

MAGAZINE MEDIA FACTBOOK

**Better.
Believe It.**

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

 **MPA** THE ASSOCIATION OF
MAGAZINE MEDIA





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

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

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

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

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

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

— **Linda Thomas Brooks**

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

BEEN FOOLED BY FAKE CONTENT?

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

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

#BelieveMagMedia | BelieveMagMedia.com

**MAGAZINE
MEDIA**
Better. Believe It.

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Magazine media reaches eyeballs, minds and wallets



**Better
Viewability**

— page 66, 67



**Immersive
User Experience**

— page 42, 62



**Highest Return on
Advertising Spend**

— page 54, 58

in a safe, validated environment.



**Brand Edifying
Contextually Relevant**

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**Third-Party Audited and
Accredited Measurement**

— MPA Factbook

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

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Magazine Media USP



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

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

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



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

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

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

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

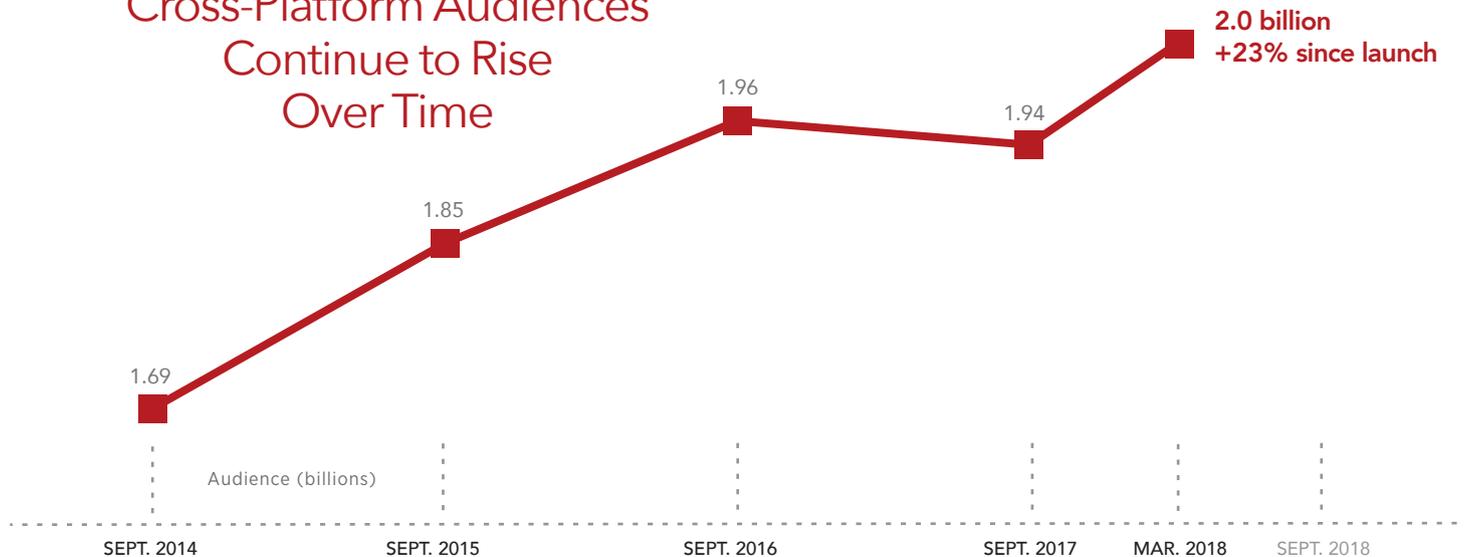
Magazine Media 360° uses data from leading third-party providers and covers approximately 120 magazine media brands from 27 companies, representing 95% of the reader universe.

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

Magazine Media 360°

Percent Growth in Total Magazine Media 360° Since Launch

Magazine Brand
Cross-Platform Audiences
Continue to Rise
Over Time



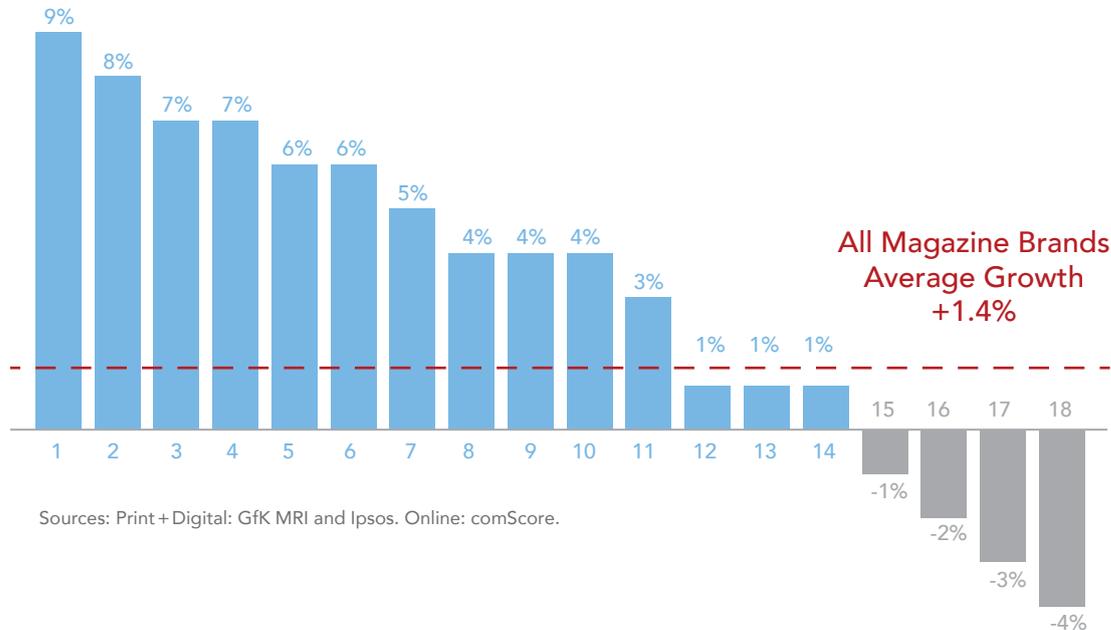
% Growth in Total Magazine Media 360° Audience vs. Same Month Year Ago

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

Magazine Media 360°

% Growth by Category — Full Year 2017 vs. 2016

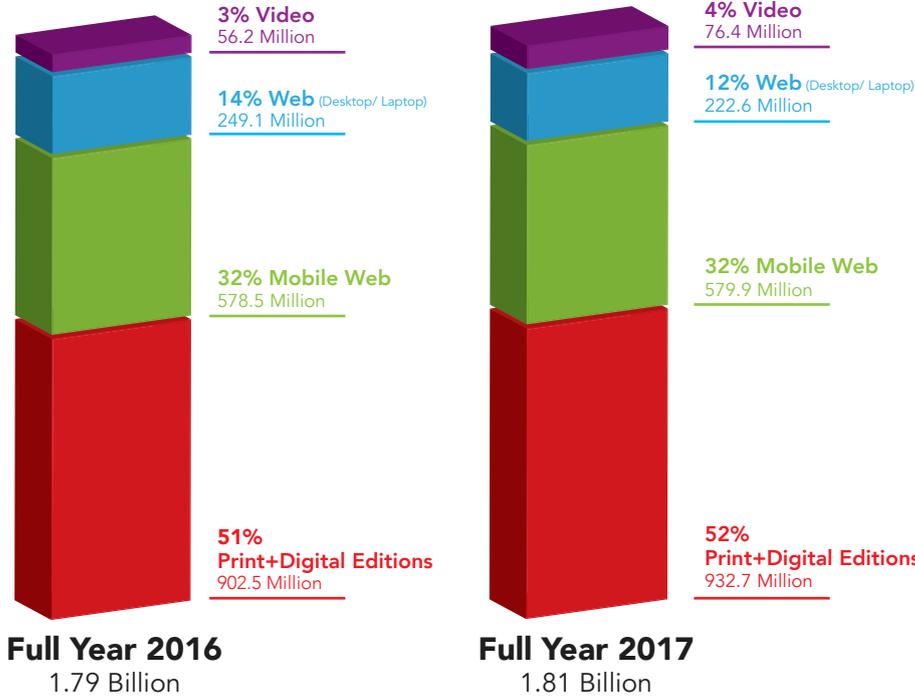
- 1 science and technology
- 2 regional
- 3 travel
- 4 fishing and hunting
- 5 current events and political commentary
- 6 participatory sports
- 7 business and finance
- 8 shelter
- 9 thought leader
- 10 news and information
- 11 automotive
- 12 sports spectator
- 13 health and fitness
- 14 women's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



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

Magazine Media 360°

Audience Mix — Full Year 2017 vs. 2016



Total Audience Growth +1.4%

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

Magazine Media 360°

Top 10 Magazine Brands

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

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

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



Tweet

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

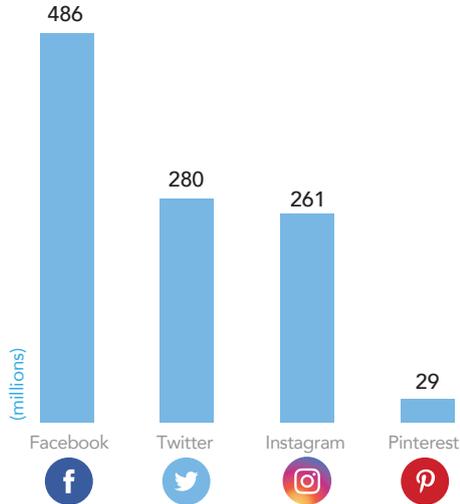
The Magazine Media 360° Social Media Report complements MPA's Magazine Media 360° Brand Audience Report, and clearly demonstrates that consumers are enthusiastically interacting with magazine media brands on social platforms.

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

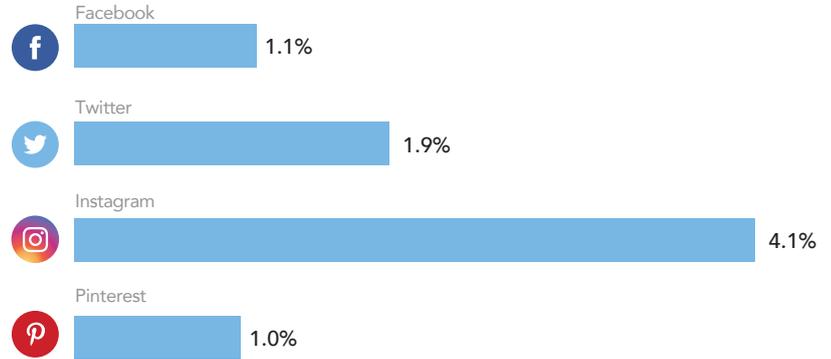
The Q1 2018 report shows a universe of 1.1 billion (gross) Likes/Followers across the four social networks tracked. Facebook is the social media behemoth, maintaining the largest share of Likes/Followers and accounting for nearly half of the magazine brand industry active audience. Twitter and Instagram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

Social Media Report

First Quarter 2018 vs. Fourth Quarter 2017



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



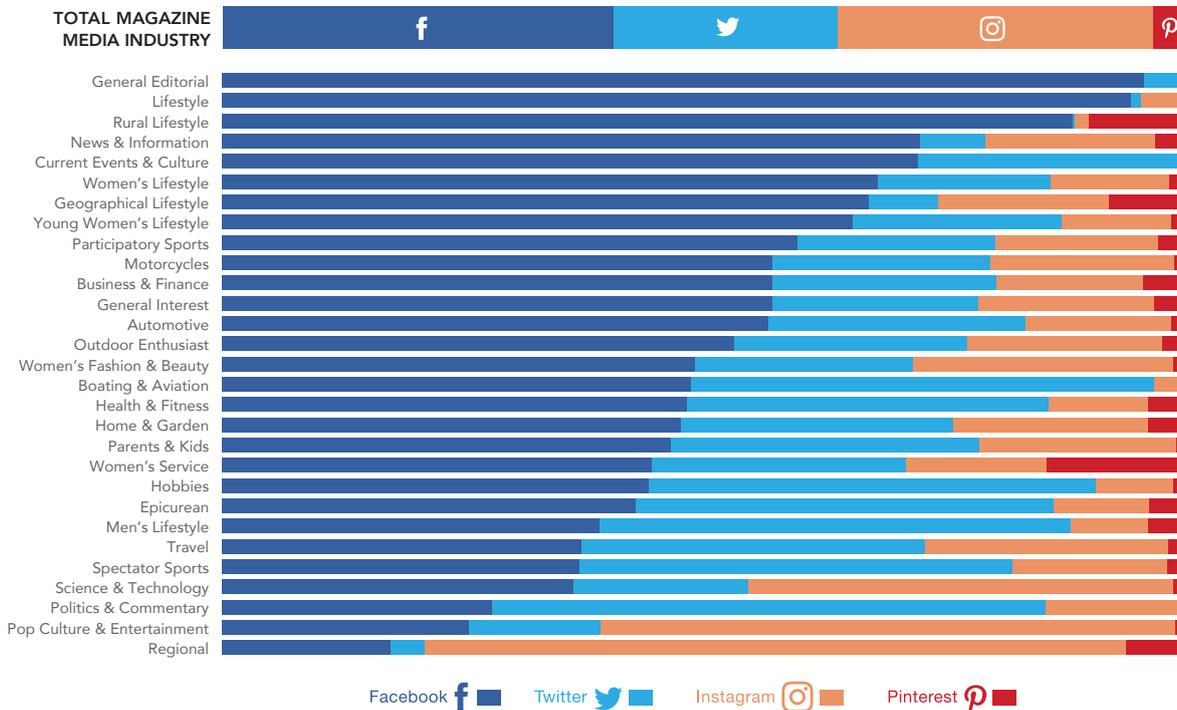
% Growth in Number of Magazine Media Industry Likes/Followers by Social Network
(First Quarter 2018 vs Fourth Quarter 2017)

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

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

Social Media Report

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



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

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

Social Media Report

Top 10 Magazine Brands—Likes/Followers by Social Network

First Quarter 2018 | January 1–March 31



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



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



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



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

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

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

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

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

The Social Media Engagement Factor

A Formula That Works Across All Social Media Networks

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

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

Characteristics That Define and Enhance Audience Engagement

Facebook

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

Twitter

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

Instagram

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

Pinterest

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

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



MAGAZINE MEDIA

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

NON-MAGAZINE MEDIA

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

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

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

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



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



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



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



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

Social Media Engagement Factor Trends by Quarter: Facebook

Magazine brands demonstrate consistency of influence over time



Q3 2017



Q4 2017



Q1 2018



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

Social Media Engagement Factor Trends by Quarter: Twitter

Magazine brands demonstrate consistency of influence over time



Q3 2017



Q4 2017



Q1 2018



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

Social Media Engagement Factor Trends by Quarter: Instagram

Magazine brands demonstrate consistency of influence over time



Q3 2017



Q4 2017



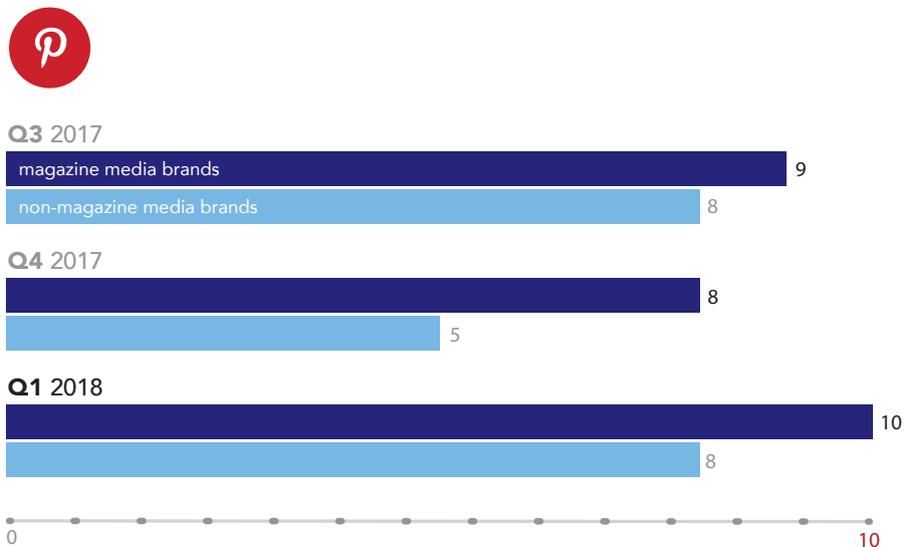
Q1 2018



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

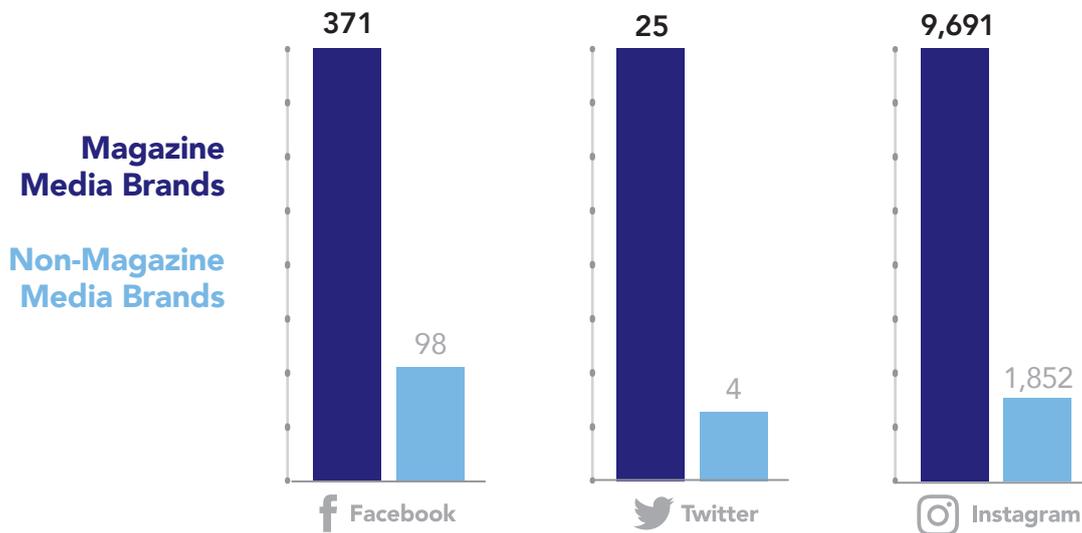
Social Media Engagement Factor Trends by Quarter: Pinterest

Magazine brands demonstrate consistency of influence over time



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

Action and Adventure Enthusiast



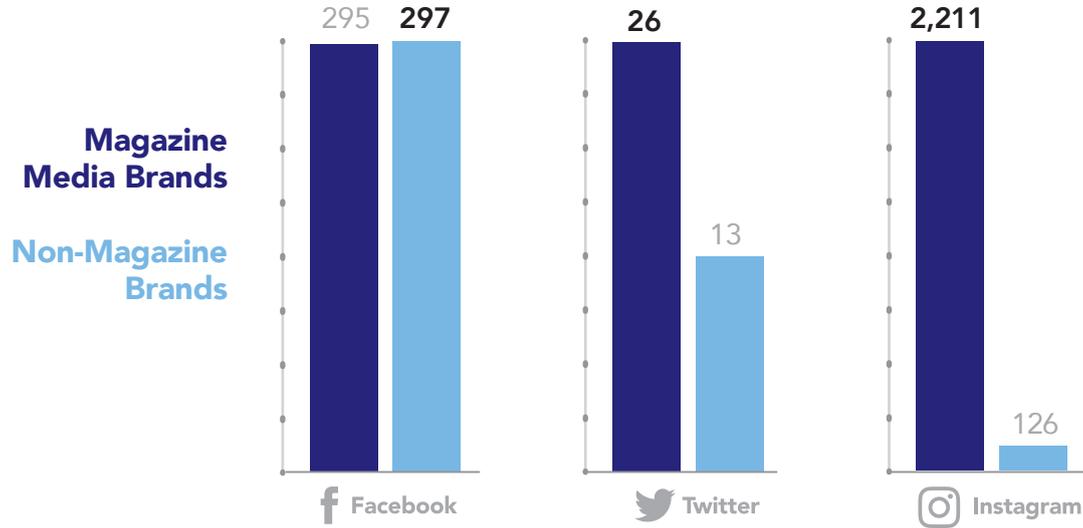
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Automotive

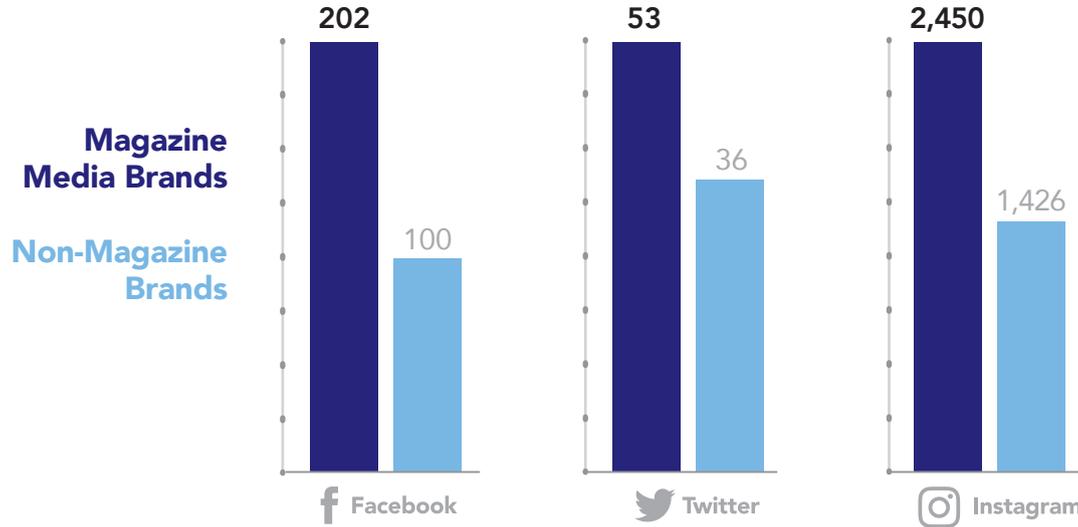


SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

Business and Finance



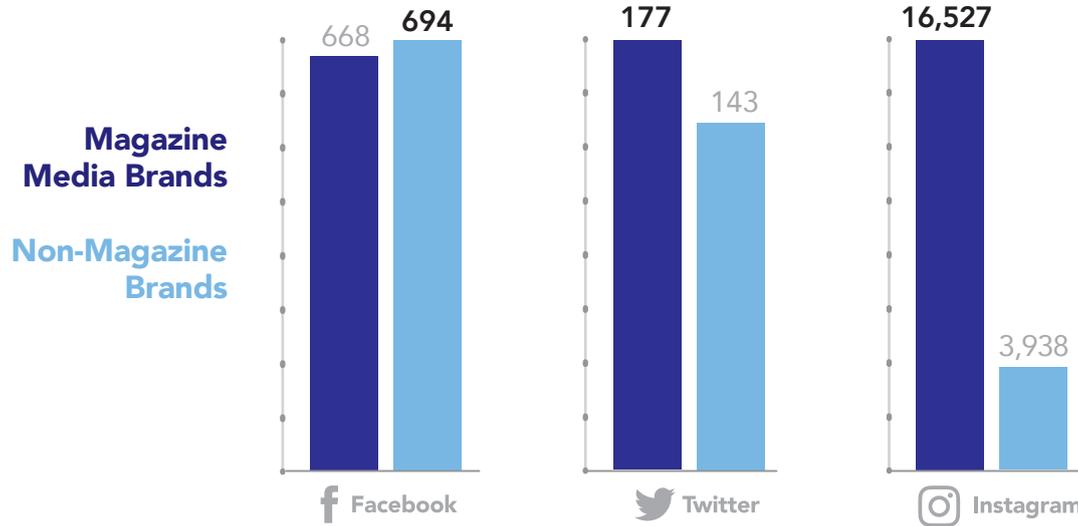
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Current Events and Political Commentary



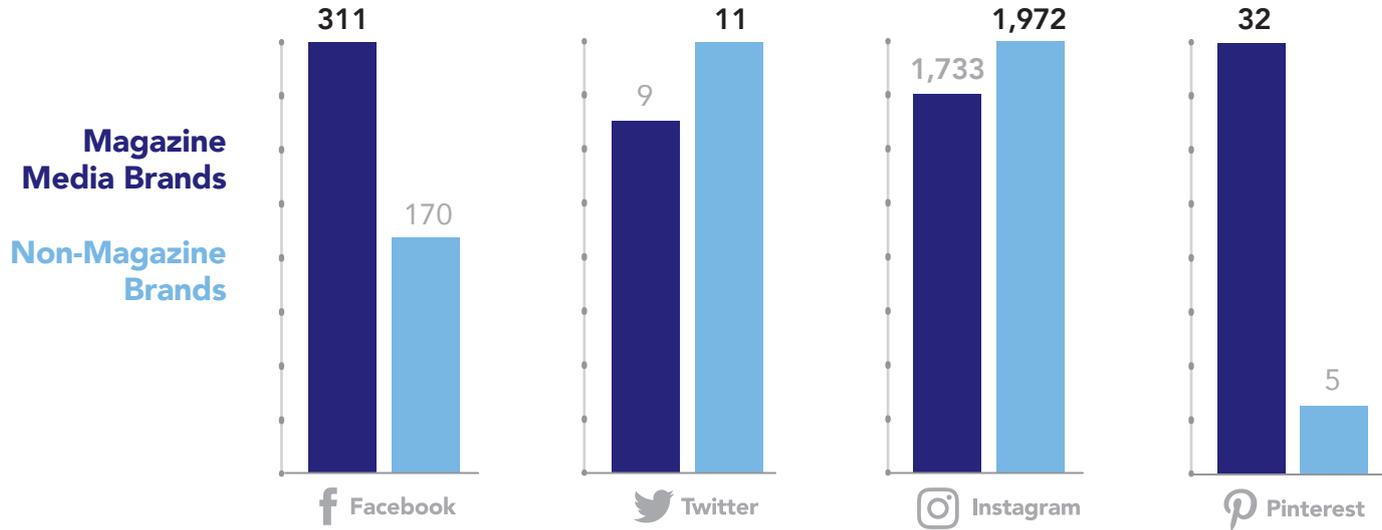
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Epicurean



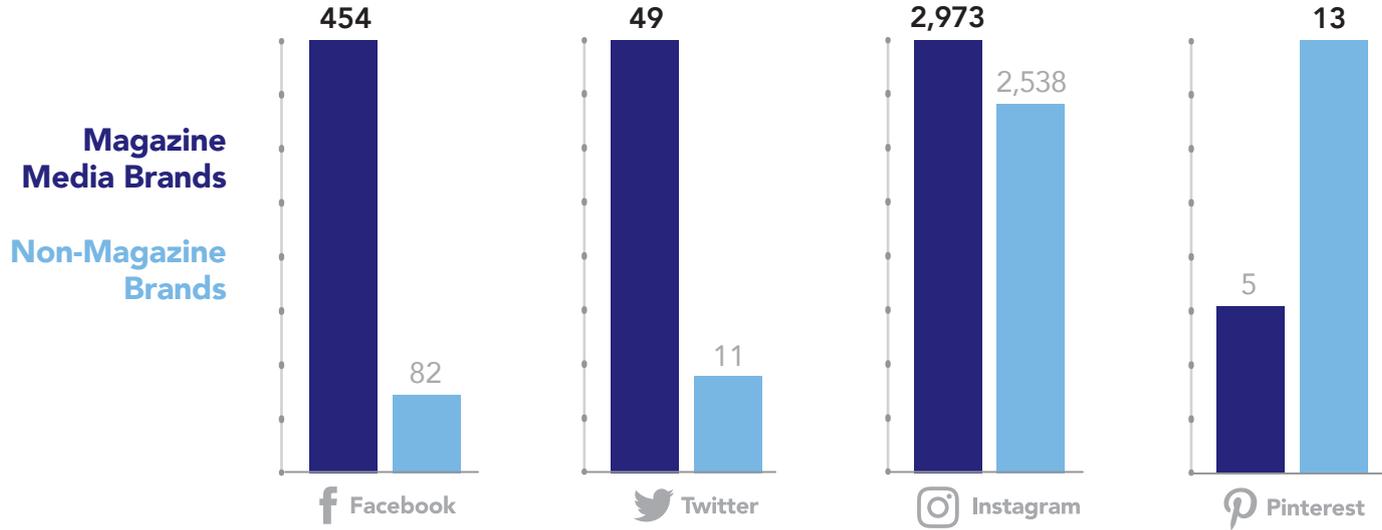
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Health and Fitness



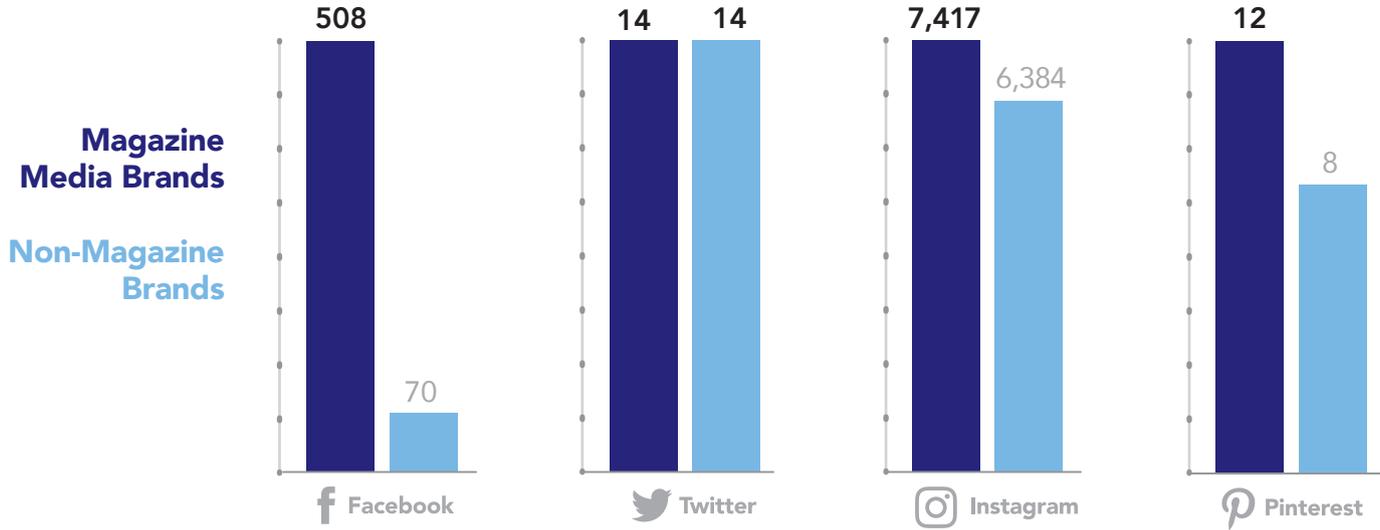
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Home and Garden



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

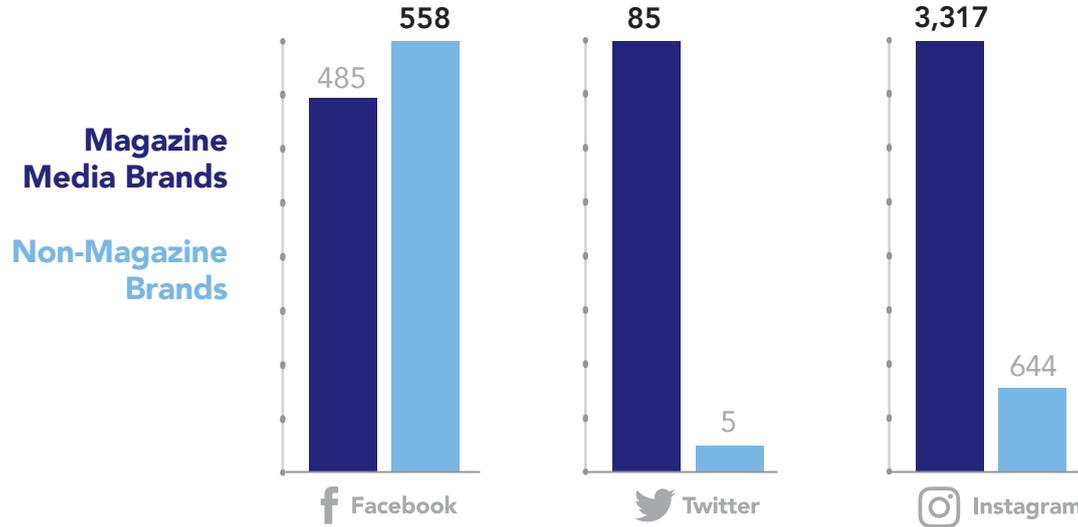
Magazine Media Brands: Architectural Digest, Better Homes and Gardens, Birds & Blooms, Coastal Living, Country Living, Do It Yourself, Domino, Elle Décor, HGTV Magazine, House Beautiful, Midwest Living, Southern Lady, Southern Living, The Cottage Journal, The Family Handyman, This Old House, Traditional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

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

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

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

Men's Fashion, Grooming and Lifestyle



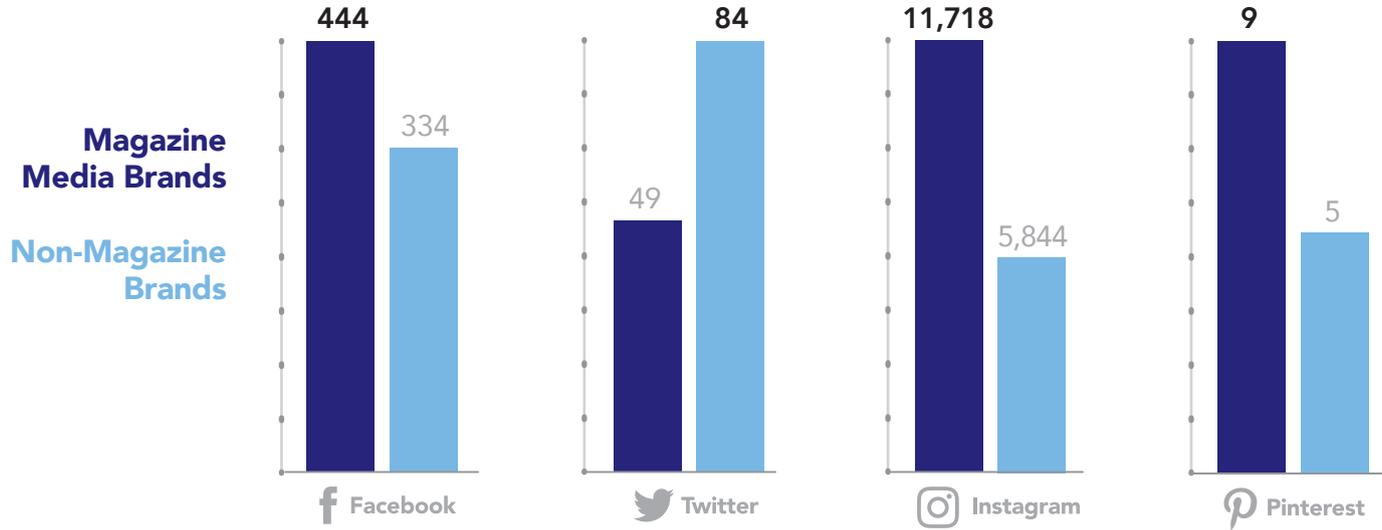
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Popular Culture and Entertainment



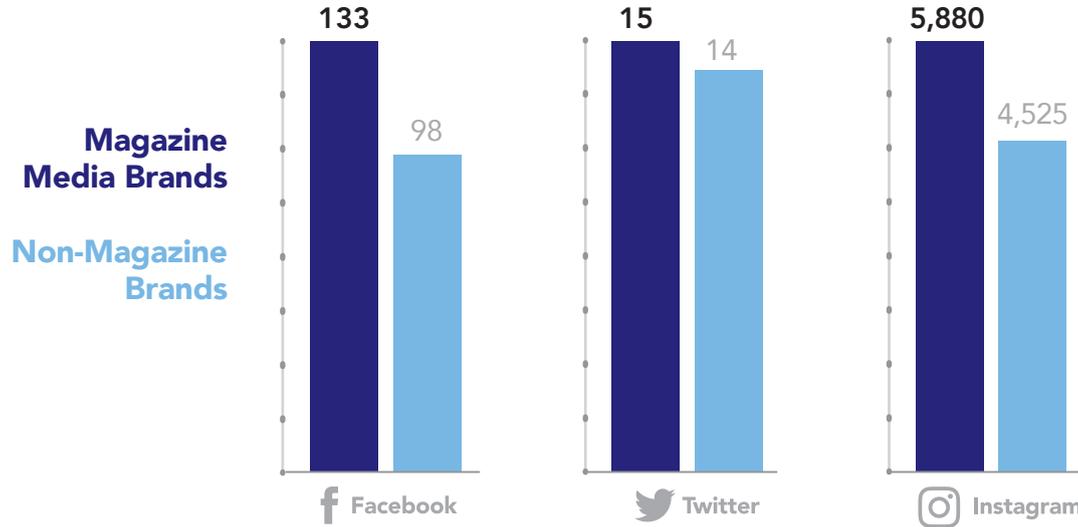
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Sports Enthusiast (Participatory)



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

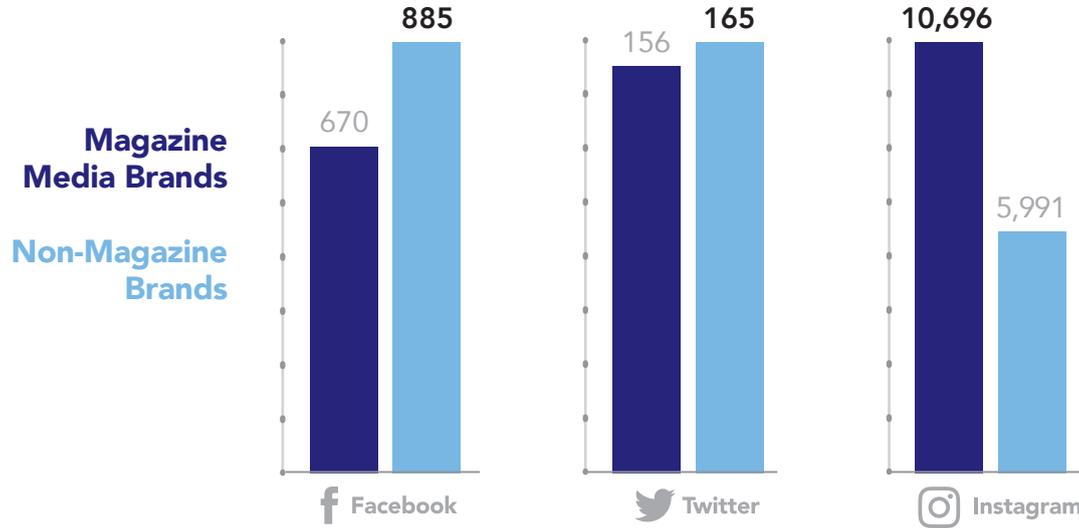
Magazine Media Brands: Backpacker, Bicycling, Bike, Boating, Canoe & Kayak, Field & Stream, Game & Fish, Golf Digest, Guns & Ammo, In-Fisherman, Marlin, National Geographic Adventure, Outdoor Life, Outside, Petersen’s Hunting, Powder, Range365, Recoil, Runner’s World, Sail Magazine, Salt Water Sportsman,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

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

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

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

Thought Leader



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

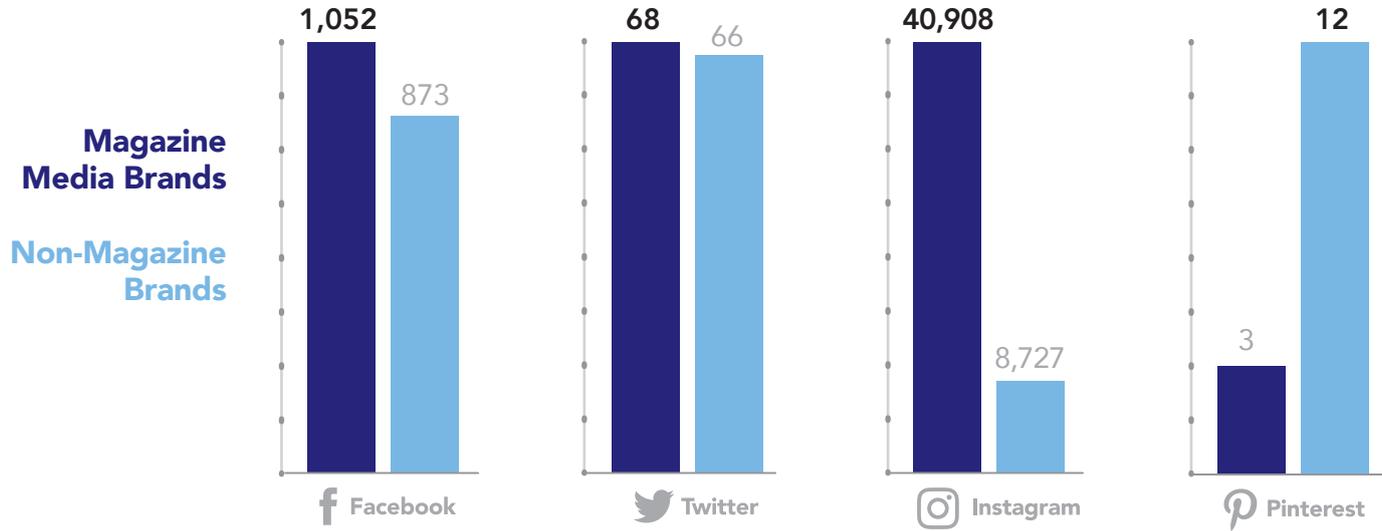
Magazine Media Brands: Fortune, National Geographic Magazine, New York Magazine, The Atlantic, The Economist, The New Yorker, Time, Wired.

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

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

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

Travel



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

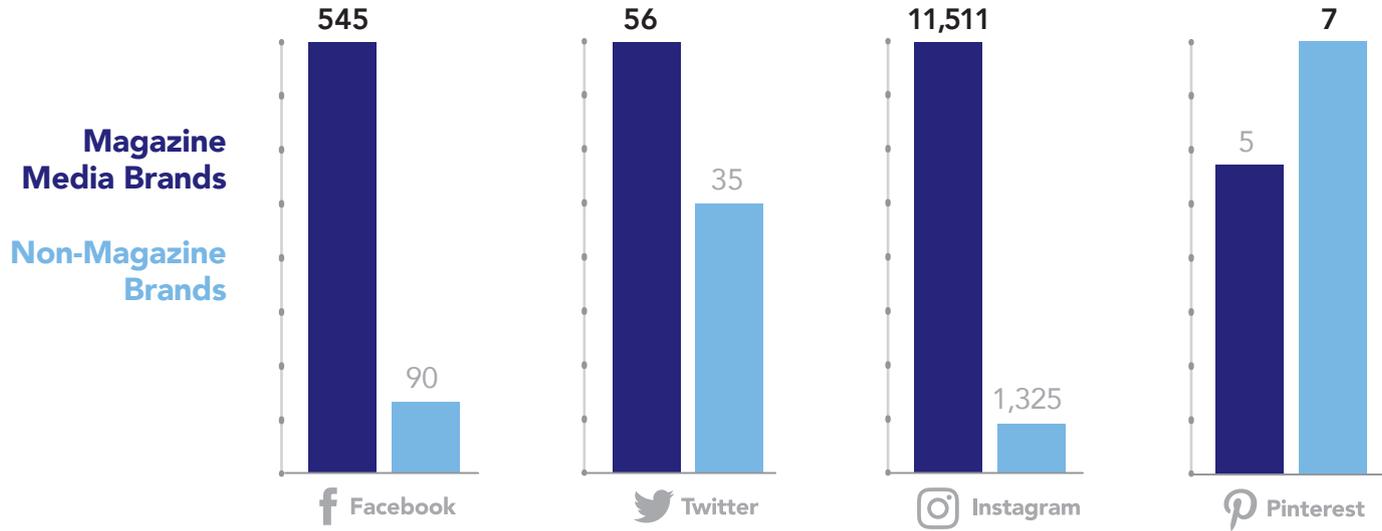
Magazine Media Brands: AFAR, Condé Nast Traveler, Departures, Florida Travel + Life, National Geographic Magazine, National Geographic Traveler, Travel + Leisure.

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

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

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

Women's Fashion and Beauty



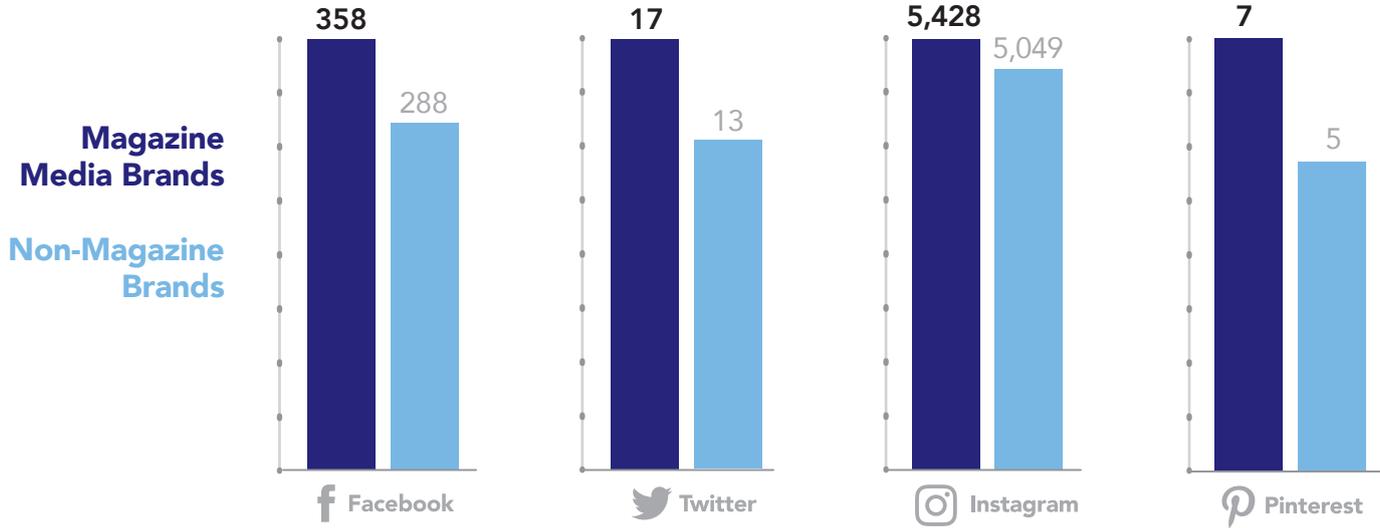
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

Women's Service and Lifestyle



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

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

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

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

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

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

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

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

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

Number of friends among devoted media users (index)

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

Self perception (index)

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

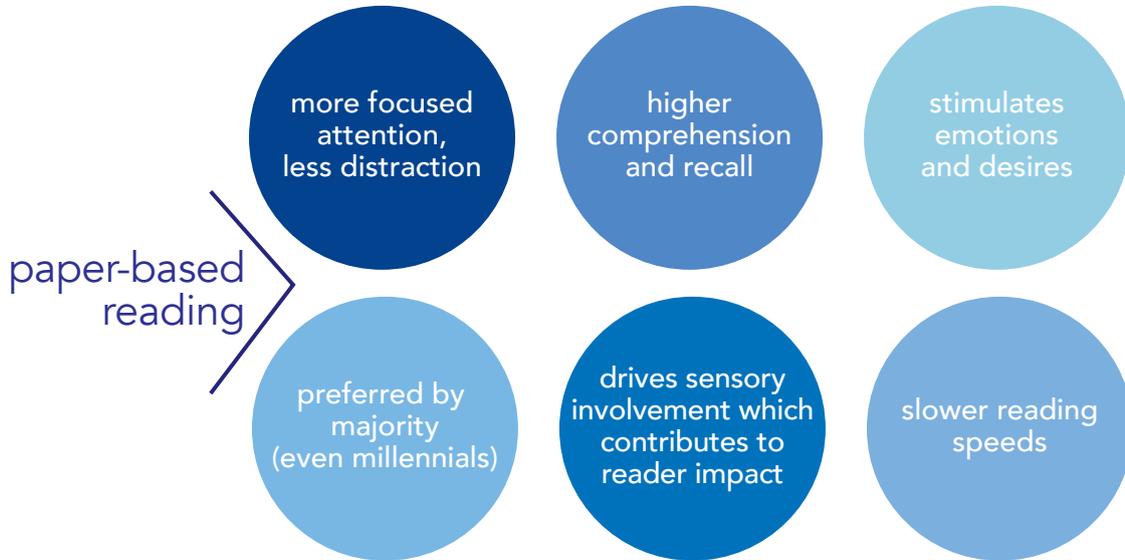
Index: Percentage of top users of each medium vs. percentage of adults 18+.

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

Source: YouGov Profiles, January 2018

What neuroscience says about why print magazine ads work

Paper readers remember more.



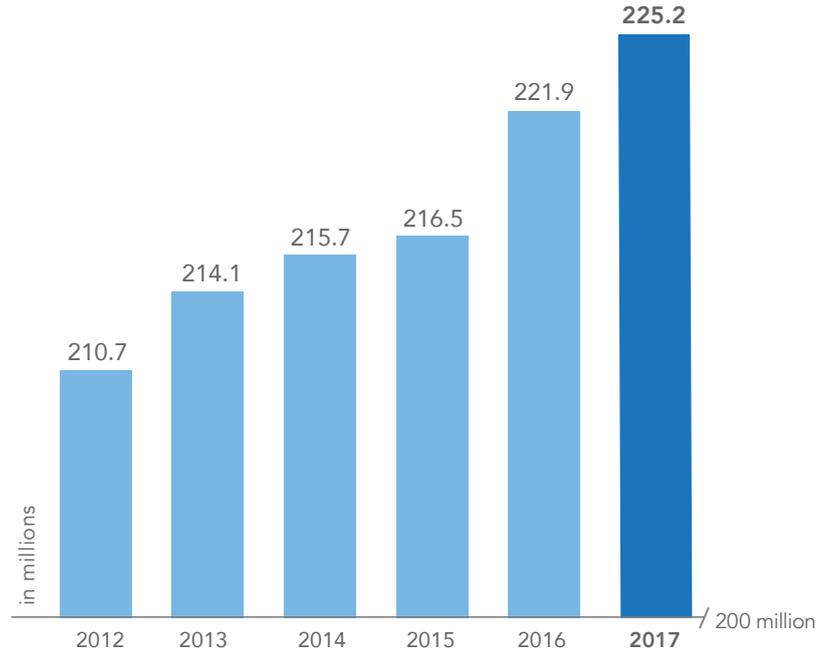
Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA-The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015



Tweet

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

Source: GfK MRI, Fall 2012–2017



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

*Includes digital editions

Note: Measured magazine titles excluding Sunday magazines.

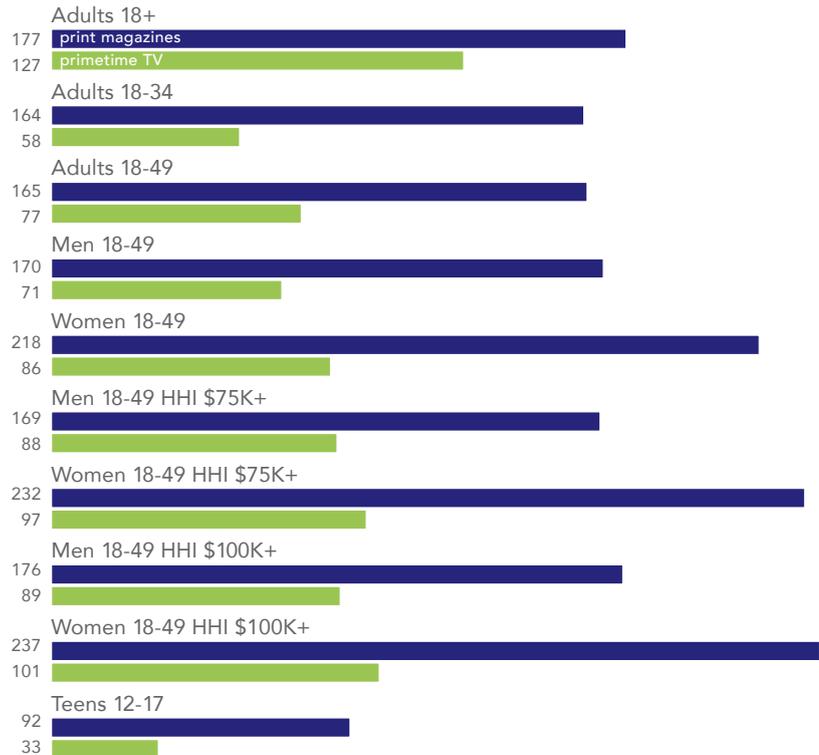
Source: GfK MRI, Fall 2012–2017

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

Source: Carat Insight, 2017

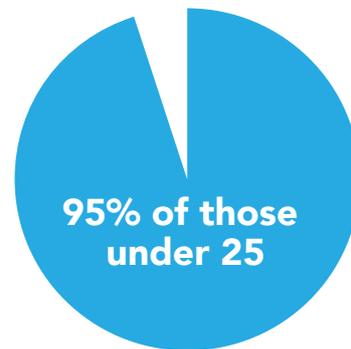
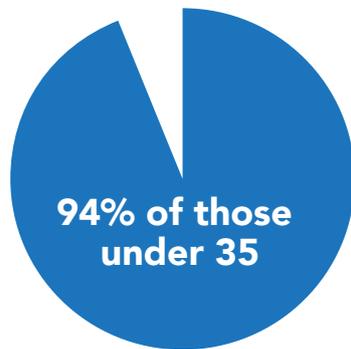
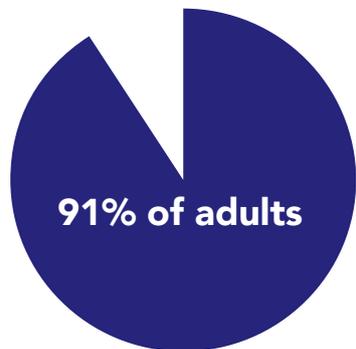


Gross rating points (GRPs) of the top 25 print magazines and primetime TV programs (index)



Note: Total GRPs equal the ratings of the top 25 vehicles in each medium added together.
 Source: Carat Insight; Nielsen Npower, September 2016-May 2017 (regularly scheduled primetime programs).
 Nielsen defines primetime as Monday to Saturday 8pm – 11pm and Sunday 7pm – 11pm; TV ratings based on live + 3 days data; GfK MRI, Fall 2017 Doublebase (Magazines.) GfK MRI Twelveplus (Magazines.)

Americans of all ages read magazines — especially younger adults



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

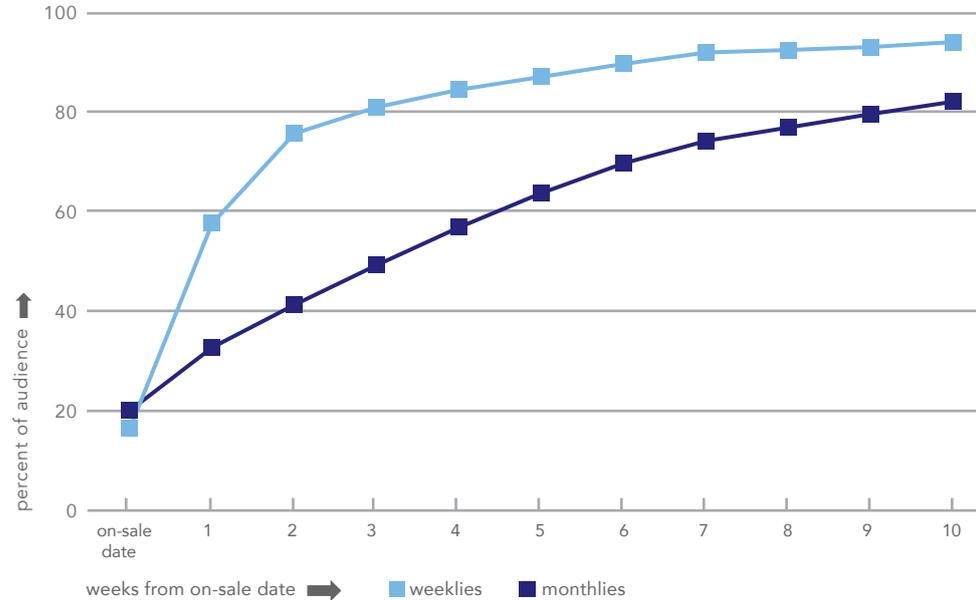
Base: U.S. adults 18+. Source: GfK MRI, Fall 2017

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

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

Magazine readership grows long after publication date

Print magazine audience accumulation over time



Note: The on-sale date is the actual date the print magazine appears on the newsstand or is likely to arrive in subscriber households. The on-sale date generally precedes the cover date.
Source: GfK MRI 2000, Accumulation Study and GfK MRI, Fall 2016

Readers of all ages enjoy print magazines

Print magazine readership by age

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

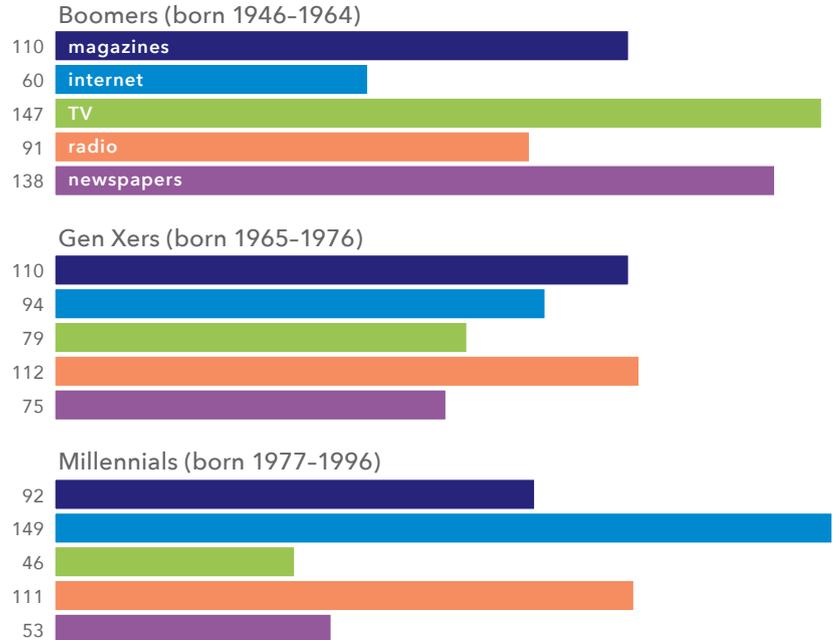
Base: U.S. adults 18+
 Source: GfK MRI, Fall 2017

Print #magazine consumption is strong across generations

Source: GfK MRI, Fall 2017



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



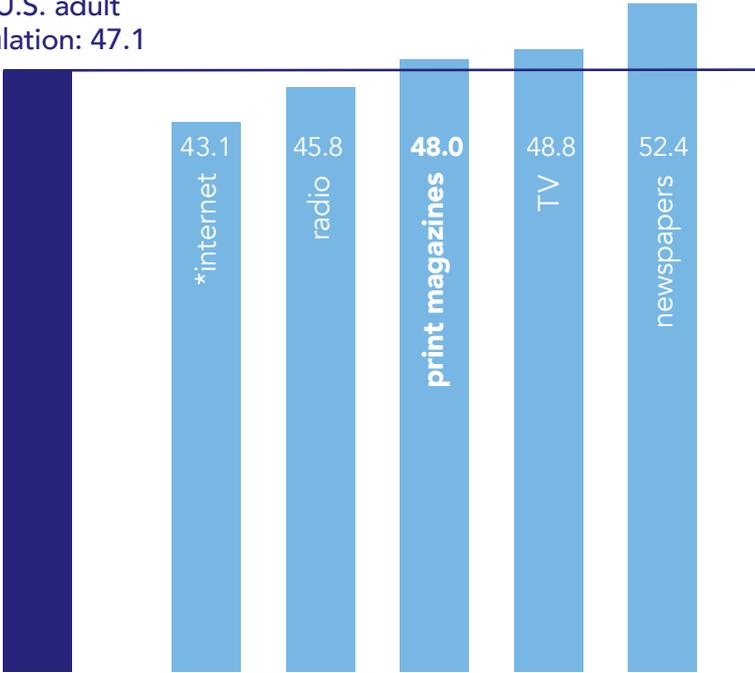
Index: Percent in top quintile within each generation vs. percent in top quintile among adults 18+.
Source: GfK MRI, Fall 2017

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

Source: GfK MRI, Fall 2017

 Tweet

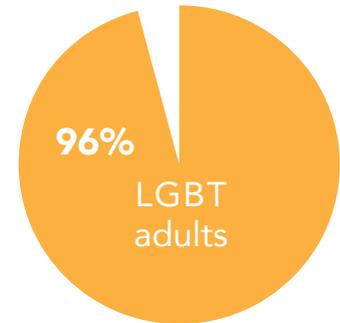
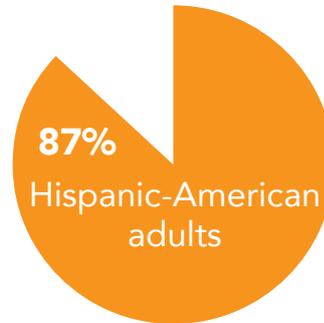
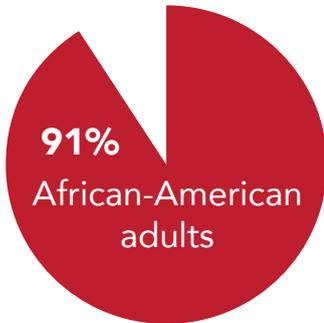
Median age of U.S. adult population: 47.1



Median age by media usage

*Includes internet magazine activity.
Note: Magazines and newspaper numbers represent print only.
Source: GfK MRI, Fall 2017

Magazine media readership is diverse



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

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

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

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

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

Source: GfK MRI, Fall 2017

ARE ALL EXPERTS WORTH BELIEVING?

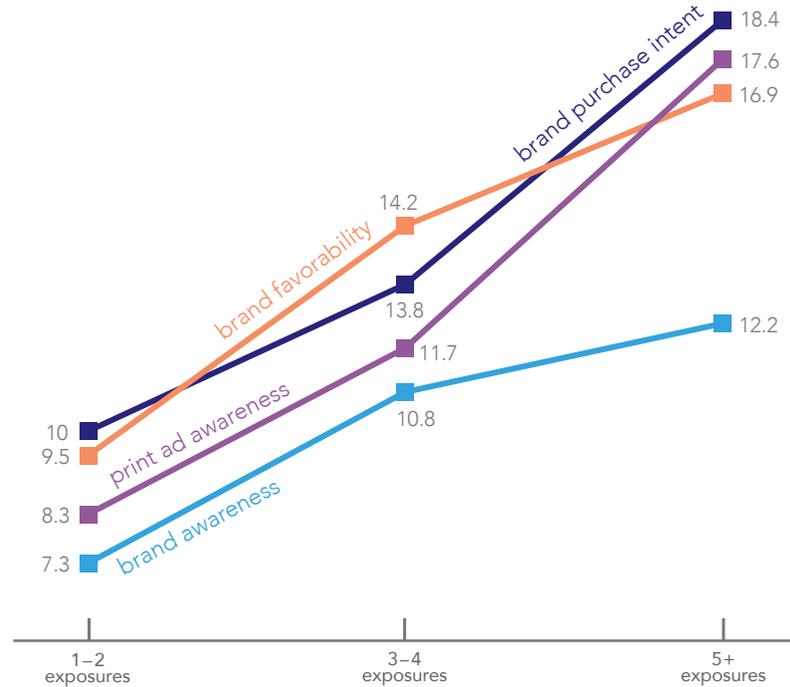
When it comes to influencers, magazine editors are the originals. No one knows their stuff—or YOU—better. Their authentic, authoritative content makes magazine media more trusted than any other. No wonder its print, online, mobile and video audience has grown to 2.0 billion.

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

#BelieveMagMedia | BelieveMagMedia.com

**MAGAZINE
MEDIA**
Better. Believe It.

Increased exposure to print media ads boosts key advertising metrics



Percent lift with increased exposure

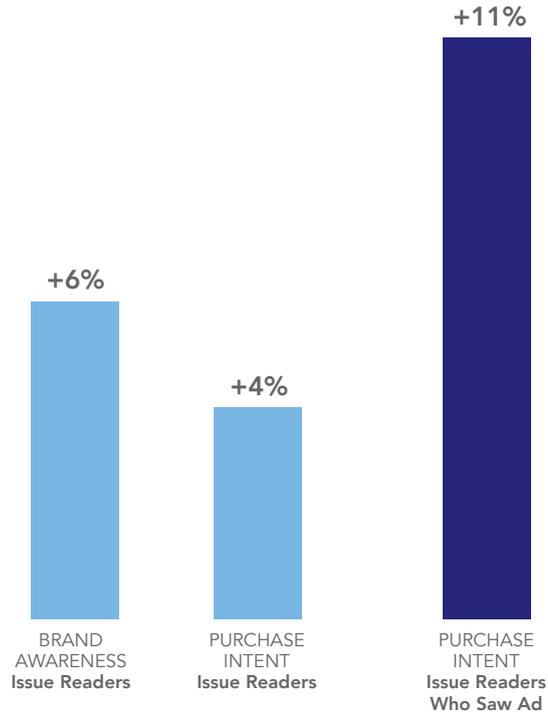
Data is Delta. Delta=Exposed-Control.

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

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

Source: Millward Brown Digital, 2007-2015

Advertising in magazines raises brand awareness and purchase intent



Average change, post vs. pre

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



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

Source: Nielsen Catalina Solutions, 2016



Average return on advertising spend — all studies

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

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

CASE STUDY

Magazine campaign drives conversions to branded prescription drug

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

ROAS: \$8.93

Campaign period: May-Dec., 2016

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

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



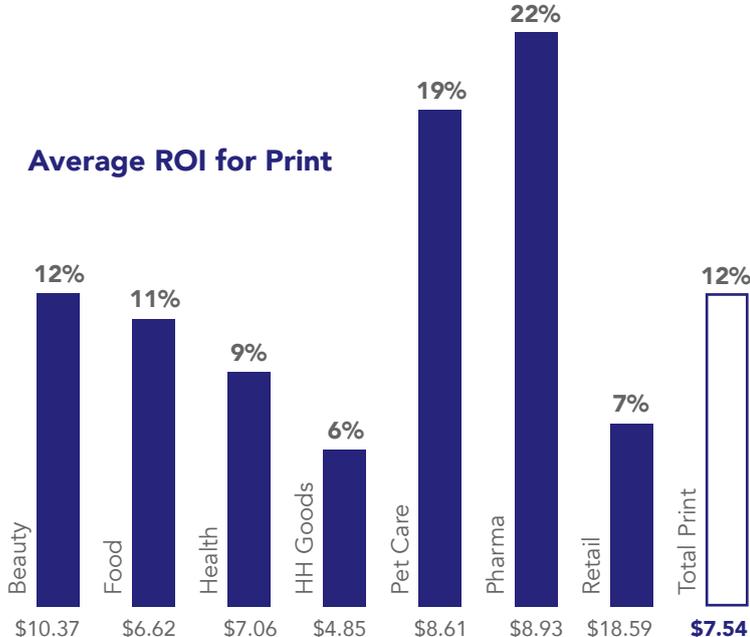
Among those with prior prescription for brand



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

Advertising in magazine media increases sales across product categories

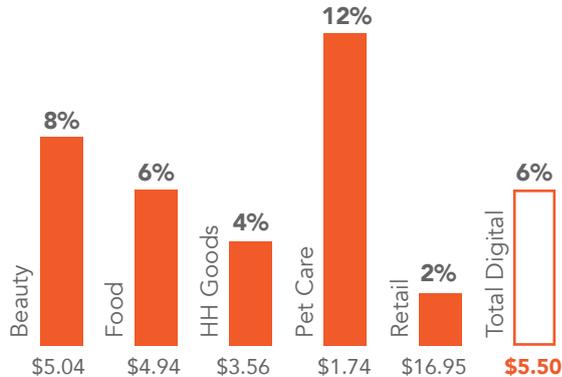
Households exposed to magazine media campaigns spent significantly more than those not exposed (test vs. control). Positive ROI for all categories ranged from \$1.21 to \$18.59 incremental for every media dollar spent.



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

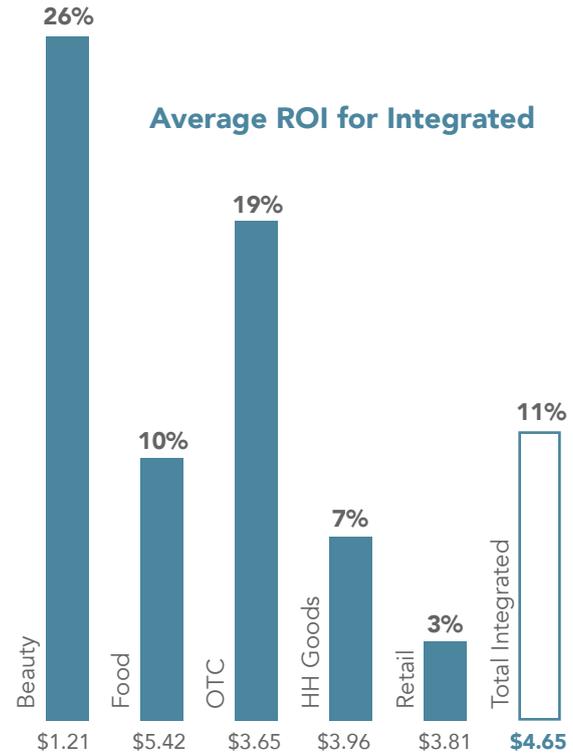
Advertising in magazine media increases sales on both print and digital platforms

Average ROI for Premium Digital



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

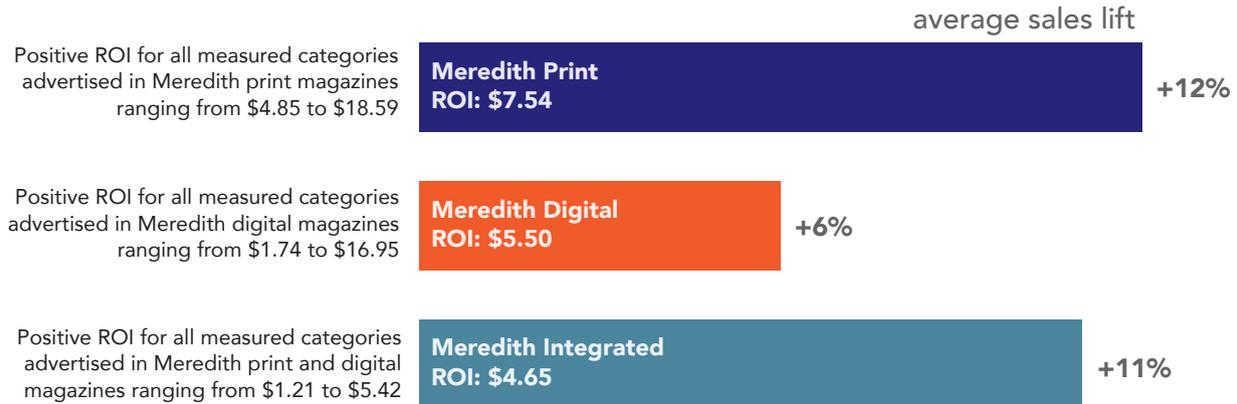
Average ROI for Integrated



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

The power of magazine brands across all platforms

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



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

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

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

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

Being real matters. That's a fact.

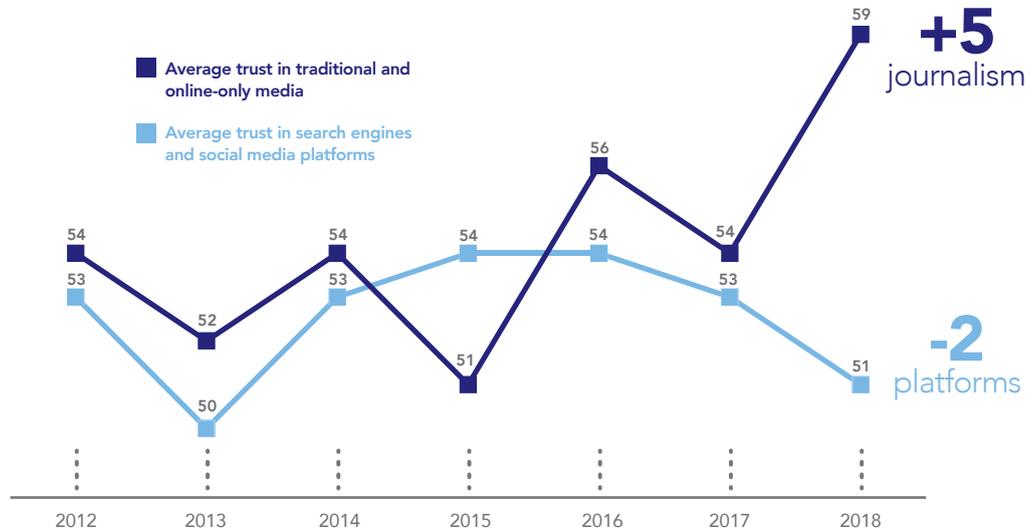
#BelieveMagMedia | BelieveMagMedia.com

**MAGAZINE
MEDIA**
Better. Believe It.

**CAN YOU
BELIEVE
WHAT YOU
READ?**

While trust in platforms declines, trust in journalism rebounds

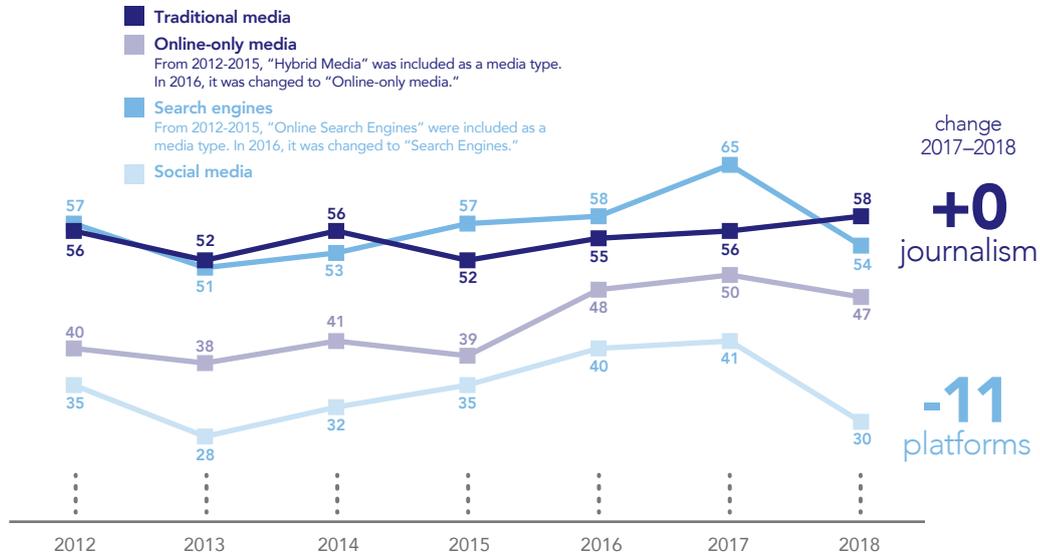
Percent trust in each source for general news and information, 2012 to 2018



Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box. Trust), question asked of half of the sample. General population, 25-country global total. Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

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

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



Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box. Trust), question asked of half of the sample. General population U.S.
Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

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

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

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

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

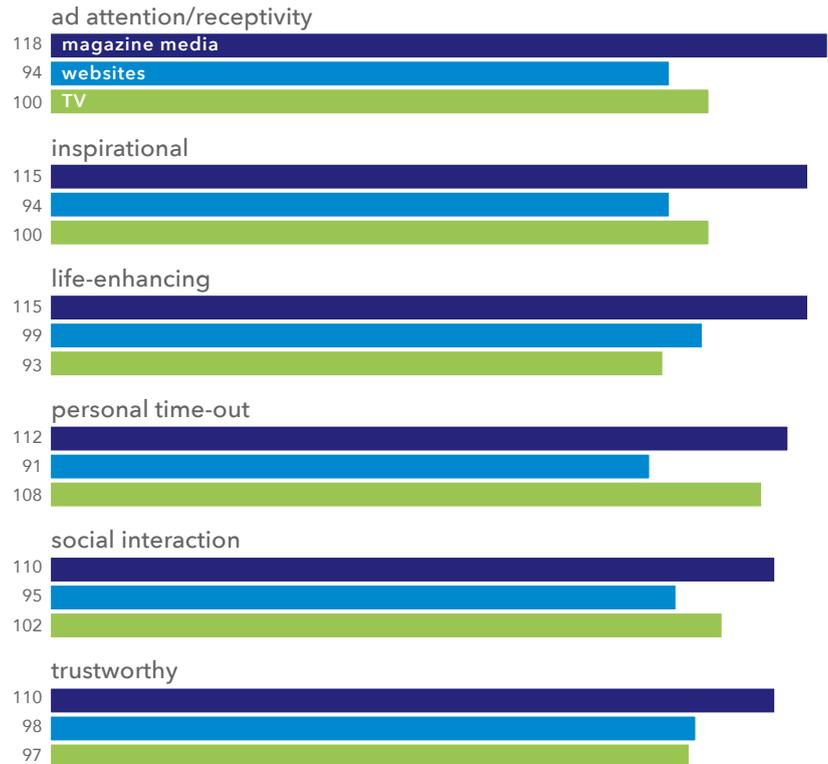
Source: Simmons Multi-Media Engagement Study, Spring 2017

 Tweet

Adults 18–49 value and take inspiration from #magmedia

Source: Simmons Research, Spring 2017

Appropriateness of description for each medium (index)



Notes: Data for each medium based on composite scores for a set of vehicles in each medium. TV data are for ad-supported programs only.

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

Source: Simmons Multi-Media Engagement Study, Spring 2017

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

Definitely agree or agree that... (index)

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

*Includes internet magazine activity.

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

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 30 hours per week. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+.

Source: YouGov Profiles, March 2018

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

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

Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.
 Index: Percentage of adults 18-49 who used a set of vehicles in each medium vs. percentage of all adults 18-49 who used any of these magazine media, websites, and TV vehicles.
 Source: Simmons Multi-Media Engagement Study, Spring 2017



Tweet

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

Source: GfK MRI Starch, July 2016–June 2017

Advertising effectiveness by position

| | noted | action taken* |
|-------------------------------|-------|---------------|
| first quarter of book | 55% | 64% |
| second quarter of book | 50 | 64 |
| third quarter of book | 50 | 65 |
| fourth quarter of book | 52 | 65 |

* Among those who noted

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

Source: GfK MRI Starch, July 2016–June 2017

Action taken includes:

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

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

 Tweet

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

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

Impact of print magazine advertising

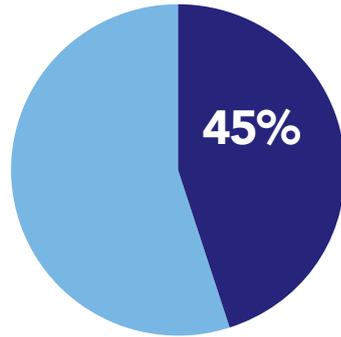
| | noted | action taken* |
|------------------------------------|------------|---------------|
| all ads | 52% | 65% |
| AD SIZE | | |
| multiple pages (excluding spreads) | 66 | 65 |
| gatefold ads | 60 | 63 |
| spread | 52 | 62 |
| full page | 51 | 64 |
| half page | 45 | 69 |
| third page | 44 |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

*Among those who noted

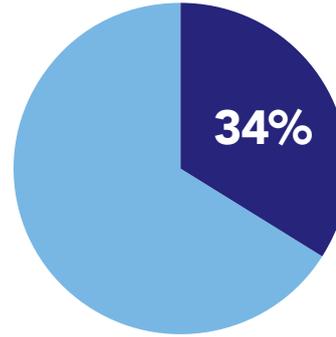
Source: GfK MRI Starch Advertising Research, July 2016 – June 2017

Magazines excel in motivating trial

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



Responded
to coupon



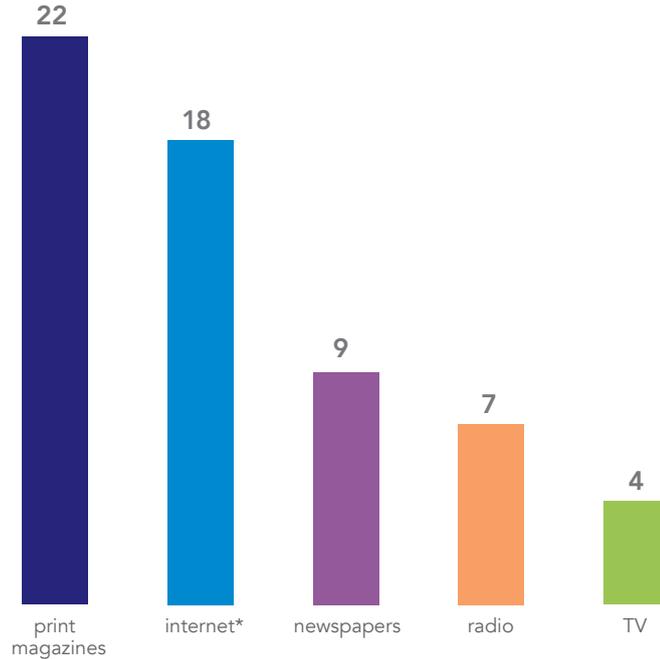
Responded
to free sample

Source: Quad/Graphics Customer Focus® 2017 Research Study



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

Source: GfK MRI, Spring 2017



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

*Includes internet magazine activity.

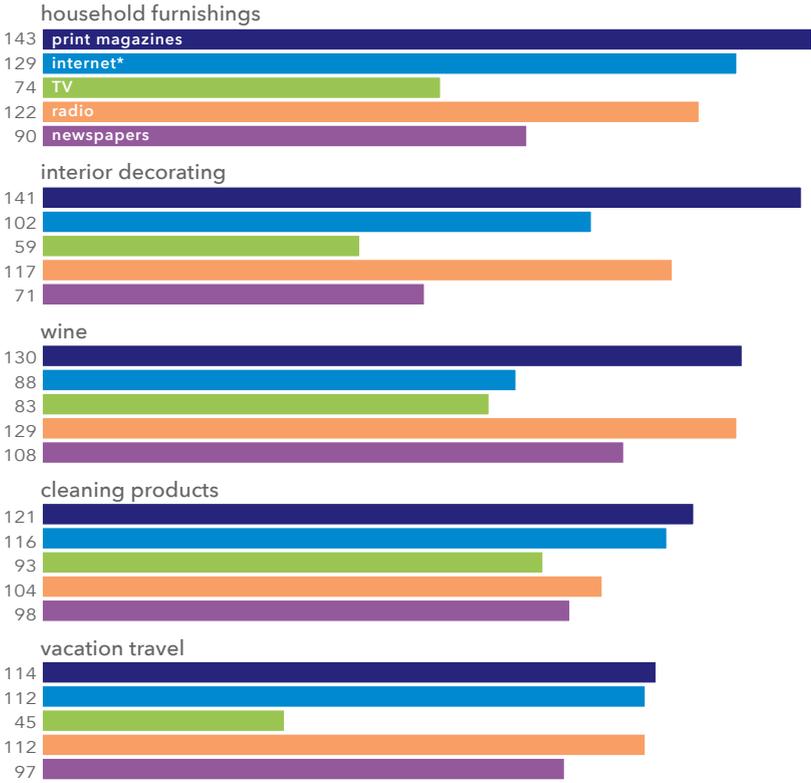
Base: Top quintile of users of each medium among adults with HHI of \$75K+.

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

Source: GfK MRI, Spring 2017

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

Super influentials among devoted media users (index)



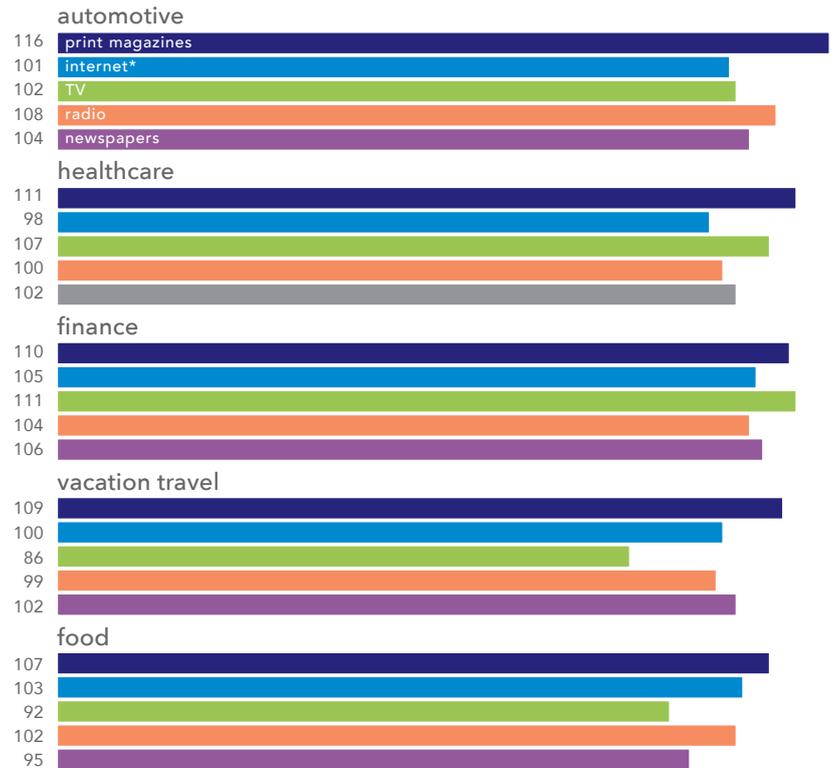
*Includes internet magazine activity.
Index: Percentage of super influentials within top quintile of users of each medium vs. percentage of super influentials among adults 18+. Note: Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted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

 [Tweet](#)

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

Source: GfK MRI, Spring 2017

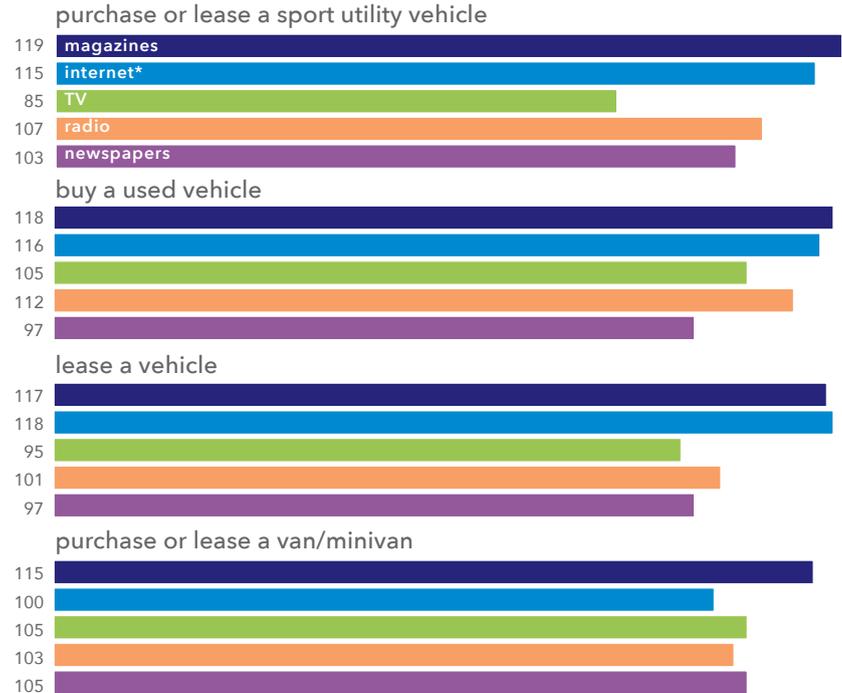
Trusted recommenders among affluent devoted media users (index)



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

Print magazines
 deliver consumers
 with strong
 auto purchase
 intent

Very likely actions among devoted media users (index)

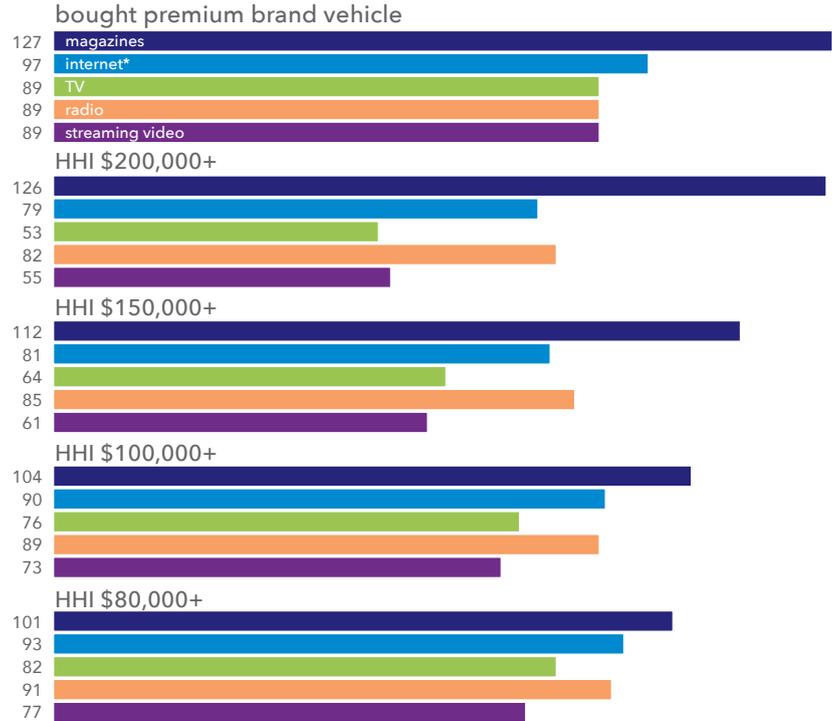


*Includes internet magazine activity.
 Index: Top quintile of users of each medium vs. all adults 18+.
 Source: GfK MRI, Spring 2017

Magazines attract upscale new car buyers

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

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



*Includes internet magazine activity.

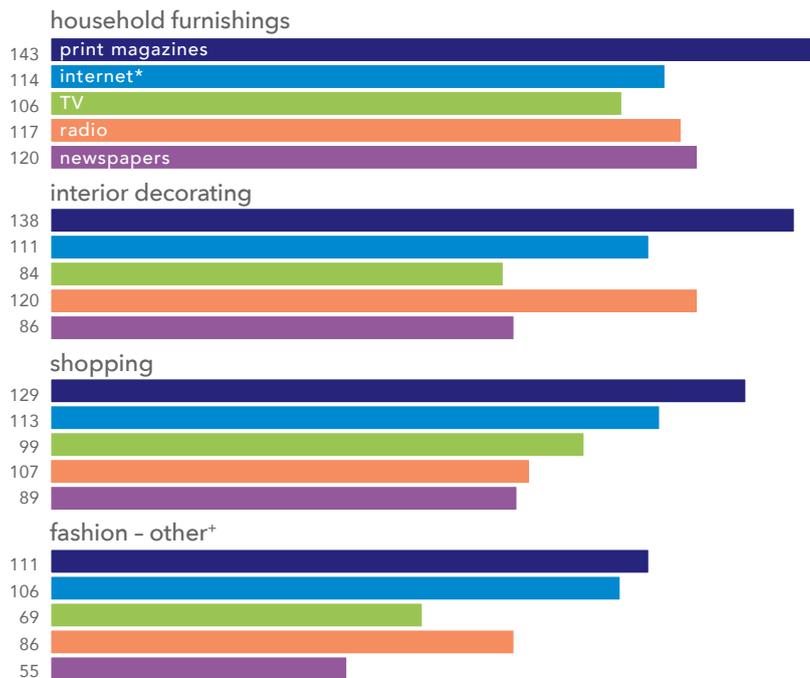
Note: Magazine media quintiles based on readership of 92 titles.

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

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

Affluent luxury goods category influencers are devoted print magazine readers

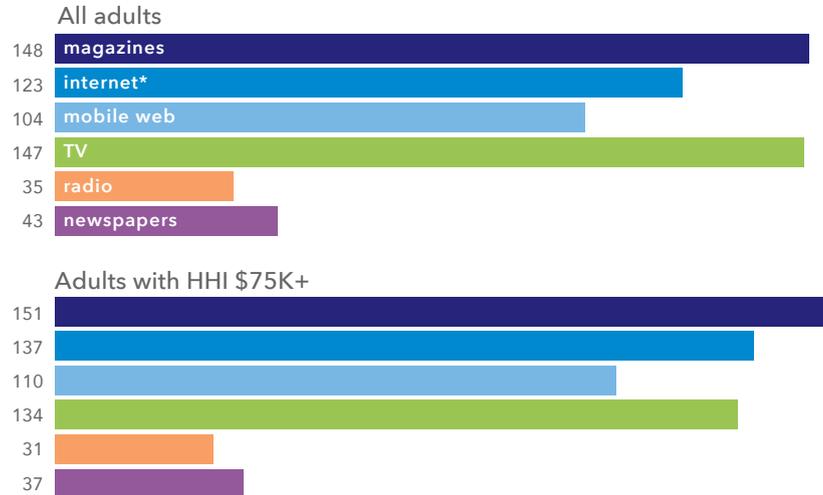
Luxury goods category influencers among affluent devoted media users (index)



*Includes internet magazine activity. +Other than clothes and shoes
 Index: Percentage of category influentials within the top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influentials among adults with HHI of \$75K+. Category influentials are defined as people who have great experience in the topic and whose advice on this topic is trusted by friends and family members.
 Source: GfK MRI, Spring 2017

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

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



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

Magazine media readers lead spending on beauty and skin care products

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



*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017

Magazine readers are fashion conscious and believers in beauty products

Definitely agree or agree that... (index)

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

*Includes internet magazine activity.

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

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 30 hours per week. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+.

Source: YouGov Profiles, March 2018

SICK OF PHONY HEALTH EXPERTS?

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

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

#BelieveMagMedia | BelieveMagMedia.com

**MAGAZINE
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Better. Believe It.

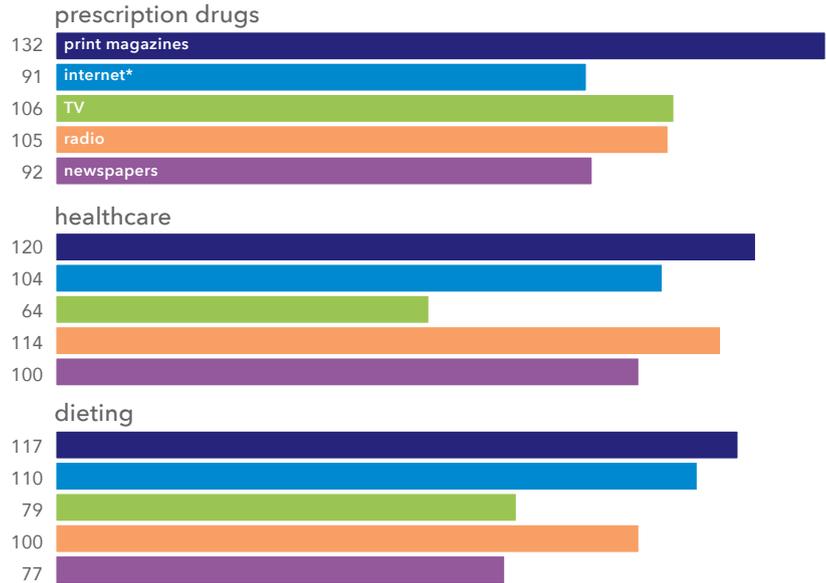


Tweet

Print magazines excel in reaching super influential consumers in #healthcare

Source: GfK MRI, Spring 2017

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



*Includes internet magazine activity.

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

Source: GfK MRI, Spring 2017

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

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

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

*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017

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

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

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

*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017



Tweet

#Magmedia readers are the most health-conscious consumers

Source: Kantar Media, MARS Consumer Health Study, 2017

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

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

*Includes internet magazine activity.

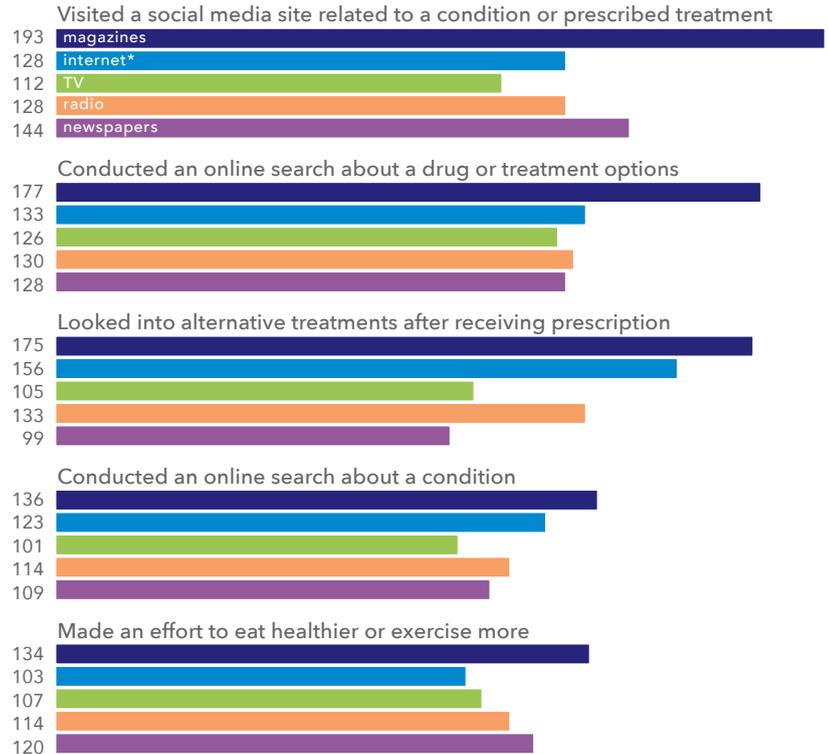
Index: Top quintile of users of each medium vs. adults 18+.

Source: Kantar Media, MARS Consumer Health Study, 2017



Magazine
media readers
take action to
maintain
their health

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



*Includes internet magazine activity.

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

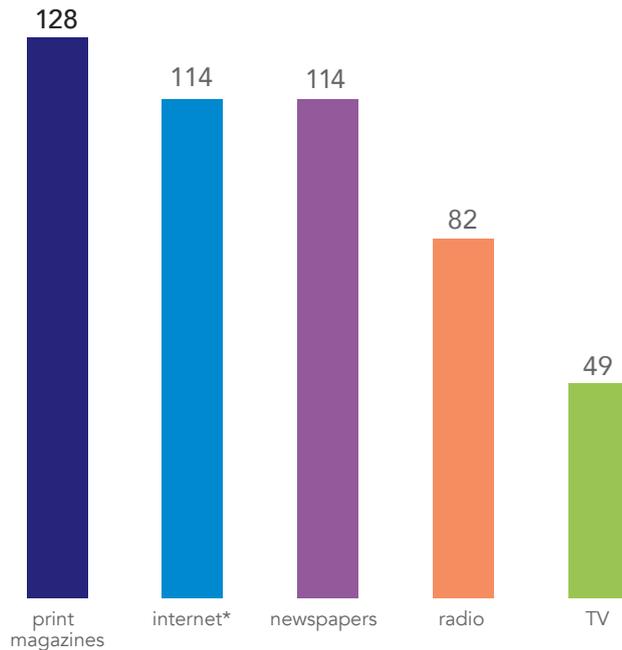
Index: Top quintile of users of each medium vs. adults 18+.

Source: Kantar Media, MARS Consumer Health Study, 2017



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

Source: GfK MRI, Fall 2017



Household income \$250K+ (index)

*Includes internet magazine activity.

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

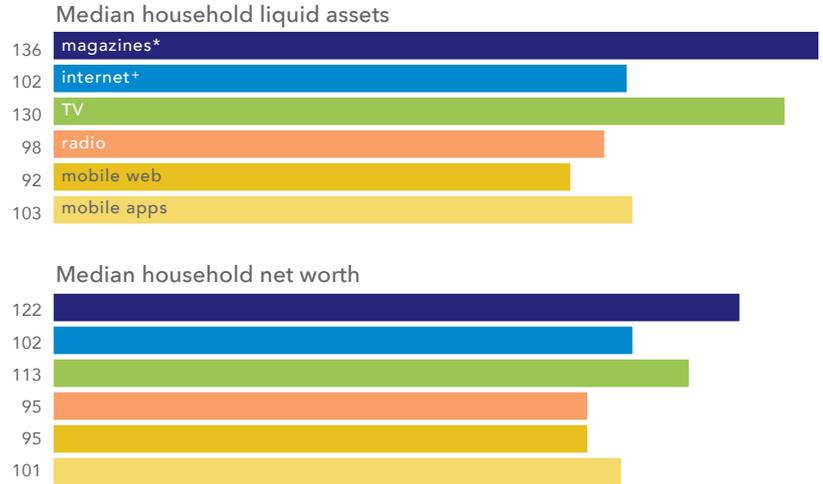
Source: GfK MRI, Fall 2017

 [Tweet](#)

Households with the greatest financial assets favor #magmedia

Source: Ipsos Affluent Survey USA, Fall 2017

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



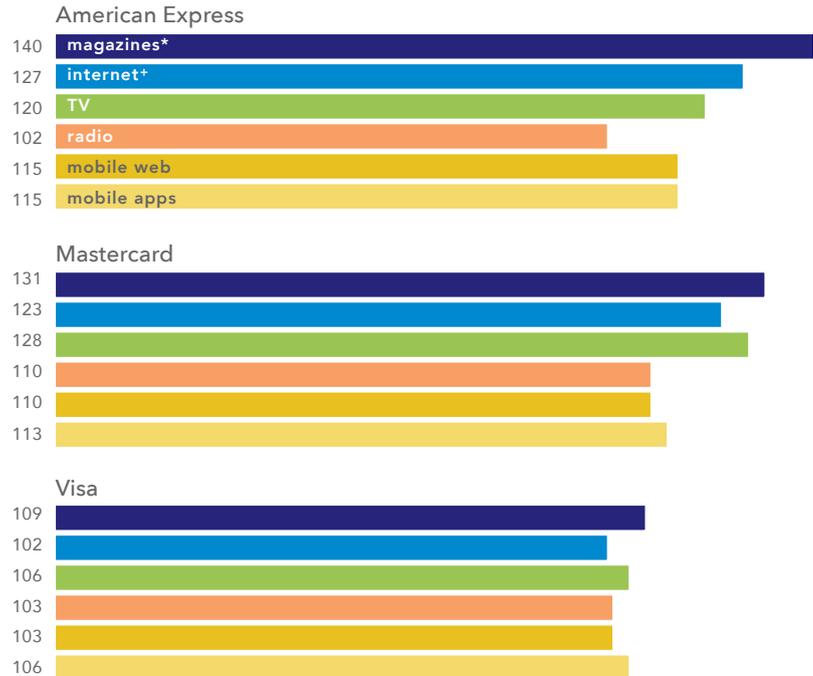
*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Median household net worth and median liquid assets for top quintile of users of each medium (based on number of issues (magazines), hours (TV), internet, radio), activities (mobile web) or apps used regularly (mobile apps)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

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



Source: Ipsos Affluent Survey USA, Fall 2017

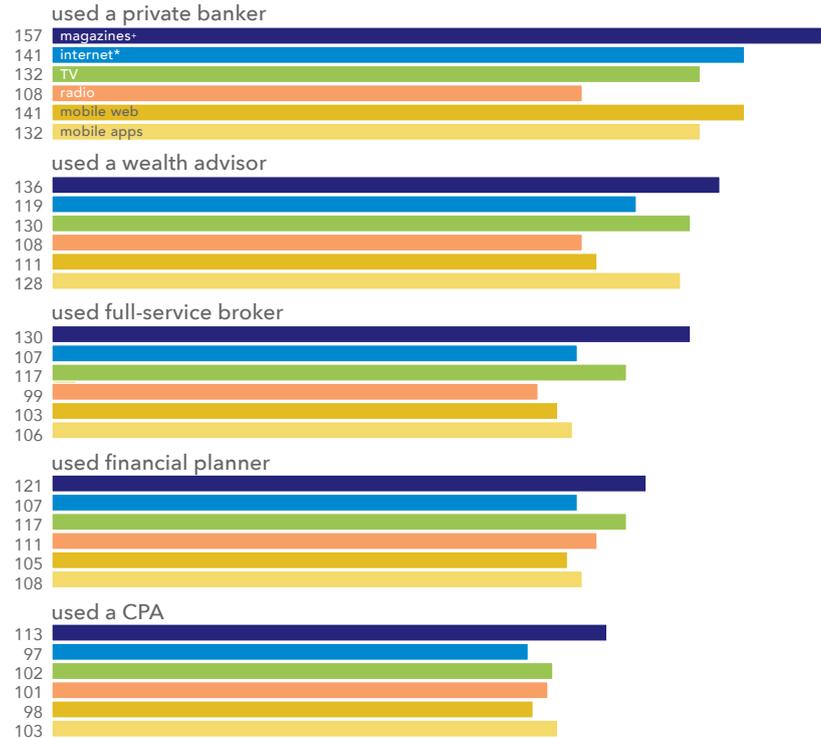
Average monthly charges of \$1,000 or more (index)



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

Magazine media: Where to find active affluent investors

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

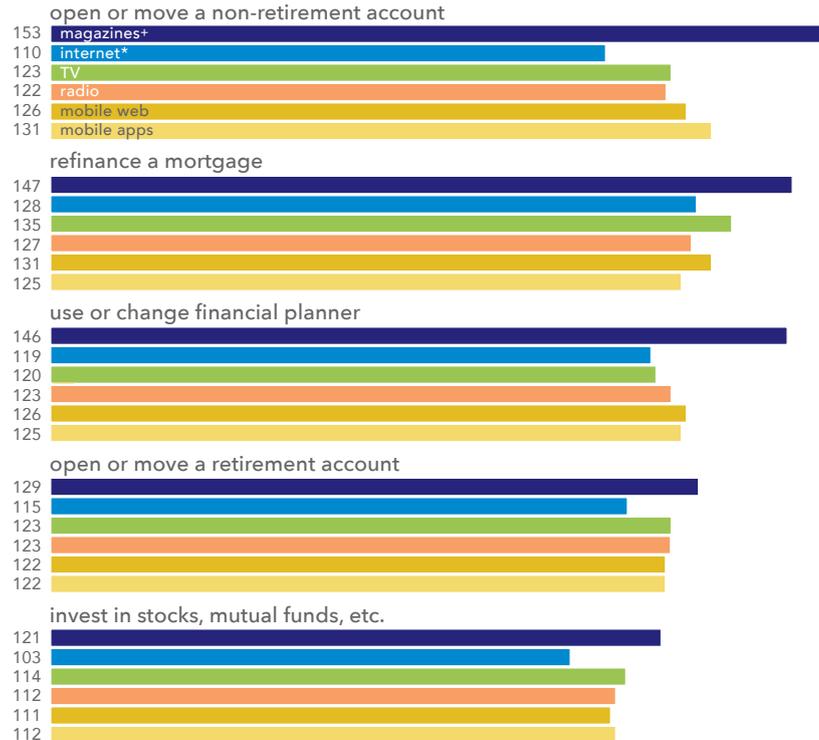


+ Includes digital magazine reading. *Includes internet magazine activity.
Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$125K+ vs. all adults 18+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

Source: Ipsos Affluent Survey USA, Fall 2017

Magazine media: Where to find affluent users of financial services

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



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



Tweet

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

Source: GfK MRI, Spring 2017

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

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

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

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

Source: GfK MRI, Spring 2017

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

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



*Includes internet magazine activity.

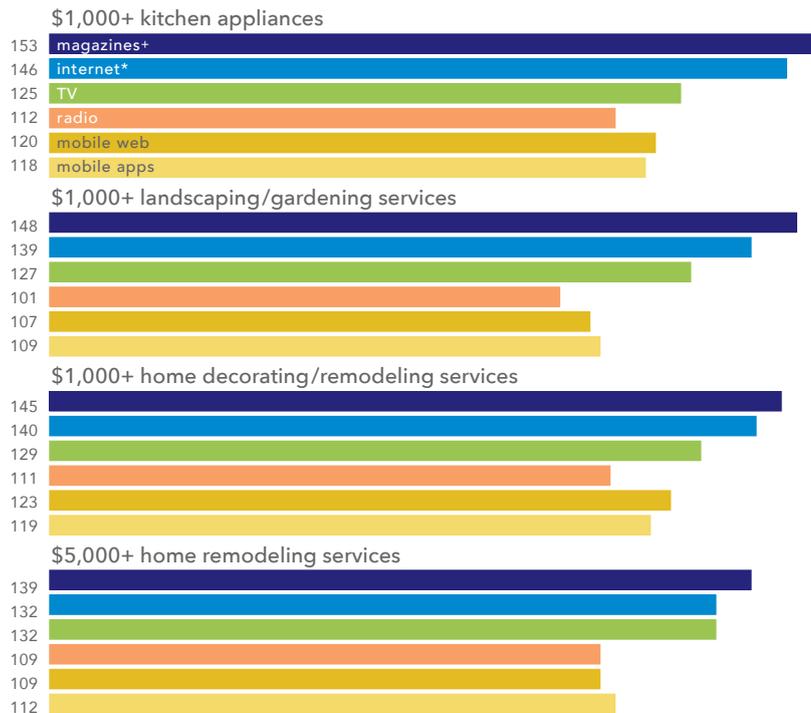
Includes kitchen, bathroom, home office, exterior addition, other

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

Source: GfK MRI, Spring 2017

Affluent magazine readers spend big on home remodeling and decorating

Home improvement spending among affluent devoted media users (index)



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

Affluent magazine readers lead in home improvement and renovation

Home improvement activity among affluent devoted media users (index)

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

⁺Includes digital magazine reading. ^{*}Includes internet magazine activity

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

Source: Ipsos Affluent Survey USA, Fall 2017

Affluent magazine readers spend heavily on luxury goods

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

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

⁺Includes digital magazine reading. ^{*}Includes internet magazine activity

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

Source: Ipsos Affluent Survey USA, Fall 2017

Affluent magazine readers are the most frequent travelers

Travel habits of affluent devoted media users (index)

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

+Includes digital magazine reading. *Includes internet magazine activity

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

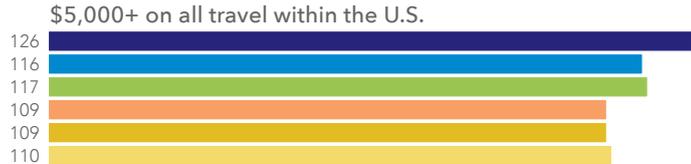
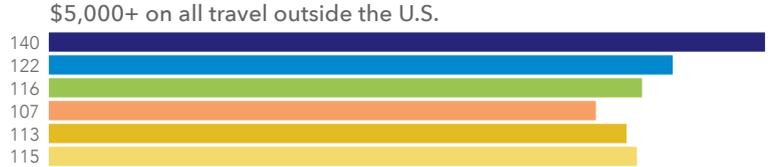
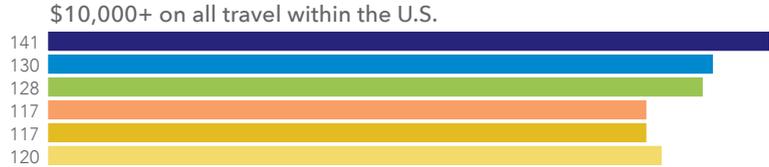
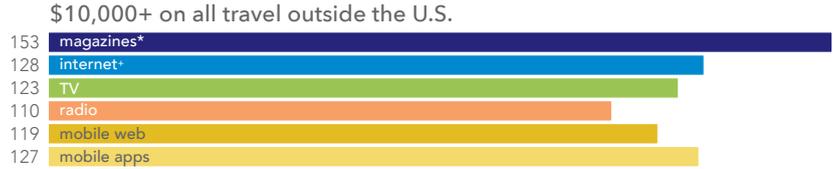
Source: Ipsos Affluent Survey USA, Fall 2017

Affluent #magmedia readers spend more on travel

Source: Ipsos Affluent Survey USA, Fall 2017



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



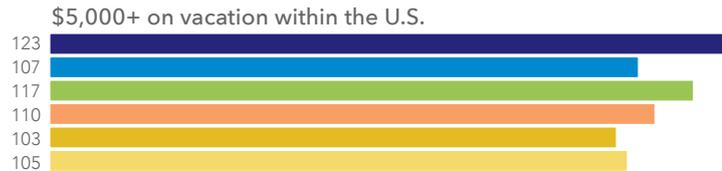
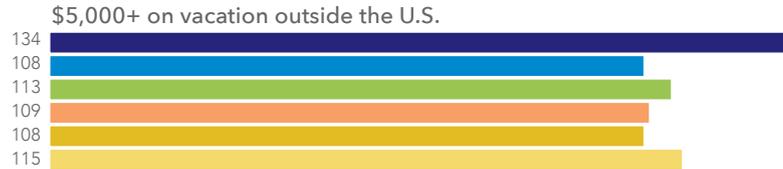
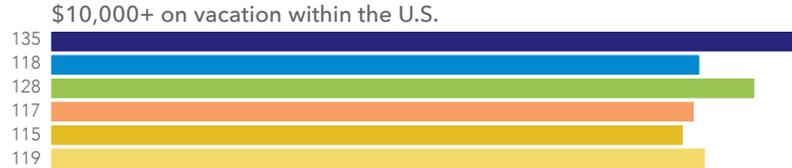
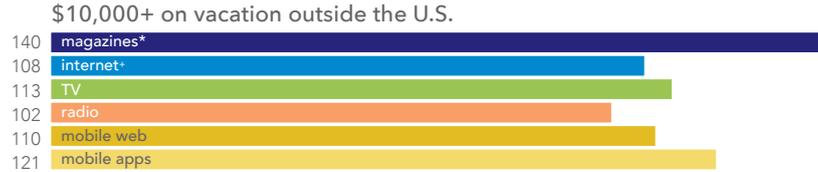
*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Top quintile of users of each medium, based on number of issues (magazines), hours (TV, internet, radio), activities (mobile web) or apps used regularly (mobile apps), among adults 18+ with HHI \$75K+ vs. all adults 18+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

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



Source: Ipsos Affluent Survey USA, Fall 2017

Amount spent on vacations in past 12 months (index)



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

Print magazines: Top destination for overseas travelers

Source: GfK MRI, Spring 2017

Travel characteristics of devoted media users (index)

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



very likely next 12 months: Vacation in Caribbean



very likely next 12 months: Vacation in Europe



very likely next 12 months: Vacation in Florida



*Includes internet magazine activity.

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

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

Source: GfK MRI, Spring 2017

HUNGRY FOR FOOD TIPS YOU CAN TRUST?

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

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

#BelieveMagMedia | BelieveMagMedia.com

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

Affluent food influencers consume print magazines

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



*Includes internet magazine activity.

Index: Percentage of category influentials among top quintile of users of each medium among adults 18+ with HHI of \$75K+ vs. percentage of category influentials among adults with HHI \$75K+. Category influentials are defined as people who have great experience in the topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2017

Affluent magazine media readers excel at gourmet cooking

Spent 12+ days gourmet cooking in last 12 months



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

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

Source: Ipsos Affluent Survey USA, Fall 2017

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

Affluent influential consumers among devoted media users (index)

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

*Includes internet magazine activity.

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

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

Source: GfK MRI, Spring 2017

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

Activities participate in regularly (index)

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

*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2017

Print magazine readers are entertainment enthusiasts

Entertainment activities among devoted media users (index)

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

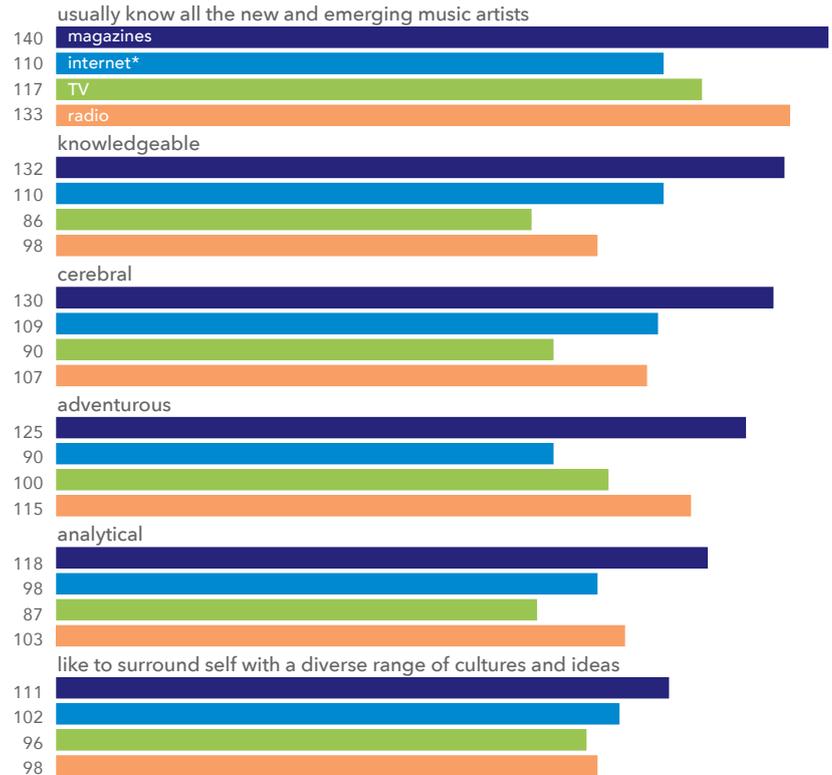
*Includes internet magazine activity.

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

Source: GfK MRI, Spring, 2017

Magazine readers seek knowledge and new experiences

Self-perception (index)



*Includes internet magazine activity.

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

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 30 hours per week. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+.

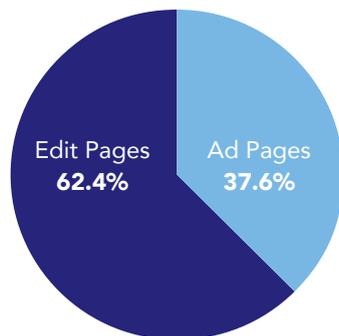
Source: YouGov Profiles, March 2018

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

| (index) | magazine media | websites | ad supported TV networks |
|---|----------------|----------|--------------------------|
| a way to learn about new products | 143 | 98 | 85 |
| gets me to try new things | 139 | 97 | 87 |
| inspires me to buy things | 135 | 100 | 85 |
| gives me something to talk about | 125 | 92 | 102 |
| bring up things from medium in conversation | 124 | 93 | 102 |
| provides info that helps me make decisions | 122 | 100 | 83 |
| get valuable info from this | 118 | 102 | 88 |

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.
 Index: Percentage of adults 18-49 who used a set of vehicles in each medium vs. percentage of all adults 18-49.
 Source: Simmons Multi-Media Engagement Study, Spring 2017

Magazines satisfy multiple consumer passions and interests



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

Editorial category page total percentages 2017

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

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

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

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

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

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

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

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

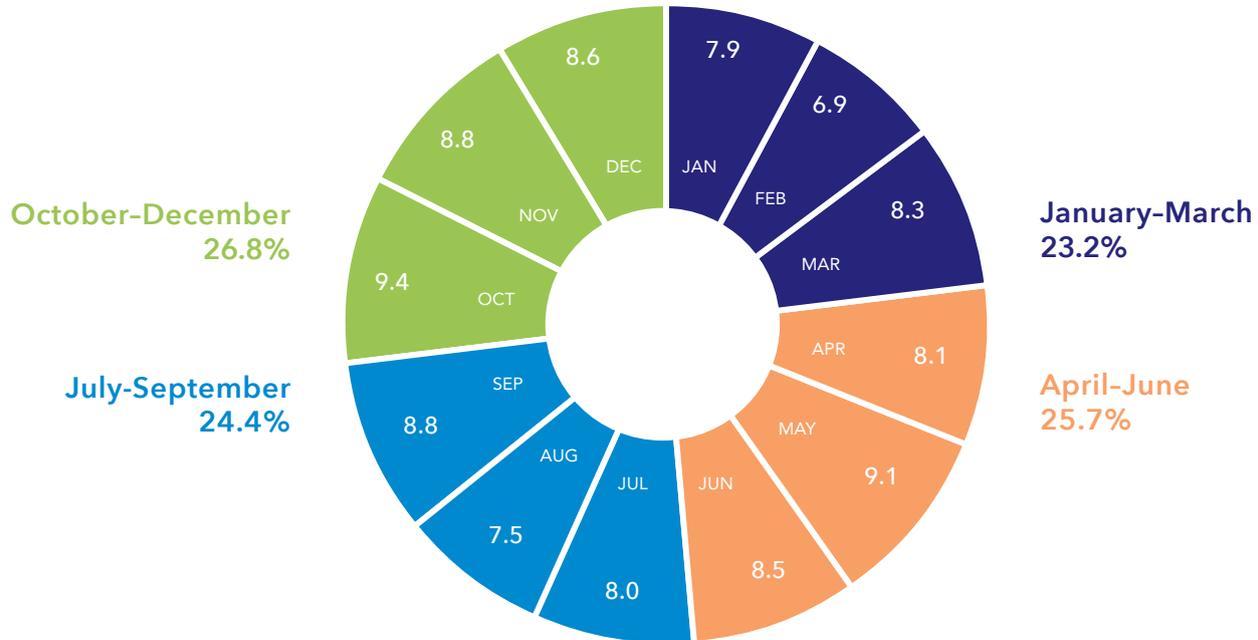


Average time spent per issue

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

Readership is steady all year long

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



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

Magazine brands endure

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

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

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

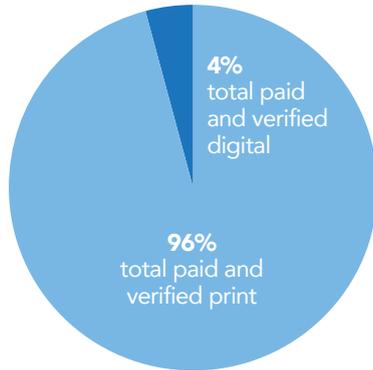
**Staying power:
For the past 10 years,
the total number of
consumer magazines
has surpassed 7,000**

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

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

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

Print remains strong: Subscriptions dominate



Print and digital
circulation



Subscriptions and
single copy sales

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

Leading
marketers
invest
in print
magazines

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

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

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

CAN SHARING BEAUTY TIPS GET UGLY?

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

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

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MPA—THE ASSOCIATION OF MAGAZINE MEDIA is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry’s vitality, increase revenues and grow market share. Established in 1919, MPA represents 175 domestic, associate and international members. MPA is headquartered in New York City, with a government affairs office in Washington, D.C.

The MPA Information Center offers personalized research services for MPA members, advertisers and their agencies. The staff can provide data on historical trends, industry statistics, news and much more.

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

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

Find more information and updates at magazine.org.

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IS EVERY REAL-TIME STORY REAL?

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

Magazine media cuts through the clutter, in print, online, on mobile and video.

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MPA MEMBERSHIP grants magazine media companies and related industries the opportunity to be a part of a dynamic organization that is the leading advocate of the magazine media industry. MPA is the primary voice for magazine media and drives thought leadership and game-changing strategies to promote vitality, increase revenues and grow market share. Members gain access to the leaders and innovators transforming the industry, member-only benefits that provide bottom-line impact, as well as customized news, research and reporting. Membership is available in two categories: Magazine Media Members and Associate Members. For more information about membership, contact Elizabeth Tighe at etighe@magazine.org.

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

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

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

MAGAZINE MEDIA FACTBOOK

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Print magazines inspire readers to take action—to clip ads, to recommend products and to buy them. —page 66

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

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