

2022

# MAGAZINE MEDIA FACTBOOK



# A MESSAGE FROM NEWS/MEDIA ALLIANCE PRESIDENT & CEO

## **David Chavern**

President & CEO

Magazine media have long been valued as trusted sources of high-quality journalism that provide our audiences with the information they need and want, alongside advertising that speaks to them. Yet, in the fast-paced, constantly evolving media landscape we know all too well, it is important that we continue to tell the magazine media industry's story, with updated information from a variety of reliable sources.

News/Media Alliance members comprise over 2,000 of today's most trusted and compelling news and magazine media organizations in the United States and globally. The 2022 Magazine Media Factbook includes the latest research, useful statistics, and compelling stories that demonstrate how the magazine media industry is uniquely positioned to provide marketers with highly effective advertising solutions – in traditional print, as well as all the latest digital platforms, which offer even more opportunities to reach their audiences.

Our members know that they need to be where their readers are, which today is often online and on social media. Over the last 15 years, they have not only adapted their publications and products, but have innovated at a lightning pace to continue to meet consumers' changing needs and preferences. And because of that creativity and innovation, magazine media continue to thrive.



# A MESSAGE FROM NEWS/MEDIA ALLIANCE PRESIDENT & CEO

Our members work tirelessly to keep their readers informed and entertained. Readers turn to their preferred magazine publications because they want trusted and credible sources of information. Our members' uniquely powerful combination of trusted content and relevant, targeted advertising offers marketers an optimal environment in which readers are predisposed to receiving - and acting on - their messages. Other forms of media and platforms - many of which serve as a free-for-all for purveyors of mis- and disinformation, fake news, and hate speech - cannot offer the same brand-safe environment provided by magazine publishers.

The advantages of advertising alongside magazine media are established and have long been understood by marketers. It is more important than ever that publishers and advertisers understand the value they bring to each other so they can work together to maximize their impact and continue to see amazing results. We hope the Magazine Media Factbook serves to enhance those relationships and helps our industry show our value to continue to grow and thrive.



## Our thanks to the following for their research contributions:

AAM

Crossix

Dotdash Meredith

Dynata

Edelman

Helixa

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NC Solutions

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Samir Husni, Ph.D., [mrmagazine.me](http://mrmagazine.me)

Scott McDonald, Ph.D.

Symphony Health



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Download these pages at [www.newsmediaalliance.org](http://www.newsmediaalliance.org)

# Magazine Industry Spotlight

The periodical publishing industry directly employs more than **68,476 people in the United States and supports an additional 136,952 jobs**. Employers in the periodical publishing industry pay an **average annual wage of \$108,201** and **total annual wages of \$7.41 billion** in the United States. In 2020, US periodical publishers generated a total revenue of **\$23.92 billion**.<sup>3</sup>

## Employment



Total Jobs Supported<sup>1</sup> 205,428



Direct Jobs<sup>1</sup> 68,476



Indirect & Induced Jobs<sup>2</sup> 136,952

## Wages



Total Annual Wages<sup>1</sup> \$7.41 billion



Average Weekly Wages<sup>1</sup> \$2,081



Wages Per Employee<sup>1</sup> \$108,201

Sources based on 2021 data:

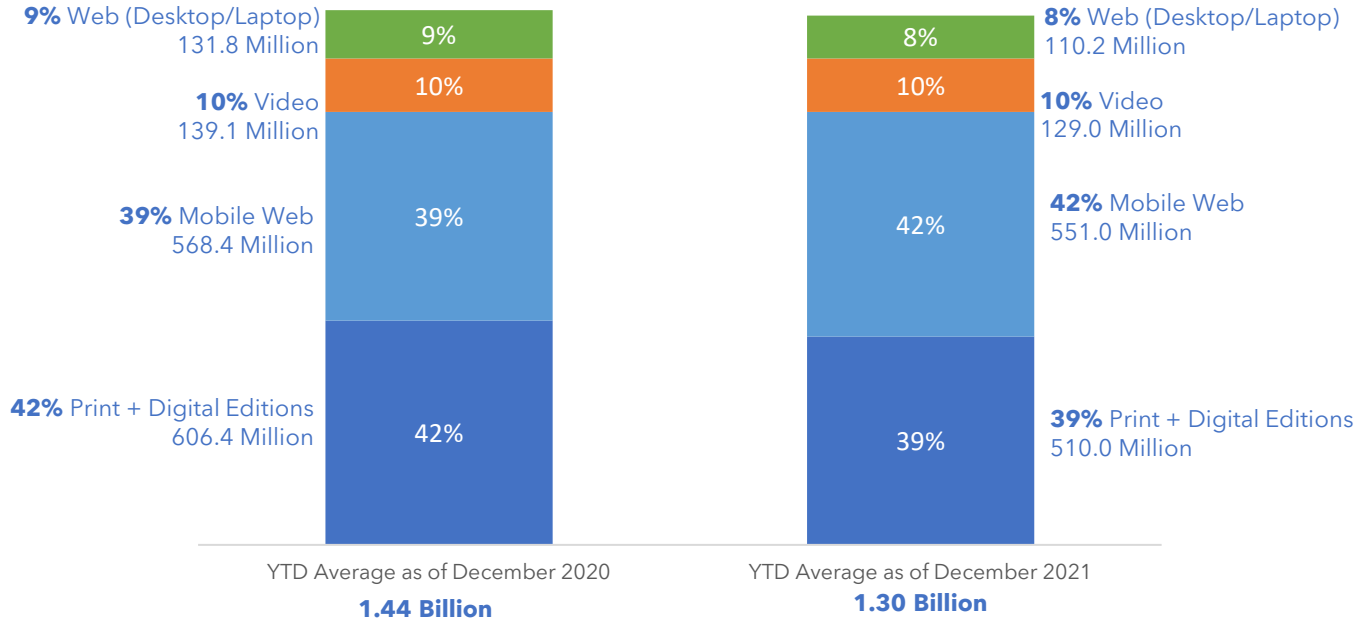
1: **United States Bureau of Labor Statistics**

2: **IMPLAN model multiplier**

3: **Statista**

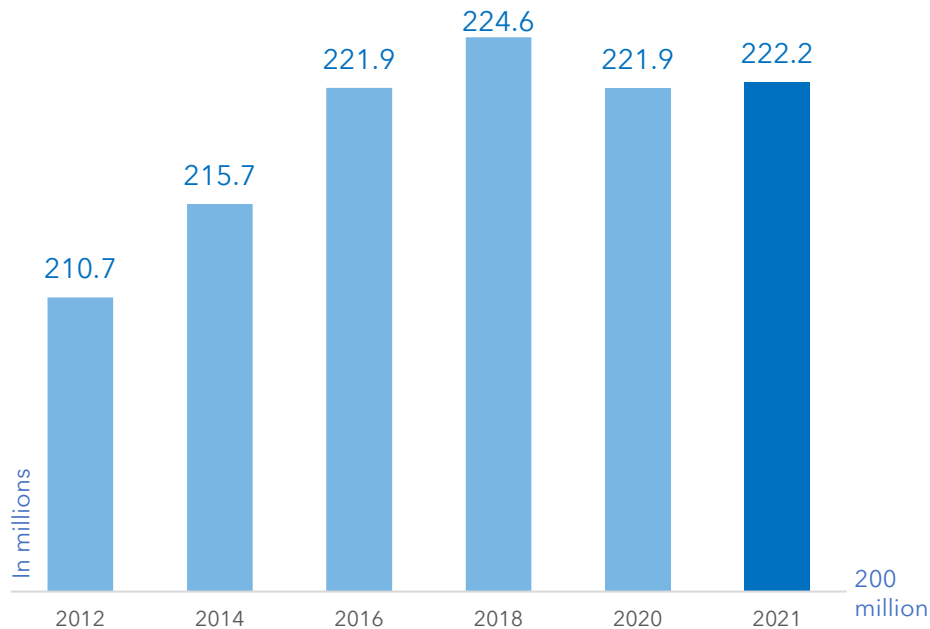
# Total Brand Audience

YTD Average as of December 2021 vs. YTD Average as of December 2020



Note: Includes duplicates. Total audience for each platform based on sum of averages for each magazine brand.  
Sources: Print + Digital Editions: MRI-Simmons USA Survey, MRI Accessed Prototype OR Ipsos Affluent Survey USA,  
Web (Desktop/Laptop): comScore Media Metrix U.S., Mobile Web: comScore Mobile Metrix U.S.,  
Video: comScore Video Metrix Multi-Platform U.S.  
Data compiled by the **Alliance for Audited Media**

Magazine audience  
increased slightly to  
**222.2 million**  
(print and digital audience)



Total number of adults 18+ who read magazines\* 2012-2021

\*Includes digital editions

Source: **MRI-Simmons, Fall 2012-2021.**

NOTE: Audience does not include duplicate readers

Last 6-month print or digital readership of any magazine publication



## Trust & Engagement

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

Magazine readers find the content trustworthy, inspiring, and life-enhancing. They feel that the ads fit well with the content, give them valuable information, and help them make purchase decisions. This makes magazines vital to both advertisers and consumers alike.

# Credibility creates a halo of trust and drives action

**88% of readers surveyed agree with the statement:**

*"I use a few trusted sources to cut through the clutter and noise."*

**77% of readers surveyed agree with the statement:**

*"Finding trusted experts for solutions and ideas is even more important to me now."*

“ [The magazine] **represents QUALITY** in all of their product endorsements, articles, and research. ”

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

“ I like the overall feel of [the magazine]. It's like, **take a deep breath, slow down, and then think of a simple, straightforward solution** to life's everyday challenges. Whether it's bathing your dog or dealing with finances, [the magazine] **makes things feel easy and manageable, which encourages me to get more done**. ”

# 122 print magazines launched in 2021

Total in 2020: 60

## Total US Print Magazines Launched By Category In 2021\*

- 17 Special Interest
- 10 Arts & Literary
- 9 Auto, Motorcycle, & Bikes
- 8 Crafts/Games/Hobbies
- 8 Home
- 7 Black/Ethnic
- 5 Food
- 4 Comics
- 4 Sports
- 4 Travel
- 3 Pets
- 3 Photography
- 2 Children's
- 2 Fashion & Beauty
- 2 Health & Wellness
- 2 Hunting & Fishing
- 2 Women's

Source: Samir "Mr. Magazine TM" Husni, Ph.D. Launch Monitor 2022

# Magazines provide valued information, conversation, and purchase inspiration

When thinking about this media...	INDEX		
	Magazines	Websites	Ad-supported TV Networks
Is a way to learn about new products	<b>133</b>	98	80
Gets me to try new things	<b>129</b>	100	79
Inspires me to buy things	<b>124</b>	103	79
Gives me something to talk about	<b>118</b>	94	98
Provides info that helps me make decisions	<b>117</b>	102	83
I like to kick back and wind down with this	<b>116</b>	87	111
I get valuable info on this	<b>116</b>	100	86
I bring up things from this medium in conversation	<b>115</b>	94	98

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

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

Source: **MRI-Simmons Multi-Media Engagement Study, May 2022.**

\*Vehicles describe all of the magazines, websites, and ad-supported TV networks measured in the Multi-Media Engagement Study.

# Magazines: more inspiring, fulfilling, and trustworthy than websites or ad-supported TV networks

When thinking about this media...	INDEX		
	Magazines	Websites	Ad-supported TV Networks
Inspires me in my own life	<b>126</b>	97	85
Touches me deep down	<b>126</b>	95	89
Trust to tell the truth	<b>120</b>	100	88
Brings to mind things I really enjoy	<b>120</b>	93	100
Don't worry about accuracy	<b>118</b>	98	94
Is a treat for me	<b>118</b>	89	107
Improves my mood, makes me happier	<b>117</b>	90	107
Affects me emotionally	<b>114</b>	95	95
Is one of my favorites	<b>110</b>	96	102
Is relevant to me	<b>110</b>	102	90

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

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

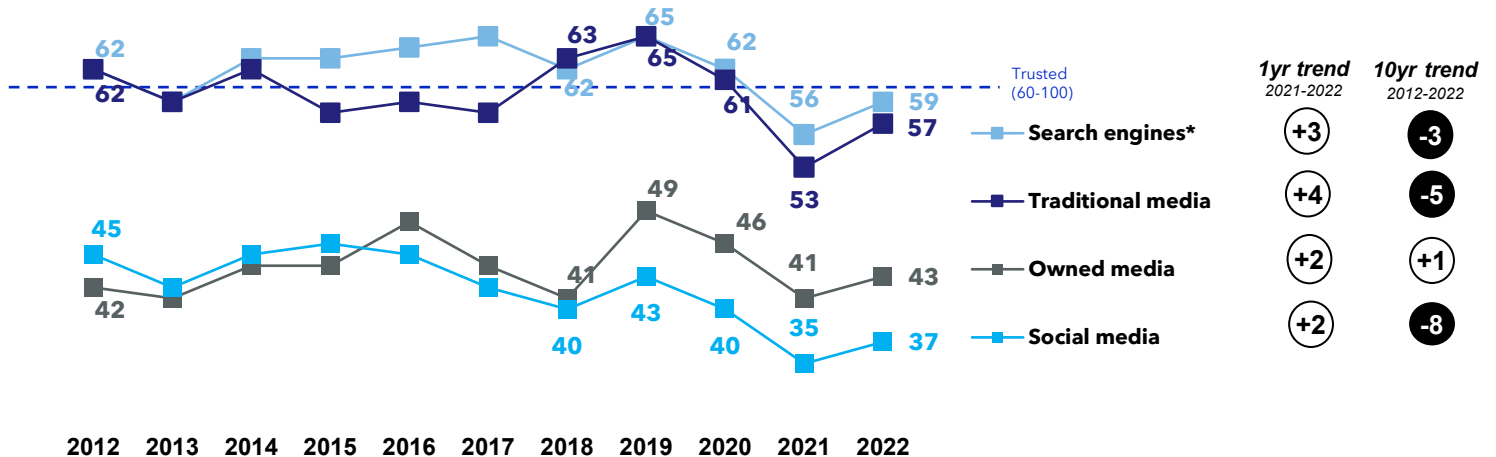
Source: **MRI-Simmons Multi-Media Engagement Study, May 2022.**

\*Vehicles describe all of the magazines, websites, and ad-supported TV networks measured in the Multi-Media Engagement Study.

# Traditional media is more trusted than both owned and social media

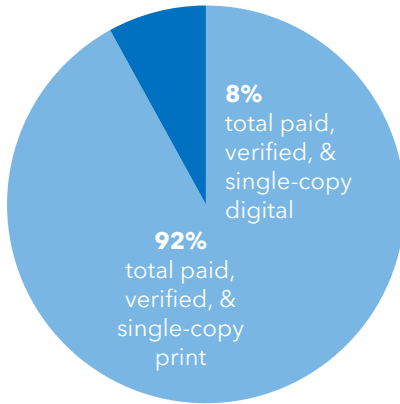
Percent trust

## Global 22

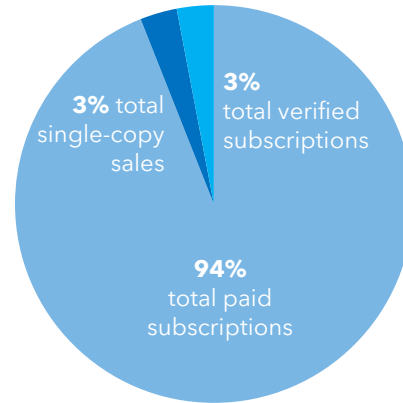


Source: **2022 Edelman Trust Barometer**. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.  
 \*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

# Magazines remain strong: Subscriptions dominate



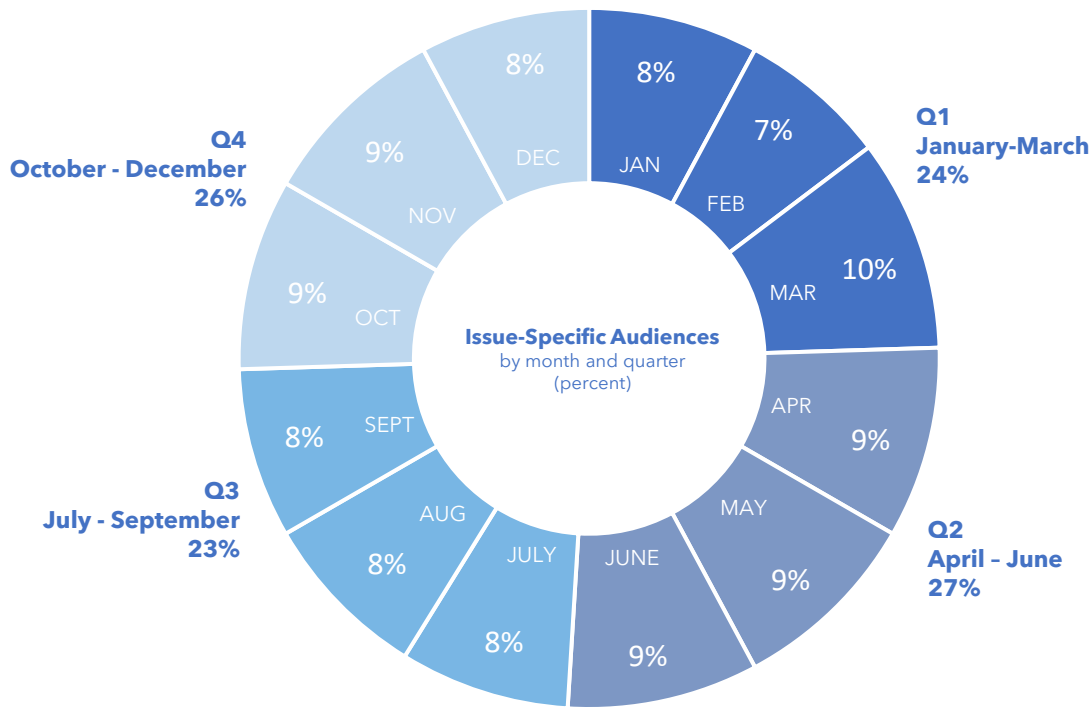
**Print and digital  
circulation**



**Subscriptions and  
single-copy sales**

Source: **AAM**, 2021, 2H; 187 U.S. consumer magazines in analysis

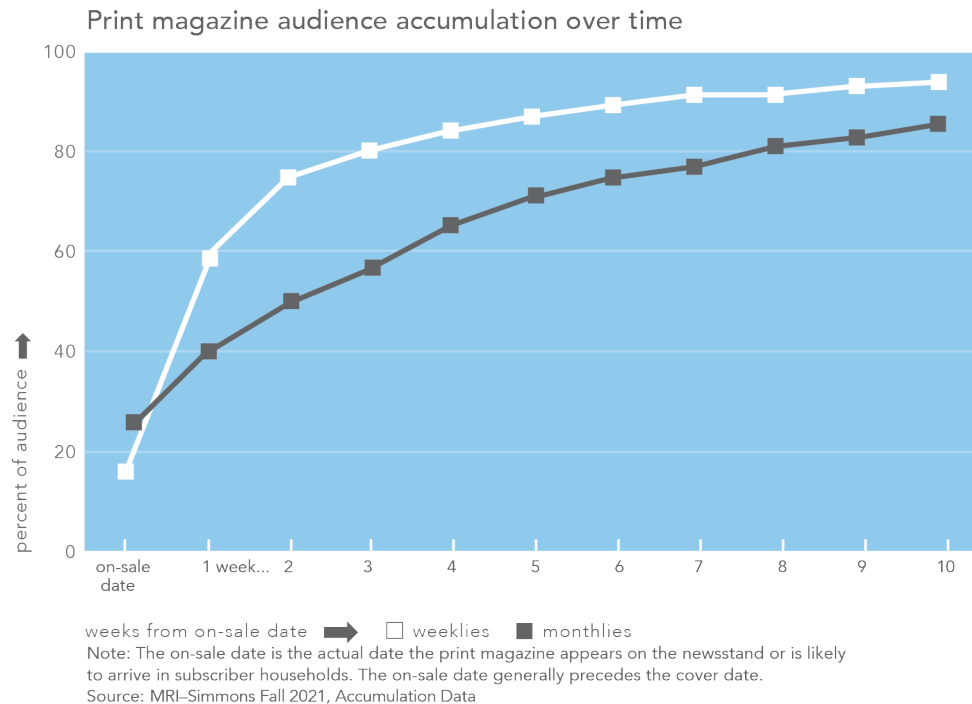
# Magazines maintain strong readership throughout the year



Note: Includes all publications measured in MRI-Simmons Issue Specific Study  
Source: **MRI-Simmons, Issue Specific Study, January-December 2021**



Magazine  
readership  
continues to  
grow  
long after  
publication  
date



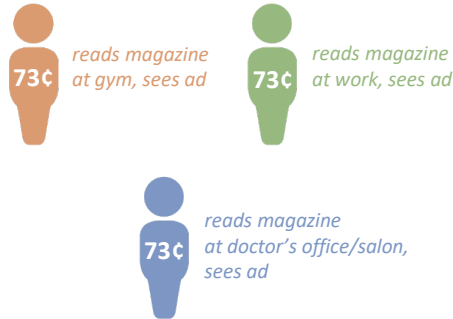
# Magazine secondary audience provides value in driving sales

## Secondary audience delivers 73% of primary sales response

**PRIMARY AUDIENCE**  
receives communication directly



**SECONDARY AUDIENCE**  
indirectly receives communication



**For Publishers**

- Quantifies and validates total audience contribution to sales
- More accurate input for cross-media/publisher studies
- Apples-to-apples comparison with other media

**For Advertisers**

- Seamlessly evaluates sales lift across magazines in totality for total campaign sales lift
- Proof that advertising in magazines drives sales
- Affirms value of secondary audience

Source: Validating secondary audience response, **NCSolutions/Meredith Corporation/MRI-Simmons**, June 2022, inclusive of 43 magazine campaigns.

# Beyond touch & feel: Magazines retain value

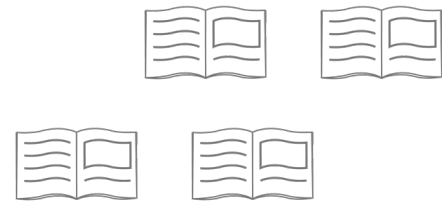
A **national poll of magazine readers** conducted in June of 2021 found that:

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

Source: **MPA National Opinion Survey June 2021, conducted by Trendency Research**  
Methodology: 1,000 interviews among adults 18+ were conducted from June 3-7, 2021 using an online survey. Results were weighted to ensure proportional responses.

4

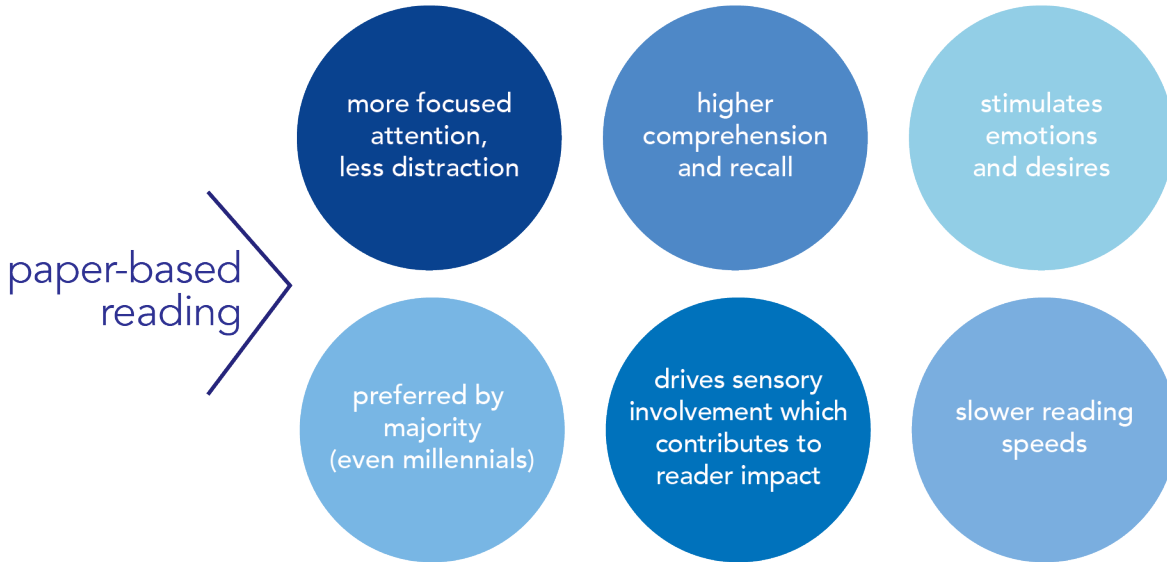
Average Pass Along Rate /  
Readers Per Copy



Source: **MRI-Simmons, Fall 2021**

# What neuroscience says about why print magazine ads work

Paper readers remember more.



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

# Ads in magazines are in a more synergistic environment

**57%** of adults age 18-49 say **ads in magazines fit well with the content**, more than other media



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

**57%**



Ads on **Ad-Supported TV** fit well with the content

**46%**

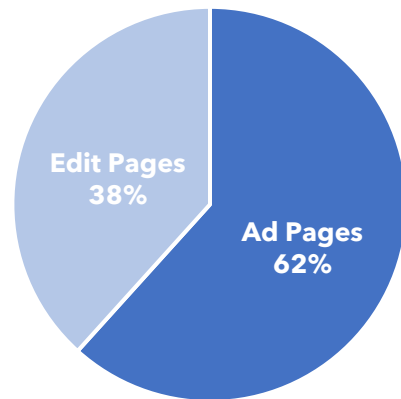


**Digital** ads fit well with the content

**41%**

Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.  
Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles.  
Source: **MRI-Simmons Multi-Media Engagement Study, May 2022.**  
\*Vehicles describe all of the magazines, websites, and ad-supported TV networks measured in the Multi-Media Engagement Study.

## Edit-to-Ad Ratio

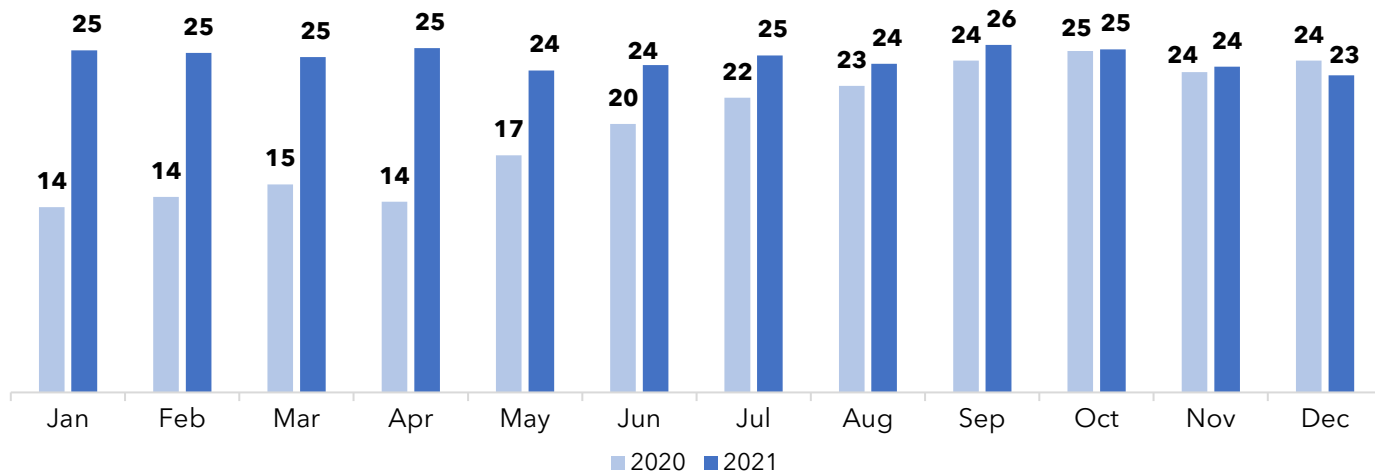


Source: **MediaRadar, Inc. January-December 2021.**  
Analysis of 129 publications.

# Advertisers have increased ad placement on magazine websites in 2021

Number of magazine website advertisers increased **+23%** in 2021 vs. 2020

Number of Advertisers with Magazine Website Ad Spend (000s)



Source: **MediaRadar, Inc. January to December, 2021 vs 2020.**  
Nearly 1,000 media properties included in analysis from 2020 to 2021

# 3 out of 4 magazine readers who see an ad take action

## Actions taken as a result of seeing print advertising\*

Any action taken	76%
Looked for more information about the product/service	23%
Have more favorable opinion about the advertiser	21%
Visited their website	21%
Recommended the product or service	20%
Visited a social media site/app	20%
Cut out or saved the ad	11%

\*Among those who noted the ad  
Note: Includes all ads, size/color and cover positions

Source: **MRI-Simmons, Starch Advertising Research, January-December 2021**

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

	Noted	Any Action Taken
<b>All ads</b>	<b>57%</b>	<b>76%</b>
<b>First</b> quarter of the book	59	76
<b>Second</b> quarter of the book	54	76
<b>Third</b> quarter of the book	53	77
<b>Fourth</b> quarter of the book	58	77

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

Source: MRI-Simmons, Starch Advertising Research, January-December 2021

## Actions taken includes:

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



Ads in  
magazines are  
**more engaging,  
relevant,  
high-quality, &  
likely to lead to sales**  
than ads in other media

		INDEX	
	Magazines	Websites	Ad-supported TV networks
<b>When thinking about this media...</b>			
Pay attention or notice ads	<b>134</b>	94	91
Products/services advertised are high-quality	<b>139</b>	92	89
Has ads about things I care about	<b>133</b>	97	85
Ads fit well with the content	<b>134</b>	92	87
Get valuable info from the ads	<b>132</b>	97	85
More likely to buy products in ads	<b>128</b>	97	84
Ads help make purchase decisions	<b>128</b>	97	84

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

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

Source: **MRI-Simmons Multi-Media Engagement Study, May 2022.**

\*Vehicles describe all of the magazines, websites and ad-supported TV networks measured in the Multi-Media Engagement Study.

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

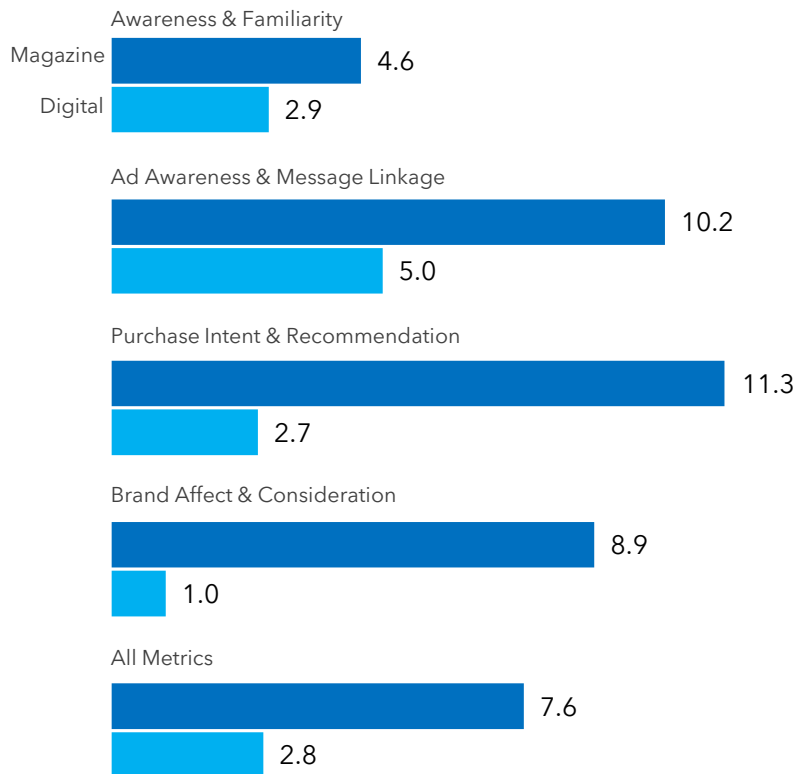
Source: **Dynata ADimension Brand Lift**

24 Studies were selected from 2020-2022 engagements in which there was both a magazine and digital ad component and in which at least one funnel metric saw a statistically significant lift.

All metrics n=268. Awareness/familiarity (Upper funnel) n=117. Affect/consideration (Mid-funnel) n=64. Intent to act/recommend (Lower funnel) n=39. Ad recall/message linkage n=48.

Comparisons do not take relative CPM into consideration

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



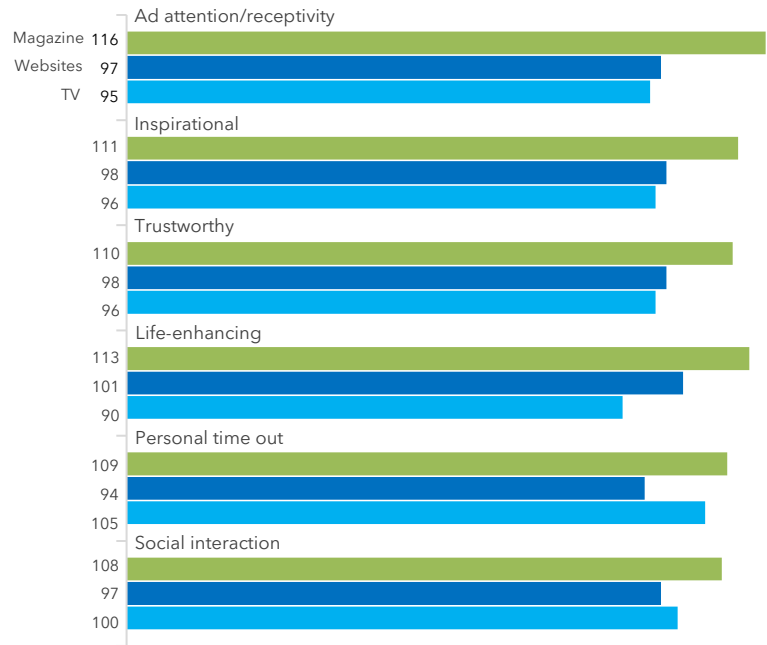
# Magazine readers are more receptive to ads than visitors of websites or TV viewers

Notes: Data for each medium based on composite scores for a set of vehicles in each medium. TV data are for ad-supported programs only. Index: composite scores of adults who used a set of vehicles in each medium vs. composite scores of adults who used any of the magazine media, websites and TV vehicles.

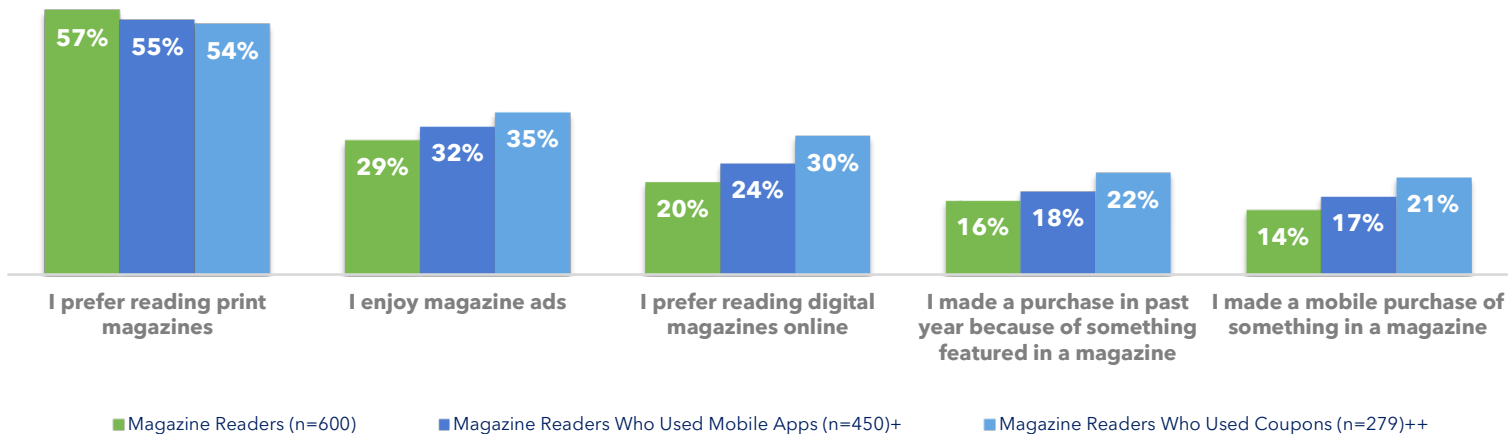
\*Vehicles describe all of the magazines, websites, and ad-supported TV networks measured in the Multi-Media Engagement Study.

Source: **MRI-Simmons Multi-Media Engagement Study, May 2022.**

Appropriateness of description for each medium (index)



# Magazine readers who are mobile shoppers engage with magazines in multiple ways

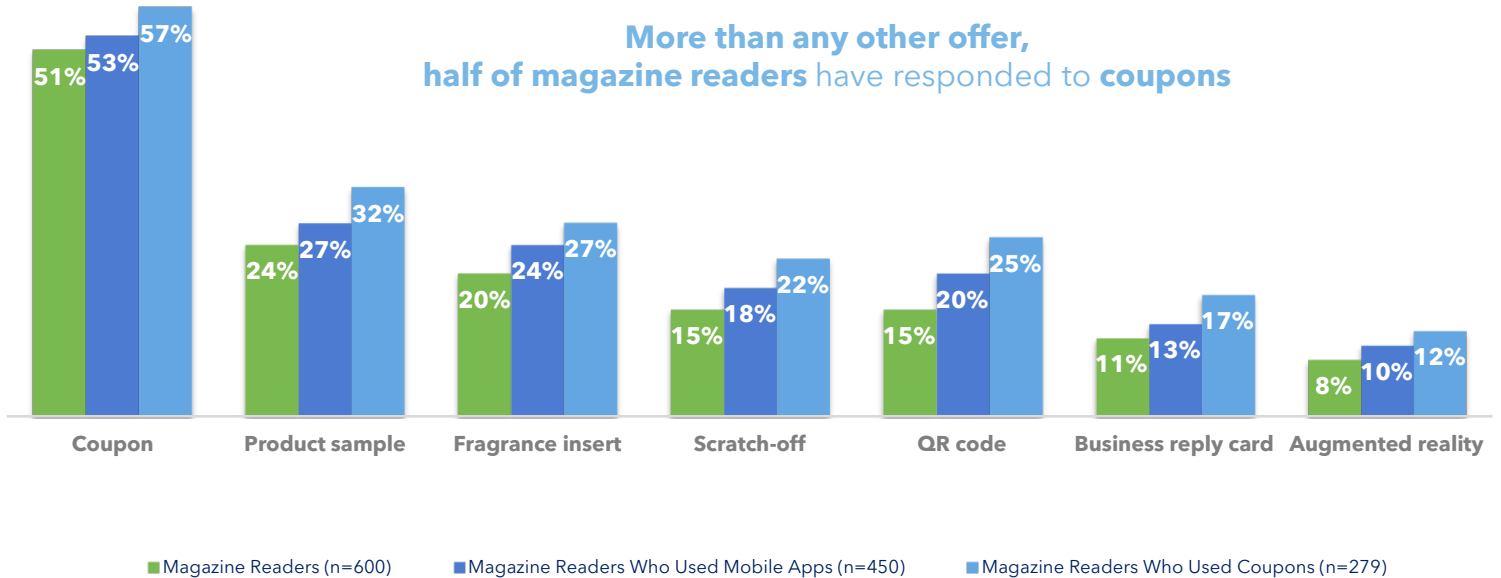


Source: **Quad Customer Focus® 2021 Research Study** - a telephone and online survey fielded among 2,000 U.S. adults Demographically representative of U.S. households based on Census Bureau Data Base: Print magazine readers (n=600)  
 +Print magazine readers who used any mobile app past 30 days (n=450)  
 ++Print magazine readers who have used coupons either weekly or monthly (frequency of use), (n=279)

Q In 2021, I purchased something featured in a magazine.  
 Q I enjoy magazine ads.  
 Q I prefer reading print magazines.  
 Q I prefer reading digital magazines online.  
 Q I made a mobile purchase of something in a magazine.

# Mobile shoppers act on advertised offers in magazines

More than any other offer, half of magazine readers have responded to **coupons**



Q Which of the following types of advertised offers in magazines have you responded to?  
Source: **Quad Customer Focus® 2021 Research Study**

# Magazines drive efficient & effective Rx lift for pharma brands

On average, magazine advertising drives:

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

## Meredith Pharma Rx Lift (Magazines)

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

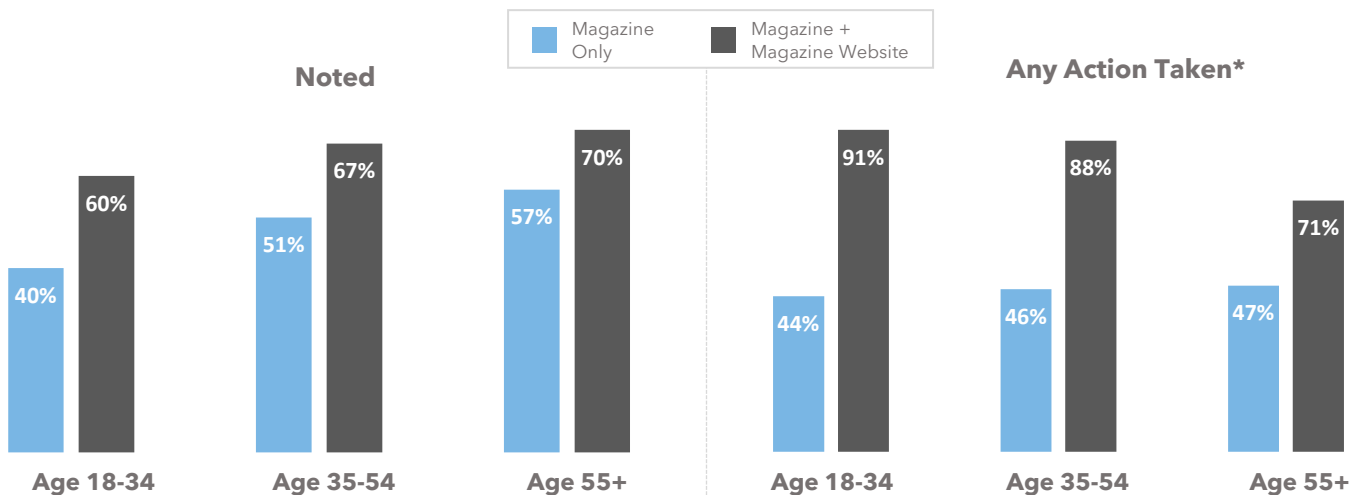
Source: Meredith Corporation/Symphony Health/Crossix, 2017-2021

# Magazine + Website increases ad effectiveness

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

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

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



Source: MRI-Simmons, Starch Advertising Research, January-December 2021  
Women age 18-34: Magazine Only - 355 issues, 639 ads; Magazine + Website - 363 issues, 650 ads.  
Women age 35-54: Magazine Only - 363 issues, 650 ads; Magazine + Website - 363 issues, 650 ads.  
Women age 55+: Magazine Only - 358 issues, 645 ads; Magazine + Website - 359 issues, 644 ads.

\* Among those who noted an ad.

# 2022 MAGAZINE MEDIA FACTBOOK

## Magazines Across Platforms

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

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

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

The full report is available for download for free, at [info.auditedmedia.com/mm360](http://info.auditedmedia.com/mm360).



# Magazine Media 360

## Top 10 Magazine Brands

Average Monthly Audience (000) - YTD Average as of December 2021

Print + Digital Editions			Web (Desktop/Laptop)		Mobile Web		Video		Total Brand Audience	
		Audience		Unique Visitors		Unique Visitors		Unique Viewers		
1	AARP The Magazine	36,594	Allrecipes	9,346	People	47,695	People	10,560	People	90,021
2	People	25,559	People	6,207	Allrecipes	33,734	Vanity Fair	9,419	Allrecipes	54,217
3	Better Homes & Gardens	24,722	Good Housekeeping	4,509	Good Housekeeping	27,901	Wired	9,213	Good Housekeeping	53,929
4	National Geographic	21,599	Taste Of Home	4,450	US Weekly	20,154	Good Housekeeping	9,090	AARP The Magazine	49,270
5	Reader's Digest	13,250	AARP The Magazine	4,047	Sports Illustrated	20,028	Vogue	8,446	Sports Illustrated	35,346
6	Time	12,687	The Atlantic	3,999	Taste of Home	17,661	GQ	8,223	Taste of Home	35,142
7	Good Housekeeping	12,429	Sports Illustrated	3,815	Cosmopolitan	15,931	Cosmopolitan	6,883	Better Homes & Gardens	34,617
8	Southern Living	11,757	Time	3,189	Women's Health	14,993	Bon Appetit	6,105	Cosmopolitan	34,360
9	Sports Illustrated	10,958	Car And Driver	2,710	Country Living	13,737	Elle	5,858	US Weekly	32,385
10	Food Network Magazine	10,943	New Yorker	2,487	Entertainment Weekly	13,227	Allure	4,934	National Geographic	28,181

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

# Magazine Media 360

## Top 10 Magazine Brands by Platform Based on Average Monthly Audience % Growth - YTD 2021 vs. YTD 2020 (% Change)

Print + Digital Editions		Web (Desktop/Laptop)		Mobile Web	Video	Total Brand Audience				
Audience		Unique Visitors		Unique Visitors	Unique Viewers					
1	Garden & Gun	63%	EatingWell	89%	Entrepreneur	226%	Life & Style Weekly	487%	Entrepreneur	86%
2	Fast Company	54%	Garden & Gun	66%	Four Wheeler	98%	Martha Stewart Living	206%	Garden & Gun	43%
3	Afar	47%	Motor Trend	56%	InStyle	71%	Afar	196%	InStyle	29%
4	The Atlantic	19%	Sports Illustrated	44%	EatingWell	67%	Better Homes & Gardens	182%	Afar	26%
5	Motor Trend	16%	Four Wheeler	36%	Ok! Weekly	66%	Entrepreneur	165%	Motor Trend	21%
6	Veranda	10%	Martha Stewart Living	36%	Birds & Blooms	59%	Men's Journal	142%	EatingWell	16%
7	Wired	10%	Hot Rod Magazine	30%	Parents	55%	InStyle	131%	Ok! Weekly	11%
8	Architectural Digest	8%	Birds & Blooms	13%	Motor Trend	44%	Runner's World	120%	Veranda	9%
9	Dwell	7%	Entrepreneur	12%	Sports Illustrated	43%	Family Handyman	89%	Travel + Leisure	9%
10	Economist (NA Edition)	5%	Vogue	12%	This Old House	38%	Sports Illustrated	84%	Architectural Digest	8%

Sources: Print + Digital Editions: MRI-Simmons USA Survey, MRI Accessed Prototype OR Ipsos Affluent Survey USA, Web (Desktop/Laptop): comScore Media Metrix U.S., Mobile Web: comScore Mobile Metrix U.S., Video: comScore Video Metrix Multi-Platform U.S.

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

# 2022 MAGAZINE MEDIA FACTBOOK

## Demographics

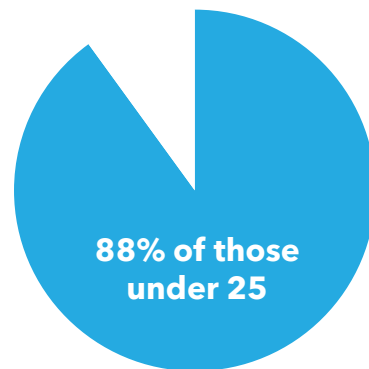
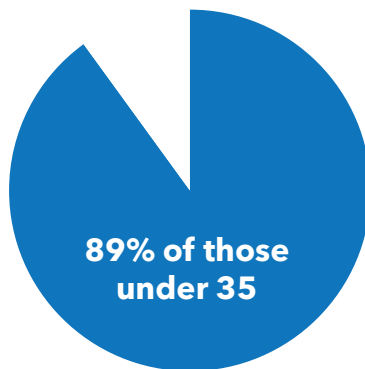
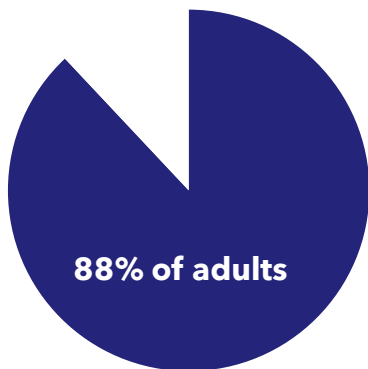
**88% of US adults**  
read a magazine in the last  
6 months, as have  
**88% of adults**  
**age 18-24**

Magazine readership is diverse with strong readership across every age, ethnicity, and sexual orientation. The median age of readers tracks with that of the total US adult population, and a clear majority of readers still **love the experience of the printed magazine**, no matter their age or income.

# Americans of all ages read magazines - especially younger adults

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

Base: U.S. adults 18+. Source: **MRI-Simmons, Fall 2021**

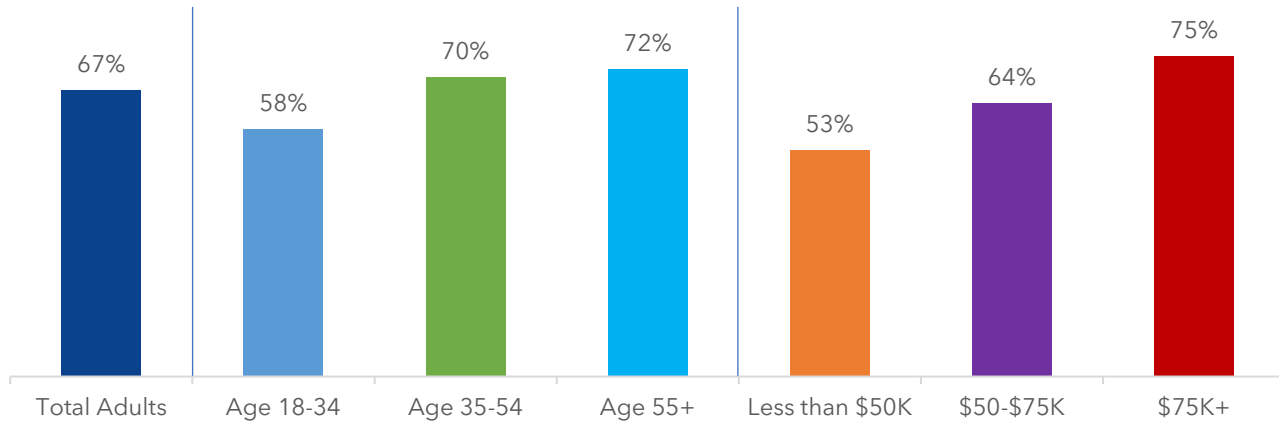


58% of 18-34-year-old magazine readers say that even in this digital age, they love the touch and feel of a printed magazine

Source: **MRI-Simmons, Starch Advertising Research, January-December 2021**

# Nearly three-quarters of magazine readers love the touch and feel of print – as do 58% of readers under 35

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



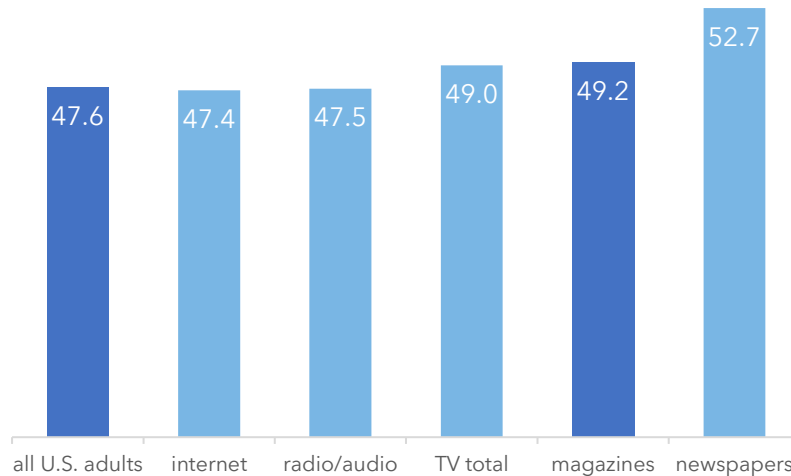
Note: Top-two box agreement in a 6-point scale, among respondents to MRI-Simmons Starch Advertising Research studies

Base: Magazine readers

Source: **MRI-Simmons, Starch Advertising Research, January-December 2021**

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

Median age by media usage



Note: Magazine and newspaper numbers represent print only  
Source: **MRI-Simmons, Fall 2021**

## Magazine readership is diverse and inclusive

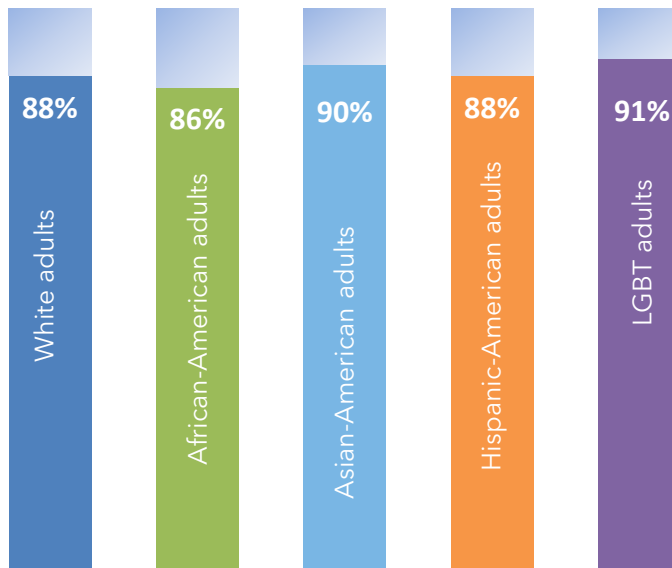
**Black/African American adults** read an average of **4.9** print magazine issues per month, compared to **3.9** issues per month for all U.S. adults

**Asian-American adults** read an average of **3.6** print magazine issues per month, close to the U.S. average

**Hispanic-American adults** read an average of **4.5** print magazine issues per month, higher than the U.S. average

**Lesbian, Gay, Bisexual and Transgender (LGBT) adults** read an average of **4.3** print magazine issues per month, greater than the U.S. average

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



# 2022 MAGAZINE MEDIA FACTBOOK

## Social Media

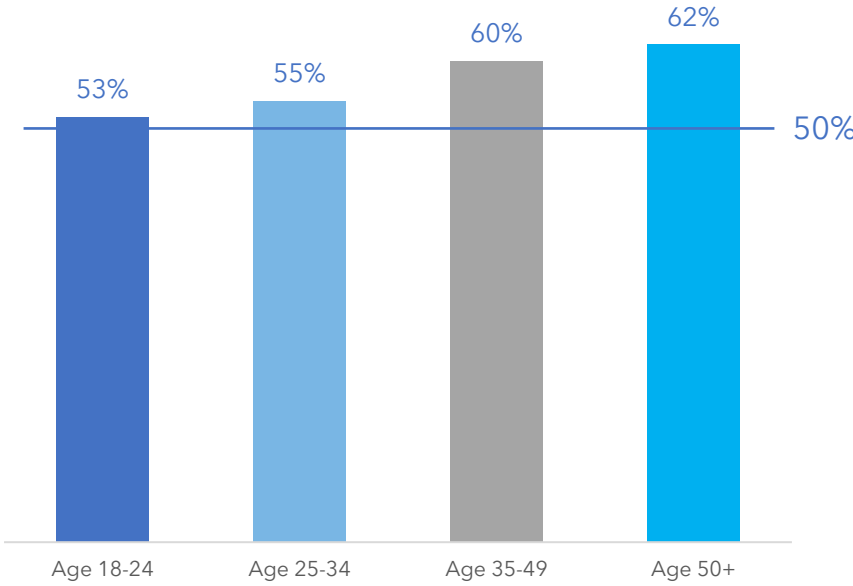
Readers of all ages enjoy  
magazines on  
social media

Data from Helixa and MRI-Simmons demonstrate that social media users of all ages are **engaged with magazines on social**. In fact, magazine readers are more active on social media than the general population. They are likely to rate/review a product or service and click on advertisements.



Interest in magazines on social media is impressive

The majority of age groups have an interest in magazines on social, including nearly two-thirds of those age 50+



Source: Helixa Discovery Platform - Interest and Affinity Graph 2022; data represents interest 365 days as of August 24 2022  
Helixa Interest: Helixa's primary affinity modeling scores the strength of followers through engagement to determine interest.

Magazine readers are  
more active  
on social media  
than the general  
population

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



\*Heaviest users, top quintile  
Index: Percentage of devoted magazine readers vs. percentage of all adults 18+  
Base: All adults  
Source: **MRI-Simmons, Fall 2021**

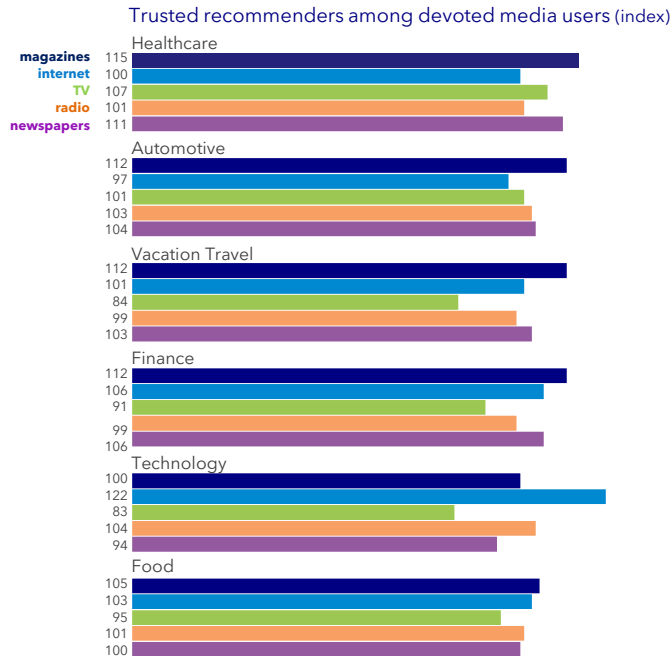
## Influence and Category Trends

Magazines reach consumers who are **influential across categories** and across all ages, are **willing to spend**

Magazine readers are influencers. Across categories such as healthcare, automotive, vacation travel, finance, and more, devoted magazine readers share their knowledge and opinions with friends and family.

MRI-Simmons classifies devoted magazine readers as **Category Influentials or Super Influentials** on a multitude of categories and product types. Kantar captures this audience's expertise and **engagement with health and wellness topics**.

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

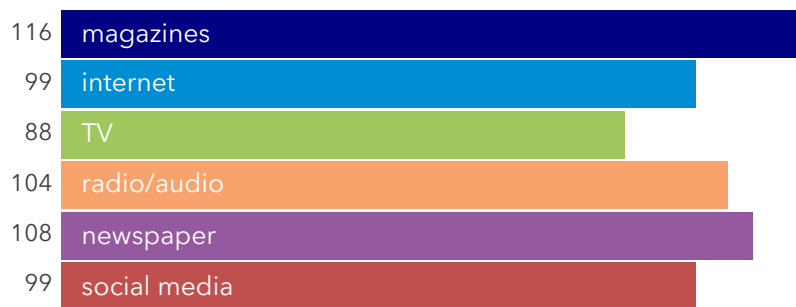


Index: Percentage of adults who make recommendations for each category among top-quintile user of each medium vs. recommenders among total adults 18+

Source: MRI-Simmons, Fall 2021

# Heavy magazine readers are more likely to use prestige beauty brands

Prestige beauty\* users among devoted media users (index)



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

\* Prestige beauty users are defined as people who in the last 6 months used health & beauty aids from Estee Lauder, Lancôme, Dior, Chanel, NARS, Clinique, or YSL.

Source: **MRI-Simmons, Fall 2021**

# Magazine readers use **interactive online tools** to **improve their health**

Online health-related activities in the past 30 days (index)

Base: Any use of internet for health & wellness and use desktop/laptop PC/tablet/smartphone

	magazines	internet	TV	radio	newspapers
<b>Researched/read reviews</b> of medications or types of treatments	<b>153</b>	115	122	130	114
<b>Looked for other opinions/options</b> after a doctor's diagnosis/treatment advice	<b>151</b>	141	129	133	123
<b>Compared prices</b> of medications/other health products or services	<b>150</b>	110	116	119	126
<b>Purchased medications/other health products or services</b>	<b>143</b>	114	122	128	119
<b>Looked for a doctor</b>	<b>141</b>	127	110	122	120
<b>Looked for healthy recipes</b> or other <b>healthy lifestyle information</b>	<b>134</b>	114	96	119	89
<b>Looked for information</b> about a particular <b>health condition</b>	<b>125</b>	114	111	114	98
<b>Used a patient portal</b> to access electronic medical records (e.g., MyChart)	<b>121</b>	96	102	106	100

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

Source: **MARS 2021/2022 Consumer Health Study Doublebase**

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

## Agreement with statements and opinions about pharmaceutical advertising (index)

Base: Adults 18+

	magazines	internet	TV	radio	newspapers
I feel health and wellness <b>advertising</b> on the internet <b>is trustworthy</b>	<b>140</b>	114	126	107	133
Pharmaceutical <b>advertisements make me</b> more <b>knowledgeable</b> about medicines	<b>127</b>	104	112	111	119
I <b>trust pharmaceutical companies</b> that advertise the medications I take	<b>127</b>	103	119	104	125

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

Source: **MARS 2021/2022 Consumer Health Study Doublebase**

# Magazine readers take healthcare actions after seeing their doctor more than users of other media

Actions taken in the last 12 months as a result of seeing medical professionals in person/using telemedicine/virtual visit (index)

Base: Visited any HCP (Healthcare Provider) in the last 12 months

	magazines	internet	TV	radio	newspapers
<b>Looked up cost</b> of medication or insurance coverage <b>before filling a prescription</b>	<b>144</b>	106	121	114	122
Conducted <b>an online search</b> about a drug or treatment options	<b>126</b>	124	110	120	91
Switched to a <b>different prescription</b>	<b>126</b>	122	125	118	114
Signed up for a <b>prescription savings program seen/heard</b> about at doctor's office/pharmacy	<b>125</b>	120	101	115	123

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

Source: **MARS 2021/2022 Consumer Health Study Doublebase**



# Magazine readers are more likely to take action from healthcare advertising

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

Base: Adults 18+

	magazines	internet	TV	radio	newspapers
<b>Asked</b> doctor for a <b>product sample</b> of prescription drug	<b>180</b>	116	154	127	167
<b>Discussed an ad with friend/relative</b>	<b>175</b>	121	122	144	129
<b>Asked doctor to prescribe specific drug</b>	<b>174</b>	138	155	139	145
<b>Consulted a pharmacist</b>	<b>174</b>	151	159	144	129
<b>Discussed an ad with doctor</b>	<b>169</b>	107	134	114	141
<b>Watched a video online</b>	<b>162</b>	148	133	148	123
<b>Used a coupon</b>	<b>161</b>	122	116	146	117
<b>Purchased a non-prescription product</b>	<b>160</b>	140	143	134	107
<b>Made an appointment</b> to see a doctor	<b>147</b>	124	127	144	104
<b>Visited a pharmaceutical company's website</b>	<b>142</b>	137	127	142	135

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

Source: MARS 2021/2022 Consumer Health Study Doublebase

# Magazine readers are more connected via health-related mobile apps

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

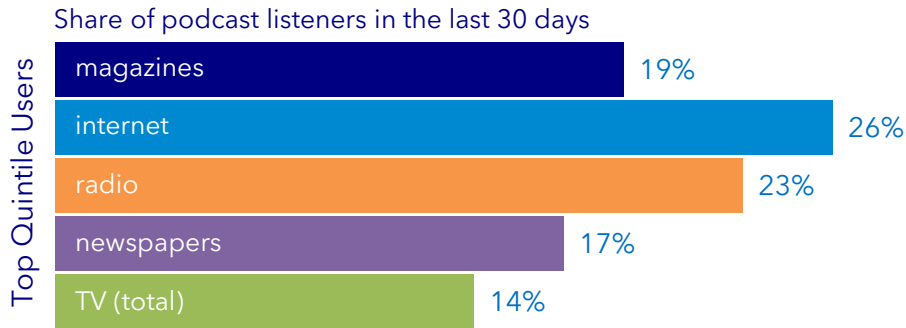
Base: Use Health Apps

	<b>magazines</b>	internet	TV	radio	newspapers
<b>Blood sugar</b> or diabetes	<b>243</b>	127	124	79	176
<b>Pill reminder</b> /medication tracker	<b>145</b>	119	132	104	140
<b>Doctor locator</b>	<b>138</b>	101	104	132	135
<b>Nutrition</b> or healthy <b>recipes</b>	<b>134</b>	122	115	120	110
Health testing/ <b>tracking tools</b> (e.g., pulse, blood pressure)	<b>132</b>	104	120	118	113

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

Source: **MARS 2021/2022 Consumer Health Study Doublebase**

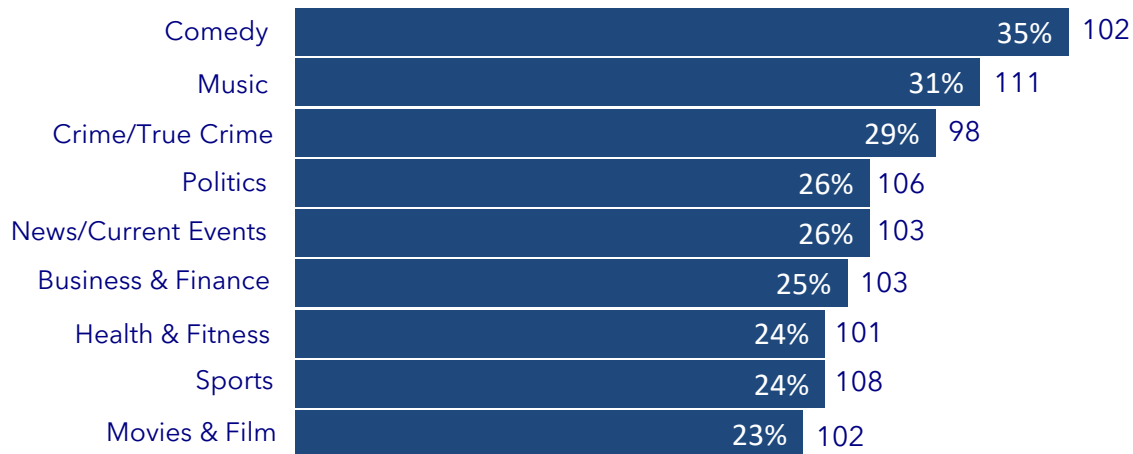
# Magazine readers love **innovation**, and **one in five podcast listeners** is a devoted magazine reader



Base: Adults 18+ who listened to a podcast past 30 days  
Source: **MRI-Simmons 2022 April Podcast Study**

# Magazine readers listen to a wide variety of podcast topics

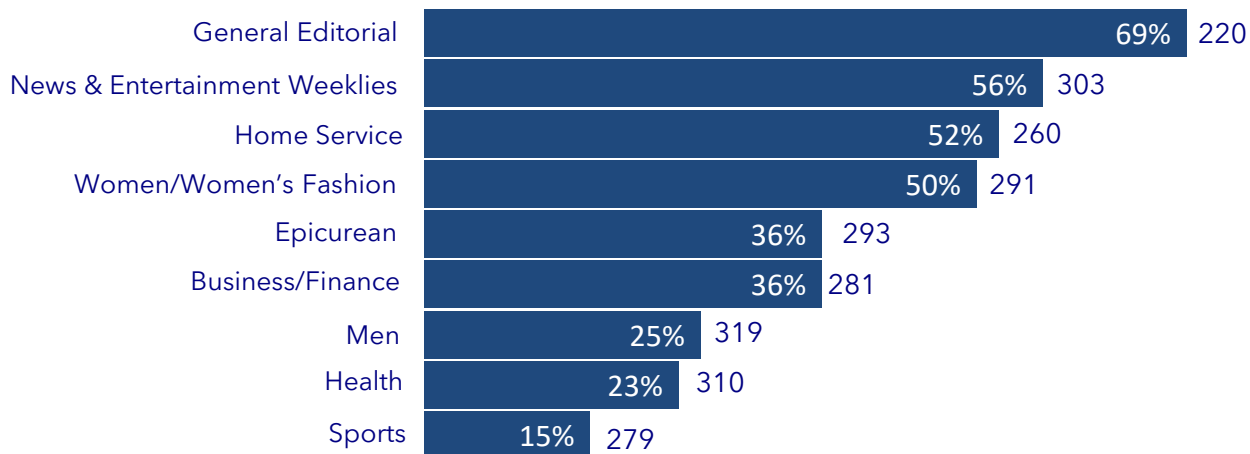
Top podcast topics among devoted magazine readers (% , index)



Index: Top quintile of magazine readers vs. adults 18+  
 Base: US Adults who listened to a podcast in the last 30 days  
 Source: **MRI-Simmons 2022 April Podcast Study**

# Magazine readers who listen to podcasts have **favorite magazine types**

Top magazine types among podcast listeners (% , index)



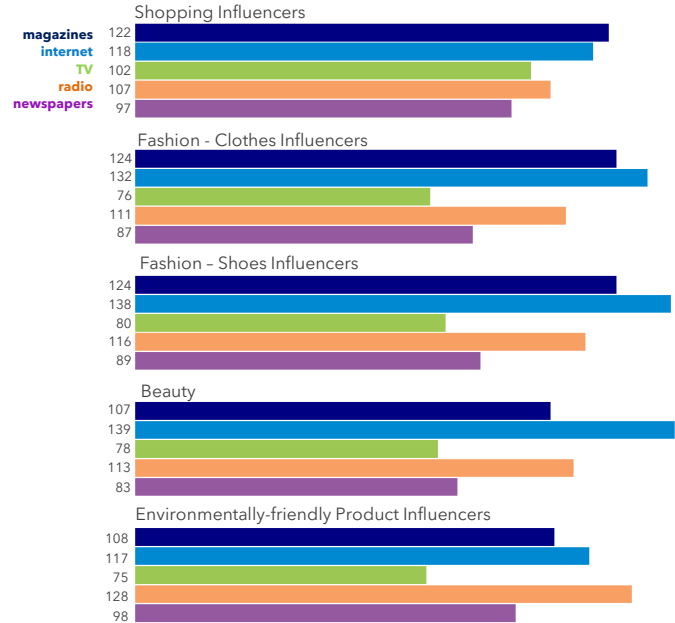
Index: Top quintile of magazine readers vs. adults 18+

Base: US Adults who listened to a podcast in the last 30 days

Source: **MRI-Simmons 2022 April Podcast Study**

# Magazine readers influence fashion and beauty category shopping behavior

Category influential consumers among devoted media users (index)



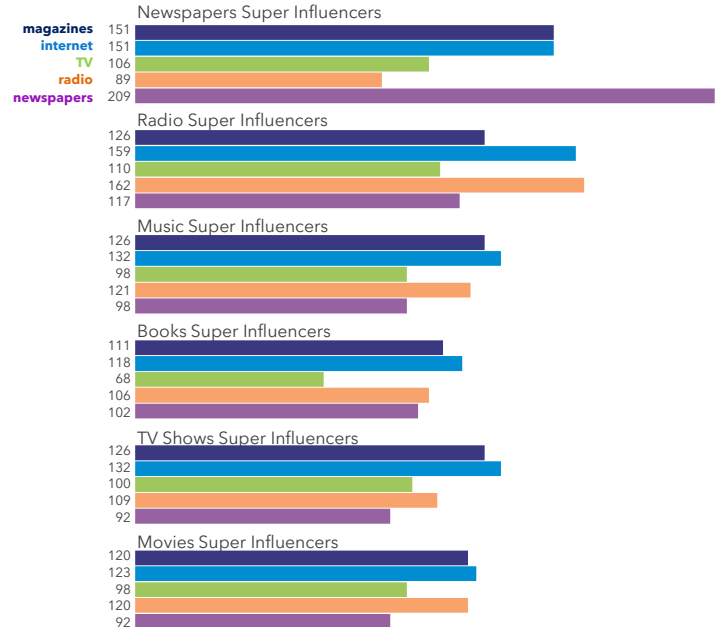
Index: Percentage of category influentials among the top quintile of users of each medium vs. percentage adults 18+.

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

Source: **MRI-Simmons, Fall 2021**

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

## Super influential consumers among devoted media users (index)



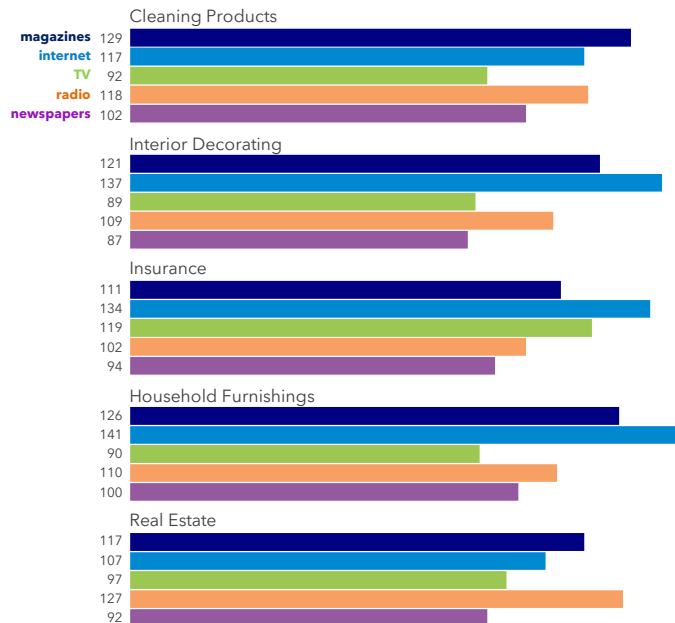
Index: Percentage of super influential consumers among the top quintile of users of each medium vs. percentage adults 18+.

Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends and family members, have recommended products or services in this category to others and have reported they have influenced more types of people in a particular time frame.

Source: **MRI-Simmons, Fall 2021**

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

### Super influential consumers among devoted media users (index)



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

Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends and family members, have recommended products or services in this category to others and have reported they have influenced more types of people in a particular time frame.

Source: **MRI-Simmons, Fall 2021**



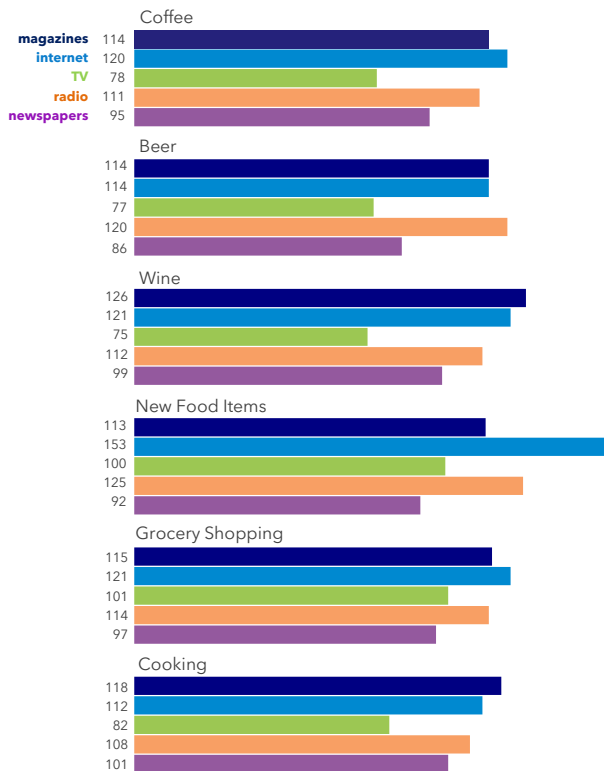
# Food & beverage super influential consumers are more likely to **regularly** devour magazines

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

Note: Super influential consumers are defined as people who have great experience in the category, whose advice on this category is trusted by friends and family members, have recommended products or services in this category to others and have reported they have influenced more types of people in a particular time frame.

Source: MRI-Simmons, Fall 2021

Super influential consumers among devoted media users (index)



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

Magazine readers' average spend index		<b>Age 18-34</b>
<b>Clothing &amp; Accessories</b>	Men's clothing	<b>112</b>
	Athletic shoes	<b>112</b>
	Watches	<b>109</b>
<b>Health &amp; Beauty Aids</b>	Men's cologne/spent for self	<b>118</b>
	Men's Health & Beauty Aids	<b>115</b>
	Women's perfume/cologne for gift	<b>108</b>
<b>Kids &amp; Babies</b>	Children's toys & games	<b>114</b>
<b>Electronics</b>	Cameras/camcorders	<b>124</b>
	Video games (HH owns)	<b>107</b>
	Personal computers at home	<b>107</b>

Index: Average last-12-month spend among top-quintile of magazine readers age 18-34 vs. all adults 18+.  
Source: MRI-Simmons, Fall 2021

Readers 35-54 are **above-average spenders** on **apparel, dining, and health & beauty aids**

Index: Average last 12-month/6-month spend among top-quintile of magazine readers age 35-54 vs. all adults 18+.

Source: **MRI-Simmons, Fall 2021**

Spending

		<b>Age 35-54</b>	
<b>Magazine readers' average spend index</b>			
<b>Clothing &amp; Accessories</b>	Watches last 12 months	<b>125</b>	
	Clothing last 12 months	<b>122</b>	
	Athletic shoes last 12 months	<b>116</b>	
	Children's shoes last 6 months	<b>112</b>	
	Fine jewelry last 12 months	<b>112</b>	
	Men's clothing last 12 months	<b>111</b>	
	Children's clothing last 6 months	<b>111</b>	
	<b>Dining</b>	Beer last 30 days	<b>114</b>
		Fast food & drive-ins last 30 days	<b>113</b>
		Family restaurants & steakhouses last 30 days	<b>111</b>
<b>Health &amp; Beauty</b>	HBA Women last 12 months	<b>120</b>	
	Women's Perfume/cologne (for self) last 12 months	<b>120</b>	
	Cologne for Men (for self) last 12 months	<b>120</b>	
	HBA Men last 12 months	<b>115</b>	

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

Magazine readers' average spend index		<b>Age 55+</b>
<b>Travel</b>	Domestic vacations last 12 months	<b>110</b>
	Personal health appliances last 12 months	<b>126</b>
<b>Home Goods &amp; Services</b>	Climate control appliance last 12 months	<b>117</b>
	Household furnishings (low ticket) last 12 months	<b>112</b>
	Property & garden maintenance last 12 months	<b>106</b>
	Home improvements last 12 months	<b>105</b>
	Audio equipment & accessories last 12 months	<b>113</b>
<b>Health</b>	Prescription drugs avg monthly out-of-pocket	<b>115</b>

Index: Average last 12-month/monthly spend among top quintile of magazine readers age 55+ vs. all adults 18+.

Source: **MRI-Simmons, Fall 2021**

## Affluent Readers

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

Magazine readers reach affluent consumers who have high-value assets. Affluent magazine readers are heavy spenders across all categories, even when compared to affluent users of other media, including online video services. Additionally, they consider themselves lead decision-makers and risk-takers, making them the **ultimate influencers**.

Data from Ipsos and MRI-Simmons shows that magazines are still the media to turn to when **advertising products across travel, personal finance, automotive, home, and luxury goods**.

# Devoted magazine readers are wealthy with high-value assets

## Heavy media users - median values (\$000)

	magazine issues read (print or digital)	internet (websites visited past 30 days)	TV networks (hours viewed past 7 days)	radio (hours listened past 7 days)	online video services (hours viewed past 7 days)	mobile apps (regularly used)
Total personal income (before taxes)	<b>\$164</b>	\$158	\$155	\$148	\$150	\$147
Household total net worth	<b>\$1,493</b>	\$1,272	\$1,364	\$1,143	\$1,103	\$1,144
Household liquid assets	<b>\$824</b>	\$710	\$818	\$667	\$645	\$675
Value of principal residence	<b>\$673</b>	\$660	\$609	\$602	\$625	\$587
Total value of real estate	<b>\$1,222</b>	\$1,128	\$983	\$951	\$1,019	\$898

Heavy users of each media defined as top-third of users in terms of time spent or usership.  
Media questions are asked based on consumption so will differ in timeframe measured.

Source: **Ipsos Affluent Survey USA, Spring 2022** (Adults 18+ with HHI \$125K+)

# Devoted magazine readers are heavy spenders across all categories

Heavy Affluent users indexed to total Affluents (based on median spend past 12 months)

	magazine issues read (print or digital)	internet (websites visited past 30 days)	TV networks (hours viewed past 7 days)	radio (hours listened past 7 days)	online video services (hours viewed past 7 days)	mobile apps (regularly used)
Total expenditures	<b>239</b>	206	141	130	156	110
Watches and jewelry	<b>246</b>	207	164	146	177	102
Apparel & accessories	<b>245</b>	224	148	132	171	109
Home & garden	<b>243</b>	204	153	141	158	110
Skin care, cosmetics, and fragrance	<b>227</b>	189	129	120	137	108
Leisure, entertainment & dining	<b>197</b>	179	144	132	155	116
Alcoholic beverages (21+)	<b>188</b>	180	147	141	162	112
Computers, electronics, and home entertainment	<b>167</b>	157	131	113	133	124
Travel	<b>166</b>	155	130	123	138	103
Personal care & wellness	<b>162</b>	151	128	120	132	109
Purchase price of vehicles bought/leased	<b>144</b>	136	121	113	124	95

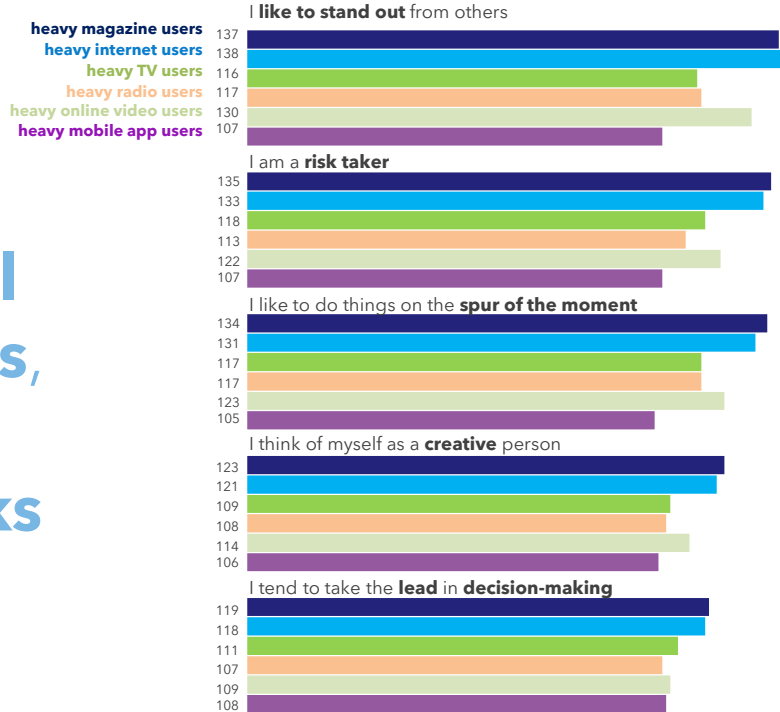
All media is heavy users. Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

Source: **Ipsos Affluent Survey USA, Spring 2022** (Adults 18+ with HHI \$125K+)

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

## General Attitudes

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



Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

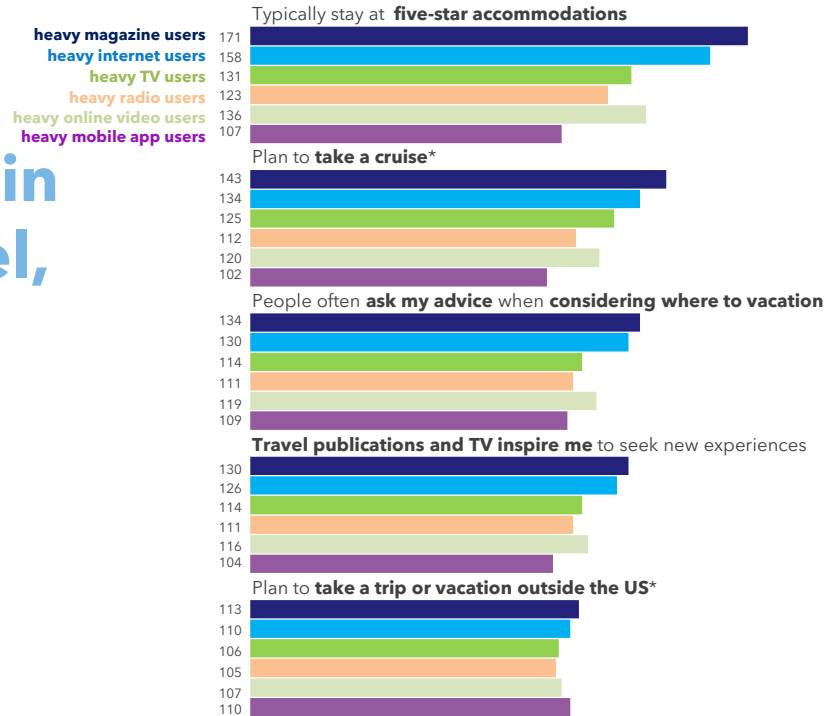
Source: **Ipsos Affluent Survey USA, Spring 2022** (Adults 18+ with HHI \$125K+)



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

## Travel Attitudes

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



\*In the next 12 months

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

Media questions are asked based on consumption so will differ in timeframe measured.

Source: **Ipsos Affluent Survey USA, Spring 2022** (Adults 18+ with HHI \$125K+)

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

Intentions - Very/Somewhat Likely To Take Vacation In Next 12 Months (Index To Total Adults)

	<b>magazines</b>	newspaper	radio	TV	internet	social
Hawaii	<b>108</b>	105	102	88	109	109
Florida	<b>106</b>	102	99	92	102	102
Cruise (1+ days)	<b>114</b>	108	108	95	103	105
Europe	<b>109</b>	110	97	79	111	107
Caribbean	<b>111</b>	105	99	91	110	108
South America	<b>113</b>	107	105	81	117	130

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

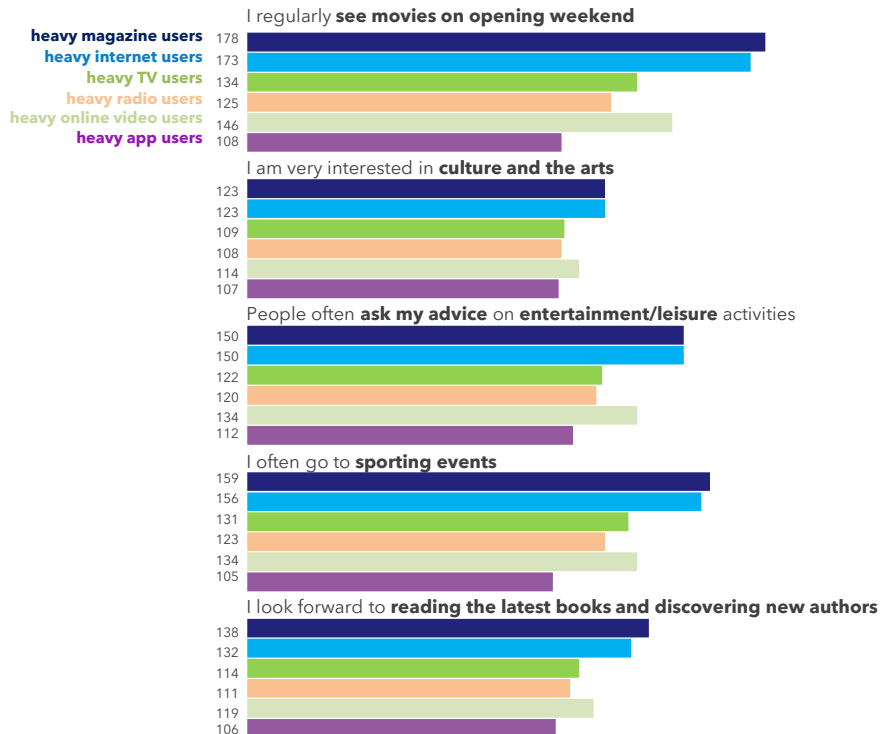
Base: Adults 18+

Source: **MRI-Simmons, Fall 2021**

# Affluent readers are **active** and keep a pulse on the latest events

## Entertainment Attitudes

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



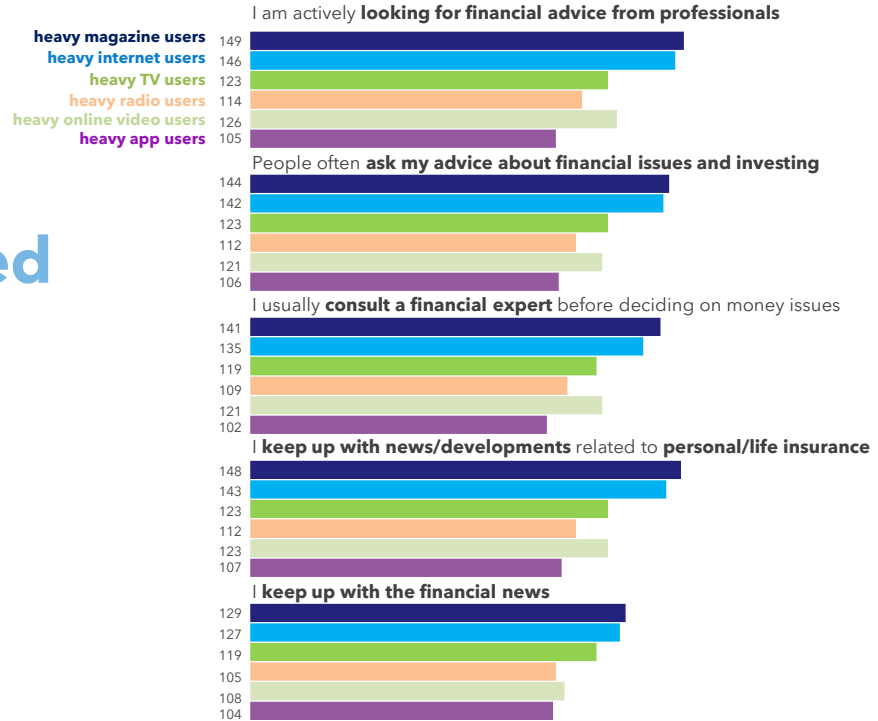
Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

Source: Ipsos Affluent Survey USA, Spring 2022 (Adults 18+ with HHI \$125K+)

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

## Financial Attitudes

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



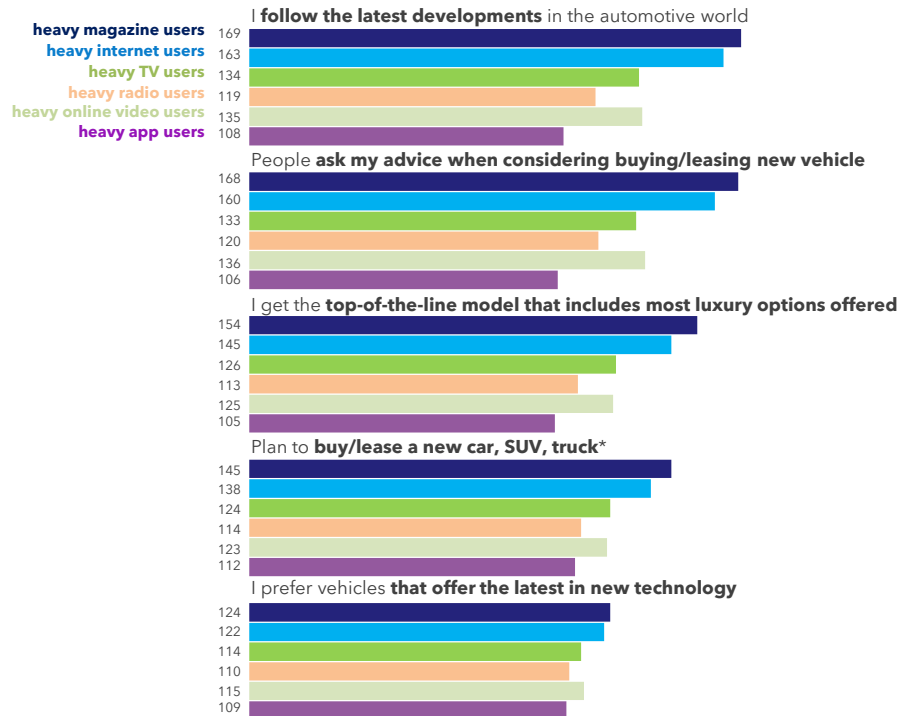
Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

Source: **Ipsos Affluent Survey USA, Spring 2022** (Adults 18+ with HHI \$125K+)

# Affluent readers keep up with automotive developments and go for luxury

## Automotive Attitudes

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



\*Automotive/boating plans in the next 12 months

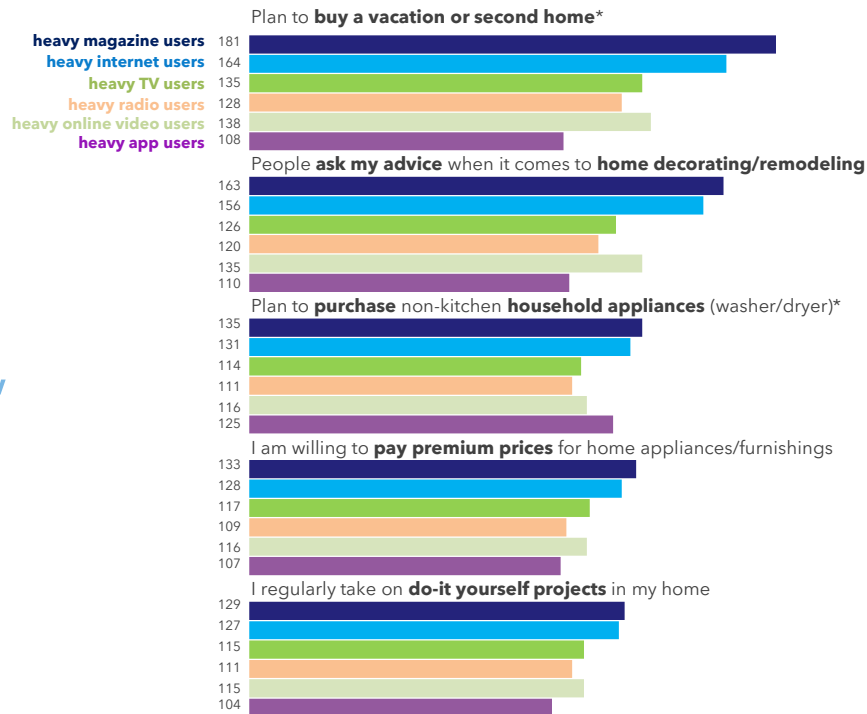
Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

Source: Ipsos Affluent Survey USA, Spring 2022 (Adults 18+ with HHI \$125K+)

# Affluent readers are **more likely** to **purchase second homes, appliances, and pay premium prices**

## Home Attitudes

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



\*Next 12 months

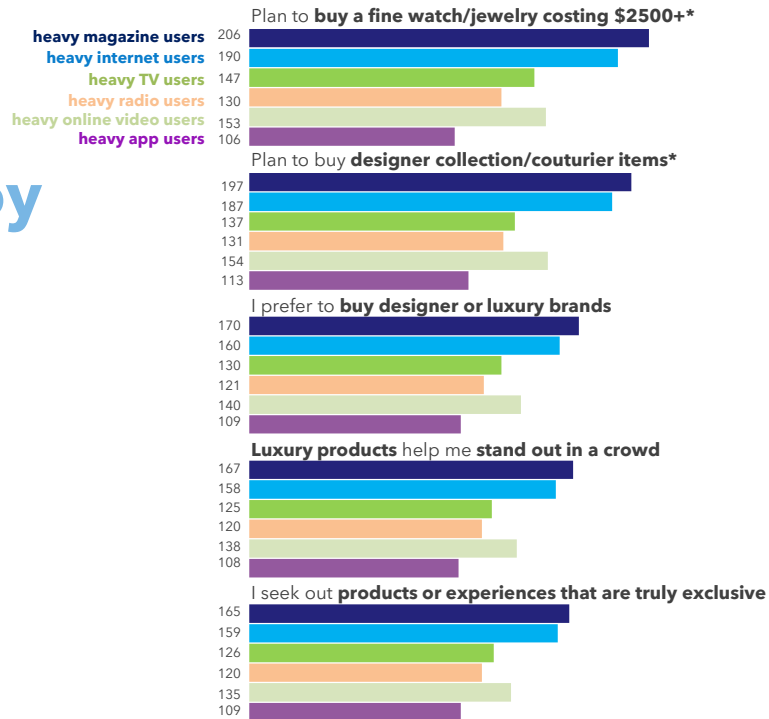
Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

Source: **Ipsos Affluent Survey USA, Spring 2022** (Adults 18+ with HHI \$125K+)

# Affluent readers enjoy exclusive luxury products and services

## Luxury Goods Attitudes

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



\*Next 12 months

Heavy users of each media defined as top-third of users in terms of time spent or usership. Media questions are asked based on consumption so will differ in timeframe measured.

Source: Ipsos Affluent Survey USA, Spring 2022 (Adults 18+ with HHI \$125K+)

## About the News/Media Alliance

- The News/Media Alliance is a nonprofit organization headquartered in the Washington, D.C. area.
- We represent more than 2,000 print and digital news and magazine media organizations and their multiplatform businesses in the United States and globally. The Alliance merged with MPA – The Association of Magazine Media in 2022.
- We are the leading voice for the news and magazine media industries, fighting for the future of publishing.
- Our advocacy, proprietary research, and events leverage the brightest minds and unite our diverse members under a shared purpose. Together, we're creating the strategies and business models that will enable original, quality journalism to grow and thrive.

For more information visit [www.newsmediaalliance.org](http://www.newsmediaalliance.org)

A decorative graphic in the bottom-left corner consisting of several overlapping squares in various colors: dark red, red, teal, blue, and light green. Some squares are partially cut off by the edge of the page.



## For more information about the Magazine Media Factbook, contact:

Rebecca Frank  
VP, Research & Insights  
News/Media Alliance

[Rebecca@newsmediaalliance.org](mailto:Rebecca@newsmediaalliance.org)

[www.newsmediaalliance.org](http://www.newsmediaalliance.org)