011

Heavy media usage among super influential consumers in business/finance (index)

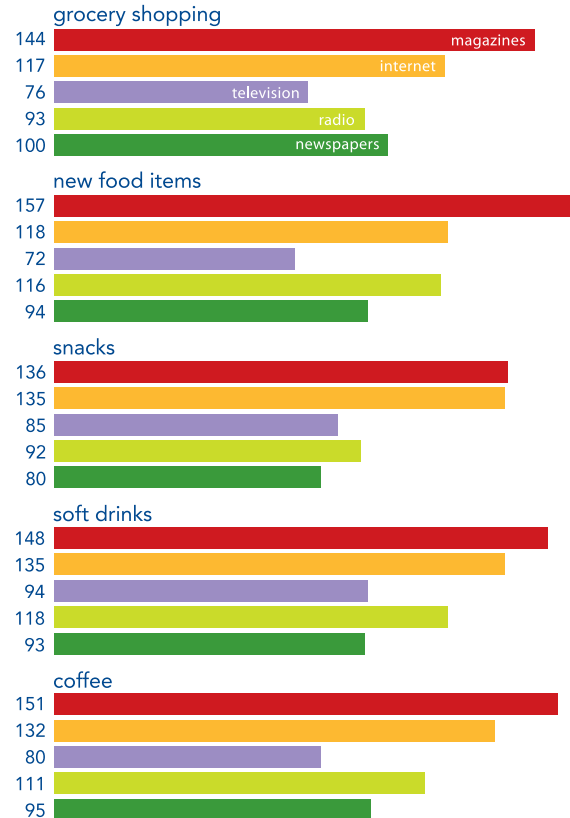


Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.



Food influencers devour magazines

Heavy media usage among super influential consumers for food purchases (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members



Going green: magazines reach environmentally conscious consumers

Segmentation by environmental friendliness

| | magazines | internet | television |
|-----------------------|-----------|----------|------------|
| green advocates | 120 | 129 | 57 |
| green at their best | 108 | 103 | 92 |
| ungreen (least green) | 95 | 104 | 103 |

Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

Media usage among environmentally- friendly consumers (index)

Super influential consumers for environmentally-friendly products



I have a great deal of knowledge/experience in environmentally-friendly products



My family/friends often ask for and trust my advice on environmentally-friendly products



Participated in public activities in the past 12 months



Agree completely: I buy vehicles that reflect my commitment to support the environment

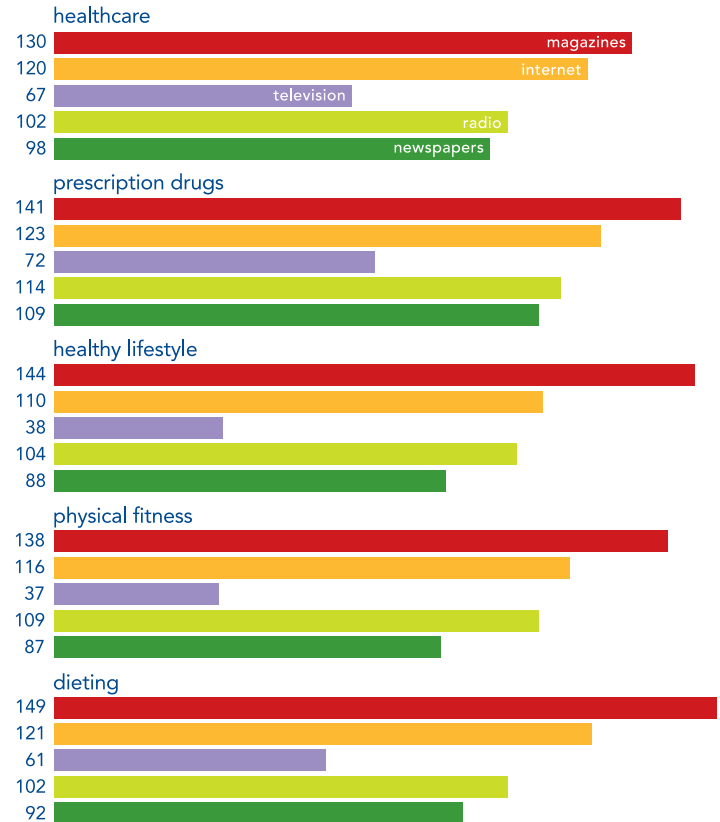


Source: GfK MRI, Fall 2011
Top quintile of usage for each medium, indexed to adults 18+



Magazine readers know about healthcare

Heavy media usage among super influential consumers for healthcare categories (index)



Base: Top quintile of usage for each medium, indexed to adults 18+

Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

Magazines are a prescription for **healthy results**

The MARS OTC/DTC study reveals that magazine readers are by far the most likely to take action on healthcare ads when compared to the users of any other medium.

Actions Taken Last 12 Months Due to Healthcare Advertising

| | magazines | internet | television | radio | newspapers |
|---|------------|----------|------------|-------|------------|
| Returned free sample card | 179 | 88 | 168 | 139 | 117 |
| Discussed an ad with your doctor | 148 | 102 | 123 | 119 | 113 |
| Called a toll free number to get additional information | 161 | 118 | 136 | 112 | 138 |
| Asked doctor for a prescription sample | 140 | 97 | 118 | 110 | 104 |
| Visited any website | 142 | 139 | 129 | 100 | 124 |
| Consulted a pharmacist | 133 | 90 | 126 | 112 | 118 |
| Switched to a different brand | 145 | 96 | 134 | 120 | 104 |
| Discussed an ad with a friend/relative | 150 | 104 | 116 | 109 | 122 |
| Asked doctor to prescribe a specific drug | 135 | 116 | 122 | 108 | 114 |
| Purchased a non-prescription product | 126 | 99 | 122 | 107 | 108 |

Base: Top two quintiles by medium, indexed to adults 18+
Source: MARS OTC/DTC Study, April 2012

Magazines are a fit resource for health-conscious consumers

Media Ads

very much/
somewhat value

| | |
|---------------------|-----------|
| television ads | 20% |
| magazine ads | 19 |
| newspaper ads | 13 |
| radio ads | 13 |
| internet ads | 13 |

Source: MARS OTC/DTC Study, April 2012

Public Place Media

very much/
somewhat value

| | |
|---|-----------|
| materials* in doctors' offices | 37% |
| brochures in dentists' offices | 30 |
| magazines in doctors' offices | 29 |
| brochures in grocery/drug stores | 22 |
| television programs in doctors' offices | 19 |
| in-store television | 13 |
| in-store radio | 11 |
| posters/wallboards at health clubs | 9 |
| posters/wallboards at bars/clubs | 5 |

*Ads/brochures/pamphlets/wallboards
Source: MARS OTC/DTC Study, April 2012

Magazine readers know about healthcare

Consumers who make their own personal healthcare decisions and influence those of their friends and family are most likely to be magazine readers.

Consumer Attitudes

| any agreement | magazines | internet | television | radio | newspapers |
|---|------------|----------|------------|-------|------------|
| I am more knowledgeable about medicines because of the information provided in pharmaceutical advertising | 130 | 87 | 110 | 103 | 102 |
| I research healthcare information so that I am better informed about different healthcare options | 117 | 108 | 97 | 100 | 111 |
| Friends come to me for advice about healthcare and medications | 126 | 113 | 94 | 102 | 100 |
| I often discuss new prescription medicines with my doctor | 122 | 87 | 109 | 101 | 100 |
| I trust pharmaceutical companies that advertise the medications I take | 118 | 76 | 108 | 91 | 90 |
| It's worth paying more for branded prescription medications rather than to get generic products | 116 | 89 | 101 | 100 | 98 |

Base: Top two quintiles by medium, indexed to adults 18+
Source: MARS OTC/DTC Study, April 2012

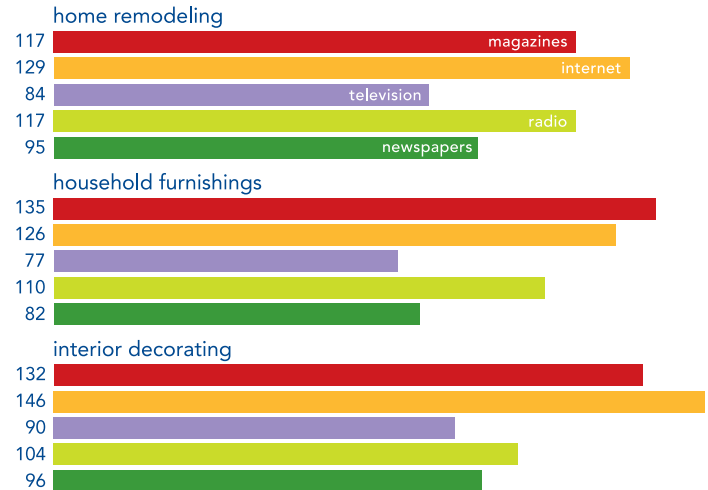
Magazines are prime real estate for reaching home influencers

Magazine readers #1 of all media in home spending

| | magazines | web | television | radio |
|-------------------------------|------------|-----|------------|-------|
| \$1,000+ HH appliances | 131 | 117 | 107 | 112 |
| \$3,000+ HH appliances | 175 | 130 | 115 | 100 |
| \$3,000+ furniture | 133 | 117 | 115 | 113 |
| \$1,000+ decorating services | 156 | 116 | 114 | 95 |
| \$3,000+ decorating services | 167 | 120 | 120 | 113 |
| \$5,000+ decorating services | 183 | 100 | 150 | 100 |
| \$10,000+ remodeling services | 128 | 100 | 113 | 123 |

Heavy media users, indexed to adults 18+, HHI \$100,000+
Note: Dollars reflect money spent in last year
Source: Mendelsohn Affluent Survey, 2011

Heavy media usage among super influential consumers for home improvement purchases (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

Magazines are an **inspiration** to remodelers and renovators

Heavy media usage among consumers who intend to make home improvements (index)

very/somewhat likely in next 12 months

| | magazines | internet | television | radio | newspapers |
|------------------------------|------------|----------|------------|-------|------------|
| buy first house/residence | 124 | 111 | 94 | 118 | 66 |
| buy second house/vacation | 126 | 104 | 90 | 107 | 88 |
| remodel kitchen | 119 | 99 | 97 | 99 | 107 |
| convert room to home office | 115 | 100 | 93 | 105 | 100 |
| add rooms/exterior additions | 127 | 94 | 82 | 115 | 103 |
| buy home/property insurance | 103 | 97 | 105 | 98 | 109 |

Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

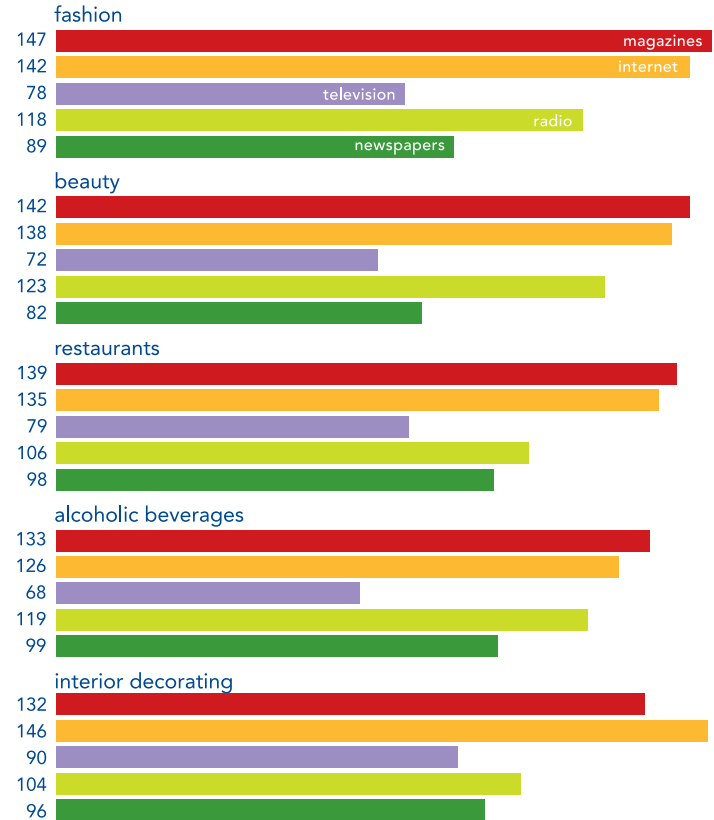
Get the goods: Affluent buyers read magazines

Affluent Luxury Goods Buyers Spending in Past Year

| spent/designer items | magazines | web | television | radio |
|--|------------|-----|------------|-------|
| \$1,000+ watches | 167 | 133 | 114 | 103 |
| \$1,000+ fine jewelry | 156 | 119 | 100 | 103 |
| \$3,000+ fine jewelry | 159 | 131 | 109 | 131 |
| \$10,000+ apparel and accessories | 185 | 149 | 103 | 124 |
| \$1,000+ day spa | 175 | 142 | 92 | 133 |
| \$2,000+ skin care/cosmetics/fragrance | 179 | 152 | 115 | 123 |

Heavy media users, indexed to adults 18+, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2011

Heavy media usage among super influential consumers for luxury goods purchases (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members



Magazines and shopping go hand-in-hand

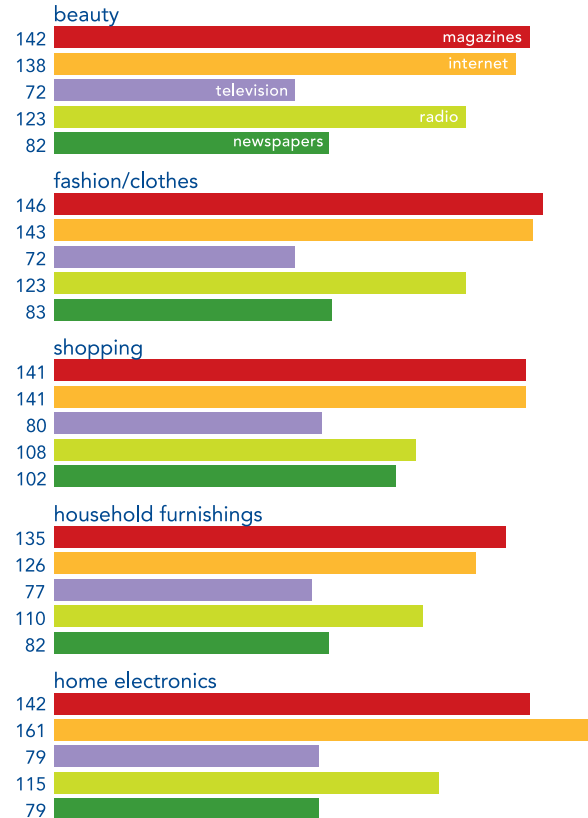
Super influential consumers for packaged goods purchases are heavy users of magazines (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

In every
shopping
segment,
magazines
make an
impact

Heavy media usage among super influential consumer segment (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members



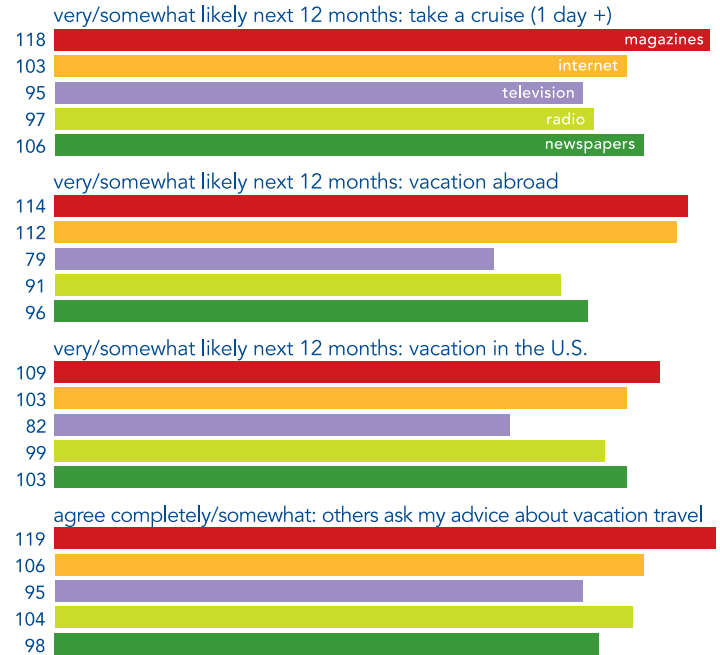
Magazines reach the **on-the-go** consumer

Affluent travelers use magazines most

| travel activity | magazines | web | television | radio |
|-----------------------------------|------------|-----|------------|-------|
| Europe/past 3 years | 142 | 115 | 89 | 101 |
| \$5,000+ vacation outside U.S. | 144 | 112 | 94 | 102 |

Heavy media users, indexed to adults 18+, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2011

Heavy media usage among travelers (index)



Base: Top quintile of usage for each medium, indexed to adults 18+
Source: GfK MRI, Fall 2011

75% of major advertisers utilize **Marketing Mix Modeling** to evaluate their media effectiveness

Marketers and Media Agencies now have access to modeling tools that readily provide weekly accumulated market level GRP data that fully measure magazine advertising ROI.

Better, more consistent alignment of media inputs, in most cases reported as weekly GRP delivery, will deliver a better model and more accurate and actionable results.

Source: Marketing Mix Modeling and Media Inputs, MPA 2011
Download this study at magazine.org/accountability

"Improving marketing mix models is essential for enhancing integrated marketing effectiveness. As the media landscape proliferates, data precision is critical to insure the growth in marketing mix quality and reliability."

— **Bob Liodice** President and Chief Executive Officer, ANA

MPA's FIPP Award-winning research study on modeling "...is an innovative piece of work that will be taken up by many other associations and media groups, not least because the study can lead to changes in the way advertisers assess magazine advertising effectiveness."

— **Chris Llewellyn** President and Chief Executive Officer, FIPP

More precise inputs increase accuracy

Three separate studies show that more precise media inputs yielded a better match with marketing mix modeling results, e.g., GRPs provided greater accuracy than did dollars.

Using more precise inputs can affect magazines' contribution by as much as 18%

Index based on the contribution from modeling results

Weekly GRPs by market



Monthly GRPs by market distributed evenly across each week of issue month



Weekly national GRPs



Monthly dollars* distributed evenly across each week of issue month



Monthly GRPs by market concentrated in the first week of issue month



Monthly dollars* concentrated in the first week of issue month



*Ad spend reported in dollars, versus GRPs

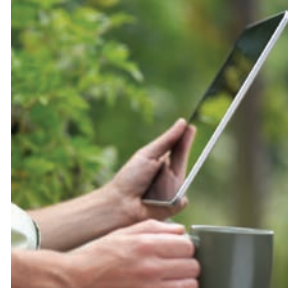
Source: Magazines and Marketing Mix Modeling and Media Inputs, MPA 2011; MediaVest/Ninah/Meredith



Digital

- 57 Digital is dynamic
- 58 Consumers are connected to electronic magazines
- 59 Digital magazines drive engagement
- 60 Digital magazine readers respond to both advertising and editorial
- 61 Magazine apps are increasing rapidly
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- 83 Tablet metrics for magazine tablet issues

Digital is dynamic



77% of men and 68% of women are open to digital reading.

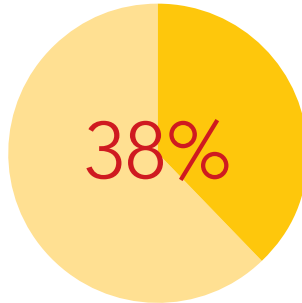
71% of tablet owners are interested in reading magazines on their devices... 67% prefer to.

85% of men in the hard-to-reach 18-34 demo are interested in reading magazines on their tablets.

Source: GfK MRI, February 2012

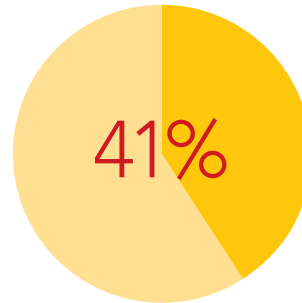
Consumers are **connected – to magazines**

18-34 year olds who
read magazines
on electronic devices



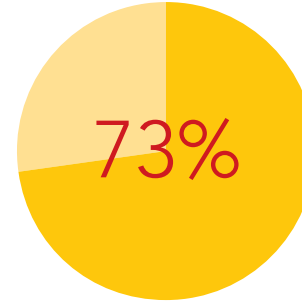
Source: GfK MRI, Fall 2011

percent of those who
download apps and pay
for magazine content



Source: Nielsen Q4, 2011

spend one hour or
more reading or viewing
electronic magazines



Source: Affinity/MPA, 2011

Digital drives engagement among readers

70% want the ability to purchase products and services directly from electronic magazines.

2 hours is the median time spent reading digital magazines in a typical week.

73% read/tap on advertisements appearing in electronic magazines.

86% access the same electronic magazine issue two or more times.

Source: Affinity/MPA, GfK MRI, 2011



Digital readers respond

action taken

- > share their experience with peers
- > choose to read multiple magazines on their iPad
- > visit websites – both advertising and editorial

| | |
|----------------------|-----|
| net: took any action | 91% |
|----------------------|-----|

among those who took action

| | |
|--|-----|
| net: mentioned app/content to someone else | 82% |
|--|-----|

| | |
|--|-----|
| decided to read another magazine on iPad | 58% |
|--|-----|

| | |
|---|-----|
| visited a website mentioned in an article | 56% |
|---|-----|

| | |
|---|-----|
| net: visited advertiser website or retail store | 58% |
|---|-----|

| | |
|---------------------|-----|
| purchased something | 26% |
|---------------------|-----|

| | |
|---------------------------------------|-----|
| followed a tip or advice I read about | 48% |
|---------------------------------------|-----|

Note: Cumulative of enhanced and Zinio editions.

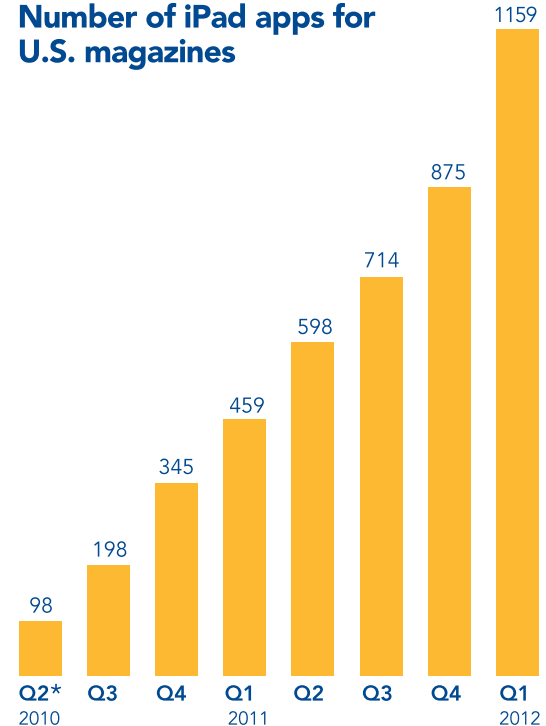
Source: Hearst Digital Editions. Consumer Research, 2011

Magazine iPad apps are thriving

"Our clients have seen that there's almost no overlap between digital subscriptions and print. *Popular Science* has around 60,000 subscribers now — and 92-95% of those are new to the brand. Not only are they not paper subscribers, but many are not even former subscribers."

— **Mike Haney** Chief Product Officer, Mag+
Source: Tabtimes.com, March 2012

Number of iPad apps for U.S. magazines



*iPad launched in April 2010
Source: McPheters & Company iMonitor™ 2012

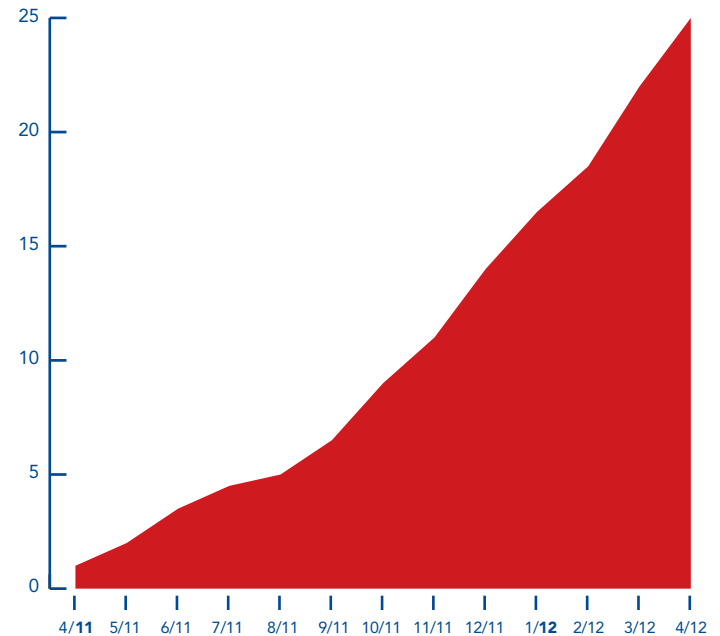
An appetite for apps

**25 million issues delivered in the
last year and 120,000 every day**

Readers spend 2.5+ hours
per month consuming content

Source: Adobe Systems Inc., 2012

Total issues downloaded (millions)



Source: Adobe Systems Incorporated, 2012

Magazine apps are top earners in key iPad categories

Top grossing iPad apps (as of May 2012)

Lifestyle Apps

- 1 Creston Mobile Pro G
- 2 Cosmopolitan
- 3 GQ
- 4 Glamour
- 5 Allrecipes – Your Kitchen Inspiration
- 6 Food Network Magazine
- 7 Bon Appétit
- 8 Maxim+ Magazine
- 9 O, The Oprah Magazine
- 10 Esquire, iPad Edition
- 11 Food Network Cupcakes
- 12 How to Cook Everything
- 13 Food & Wine
- 14 Martha Stewart Living Magazine
- 15 Better Homes and Gardens

News Apps

- 1 NYTimes for iPad
- 2 The Daily
- 3 Zinio
- 4 New York Post
- 5 The New Yorker
- 6 The Economist
- 7 National Geographic
- 8 Mac Life
- 9 Wired
- 10 Bloomberg Businessweek
- 11 San Francisco Chronicle
- 12 Newsweek
- 13 60 Minutes for iPad
- 14 New York Daily News
- 15 Consumer Reports

Health and Fitness Apps

- 1 SELF Magazine
- 2 Men's Health
- 3 MyNetDiary
- 4 Daily Workouts
- 5 Kinesis Capture
- 6 Prevention
- 7 Posture Screen Mobile
- 8 Oxygen Magazine
- 9 Calorie Tracker
- 10 Fitness Magazine
- 11 iMuscle
- 12 Men's Fitness
- 13 Women's Health
- 14 Runner's World
- 15 Relax Melodies Premium

Source: MinOnline/iPad App store, 2012

Magazines and **social media** are #BFFs

Among adults 18–34 who read magazines and use social media: **37%** read or looked into a digital magazine in the past 60 days. **Nearly half** say that the experience of interacting with other media is generally enhanced when shared with others. **35%** love to share articles or products that they see in magazines immediately with others. **Nearly half have visited a magazine's Facebook page. Nearly 3/4 "liked" a magazine on Facebook. 69% posted a magazine article to Facebook. More than 6 in 10 have chatted with friends on Facebook while reading a magazine and shared what they were reading. More than half posted photos to a magazine's Facebook page. More than half uploaded content (such as recipes) to a magazine's Facebook page. More than 2/3 have followed a magazine editor or columnist on Twitter. Nearly 3/4 have followed a magazine on Twitter. 3 in 4 have followed a magazine on Pinterest,** or have re-pinned content from a magazine.

General Population is adults 18-34 who read magazines and use social media. Source: Magazines and Social Media GfK, MRI/MPA, 2012

Magazine readers are **social**

Avid magazine readers are more social media savvy than the general population

Profile of tablet users compared with general public

Avid magazine readers are more engaged with social media

| | total respondents | avid readers |
|--|-------------------|--------------|
| I like to share information about my daily activities with my family and friends | 47% | 66% |
| The experience of interacting with media is generally enhanced when shared with others | 48 | 67 |
| Magazines for me are one of the most highly credible sources of information for the areas that I am personally interested in | 33 | 62 |
| I trust the opinion of a magazine editor | 30 | 54 |

Shopping activities (frequently/sometimes)

| | | |
|--|----|----|
| Download coupons from a company's Facebook page | 53 | 63 |
| Enter contests on Facebook or Twitter to win products or receive discounts | 59 | 66 |
| Redeem an offer from a "check-in" service such as Foursquare | 29 | 41 |
| Redeem an offer from a company's Twitter feed or Facebook page | 51 | 61 |
| Seek the opinion of your Facebook friends before buying a product | 50 | 62 |
| Tell your friends on Facebook or Twitter about a special sale that you heard about | 53 | 62 |

Agreement with social media involvement statements

| | | |
|--|----|----|
| I love to share articles or products that I see in magazines immediately with others | 35 | 54 |
| I like to use social media to talk about what I am reading in magazines | 29 | 47 |
| It is important to me to be able to engage with a magazine brand on social media platforms | 27 | 46 |

Source: Magazines and Social Media, GfK MRI/MPA, The Marketing Democracy, 2012

**Magazines
make the
social scene**

2.4 million
unique visitors
every month

Top magazine brands on social media destinations

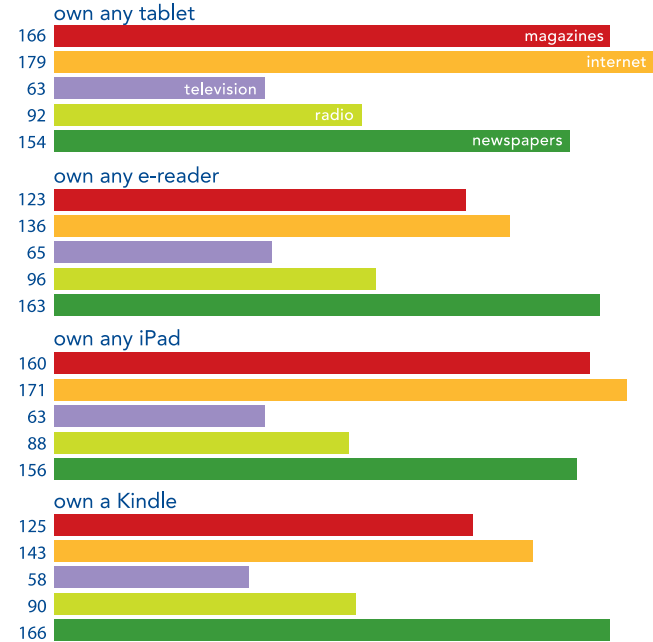
| monthly audience | magazine brand |
|------------------|------------------------|
| 3,196,000 | People Magazine |
| 2,441,000 | Game Informer |
| 2,377,000 | ESPN the Magazine |
| 2,283,000 | Sports Illustrated |
| 2,144,000 | WebMD The Magazine |
| 2,091,000 | Playstation |
| 1,857,000 | Entertainment Weekly |
| 1,629,000 | Official Xbox Magazine |
| 1,607,000 | Maxim |
| 1,538,000 | Time |
| 1,531,000 | Food Network Magazine |
| 1,502,000 | TV Guide |
| 1,497,000 | US Weekly |
| 1,411,000 | National Geographic |
| 1,347,000 | Cosmopolitan |
| 1,295,000 | Newsweek |
| 1,215,000 | Rolling Stone |
| 1,199,000 | Playboy |
| 1,151,000 | PC World |
| 1,116,000 | O, The Oprah Magazine |
| 1,096,000 | Forbes |
| 1,009,000 | Wired |
| 1,000,000 | Weight Watchers |

Note: Unduplicated monthly audience delivery across
all social networking sites
Source: Affinity, American Magazine Study, Spring 2011

Who owns tablets? Magazine readers

Tablet owners are 60% more likely to be heavy users of printed magazines

Traditional media consumption by owners of tablets and e-readers (index)



Source: GfK MRI, Survey of the American Consumer, July 2011

Digital reading habits reflect print behaviors

Engagement metrics for digital editions are closer to magazines for time spent, in contrast to shorter grab-and-go website visits.

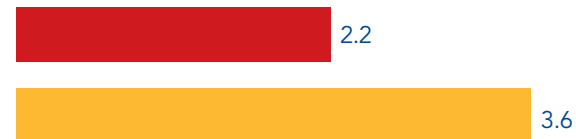
Average time spent (minutes)

MRI average reading minutes vs. iPad average time spent per unique reader vs. website time spent per unique visitor



Repeat engagement (days)

MRI reading days vs. iPad reading sessions per reader



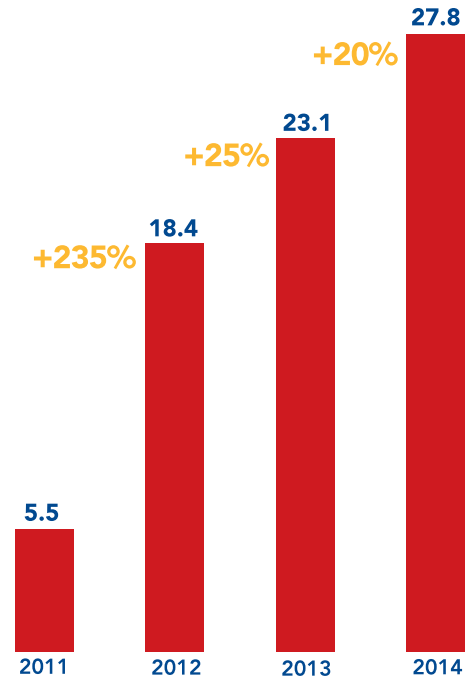
Note: Aggregate data from Glamour, Golf Digest, Self and Wired
Source: GfK MRI & Omniture/Condé Nast, Spring 2011

Kindle Fire gets a warm welcome

growing by 235%
this year and double
digits the next two

Amazon Kindle Fire tablet sales 2011 – 2014

(millions of units and percent of change)



Source: Barclays Capital, January 2012

Americans plan to purchase more tablets

Likelihood of purchasing a tablet this year

Probably/definitely will

total



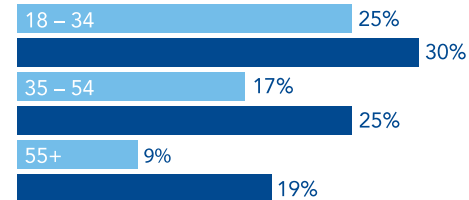
male



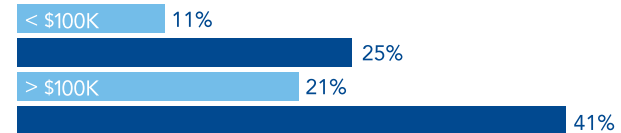
female



age



household income



Base: Internet users aged 18+
Source: Ipsos MediaCT, 2012

Tablet owners: more educated and affluent

Profile of tablet users compared with general public (percent)

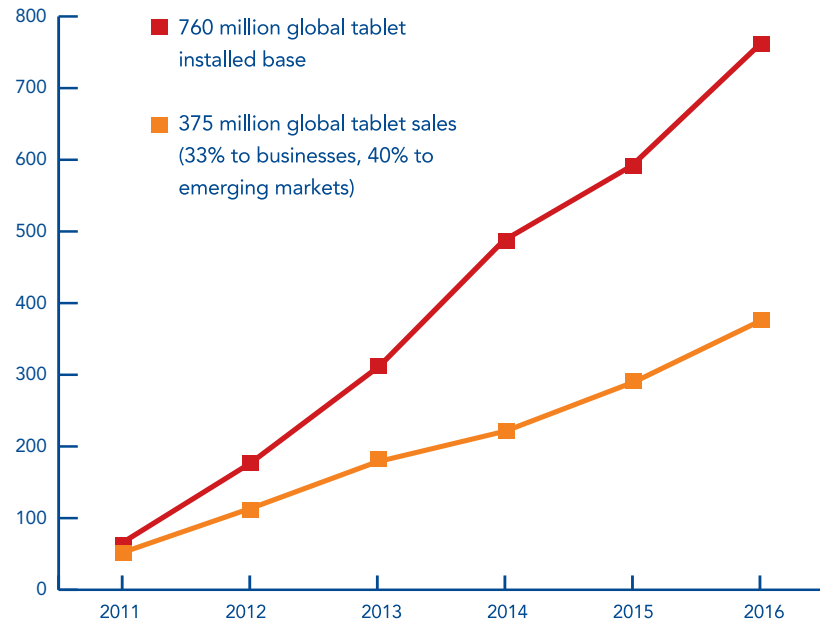
| | tablet users | general public |
|---------------------------|--------------|----------------|
| men | 52% | 48% |
| women | 48 | 52 |
| white | 65 | 68 |
| nonwhite | 35 | 33 |
| age | | |
| 18 – 29 | 22 | 22 |
| 30 – 49 | 46 | 35 |
| 50 – 64 | 25 | 26 |
| 65+ | 7 | 17 |
| education | | |
| college graduate+ | 51 | 28 |
| some college | 23 | 28 |
| high school or less | 26 | 44 |
| family income | | |
| \$75K or more | 53 | 28 |
| \$30K – 74,999 | 32 | 36 |
| less than \$30K | 15 | 36 |
| employment status | | |
| employed full-time | 62 | 44 |
| employed part-time | 11 | 14 |
| not employed | 26 | 41 |
| don't know | * | * |
| political ideology | | |
| conservative | 33 | 36 |
| moderate | 39 | 36 |
| liberal | 23 | 22 |
| don't know | 5 | 5 |

Source: PEW Research Center's Project for Excellence
in Journalism/The Economist Group, 2011

Tablets go global

760 million
people globally
will own a tablet
by 2016, including
one-third of
Americans.

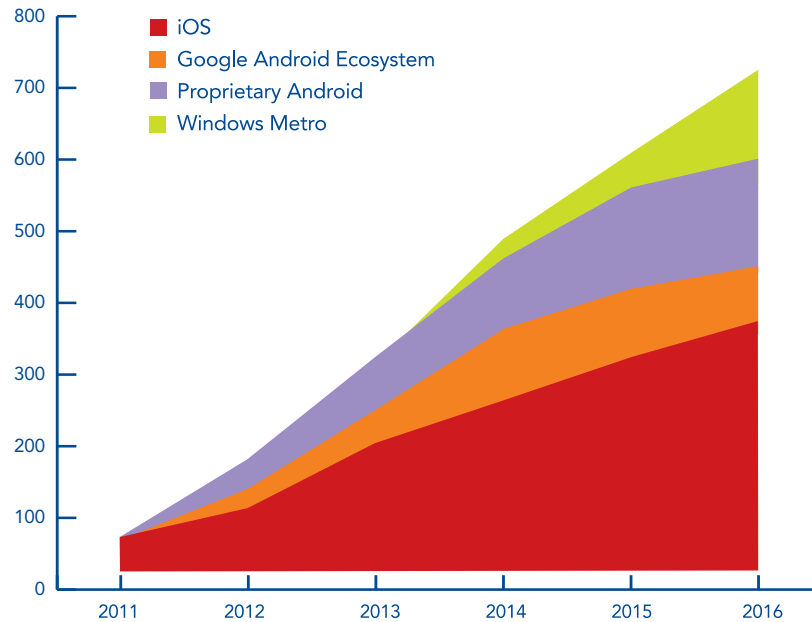
Global tablet sales and installed base by OS (millions)



Note: Other tablet operating systems excluded due to negligible installed base share.
Source: Forrester Forecast, April 2012

53% of tablets in 2016 will be iPads

Global tablet installed base by OS (millions)



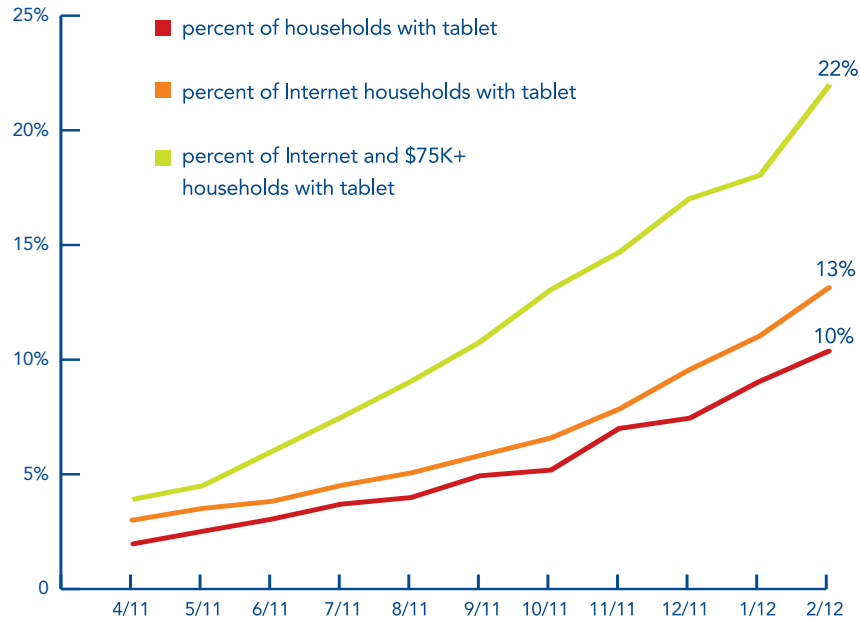
Note: Other tablet operating systems excluded due to negligible installed base share (number of units actually in use).

Source: Forrester Forecast, April 2012

Tablets hit home

increasingly popular in U.S. households

U.S. households with tablets (weighted intab%)



Source: Nielsen, March 2012

Where and when do readers engage with tablets?

At home, mainly in the evening and at night

Strongly or somewhat likely (%)

| I use my tablet... | U.S. | worldwide median |
|-------------------------------|------------|------------------|
| at home in the evening | 95% | 93% |
| at night in bed | 80 | 77 |
| at home during the day | 79 | 88 |
| during lunchtime | 62 | 48 |
| during breakfast | 60 | 49 |
| while I am at work | 51 | 51 |
| during dinnertime | 34 | 35 |
| on the way to work | 27 | 38 |

Source: BCG e-reader survey, November 2011

At home, mainly for personal activities

Strongly or somewhat likely (%)

| I use my tablet... | U.S. | worldwide median |
|--|------------|------------------|
| personal email | 93% | 87% |
| surfing the internet for personal use | 90 | 90 |
| social networking | 66 | 55 |
| watching videos | 63 | 59 |
| reading e-books and e-magazines | 62 | 58 |
| listening to music | 54 | 54 |
| playing games | 51 | 51 |
| work email | 43 | 41 |
| surfing the internet for work use | 32 | 38 |
| creating/editing personal files | 30 | 33 |
| personal video conferencing | 29 | 30 |
| creating/editing work files | 26 | 24 |
| using other software for work | 15 | 16 |
| video conferencing for work | 7 | 11 |

Source: BCG e-reader survey, November 2011

Affluent consumers **connect** via multiple platforms

How do you read, look into or view each of the following? (percent)

| | magazines | websites | television | newspapers |
|----------------------------|-----------|----------|------------|------------|
| read hard copy | 93% | — | — | 86% |
| view on computer | 27 | 94% | 23 | 39 |
| view on smartphone | 9 | 32 | 7 | 14 |
| view on television | 6 | 13 | 94% | 7 |
| view on tablet computer | 6 | 15 | 6 | 7 |
| view on tablet via website | 5 | 14 | 3 | 6 |
| view on tablet via app | 4 | 8 | 4 | 4 |
| view on e-reader | 4 | 5 | — | 3 |

Source: Mendelsohn Affluent Barometer, March – May 2011;
Based on 3 month moving average

Smartphone usage big and growing

U.S. smartphone users
millions



Note: Use the device at least once a month, ages 18+
Source: eMarketer, August and November, 2011

Digital doubles: many own more than one device

laptop owners also own a smartphone



laptop owners also own a tablet



smartphone owners also own a tablet



own a laptop, smartphone and a tablet

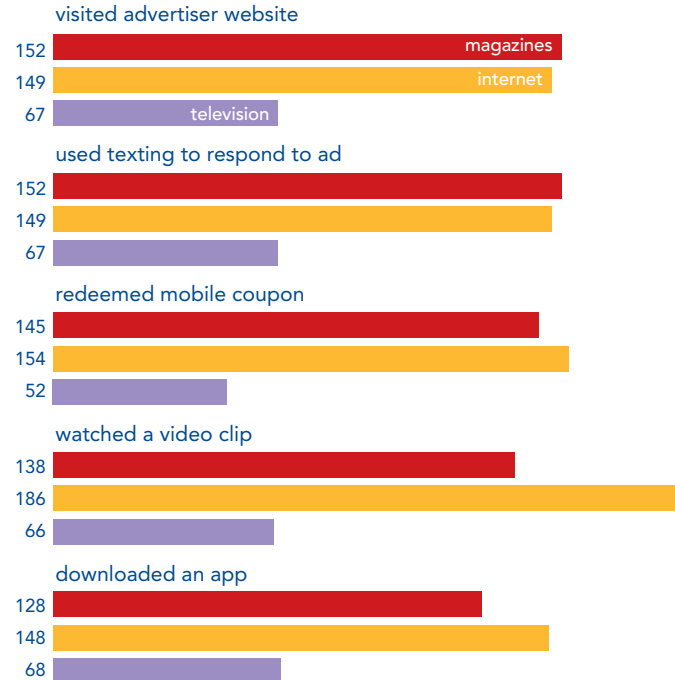


N's: desktop/laptop = 2,342; smartphone = 1,180; tablet = 511
Source: PEW Research Center's Project for Excellence in Journalism, State of the Media, 2012

Smartphone interactivity high among magazine users

Ad related cell phone activities in last 30 days by medium (index)

(heavy users indexed to general population)



Source: GfK MRI, Fall 2011

Digital ads make an **impact**

74% of those
surveyed recalled
seeing ads when
reading the
enhanced issue

70% of tablet owners say they want
to be able to buy items by clicking on an ad
in a digital magazine.

47% took action after reviewing an ad,
among respondents who recall at least one ad.

Of those...

62% visited an advertiser website or retail store.

54% made or considered a purchase.

Source: GfK MRI iPanel, February 2012; Hearst Tablet/E-edition
Consumer Research, February, 2011

Enhanced ads boost performance

Reporting ad-specific metrics

Issue advertiser data is shown for a monthly title based on an eight-week test reporting period.

| tablet ads | readers/ exposures | index |
|-------------------------------------|-----------------------|-------|
| unduplicated readers | 33,554 | 161 |
| total number of ad engagements | 46,963 | 166 |
| average time spent on ads (seconds) | 10.7 | 153 |
| engagement | | |
| total content views | *5,712,489 | |
| average session length (minutes) | *14.0 | |
| average reader length (minutes) | 45.9 | |

*Supplemental to MPA standard reporting
Note: Indices are created by comparing the advertisements' performance against the issue averages. Test includes multiple Condé Nast digital edition brands and straight from print (pdf) brands.
Source: Condé Nast, 2012

Ad performance by format (index)

straight from print (SFP)



straight from print + (SFP+)



enhanced for tablet (EFT)



Note: SFP, SFP+ and EFT, MPA Tablet Metrics Task Force, 2012
Source: Condé Nast, January 2012

Digital readers like and want ads

10 point scale

10 = strongly agree; 1 = strongly disagree

- 6.9 I liked exploring the interactive tools/features of the ads
- 6.3 The ads generally improved my perception of the advertiser brand
- 6.3 The ads generally improved my perception of the advertiser product/service
- 6.0 The ads were useful

Source: Hearst Tablet/E-edition Consumer Research, February 2012

Digital **interactivity** increases key ad metrics

A study commissioned by Adobe exposed participants to either static (print format) or interactive (iPad) ads featured in an issue of a consumer technology magazine.

Part I: Realistic Exposure (browsing the magazine)
Participants in either condition were exposed to five articles and seven ads that were the same. This part of the study used a realistic exposure condition, without coaching about paying attention to any specific magazine content or ads.

The interactivity of digital ads improves readers' levels of perceived interactivity, perceived engagement, message involvement and attitude towards ads.

| (print vs. digital; 1 – 9-point scale) | print ads | interactive ads |
|--|-----------|-----------------|
| perceived interactivity | 6.03 | 7.38 |
| perceived engagement | 5.38 | 6.67 |
| message involvement | 5.36 | 6.36 |
| attitude toward the ad | 5.50 | 6.63 |

Source: Adobe/Alex Wang Ph.D University of Connecticut, 2011

Part II: Forced Exposure (reviewing a specific ad)
A forced exposure condition was used as participants were asked to review a specific advertisement. In the interactive ad condition, the ad enabled higher interactivity, inviting participants to play a game to solve a business problem. Participants in the static ad condition reviewed the same ad in the print issue of the magazine.

In the specific ad, purchase intent was improved 59% by the interactivity in the tablet version of the ad. The research showed overall improvement.

| (print vs. digital; 1 – 9-point scale) | print ad | interactive ad |
|--|-------------|----------------|
| perceived interactivity | 3.96 | 6.81 |
| perceived engagement | 4.16 | 6.67 |
| message involvement | 5.07 | 6.45 |
| attitude toward the ad | 3.75 | 6.36 |
| purchase intention | 2.50 | 3.98 |

Source: Adobe/Alex Wang Ph.D University of Connecticut, 2011

Tablet metrics measuring magazine tablet issues

Timeframe for metrics release (number of weeks)

Publishers will provide metrics as available from individual data providers.

| | digital newsstand on-sale date | extended capture | analysis | metrics released |
|------------------------|-----------------------------------|---------------------|----------|----------------------------------|
| weeklies | 1 | 4 | 2 | 7 |
| biweeklies | 2 | 4 | 2 | 8 |
| monthlies | 4 | 4 | 2 | 10 |
| quarterlies | 12 | 4 | 2 | 18 |
| SITI special issues | time on newsstand | 4 | 2 | time on newsstand +6 weeks |

Five initial recommended metrics for use by publishers, agencies and advertisers

- 1 total consumer paid digital issues**
consumer paid subscriptions and single paid issues
- 2 total number of tablet readers per issue**
issues opened by individual devices
- 3 total number of sessions per issue**
aggregate number of times an issue was accessed
- 4 total amount of time spent per reader per issue**
time spent (on average) with an issue across the total audience
- 5 average number of sessions per reader per issue**
the average number of times each reader accessed the issue

Source: MPA Tablet Metrics Task Force, 2012



Distribution Metrics

- 85 Number of magazines 2011
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Advertising Metrics

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A magazine for everyone

Number of magazines 2002 – 2011

| year | consumer magazines |
|-------------|--------------------|
| 2011 | 7,179 |
| 2010 | 7,163 |
| 2009** | 7,110 |
| 2008** | 7,383 |
| 2007 | 6,809 |
| 2006 | 6,734 |
| 2005 | 6,325 |
| 2004 | 7,188 |
| 2003 | 6,234 |
| 2002** | 5,340 |

**Represents economic downturn. Note: Fluctuations reflect that the number of magazines changes based on economic conditions
Source: National Directory of Magazines/Oxbridge Communications, 2012

Magazines meet consumer interest

**213 new magazines
launched in 2011**

New U.S. magazine launches by category in 2011

| | |
|--------------------------------|------------------------------|
| 28 special interest/lifestyle | 4 photography |
| 18 crafts/games/hobbies/models | 3 computers |
| 15 metropolitan/regional/state | 3 fitness |
| 15 sports | 3 gay/lesbian |
| 12 epicurean | 3 music |
| 11 children's | 2 bridal |
| 10 home | 2 business |
| 9 ethnic | 2 camping/outdoor recreation |
| 8 fashion/beauty/grooming | 2 dressmaking/needlework |
| 8 men's | 2 entertainment |
| 7 comic technique/comics | 2 health |
| 6 art/antiques | 2 popular culture |
| 6 motorcycles | 2 travel |
| 5 politics | 1 fishing & hunting |
| 5 religion | 1 gaming |
| 5 women's | 1 military/naval |
| 4 automotive | 1 nature/ecology |
| 4 literary/reviews/writing | 1 teen |

Note: This list represents weekly, bi-monthly, monthly, and quarterly titles only
Source: Samir Husni's Guide to New Consumer Magazines, 2012

**A sign of
loyalty:**
consumers
are willing to
invest in their
magazines

Average cost of magazines 2002 – 2011

| | single copy | one-year basic subscription |
|-------------|----------------|--------------------------------|
| 2011 | \$ 4.95 | \$ 29.85 |
| 2010 | 4.91 | 29.29 |
| 2009 | 4.86 | 28.86 |
| 2008 | 4.70 | 28.01 |
| 2007 | 4.53 | 27.83 |
| 2006 | 4.46 | 27.30 |
| 2005 | 4.40 | 26.78 |
| 2004 | 4.40 | 25.93 |
| 2003 | 4.22 | 26.55 |
| 2002 | 4.11 | 25.70 |

Source: Averages calculated by MPA from ABC Publishers Statements, 2002 – 2011

It's all about the audience

10-year growth

Counting who reads magazines is more important than how many copies are available to read.

Total 18+ magazine audience

| year | |
|-------------|--------------------|
| 2011 | 188,602,000 |
| 2010 | 191,086,000 |
| 2009 | 189,487,000 |
| 2008 | 189,681,000 |
| 2007 | 187,398,000 |
| 2006 | 184,096,000 |
| 2005 | 181,595,000 |
| 2004 | 179,373,000 |
| 2003 | 178,391,000 |
| 2002 | 172,108,000 |

Note: Measured magazine titles excluding Sunday magazines and newspapers
Source: GfK MRI, Fall 2011

Subscription/single copy sales 2002 – 2011

| year | subscription | single copy | total |
|--------------|--------------------|-------------------|--------------------|
| 2011* | 282,919,614 | 29,558,699 | 312,478,313 |
| 2010* | 292,237,864 | 32,999,207 | 325,237,070 |
| 2009* | 310,433,396 | 36,138,517 | 346,571,912 |
| 2008* | 324,818,012 | 43,664,772 | 368,363,773 |
| 2007* | 322,359,612 | 47,433,976 | 369,793,587 |
| 2006* | 321,644,445 | 47,975,657 | 369,620,102 |
| 2005 | 313,992,423 | 48,289,137 | 362,281,559 |
| 2004 | 311,818,667 | 51,317,183 | 363,135,850 |
| 2003 | 301,800,237 | 50,800,854 | 352,601,091 |
| 2002 | 305,438,345 | 52,932,601 | 358,370,946 |

*Paid and Verified -Effective 2006, ABC established verified subscription circulation as a category. Source: Averages calculated by MPA from each year's ABC Publishers Statements, 2002-2011. Comics, annuals and international editions are not included. The Audit Bureau of Circulations ruled in 2011 that digital editions would be reported as part of the Fas Fax data; as of March 2012 digital editions make up less than 1% of A.B.C.'s Fas Fax data.

Magazines: the original targeted medium

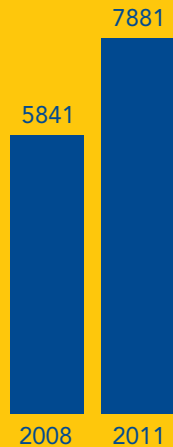
Total paid and verified circulation 2011

Magazines by circulation size groups

| circulation size | MAGAZINES | | TOTAL CIRCULATION | |
|-----------------------|------------|---------------|--------------------|------------------|
| | # in group | % of total | for group | % of total circ. |
| Over 10,000,000 | 2 | 0.4% | 44,605,742 | 14.3% |
| 5,000,000 – 9,999,999 | 3 | 0.7 | 19,974,787 | 6.4 |
| 2,000,000 – 4,999,999 | 29 | 6.3 | 79,928,690 | 25.6 |
| 1,000,000 – 1,999,999 | 50 | 10.9 | 70,071,654 | 22.4 |
| 750,000 – 999,999 | 25 | 5.5 | 21,915,919 | 7.0 |
| 500,000 – 749,999 | 46 | 10.0 | 28,051,701 | 9.0 |
| 250,000 – 499,999 | 62 | 13.5 | 22,734,764 | 7.3 |
| 100,000 – 249,999 | 127 | 27.7 | 19,925,929 | 6.4 |
| Under 100,000 | 114 | 24.9 | 5,269,128 | 1.7 |
| Totals | 458 | 100.0% | 312,478,313 | 100.0% |

Source: Averages calculated by MPA from Audit Bureau of Circulations Publishers Statements, 2011. Comics, annuals and international editions are not included. The Audit Bureau of Circulations ruled in 2011 that digital editions would be reported as part of the Fas Fax data; as of March 2011 digital editions make up less than 1% of A.B.C.'s Fas Fax data.

Print and digital distribution metrics

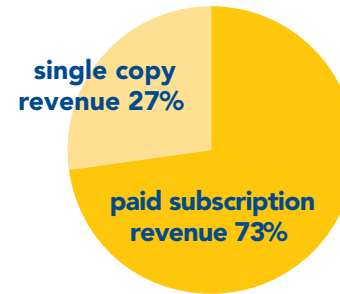


Source: MPA Internet Subscriptions Survey, 2011

- Total internet sold subscriptions grew dramatically from 2008 to 2011
- Direct to publisher sales have shown consistency throughout 2008 to 2011
- Online agent sales have been volatile over the period

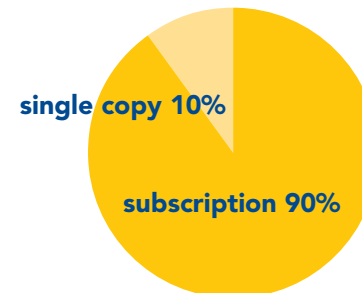
Source: MPA Internet Subscriptions Survey, 2011

Magazine distribution revenue



Source: Averages calculated by MPA from ABC Publishers Statements, 2011. Verified circulation is not included in these revenue calculations. The Audit Bureau of Circulations ruled in 2011 that digital editions would be reported as part of the Fas Fax data; as of March 2011 digital editions make up less than 1% of A.B.C.'s Fas Fax data

Magazine distribution

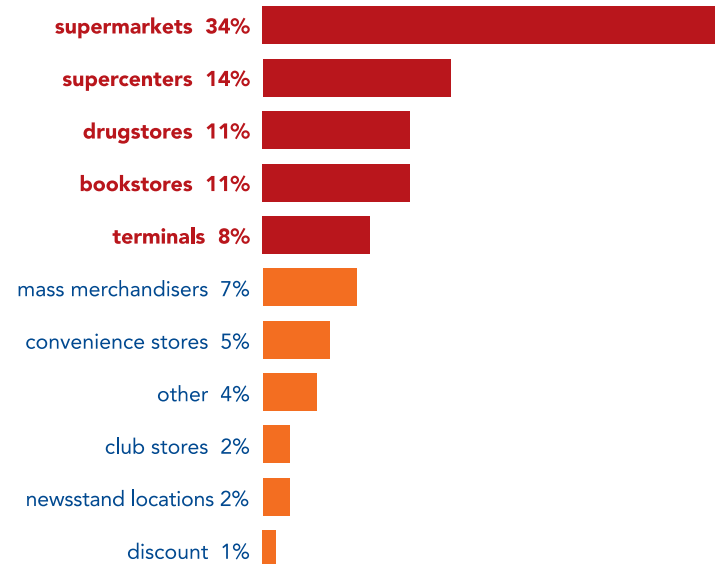


Source: Averages calculated by MPA from ABC Publishers Statements, 2011. Comics, annuals and international editions are not included. The Audit Bureau of Circulations ruled in 2011 that digital editions would be reported as part of the Fas Fax data; as of March 2011 digital editions make up less than 1% of A.B.C.'s Fas Fax data

Supermarkets top list of retail outlets

Consumers rely on multiple outlets to buy their favorite magazines

Retail sales by channel



Source: Harrington Associates, 2012 (2011 data)

Magazines
are a key
source of
profits at
checkout

Magazines, confectionery and beverages generate the bulk of checkout sales and profits

| category | share of checkout dollar sales | share of checkout total profits |
|---------------------|--------------------------------|---------------------------------|
| confectionery | 29.9% | 30.5% |
| beverages | 24.3 | 25.4 |
| magazines | 24.8 | 24.8 |
| miscellaneous | | |
| batteries | 3.0 | 3.8 |
| video/media | 0.6 | 1.4 |
| snacks | 3.7 | 2.8 |
| other GM/HBC | 1.4 | 1.9 |
| razors/blades | 2.0 | 1.8 |
| tobacco accessories | 2.0 | 3.4 |
| gift/phone cards | 6.2 | 1.3 |
| oral care | 0.6 | 0.8 |
| lip care | 0.5 | 0.7 |
| cookies/crackers | 0.6 | 0.6 |
| film/cameras | 0.3 | 0.4 |

Source: Front End Focus, 2010 (2008 data)



Top ad categories

Magazine advertising rate card reported revenue – top 12 categories, 2011

| | revenue | share |
|---|--------------------------|--------------|
| toiletries and cosmetics | \$ 2,960,133,972 | 14.7% |
| drugs and remedies | 2,128,916,357 | 10.6 |
| food and food products | 1,773,757,865 | 8.8 |
| apparel and accessories | 1,719,513,598 | 8.6 |
| media and advertising | 1,519,354,555 | 7.6 |
| retail | 1,473,950,902 | 7.3 |
| automotive | 1,232,439,470 | 6.1 |
| direct response companies | 1,171,216,253 | 5.8 |
| financial, insurance and real estate | 1,080,183,047 | 5.4 |
| home furnishings and supplies | 1,005,508,238 | 5.0 |
| technology | 833,069,483 | 4.1 |
| public transportation, hotels and resorts | 781,195,907 | 3.9 |
| Top categories total | \$ 17,679,239,647 | 88.0% |

Note: Sunday magazines excluded
Source: PIB, January 2012

**Consumer
magazines
are a vital
part of the
advertising
mix**

Share of advertising spend by medium

| | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| consumer magazines | 14.7% | 15.1% | 15.4% | 16.4% | 17.0% | 15.8% |
| sunday magazines | 1.2 | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 |
| local magazines | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| hispanic magazines | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| B-to-B magazines | 2.0 | 2.1 | 2.3 | 2.7 | 2.8 | 3.0 |
| internet | 9.2 | 7.6 | 7.9 | 6.7 | 6.1 | 6.4 |
| network television | 16.4 | 17.2 | 17.3 | 16.3 | 15.8 | 15.9 |
| cable television | 17.0 | 16.1 | 15.5 | 13.6 | 12.7 | 11.5 |
| spot television | 11.1 | 11.9 | 10.3 | 11.7 | 11.4 | 12.5 |
| syndicated television | 3.5 | 3.1 | 3.4 | 3.1 | 2.8 | 2.8 |
| spanish language television | 3.0 | 2.8 | 2.8 | 2.5 | 2.3 | 2.2 |
| national newspapers | 1.8 | 1.9 | 1.9 | 2.0 | 2.2 | 2.3 |
| local newspapers | 10.9 | 11.5 | 12.7 | 13.9 | 15.1 | 15.9 |
| hispanic newspapers | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| network radio | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |
| national spot radio | 1.4 | 1.5 | 1.3 | 1.5 | 1.7 | 1.8 |
| local radio | 3.9 | 3.9 | 4.0 | 4.4 | 4.8 | 4.9 |
| outdoor | 2.9 | 2.8 | 2.7 | 2.7 | 2.7 | 2.5 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: Kantar Media Intelligence, March 2012

Leading marketers believe in magazines and invest to reach engaged readers – who are buyers

Total 2011 top marketers' magazine rate card reported spend \$7,696,995,260

Top 50 marketers' spending equals 39% of overall magazine rate card revenue

| | | | | | |
|----|-------------------------------------|-----------------|----|----------------------------|-------------|
| 1 | Procter & Gamble Co | \$1,042,502,952 | 26 | Merck & Co Inc | 112,889,037 |
| 2 | L'Oréal SA | 679,985,771 | 27 | Pepsico Inc | 104,653,146 |
| 3 | Pfizer Inc | 316,540,554 | 28 | GlaxoSmithKline Plc | 102,307,457 |
| 4 | Time Warner Inc | 255,204,061 | 29 | Allergan Inc | 96,665,097 |
| 5 | Johnson & Johnson | 243,585,380 | 30 | Target Corp | 95,246,657 |
| 6 | Joh A Benckiser Gmbh | 241,170,771 | 31 | Comcast Corp | 94,761,501 |
| 7 | General Motors Corp | 214,960,995 | 32 | Honda Motor Co Ltd | 89,358,891 |
| 8 | LVMH Moët Hennessy Louis Vuitton SA | 204,685,230 | 33 | Clorox Co | 86,373,856 |
| 9 | Nestlé SA | 197,598,766 | 34 | Nissan Motor Co Ltd | 85,614,025 |
| 10 | Kraft Foods Inc | 187,157,061 | 35 | Chanel SA | 84,500,190 |
| 11 | Campbell Soup Co | 173,508,256 | 36 | Ppr SA | 82,548,706 |
| 12 | Advance Publications Inc | 158,580,563 | 37 | Bose Corp | 81,266,074 |
| 13 | Berkshire Hathaway Inc | 154,240,572 | 38 | Kao Corp | 79,525,369 |
| 14 | Estée Lauder Cos Inc | 152,284,771 | 39 | Blackstone Group Lp | 78,014,538 |
| 15 | Unilever | 146,581,356 | 40 | Abbott Lab | 76,988,489 |
| 16 | Chrysler Group Llc | 144,017,460 | 41 | Iovate Health Sciences Inc | 71,684,009 |
| 17 | Walt Disney Co | 142,732,837 | 42 | Sprint Nextel Corp | 71,659,568 |
| 18 | Ford Motor Co | 136,230,464 | 43 | Macy's Inc | 71,611,502 |
| 19 | Toyota Motor Corp | 134,220,958 | 44 | Gap Inc | 70,908,459 |
| 20 | Mars Inc | 128,846,830 | 45 | Meredith Corp | 70,602,905 |
| 21 | AstraZeneca Plc | 124,907,188 | 46 | Revlon Inc | 69,653,951 |
| 22 | Hearst Corp | 120,821,815 | 47 | JC Penney Co Inc | 69,459,923 |
| 23 | Church & Dwight Co Inc | 120,586,798 | 48 | Reckitt Benckiser Plc | 68,038,887 |
| 24 | Kellogg Co | 119,077,321 | 49 | Novartis AG | 64,205,367 |
| 25 | Eli Lilly & Co | 114,708,045 | 50 | Phillips-Van Heusen Corp | 63,720,881 |

Note: Sunday magazines excluded. Source: PIB, Data as of January 2012

Rate card revenue exceeds \$20 billion

Magazine rate card revenue

200+ PIB-measured magazines



Note: Sunday supplements excluded
Source: PIB, January 2012

20.1 billion

Magazine ad pages and rate card ad revenue 2002 – 2011 among measured magazines

| year | pages | rate card revenue |
|-------------|----------------|--------------------------|
| 2011 | 164,225 | \$ 20,086,199,882 |
| 2010 | 169,634 | 20,083,795,458 |
| 2009 | 169,218 | 19,450,949,765 |
| 2008 | 220,813 | 23,652,018,530 |
| 2007 | 244,737 | 25,501,793,278 |
| 2006 | 244,907 | 23,996,768,141 |
| 2005 | 243,305 | 23,068,182,388 |
| 2004 | 234,428 | 21,313,206,734 |
| 2003 | 225,831 | 19,216,085,358 |
| 2002 | 225,619 | 17,254,061,740 |

Note: Sunday magazines excluded
Source: PIB, January 2012

Magazine
advertising
makes an
impact and
generates
recall

Impact of magazine advertising

| type/size of magazine ads | noted | action taken |
|---------------------------|------------|--------------|
| all ads size/color | 54% | 61% |

AD SIZE

| | | |
|------------------------------------|----|----|
| multiple pages (excluding spreads) | 70 | 62 |
| gatefold ads | 61 | 60 |
| spread | 66 | 66 |
| full page | 53 | 60 |
| half page | 45 | 64 |
| third page | 43 | 65 |
| less than half page | 49 | 61 |

COLOR

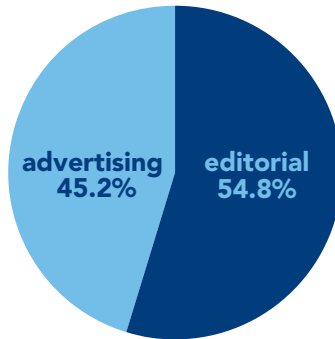
| | | |
|-----------------|----|----|
| four color | 62 | 61 |
| black and white | 51 | 59 |

PREMIUM POSITION

| | | |
|-------------------------------|----|----|
| inside front cover | 77 | 60 |
| inside back cover | 62 | 60 |
| back cover | 66 | 63 |
| adjacent to table of contents | 61 | 61 |

Source: GfK MRI Starch Advertising Research, January – December 2011

Editorial and advertising are **both important** to the reader experience



Editorial vs. advertising pages 2002 – 2011

| year | % editorial | % advertising |
|-------------|--------------|---------------|
| 2011 | 54.8% | 45.2% |
| 2010 | 54.1% | 45.9% |
| 2009 | 56.0 | 44.0 |
| 2008 | 53.8 | 46.2 |
| 2007 | 52.9 | 47.1 |
| 2006 | 53.0 | 47.0 |
| 2005 | 52.8 | 47.2 |
| 2004 | 51.9 | 48.1 |
| 2003 | 52.1 | 47.9 |
| 2002 | 53.4 | 46.6 |

Note: Sunday magazines excluded
Source: Hall's Magazine Reports, 2012

Magazines cover the world for consumers: informing and entertaining on a vast range of topics

Number of editorial pages 2011

| type of editorial | pages | percent |
|------------------------------------|-----------------|--------------|
| entertainment/celebrity | 19,937.6 | 15.0% |
| wearing apparel/accessories | 17,449.4 | 13.1 |
| food & nutrition | 11,188.1 | 8.4 |
| home furnishings/management | 8,909.3 | 6.7 |
| business & industry | 8,778.8 | 6.6 |
| culture | 7,691.0 | 5.8 |
| travel/transportation | 7,628.6 | 5.7 |
| miscellaneous | 6,426.0 | 4.8 |
| beauty & grooming | 6,266.4 | 4.7 |
| sports/recreation/hobby | 5,241.8 | 3.9 |
| national affairs | 4,708.3 | 3.5 |

Note: Sunday magazines excluded
Source: Hall's Magazine Reports, 2012

| type of editorial | pages | percent |
|-------------------------|------------------|---------------|
| general interest | 4,508.0 | 3.4% |
| health/medical science | 4,434.6 | 3.3 |
| self-help/relationships | 3,840.7 | 2.9 |
| personal finance | 3,160.1 | 2.4 |
| fitness/beauty | 2,906.0 | 2.2 |
| global/foreign affairs | 2,760.7 | 2.1 |
| building | 2,471.8 | 1.9 |
| gardening & farming | 1,493.3 | 1.1 |
| children | 1,477.0 | 1.1 |
| consumer electronics | 1,308.2 | 1.0 |
| fiction | 374.9 | 0.3 |
| Total editorial | 132,960.6 | 100.0% |

Magazine Media Factbook 2012/13

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Kantar Media Intelligence
Kantar Media MARS
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