

MAGAZINE MEDIA FACTBOOK

2019  MPA THE ASSOCIATION OF
MAGAZINE MEDIA





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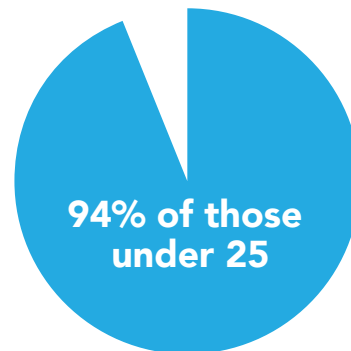
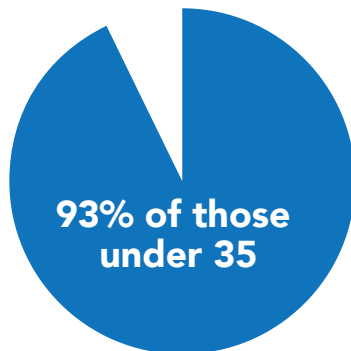
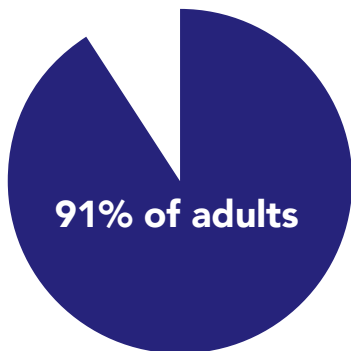
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Americans of all ages read magazines — especially younger adults

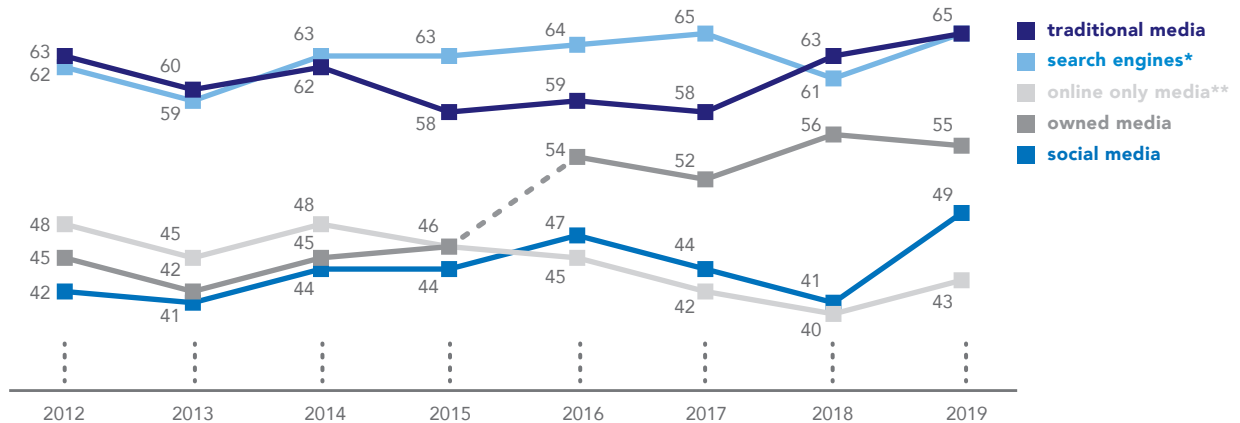


Read magazine media in the last six months (print and digital editions)

Base: U.S. adults 18+. Source: MRI-Simmons, Fall 2018

Traditional media — search most trusted

Percent trust in each source for general news and information



Source: 2019 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.” 9-point scale; top 4 box, Trust. Question asked of half of the sample. General population, 23-market average.
 *From 2012-2015, Online Search Engines were included as a media type. In 2016, this was changed to –Search Engines.
 **From 2012-2015, “Hybrid Media” was included as a media type. In 2016, this was changed to –Online-Only Media.

In 1919, a group of publishing executives got together to form what is now MPA—The Association of Magazine Media. What those publishers clearly knew is that, as an industry, they would go farther together. Their prescient effort to establish the MPA provided the collective voice to tackle tough industry issues and, just as importantly, to share the news about the powerful ways that magazine brands work for both consumers and marketers.

One hundred years later, the annual MPA Factbook is one of the vehicles we use to share that news. With over 100 pages of audited, accredited and validated facts about the power of magazine media, you have plenty of information to reference and incorporate into your conversations.

The MPA Centennial Factbook is filled with evidence of the health and vitality of magazine media. For example, this past year we saw 191 new print magazine brands launch with a frequency of quarterly or greater. That is a 46% increase over the year before. And the total number of print consumer magazines grew to 7,218.

Every page in the 2019 Factbook is new, whether through an update or because of recent findings from companies like MESH Experience, a first-time contributor to MPA. The Factbook is available on our website, magazine.org/factbook, and each page can be downloaded as a PowerPoint slide to drop into your presentations.

In a media world that is always looking to leverage the advantage of the latest data, the data pattern is clear: magazine media's vitality for advertisers and consumers is proven.

— **Linda Thomas Brooks**

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

Magazine media is **relevant to me** — page 56

Magazine readers **believe in brands**
and in paying more for the ones they value — page 58

magazine media 360°
a comprehensive snapshot of consumer demand for magazine media brands — page 8

Magazine media boost sales and generate **strong returns**
on advertising spend — page 52

Paper-based reading preferred
by majority (**even millennials**) — page 36

Magazine media readers **lead the most active lives** — page 102
get more magazine.org

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The MM360° Brand Audience Report: a comprehensive snapshot of consumer demand for magazine media brands

Now in its fifth 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 over 100 magazine media brands from 24 companies, representing 95% of the reader universe.

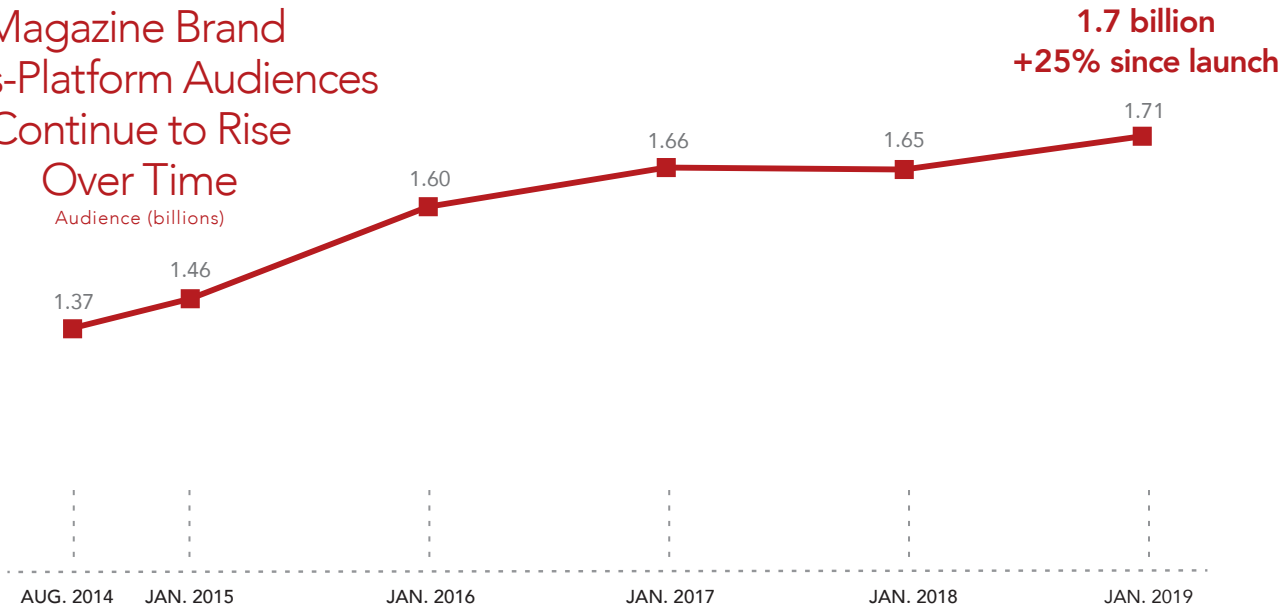
Both the MPA Magazine Media 360° Brand Audience Report and the MPA Magazine Media 360° Social Media Report are published quarterly. Both reports contain audience metrics by magazine brand and are available at www.magazine.org.

Magazine Media 360°

Percent Growth in Total Magazine Media 360° Since Launch

Magazine Brand
Cross-Platform Audiences
Continue to Rise
Over Time

Audience (billions)

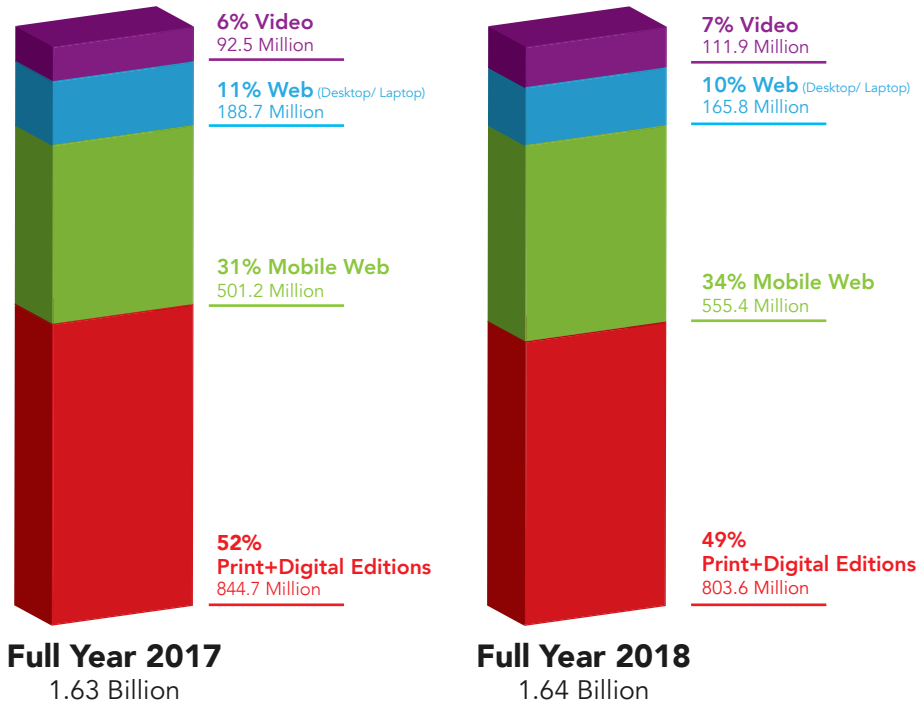


% Growth in Total Magazine Media 360° Audience vs. Same Month Year Ago

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

Magazine Media 360°

Audience Mix — Full Year 2018 vs. 2017

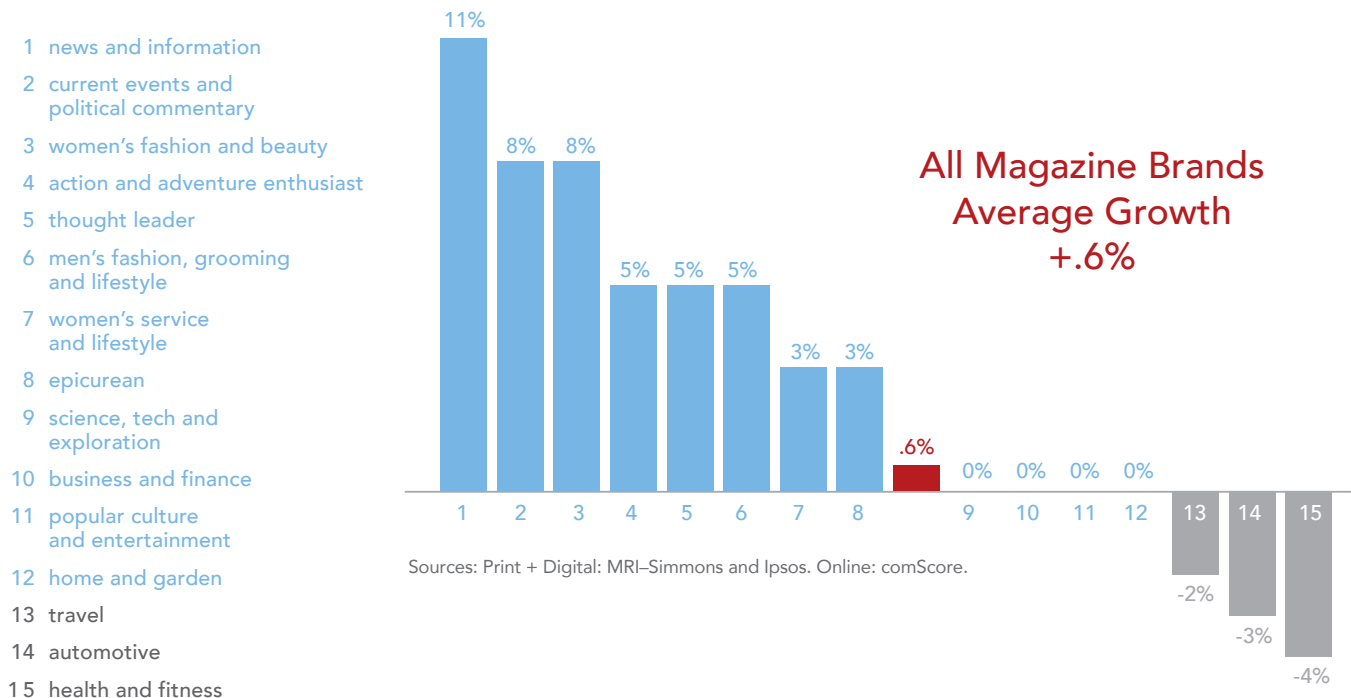


Total Audience Growth +.6%

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°

% Growth by Category — Full Year 2018 vs. 2017



Magazine Media 360°

Top 10 Magazine Brands

Average Monthly Audience (000) — Full Year 2018

Print + Digital AUDIENCE			Web (desktop/laptop) UNIQUE VISITORS		Mobile Web UNIQUE VISITORS		Video UNIQUE VIEWERS		Total Brand Audience	
1	AARP	38,755	ESPN The Magazine	19,958	ESPN The Magazine	44,994	ESPN The Magazine	23,525	ESPN The Magazine	105,530
2	People	37,447	WebMD Magazine	12,396	People	37,971	Vanity Fair	9,410	People	87,552
3	Better Homes & Gardens	34,059	Allrecipes	9,141	WebMD Magazine	33,984	Vogue	7,390	WebMD Magazine	56,923
4	National Geographic	31,730	People	6,608	Allrecipes	32,395	Wired	7,292	Allrecipes	51,637
5	Good Housekeeping	18,878	New York Magazine	6,509	New York Magazine	22,984	GQ	6,840	AARP	48,257
6	Reader's Digest	18,166	The Atlantic	5,592	Cosmopolitan	16,588	Bon Appétit	5,775	Better Homes & Gardens	42,900
7	Sports Illustrated	17,204	Taste of Home	3,931	US Weekly	15,223	People	5,525	National Geographic	38,841
8	ESPN The Magazine	17,053	Wired	3,331	Good Housekeeping	13,503	Glamour	4,409	Cosmopolitan	36,930
9	Southern Living	15,722	Sports Illustrated	3,189	The Atlantic	13,095	The New Yorker	3,607	Good Housekeeping	36,904
10	Women's Day	15,137	The New Yorker	3,177	Entertainment Weekly	12,564	Allure	3,175	Sports Illustrated	33,234

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 2018 vs. 2017

Print + Digital AUDIENCE			Web (desktop/laptop) UNIQUE VISITORS		Mobile Web UNIQUE VISITORS		Video UNIQUE VIEWERS		Total Brand Audience	
1	Motorcyclist	74%	Saveur	108%	In-Fisherman	385%	Popular Mechanics	750%	Motorcyclist	73%
2	Magnolia Journal	42%	Town & Country	91%	Town & Country	202%	Saveur	354%	Town & Country	68%
3	Men's Journal	40%	Motorcyclist	53%	Departures	193%	Architectural Digest	212%	Men's Journal	66%
4	AFAR	29%	Men's Journal	52%	Men's Journal	120%	Good Housekeeping	208%	Saveur	55%
5	This Old House	12%	Outdoor Life	47%	Harper's Bazaar	104%	House Beautiful	196%	Harper's Bazaar	53%
6	HGTV Magazine	10%	Architectural Digest	29%	Elle Decor	99%	Esquire	159%	AFAR	45%
7	Outside	9%	AFAR	27%	AFAR	94%	Cosmopolitan	155%	New York Magazine	30%
8	New York Magazine	8%	New York Magazine	26%	Marie Claire	73%	Bon Appétit	107%	Magnolia Journal	28%
9	4 Wheel & Off-Road	6%	In-Fisherman	22%	Motorcyclist	72%	Brides	102%	Domino	23%
10	O, The Oprah Magazine	6%	Harper's Bazaar	18%	Good Housekeeping	67%	Vogue	95%	W	21%

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.



Through social media,
a reader expresses
loyalty and interest
with a magazine
brand's content
and unique
editorial sensibility.

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 CrowdTangle and tracks three leading social networks (Facebook, Twitter, and Instagram) 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 2019 report shows a universe of 1.1 billion (gross) Likes/Followers across the three 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. Instagram takes second place at nearly 30% of industry Fans, while Twitter is a close third in terms of most Liked/Followed social network. Over the past three years, Instagram has registered the highest growth rate of all three tracked networks.

Social Media Report

Top 10 Magazine Brands—Likes/Followers by Social Network

First Quarter 2019 | January 1 – March 31



1	Food Network Magazine	29,370,664
2	Natl. Geographic Magazine	21,918,956
3	ESPN The Magazine	19,314,712
4	Cosmopolitan	10,576,576
5	Natl. Geographic Adventure	9,957,618
6	HGTV Magazine	9,109,476
7	The Economist	8,933,644
8	Vogue	8,897,495
9	Men's Health	8,877,644
10	Women's Health	8,323,325



ESPN The Magazine	33,822,373
The Economist	23,636,353
Vogue	13,595,652
Wired	10,354,367
The New Yorker	8,621,991
People	7,495,484
Elle	6,772,807
Natl. Geographic Traveler	6,713,294
Food & Wine	6,636,055
Entertainment Weekly	6,603,230



Natl. Geographic Traveler	29,848,555
Vogue	22,417,639
ESPN The Magazine	12,432,633
Food Network Magazine	8,564,969
People	6,069,593
GQ	4,710,656
Natl. Geographic Adventure	4,624,603
Vanity Fair	4,509,430
Magnolia Journal	4,212,945
Elle	4,109,252

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

Social Media Report

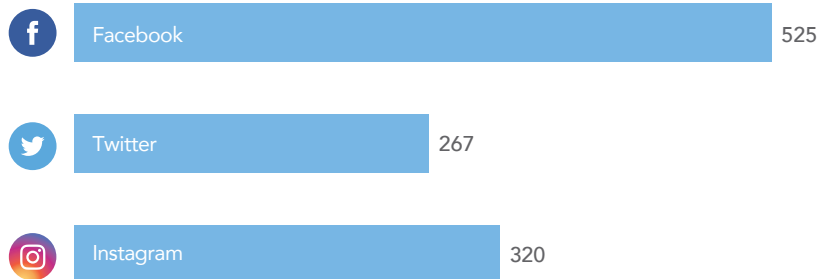
First Quarter 2019 vs. Fourth Quarter 2018

Magazine media
industry
likes/followers
total
1.1 billion

Total Magazine Media Industry Likes/Followers by Social Network

(as of March 31, 2019)

(millions)



Magazine Media Industry: Data shown are collected from about 240 magazine media brands from 35 companies.

Facebook Page Likes, Twitter Followers, Instagram Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). All statistics gathered on last day of month.

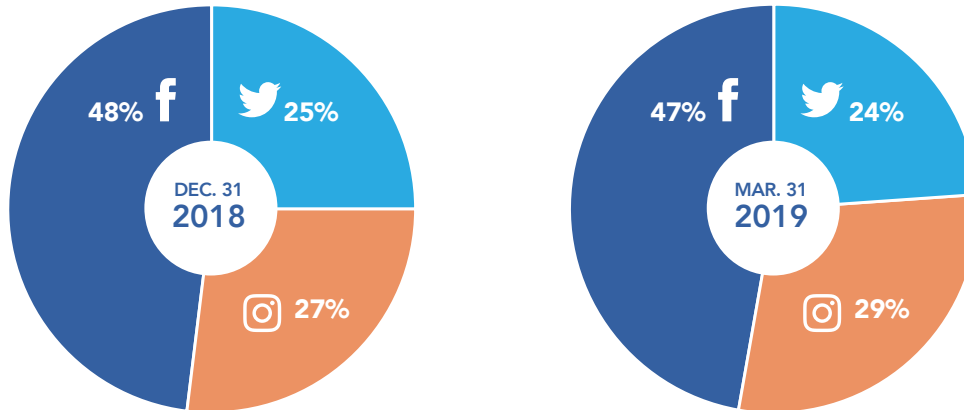
Source: Automatic collection through the social networks' APIs (Application Program Interface) collected by CrowdTangle.

Social Media Report

First Quarter 2019 vs. Fourth Quarter 2018

% Share of Magazine Media Industry Likes/Followers by Social Network

(First Quarter 2019 vs Fourth Quarter 2018)



Magazine Media Industry: Data shown are collected from about 240 magazine media brands from 35 companies.
Facebook Page Likes, Twitter Followers, Instagram Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). All statistics gathered on last day of month.
Source: Automatic collection through the social networks' APIs (Application Program Interface) collected by CrowdTangle.

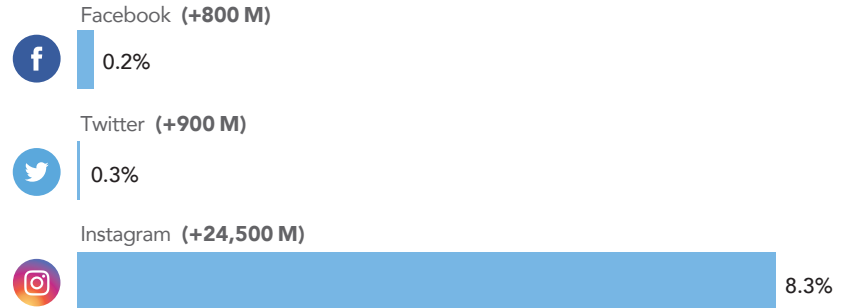
Social Media Report

First Quarter 2019 vs. Fourth Quarter 2018

Instagram
in first quarter
shows strongest
growth
+24.5 million

% Growth in Number of Magazine Media Industry Likes/Followers by Social Network

(First Quarter 2019 vs Fourth Quarter 2018)



Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on March 31, 2019 and total number of page likes/followers on December 31, 2018 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from about 240 magazine media brands from 35 companies. **Facebook Page Likes, Twitter Followers, Instagram Followers:** Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). All statistics gathered on last day of month. Source: Automatic collection through the social networks' APIs (Application Program Interface) collected by CrowdTangle.

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 the majority of the 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 CrowdTangle.

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's** high number of posts comes from the huge popularity and size of this network, at 525 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 two platforms






- **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 any of the other three platforms



- **Instagram** accounts for the highest number of actions by far of the 3 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

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

	 Facebook	 Twitter	 Instagram
MAGAZINE MEDIA			
Total Likes/Followers	525,234,324	267,450,519	320,452,938
Total Engagement Actions	166,284,083	44,837,458	908,855,360
Total Publisher Posts	248,612	305,338	32,499
Engagement Factor* (median)	220	27	4,500
NON-MAGAZINE MEDIA			
Total Likes/Followers	754,976,749	421,967,421	239,095,183
Total Engagement Actions	656,612,721	164,877,748	1,153,956,328
Total Publisher Posts	453,966	633,642	59,369
Engagement Factor* (median)	214	29	2,604

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

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

Social Media Engagement Factor Trends by Quarter

Magazine brands consistently outperform non magazine brands.



magazine media brands
non-magazine media brands

Q1 2019



Q4 2018



Q3 2018



Q2 2018



Q1 2018



Q4 2017



Q3 2017



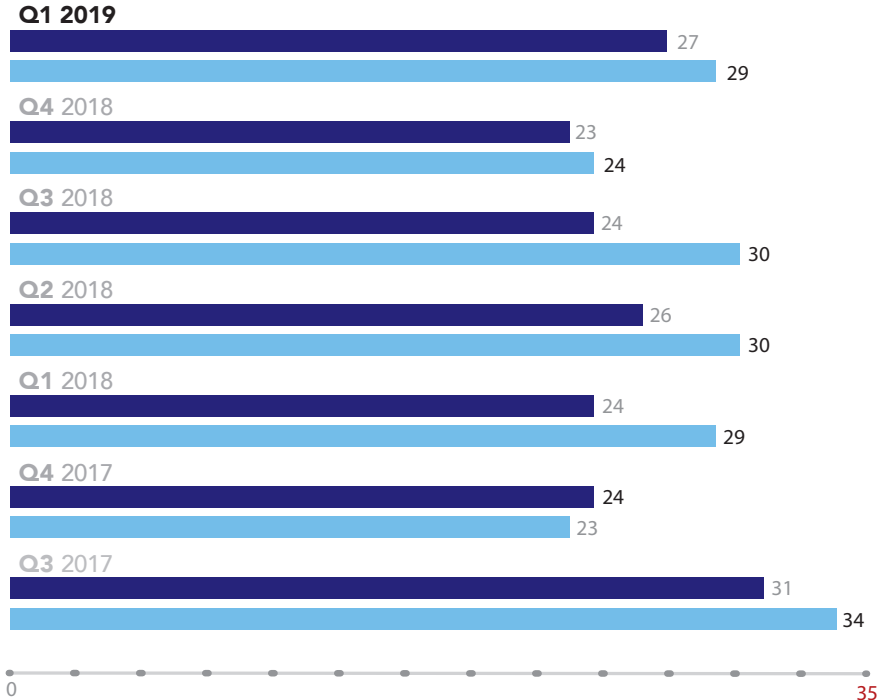
Source: Automatic tabulation through social networks' APIs (Application Program Interface) collected by CrowdTangle.

Social Media Engagement Factor Trends by Quarter

Magazine brands demonstrate consistency of influence over time.



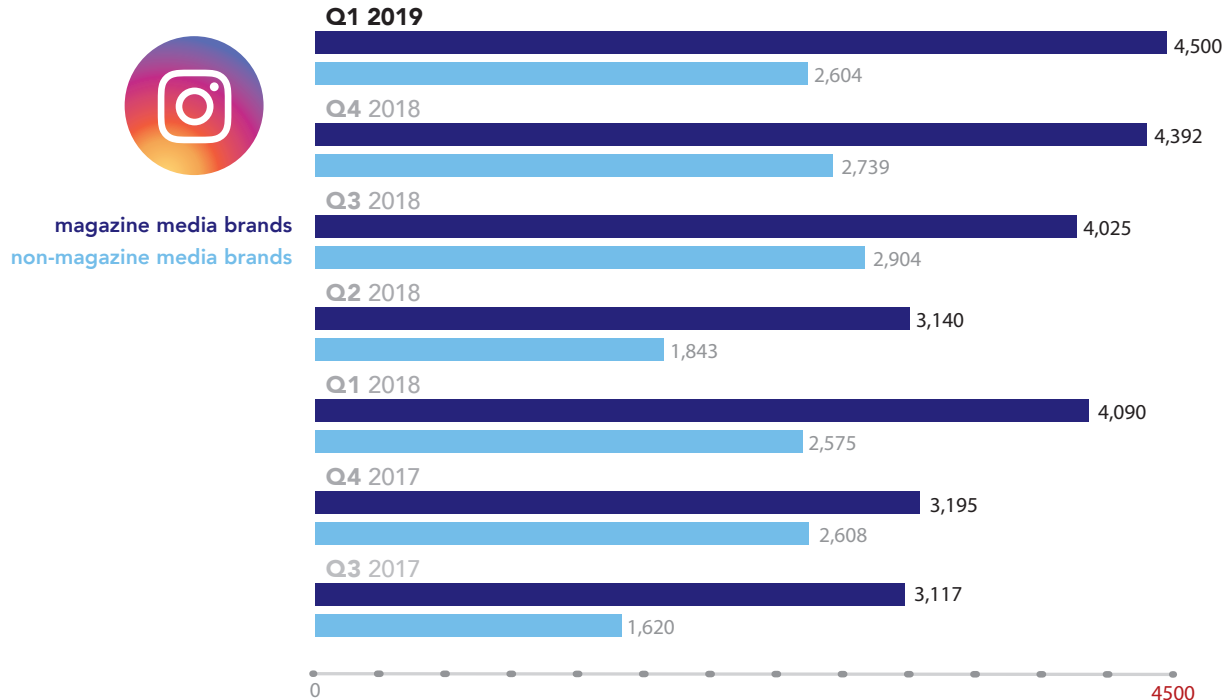
magazine media brands
non-magazine media brands



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

Social Media Engagement Factor Trends by Quarter

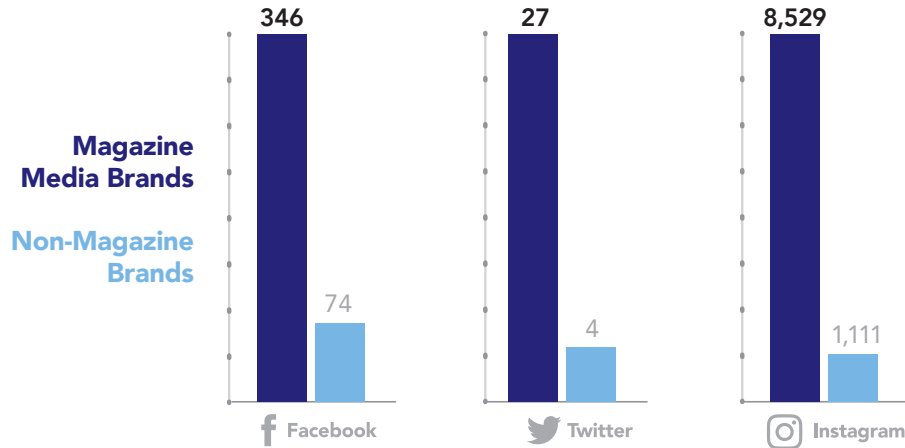
Magazine brands dominate on Instagram.



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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Action and Adventure Enthusiast



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

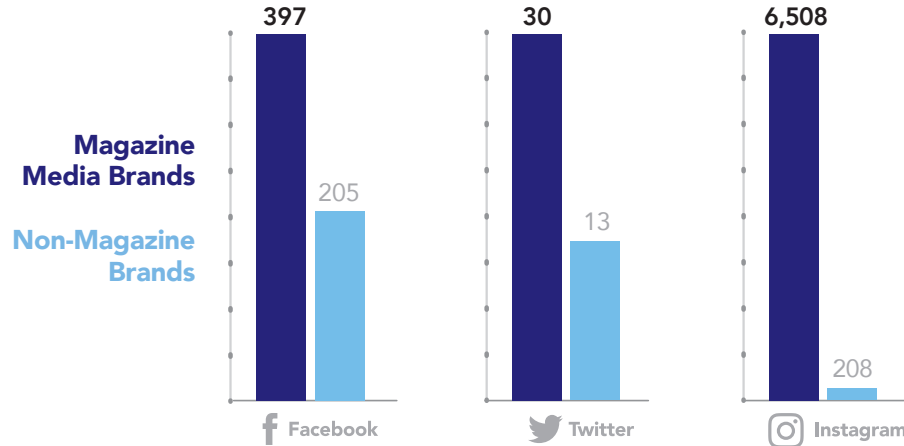
Magazine Media Brands: Backpacker, National Geographic Adventure, Outdoor Life, Outside, Powder, Ski, Snowboarder Magazine, Surfer, Wakeboarding

Non-Magazine Media Brands: Grand View Outdoors, Mountain Bike Review, On The Snow, Outdoor Channel, OutdoorHub, Section Hiker, Wide Open Spaces

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Automotive



For more engagement categories and information on this topic go to [magazine.org](https://www.magazine.org) research and resources

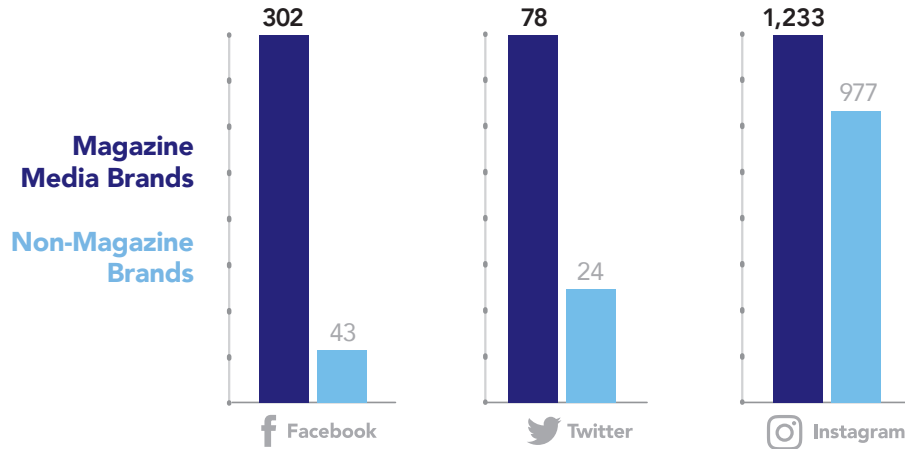
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

Magazine Media Brands: 4 Wheel & Off-Road, ATV Rider, Automobile, Car and Driver, Car Craft, Chevy High Performance, Classic Trucks, Diesel Power, European Car, Four Wheeler, Hot Rod, Jp, Lowrider, Mopar Muscle, 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, Carscoops, Chevy Hardcore, Corvette Online, Diesel Army, Dragzine, Drive Tribe, Edmunds, EngineLabs, Ford Muscle, FordNXT, Jalopnik, KBB, LSX Magazine, Off Road Xtreme, Rod Authority, SpeedVideo, Street Muscle, The Fast Lane Truck, Topspeed, Turnology.

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Business and Finance

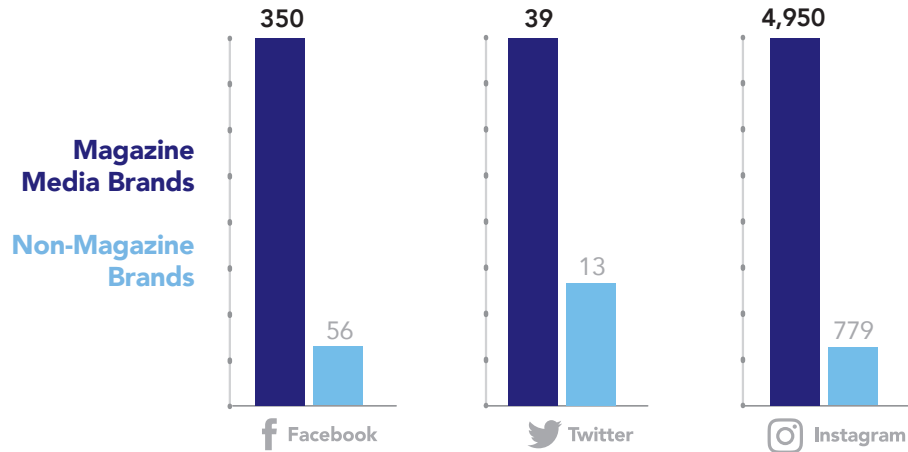


SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

Magazine Media Brands: Entrepreneur, Fast Company, Inc., Money, The Atlantic, The Economist, The Nation. **Non-Magazine Media Brands:** AOL Finance, Business Insider, CNN Business, Crunchbase, International Business Times, MarketWatch, Motley Fool, MSN Money, The Balance, TheStreet, Yahoo! Finance, Zero Hedge.
Source: Automatic tabulation through social networks' APIs (Application Program Interface) collected by CrowdTangle.

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Health and Fitness



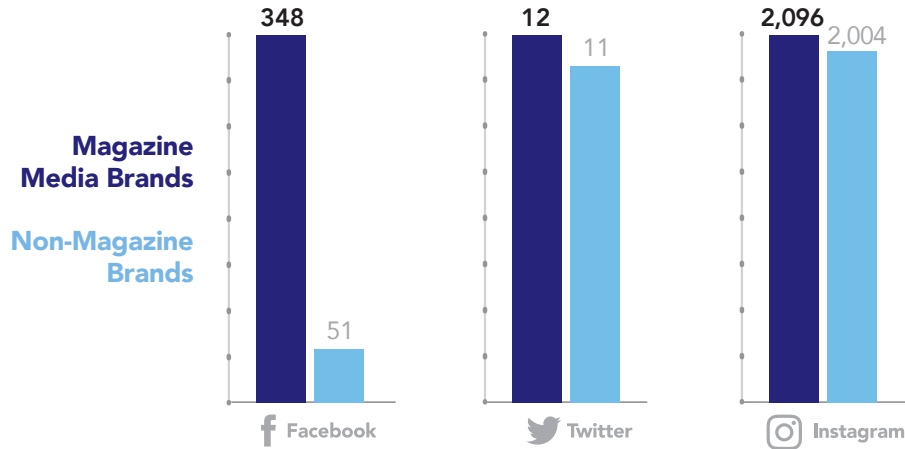
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

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

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Home and Garden



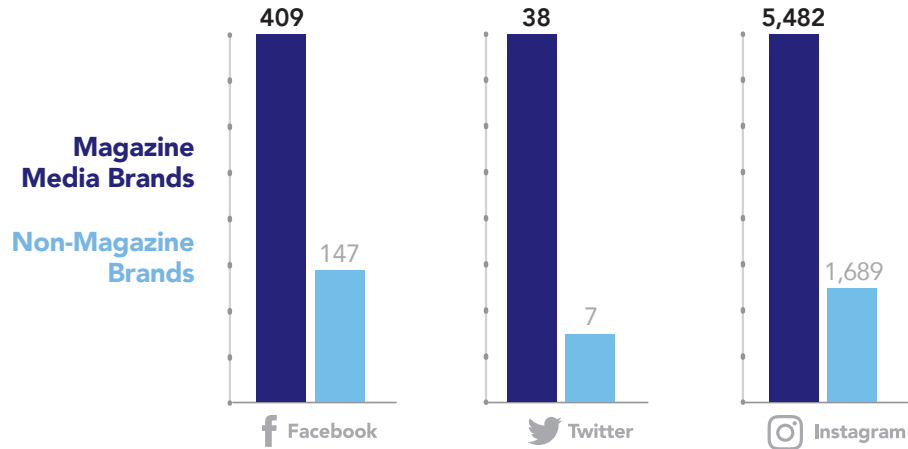
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

Magazine Media Brands: Architectural Digest, Better Homes and Gardens, Birds & Blooms, Country Living, Do It Yourself, Domino, Elle Décor, Garden & Gun, HGTV Magazine, House Beautiful, Martha Stewart Living, Midwest Living, Southern Lady, Southern Living, The Cottage Journal, The Family Handyman, This Old House, Traditional Home. **Non-Magazine Media Brands:** Apartment Therapy, Bob Vila, Curbed, Design Milk, Design Sponge, DIY Network, Do It Yourself, Freshome, Gardening Know How, House Plans, Houzz, Lonny, My Domaine, Remodelista, The Spruce.

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Men's Fashion, Grooming and Lifestyle



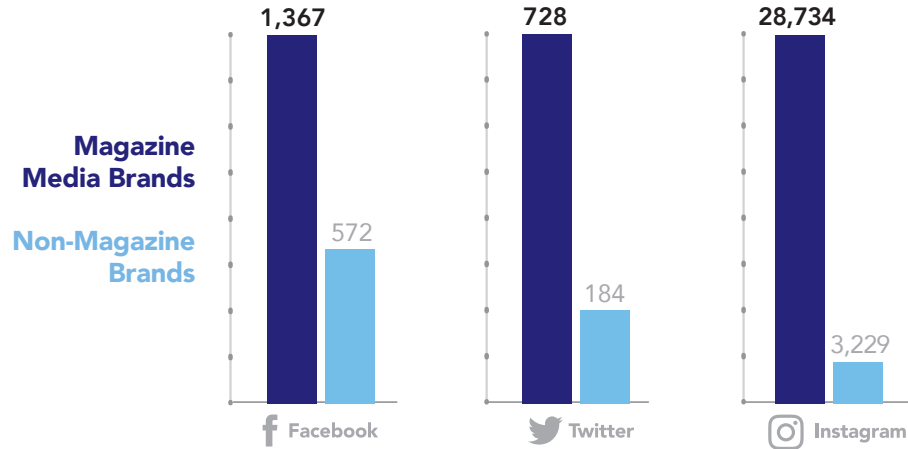
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

Magazine Media Brands: Esquire, GQ, Men's Health, Men's Journal. **Non-Magazine Media Brands:** AskMen, Deadspin, Fatherly, Gear Patrol, George Hahn, Hypebeast, Hypebeast Kicks, Hypebeast Style, Mandatory, Thrillist.

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Spectator Sports



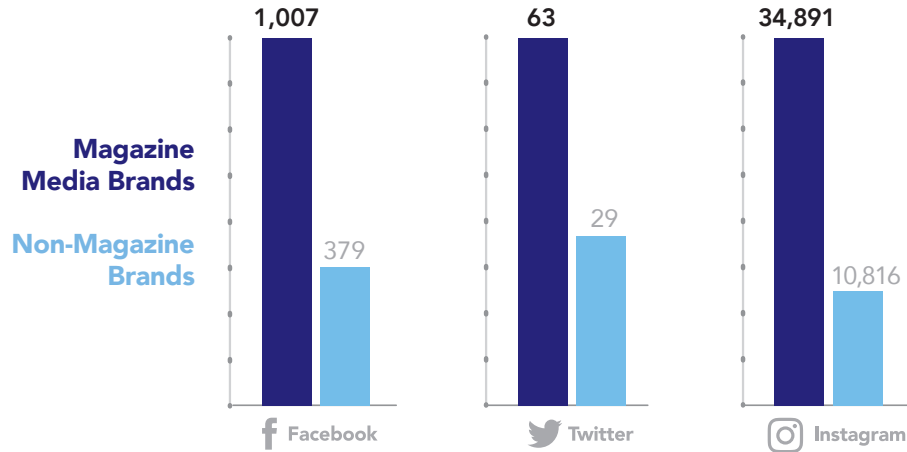
SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

Magazine Media Brands: ESPN The Magazine, Golf Digest, Slam, Sports Illustrated. **Non-Magazine Media Brands:** Bleacher Report, CBS Sports, Complex Sports, Fansided, Fox Sports, Golf Channel, Golf WRX, NBC Sports, PGA Tour, SB Nation, Sporting News, Stadium, Yahoo! Sports.

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Travel



SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

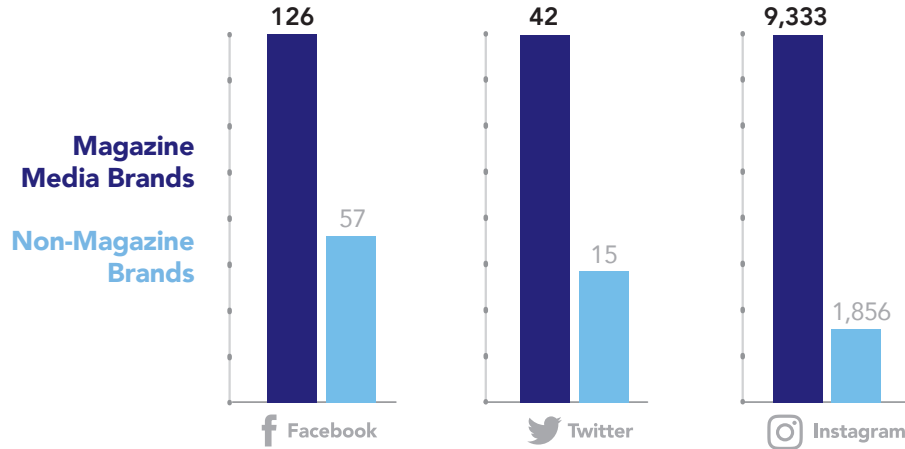
Magazine Media Brands: AFAR, Condé Nast Traveler, Departures, National Geographic Magazine, National Geographic Traveler, Travel + Leisure.

Non-Magazine Media Brands: Caribbean Journal, CNN Travel, Fodor's Travel, Frommer's, Lonely Planet, Thrillist Travel, Travel Channel, Trip Advisor.

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

SOCIAL MEDIA ENGAGEMENT FACTOR BY CATEGORY (median) | 2019 QTR 1

Women's Fashion and Beauty



For more engagement categories and information on this topic go to [magazine.org](https://www.magazine.org) research and resources

SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS

Magazine Media Brands: Allure, Cosmo Beauty & Style, Elle, Harper's Bazaar, InStyle, Life & Style, Marie Claire, People Style, Seventeen, The Cut, Vogue, W.

Non-Magazine Media Brands: Byrdie, Fashionista, PopSugar Beauty, PopSugar Fashion, Refinery29, StyleCaster, Style Me Pretty, The Business of Fashion, The Fashion Spot, TotalBeauty, Who What Wear.

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

Magazine readers have **real** friends

Devoted magazine readers have the most friends* and spread their ideas over the widest social circle

***Real People—not social media**

Number of friends among devoted media users (index)

	magazines	internet*	TV	radio
20 or more	177	88	111	144
15 or more	168	88	103	155
10 or more	158	84	101	134
8 or more	149	88	105	134

Self perception (index)

	magazines	internet*	TV	radio
Have a wide social circle and enjoy it	131	93	85	125
My friendship group is a really important part of my life ⁺	128	95	93	101
Get energy by being in a group of people	122	98	103	110
Enjoy entertaining people at home ⁺	116	93	93	105

*Includes internet magazine activity. +Definitely agree/agree

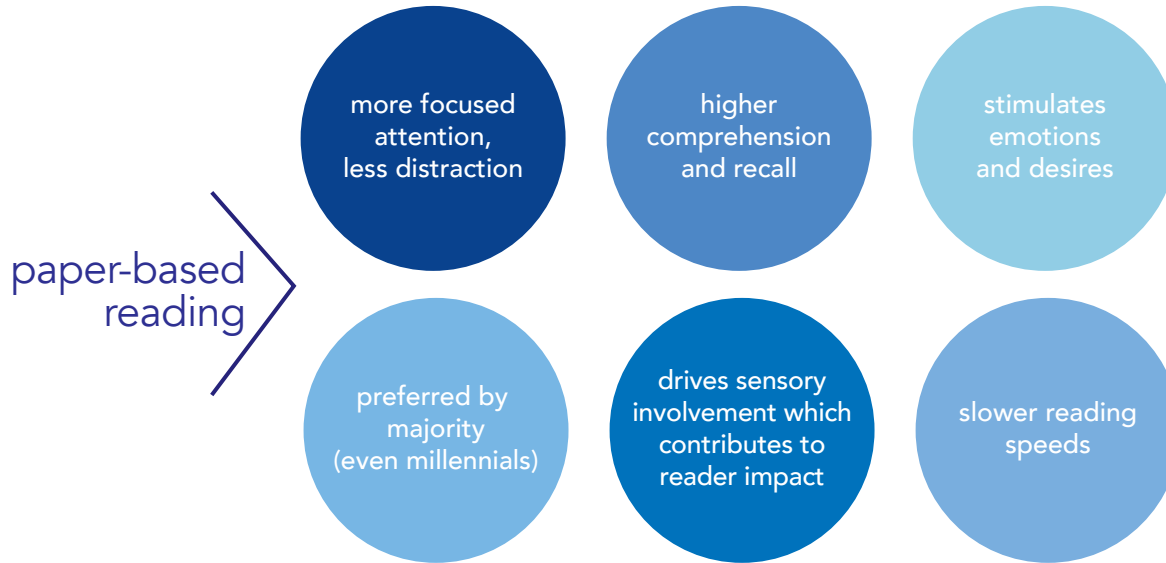
Index: Percentage of top users of each medium vs. percentage of adults 18+.

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

Source: YouGov Profiles, December 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

People prefer print on paper for reading— whether for enjoyment or for comprehension

Americans tend to believe that...

- They retain more when they read in print on paper
- They are more easily distracted when reading on screens
- Print is more pleasant to handle and touch than other media

Source: Two Sides North America and Toluna, 2015, n=1,000; 2016, n=2,323



73% of adults
feel that reading a
printed magazine or book
is more enjoyable
than reading on an
electronic device

Source: Two Sides North America and Toluna, n=2,000. Fall 2017

**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

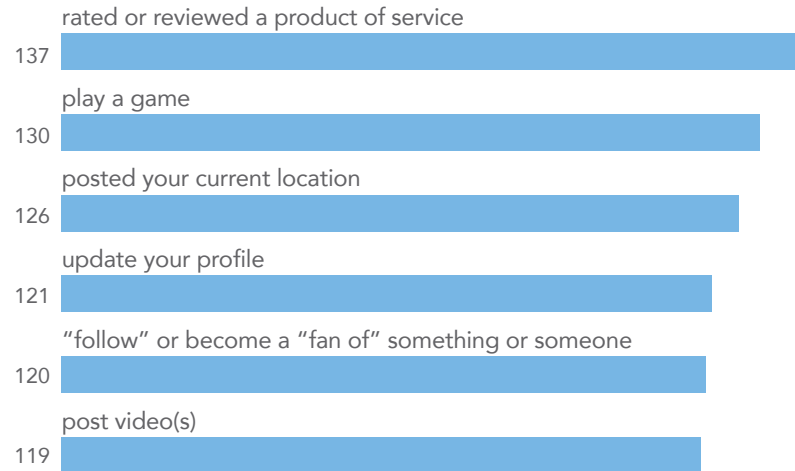
Note: Conversation Catalysts® are people with wider social networks who are more involved in their communities and keep informed about more product categories than most Americans, defined according to a proprietary segmentation developed by Engagement Labs

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

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

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

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



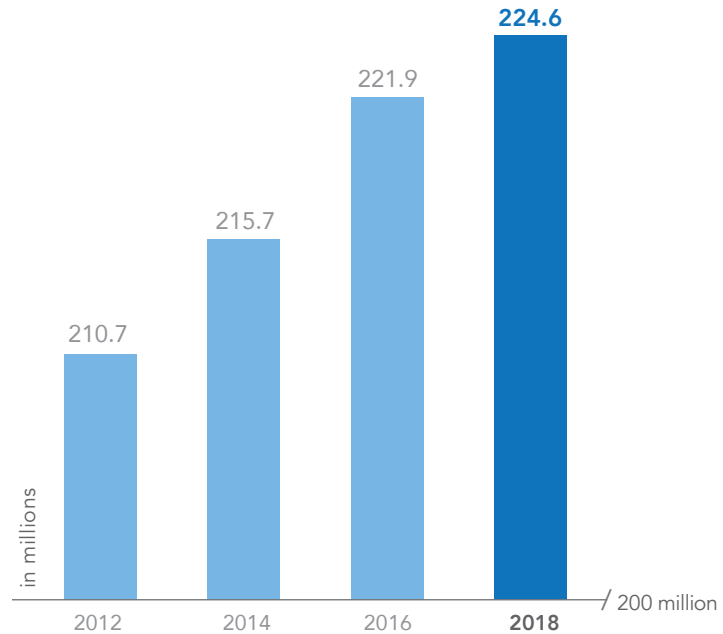
Index: Percentage of devoted magazine readers vs. percentage of all adults 18+.
Source: MRI-Simmons, Doublebase 2018

**Adults under 35 are
more likely to be magazine readers
than adults overall.**

And, **adults under 25** are even
more likely to be magazine readers
than adults overall.

Base: U.S. adults 18+. Source: MRI-Simmons, Fall 2018

Magazine media
audience
holds steady at
224.6 million
(print and digital audience)



Total number of adults 18+ who read magazines* 2012–2018

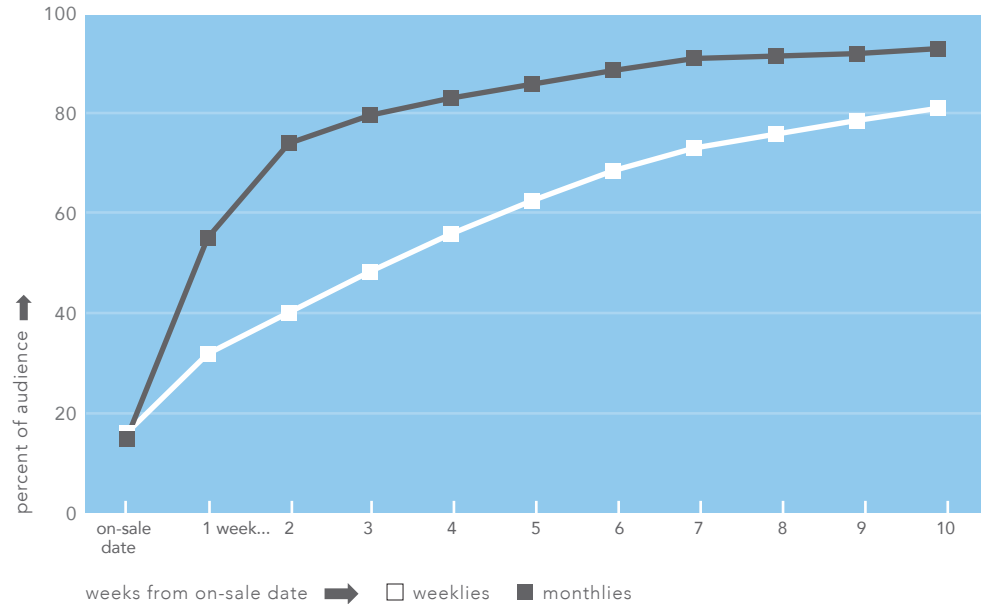
*Includes digital editions

Note: Measured magazine titles excluding Sunday magazines.

Source: MRI-Simmons, Fall 2012–2018

Magazine readership continues to grow long after publication date

Print magazine audience accumulation over time



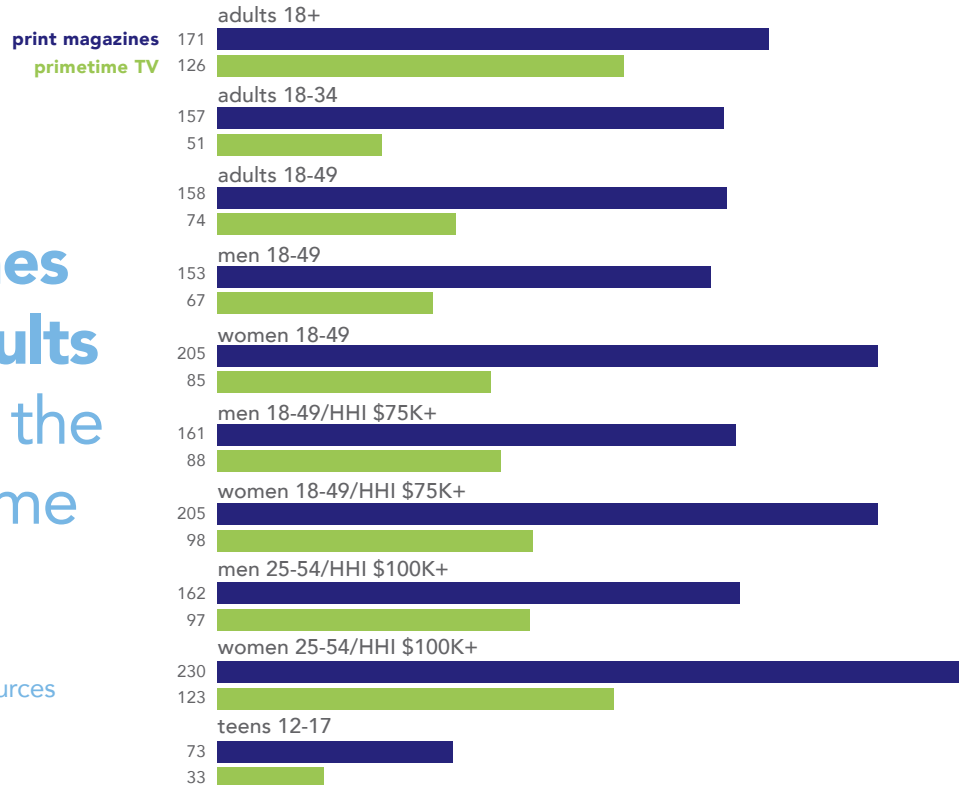
Note: The on-sale date is the actual date the print magazine appears on the newsstand or is likely to arrive in subscriber households. The on-sale date generally precedes the cover date.

Source: GfK MRI 2000, Accumulation Study, MRI-Simmons, Fall 2018.

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

For more information go to magazine.org research and resources

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



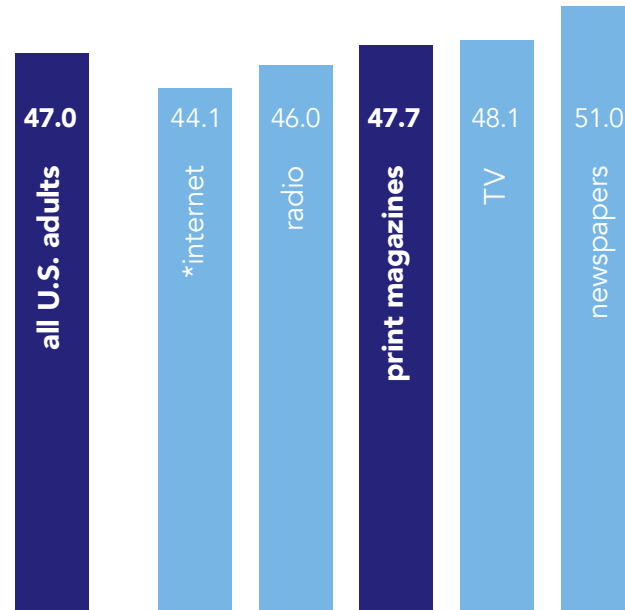
Note: Total GRPs equal the ratings of the top 25 vehicles in each medium added together.
 Source: Carat Insight; Nielsen Npower, September 2017-May 2018 (regularly scheduled primetime programs).
 Nielsen defines primetime as Monday to Saturday 8pm – 11pm and Sunday 7pm – 11pm; TV ratings based on live + 3 days data; MRI-Simmons, Fall 2018 Doublebase (Magazines), Twelvetplus (Magazines)

Print magazine audiences include readers of all ages

Print magazine readership by age	< 25	25–34	35+	35–49	50+	total
issues read in past month	7.3	7.2	7.8	8.0	7.6	7.6
index	96	95	102	105	100	100
devoted magazine readers (top quintile)	16.4	19.0	20.9	20.9	20.9	20.0
index	82	95	104	104	104	100

Base: U.S. adults 18+. Source: MRI–Simmons, Fall 2018

Print magazine readers closely reflect the U.S. population in age



Average age by media usage

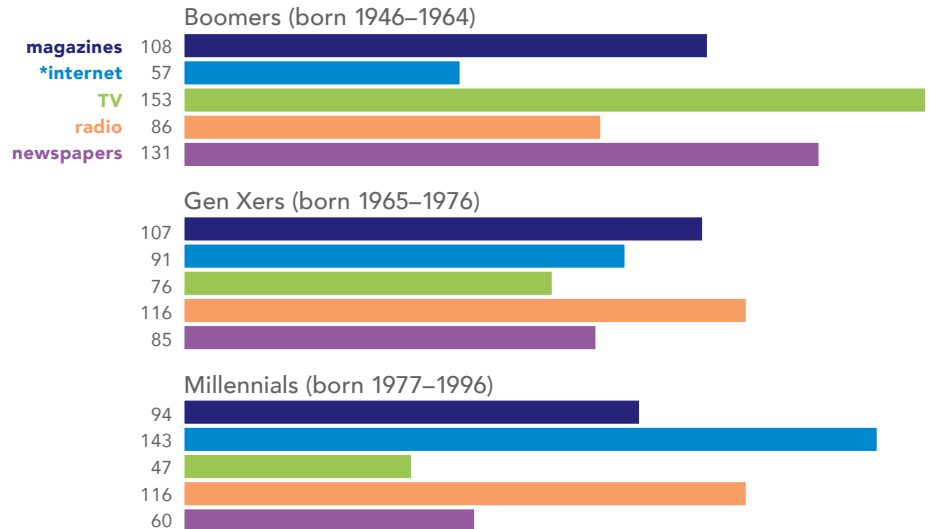
*Includes internet magazine activity.

Note: Magazine and newspaper numbers represent print only.

Source: MRI-Simmons, Fall 2018

Devotion to print magazines spans across generations

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: MRI-Simmons, Fall 2018

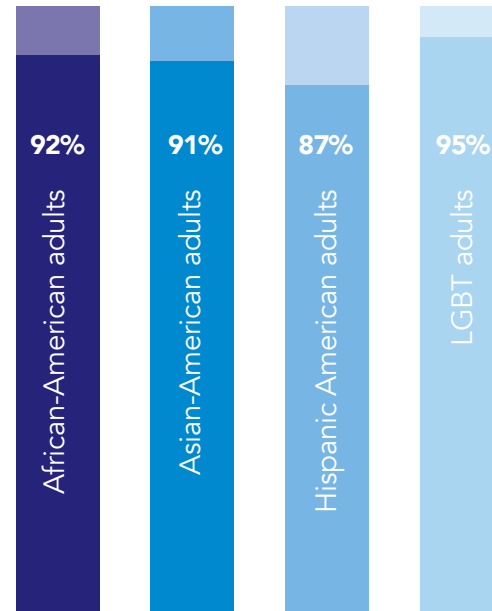
Magazine readership is diverse

African-American adults read an average of **9.7** print magazine issues per month, compared to **7.6** issues per month for all U.S. adults.

Asian-American adults read an average of **7.5** print magazine issues per month, close to the U.S. average.

Hispanic-American adults read an average of **7.9** print magazine issues per month, higher than the U.S. average.

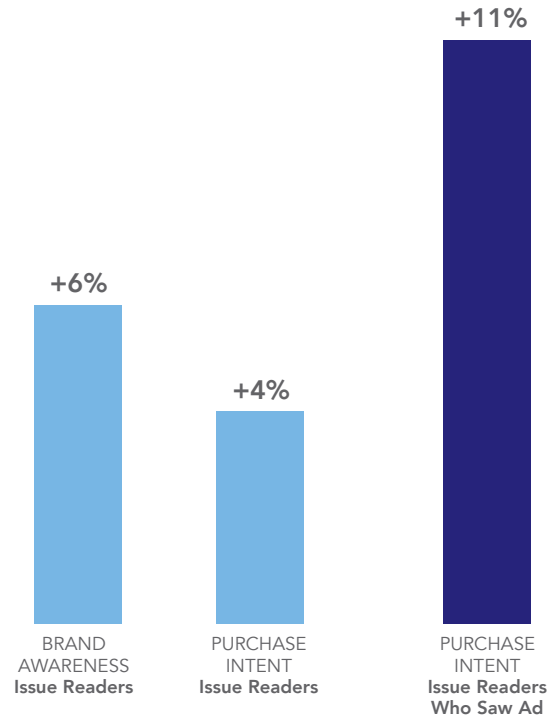
Lesbian, Gay, Bisexual and Transgender (LGBT) adults read an average of **8.5** print magazine issues per month, higher than the U.S. average.



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

Source: MRI-Simmons, Fall 2018

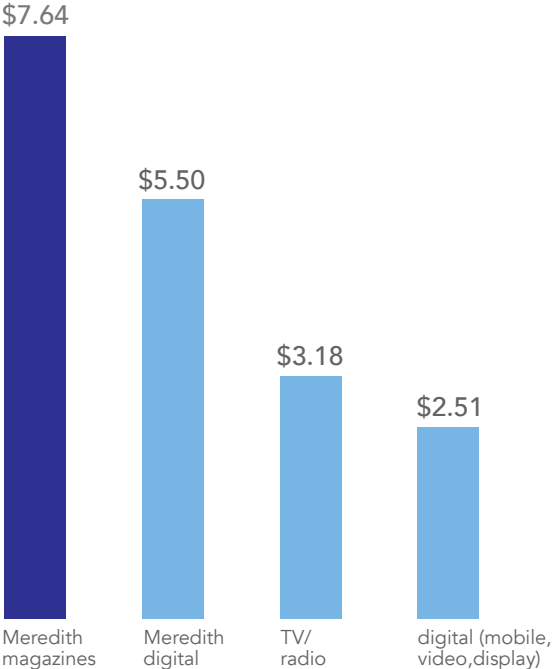
Advertising in magazines lifts brand awareness and purchase intent



Average change, post vs. pre

Data is Delta. Delta=Post-publication of issue – pre-publication of issue.
Total number of ads=580. Total number of respondents to post-publication waves=11,224.
Source: Signet Research AdLift studies of 25 issues of various magazines. 2016–2018

Across more than 2,200 ad campaigns, **Meredith** magazine brands show higher ROI than other channels



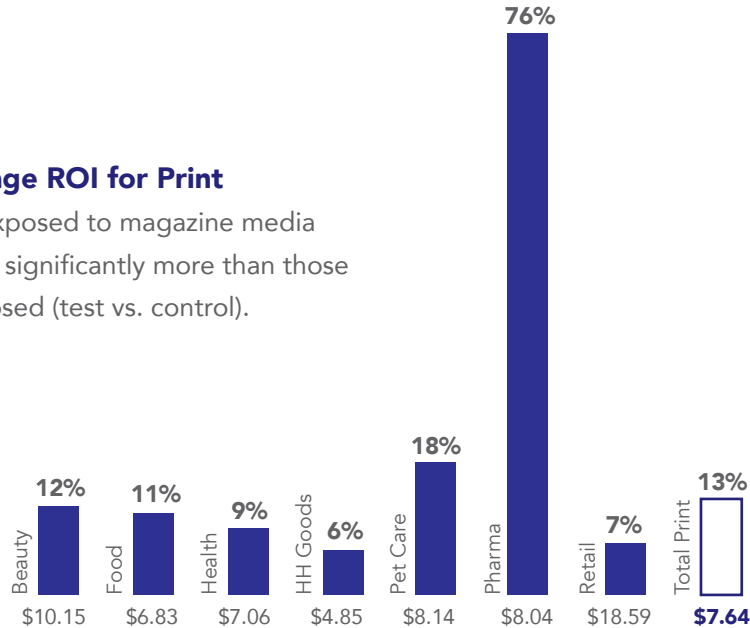
Average ROI — all studies

Note: ROI = incremental sales generated per media dollar spent, no margin applied, across over 2,200 studies.
Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – 2017

Advertising in magazine media **consistently increases sales** across product categories

Average ROI for Print

Households exposed to magazine media campaigns spent significantly more than those not exposed (test vs. control).

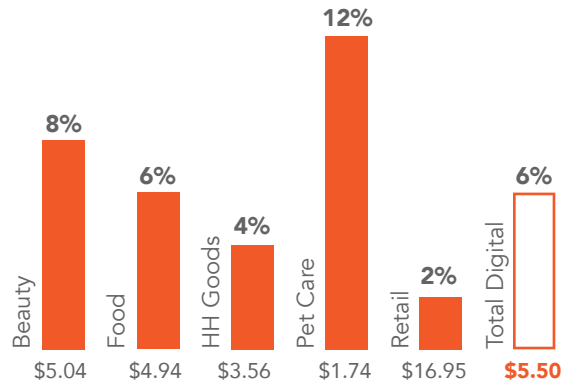


Note: Based on comparison exposed to matched unexposed control. Average dollar purchases per household/year (includes non-buyers). Number of brands per category: Beauty (21), Food (55), Health (8), Household Goods (7), Pet Care (9), Pharma (3), Retail (1).

Source: Meredith Corporation/Nielsen Catalina Solutions/Symphony Health/Nielsen Buyers Insights, 2015–2018

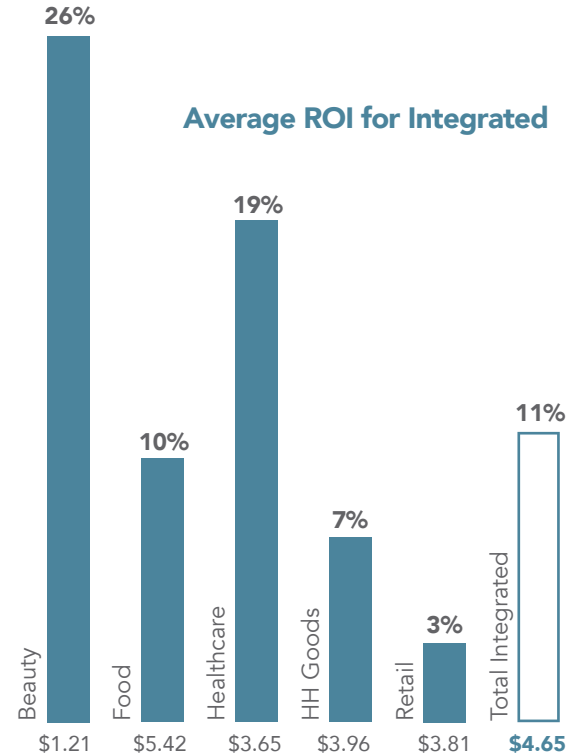
Sales increase due to advertising in magazine media on both print and digital platforms

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, 2015–2018

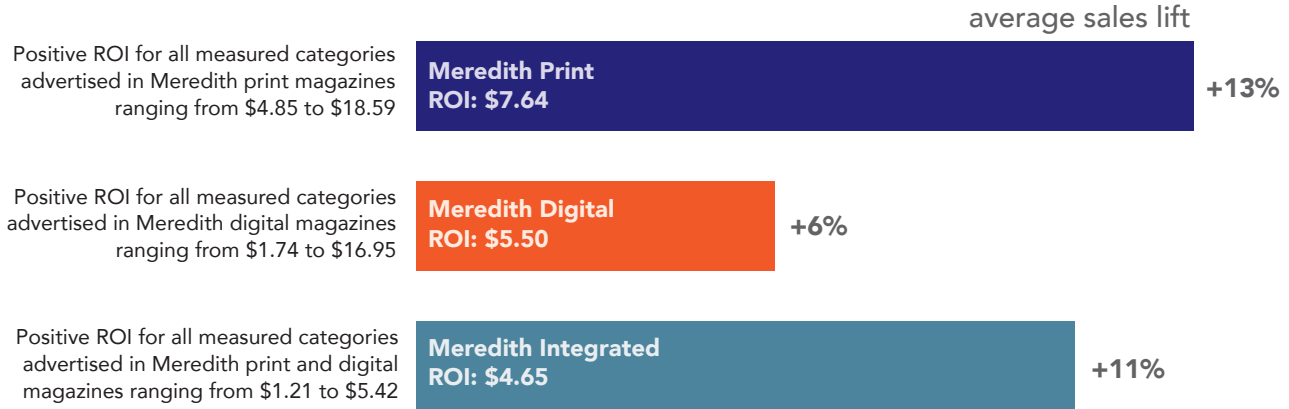
Average ROI for Integrated



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, 2015–2018

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 104 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

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 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

It inspires me in my own life

It's how I kick-back and wind down

It's a treat for me

It's how I learn about **new products**

magazine media

I would pay more for products that are *good for the environment*

Gives me something to **talk about**

Gets me to try new things

It inspires me to **buy things**

I get valuable information from this

Trust to tell the truth

get more magazine.org

Magazine media provide valued information, conversation and purchase inspiration

(index)	magazine media	websites	ad supported TV networks
a way to learn about new products	137	103	80
gets me to try new things	131	100	81
inspires me to buy things	125	107	79
like to kick back and wind down with this	125	83	115
gives me something to talk about	118	95	100
get valuable info from this	115	104	83
provides info that helps me make decisions	114	108	81
bring up things from medium in conversation	112	98	100

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.
 Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these vehicles in any medium.
 Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

Magazine media: more inspiring, fulfilling and trustworthy than websites or TV

(index)	magazine media	websites	ad supported TV networks
inspires me in my own life	134	97	88
touches me deep down	130	90	93
a treat for me	125	88	110
brings to mind things I really enjoy	121	93	100
trust to tell the truth	121	102	85
don't worry about accuracy	120	100	91
improves my mood, makes me happier	119	86	111
is one of my favorites	118	93	102
affects me emotionally	113	93	100
is relevant to me	108	106	86

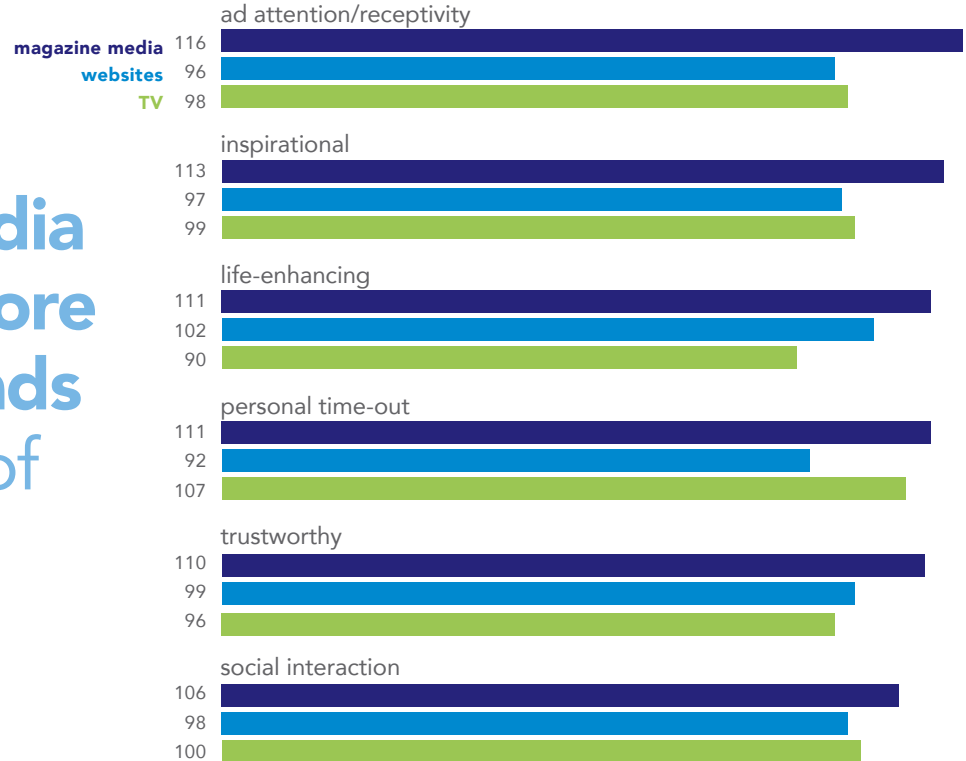
Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.

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

Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

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

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 who used a set of vehicles in each medium vs. composite scores of adults who used any of the magazine media, websites and TV vehicles.
 Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

Magazine readers believe in brands— and in paying more for the ones they value

Definitely agree or agree that... (index)

	magazines	Internet*	TV	radio
I am willing to pay more for luxury brands	137	106	108	130
I buy some brands without even looking at the price	131	99	106	124
I have expensive tastes	131	101	98	123
I would pay more for products that are good for the environment	131	107	105	101
People tend to ask me for advice before buying things	130	103	100	119
I tend to choose premium products and services	121	97	102	109
Well-known brands are usually better than shop's own brands	121	104	109	119
I would pay more for products that improve my life	120	102	104	98
I don't mind paying extra for good quality products	109	96	93	88

*Includes internet magazine activity.

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

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

Source: YouGov Profiles, December 2018

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

(index)	magazine media	websites	ad supported TV networks
pay attention to or notice ads	146	88	96
ads fit well with the content	145	94	90
products/services advertised are high quality	140	90	87
has ads about things I care about	135	92	88
get valuable info from the ads	133	93	89
more likely to buy products in ads	129	96	88
ads help make purchase decisions	128	96	88

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

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

Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

Print magazine readers notice ads and take action

Advertising effectiveness by position

	noted	action taken*
first quarter of book	55%	61%
second quarter of book	50	61
third quarter of book	49	62
fourth quarter of book	52	62

*Among those who noted

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

Source: MRI-Simmons, July 2017-June 2018

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**

**62% of readers
take action after
seeing a print
magazine ad**

Readers notice
and act on print
magazine advertising
regardless of size
or placement

Impact of print magazine advertising

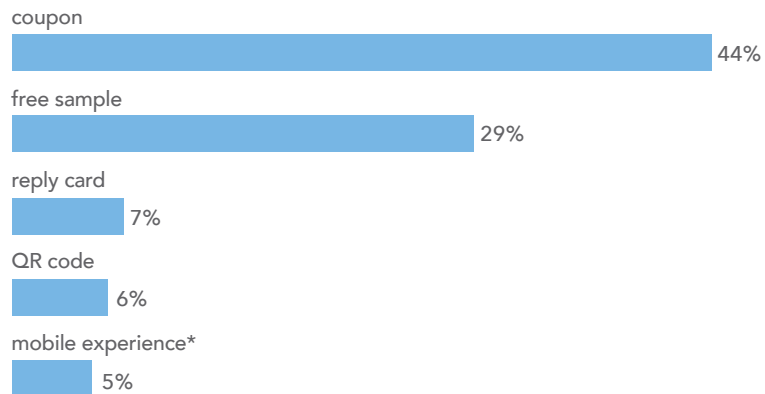
	noted 52%	action taken* 62%
all ads		
AD SIZE		
multiple pages (excluding spreads)	68	62
gatefold ads	64	60
spread	52	59
full page	51	61
half page	45	65
third page	44	66
less than half page	44	66
COLOR		
four color	52	62
black and white	46	56
PREMIUM POSITION		
inside front cover	77	61
inside back cover	61	61
back cover	63	62
adjacent to table of contents	58	61

*Among those who noted

Source: MRI-Simmons, Starch Advertising Research, July 2017 – June 2018

U.S. adults respond to offers in magazines

Responded to each of the following offered in a magazine



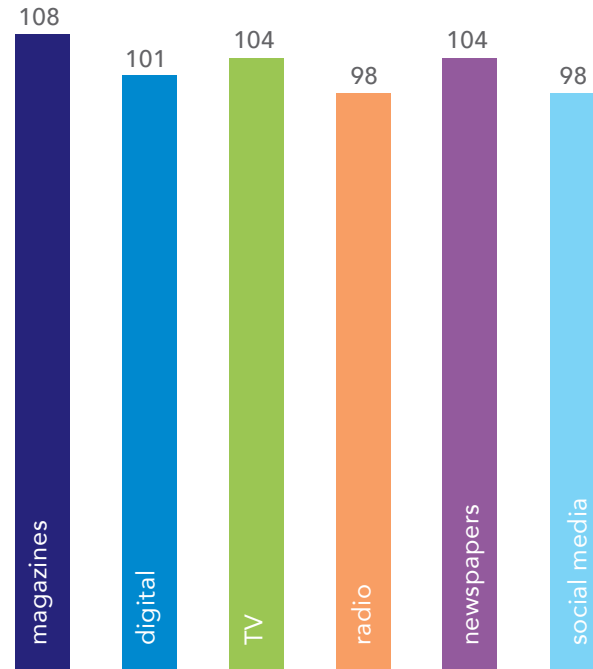
*(i.e. augmented reality, viewed a video)

Note: Total U.S. adults=2,500

Source: Quad/Graphics Customer Focus® 2018 Research Study

Experiences
with
magazine ads
are the **most
positive**

Positivity of ads in each medium (index)



Index: Percent Top Two Box in quality of experience (from very negative to very positive) across the media listed, plus cinema and out of home.

Note: Positivity measured on five-point scale.

Source: MESH Experience studies of 46 brands in the electronics, CPG, automotive and services categories, 2011–2018. Total sample size across all studies=31,201.

Magazine readers are the **ultimate influencers** and leaders on what's new

Definitely agree/agree... (index)

	magazines	Internet*	TV	radio
I like to read books before everyone else does	169	99	111	145
People often come to me for suggestions for new music/movies/TV shows	167	127	124	108
I like to stay up to date on the latest books	161	95	112	132
I am often among the first of my friends to try new technology products and services	132	112	95	129
I am happy to volunteer my time for good causes	131	110	104	95
I can usually convince people to see it my way	123	102	100	119
Assertive (self-perception)	120	96	104	76
I am not afraid of change	120	94	90	98
A leader (self-perception)	119	90	97	99

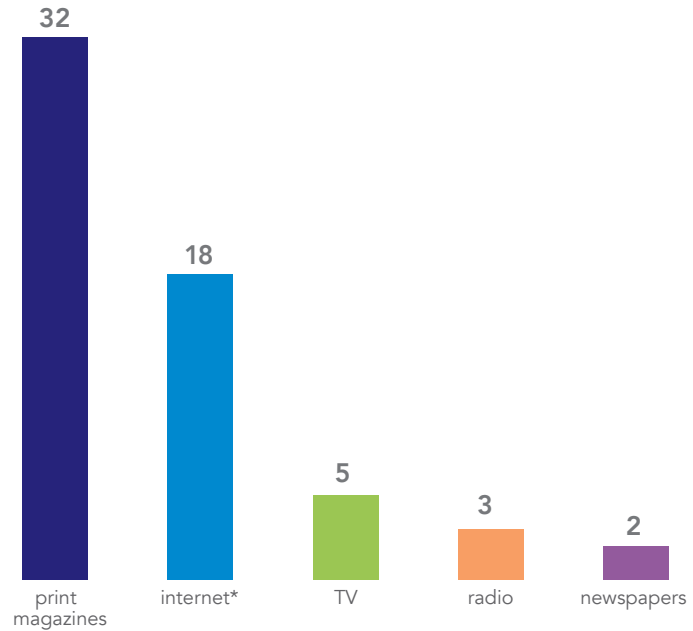
*Includes internet magazine activity.

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

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

Source: YouGov Profiles, December 2018

**Print
magazines
are #1** in
reaching super
influentials with
higher incomes



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

*Includes internet magazine activity.

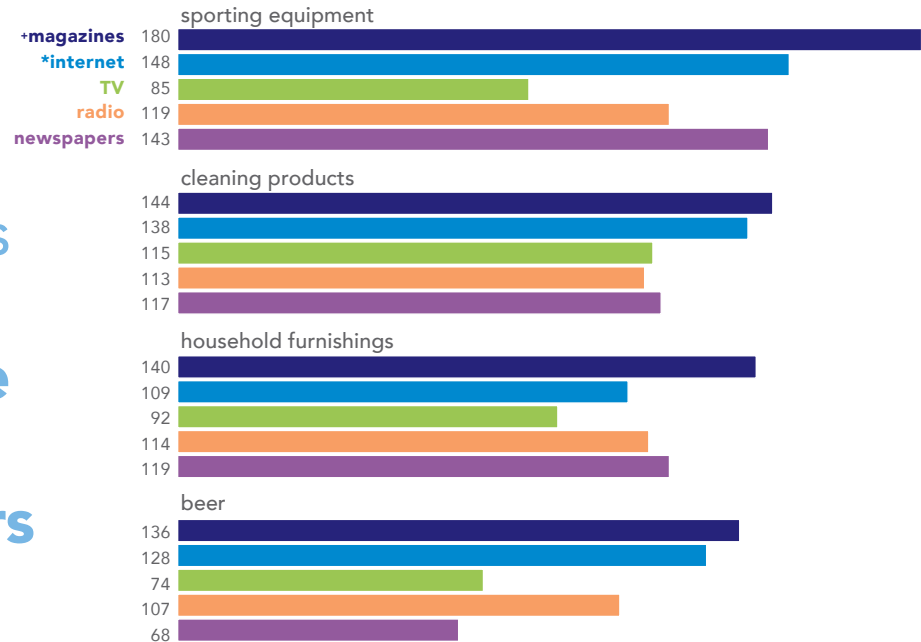
Base: Top quintile of users of each medium among adults with HHI of \$75K+.

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 have recommended products or services to others.

Source: MRI-Simmons, Spring 2018

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

Super influentials among devoted media users (index)



*Includes internet magazine activity.

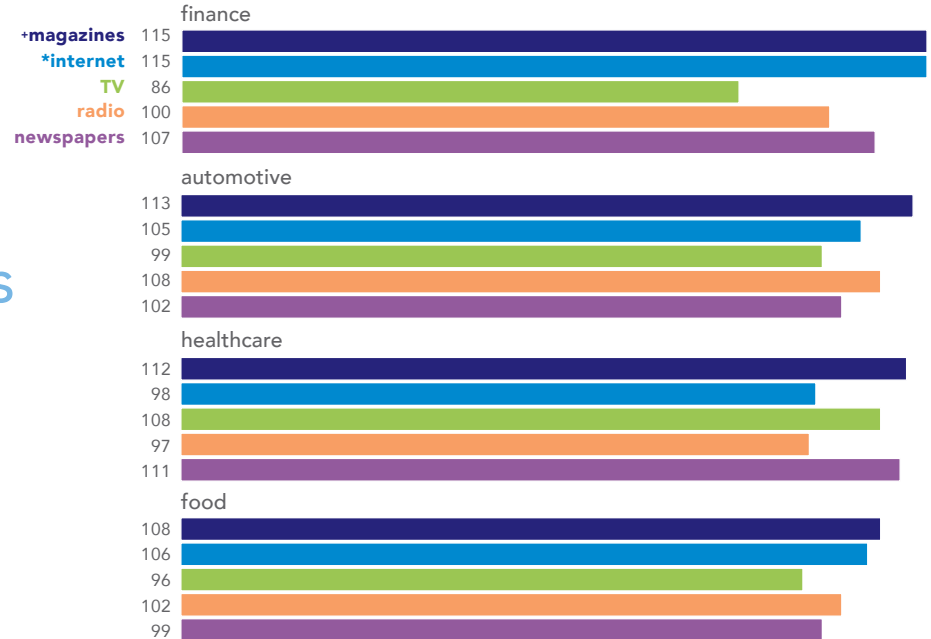
Index: Percentage of super influentials among the top quintile of users of each medium vs. percentage of super influentials among adults 18+.

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

Source: MRI-Simmons, Spring 2018

Devoted print magazine readers are **trusted** recommenders across product categories

Trusted recommenders among devoted media users (index)



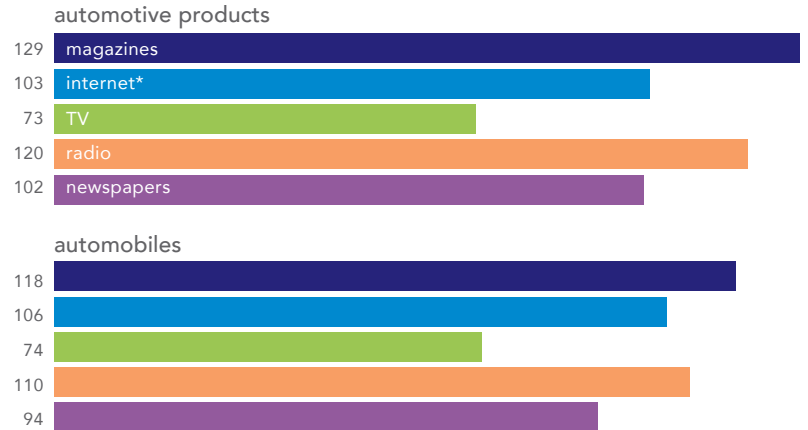
*Includes internet magazine activity.

Index: Percentage of recommenders within top quintile of users of each medium vs. percentage of recommenders among all adults 18+. Recommenders are defined as people who say they have recommend products or services within a category to others within a category.

Source: MRI-Simmons, Spring 2018

Automotive influencers are devoted to print magazines

Category influential consumers among devoted media users (index)



*Includes digital magazine reading.

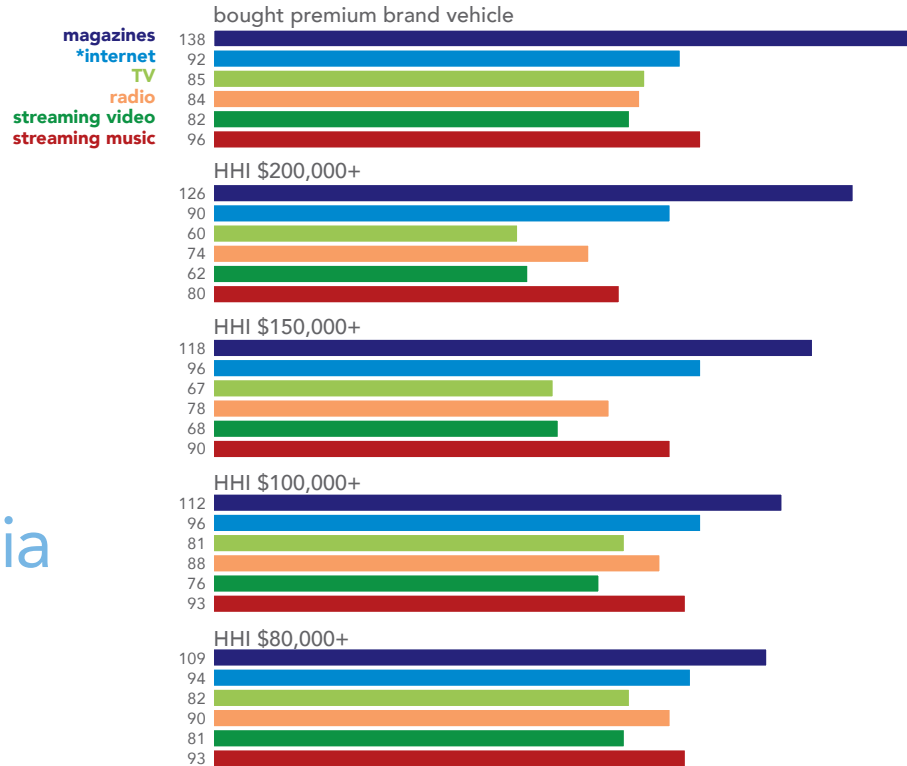
Index: Percentage of category influentials among the top quintile of users of each medium vs. percentage of category influentials among adults 18+.

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

Source: MRI-Simmons, Spring 2018

Premium and upscale new car buyers **favor** magazine media

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

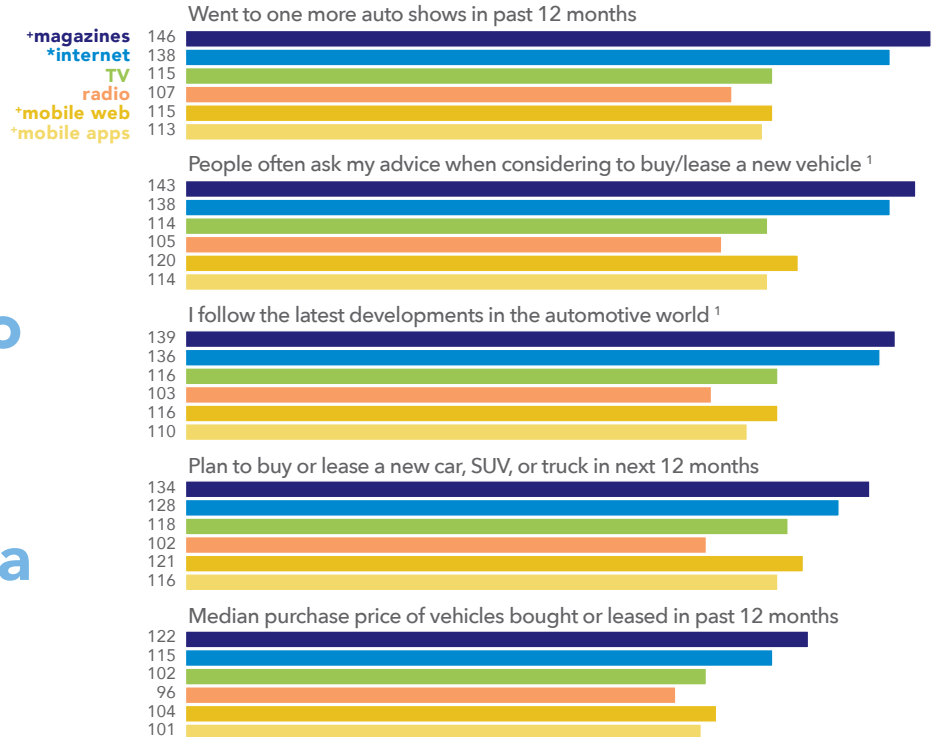


*Includes internet magazine activity. Note: Magazine media quintiles based on readership of 90 titles. Index: Top quintile of users of each medium among new vehicle buyers vs. all of new vehicle buyers.

Source: JD Power Automotive Media and Marketing Report, Summer 2018

Affluent auto buyers and auto enthusiasts are drawn to magazine media

Automotive affinity, plans, and prices among affluent devoted users of each medium (index)



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

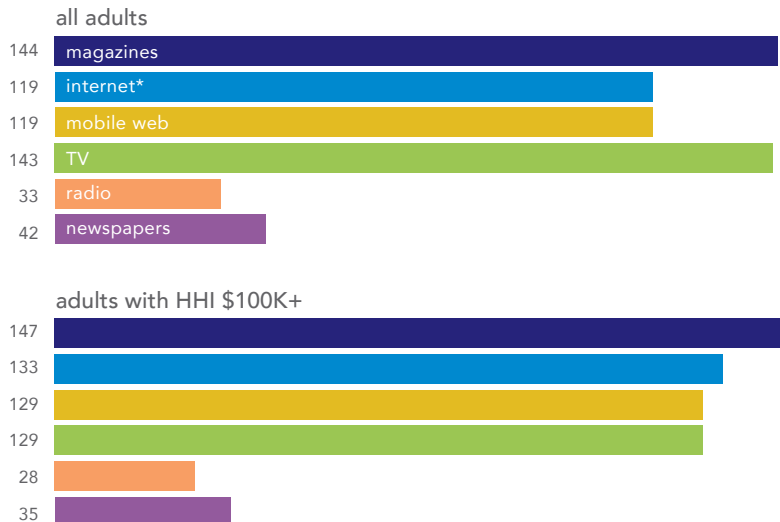
1-(definitely agree/tend to agree).

Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2018

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

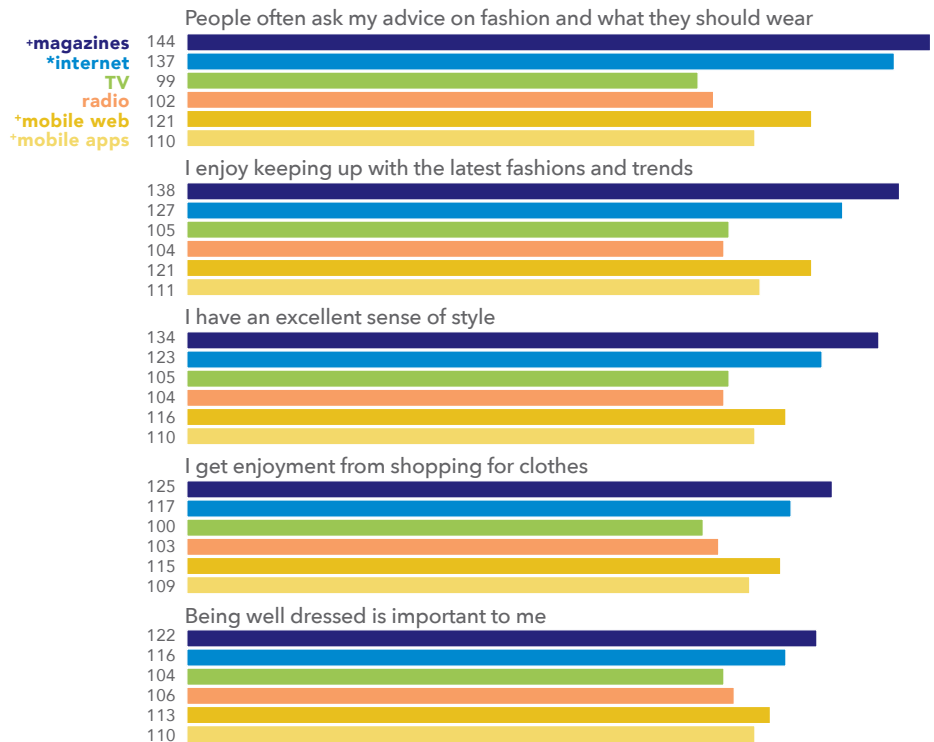
Medium keeps me up-to-date with the latest styles and trends (index)



*Includes digital magazine reading.
Index: Individual medium vs. average for all media.
Source: MRI-Simmons, Spring 2018

Affluent magazine media readers lead the way in fashion and style

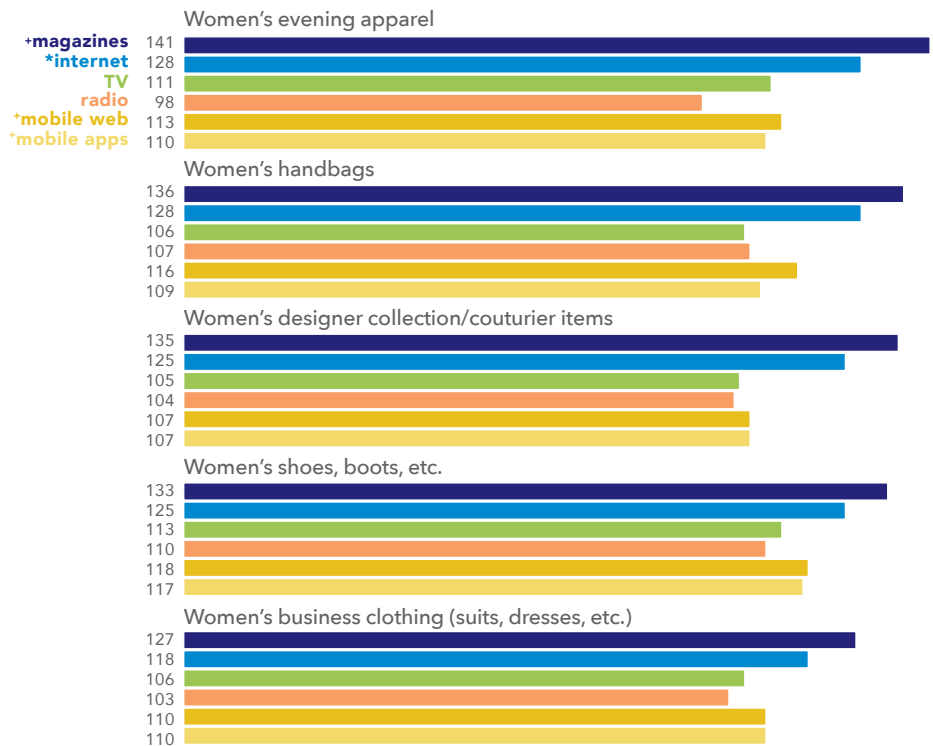
Definitely agree/tend to agree with each statement (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine media readers spend big on fashion and style

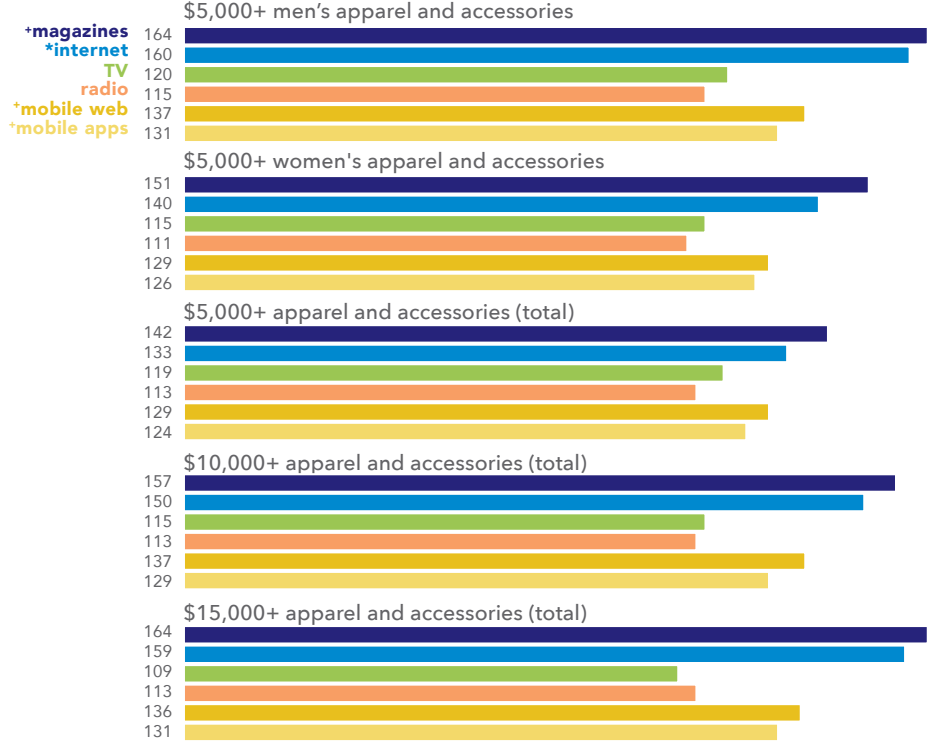
Median expenditures in past 12 months on... (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Magazines top other media in spending on apparel

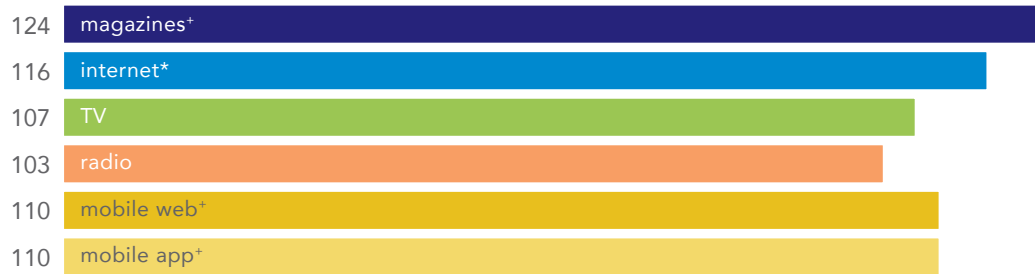
Apparel spending among affluent devoted media users in past year (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine media readers spend big on men's fashion

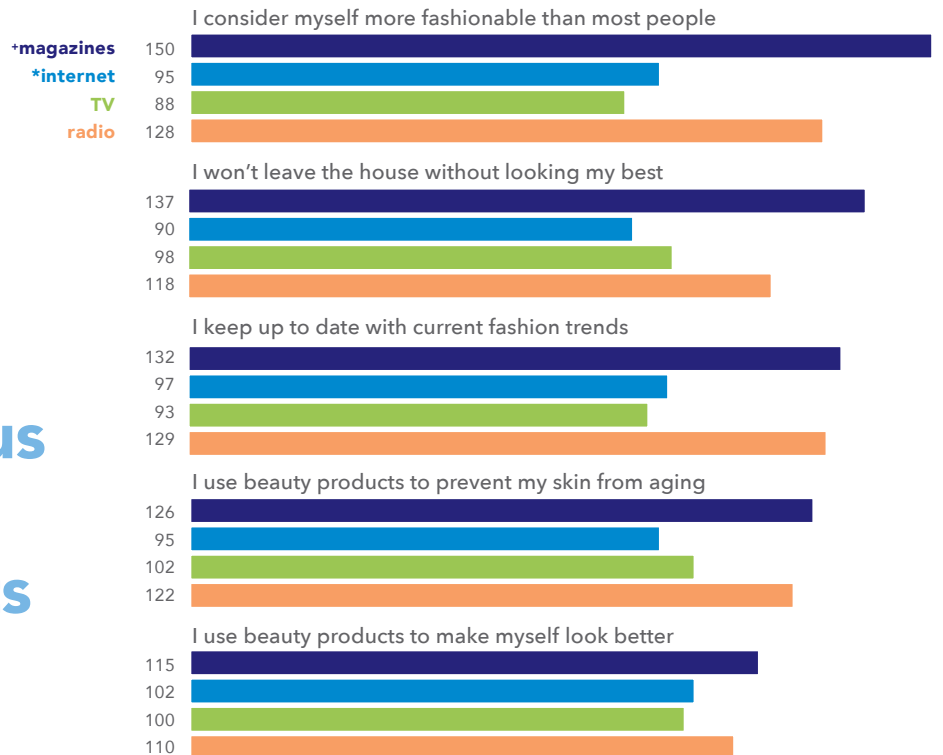
Men's business clothing — median expenditures in past 12 months (index)



*Includes digital magazine reading. +Includes magazine brand content.
Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
Source: Ipsos Affluent Survey USA, Fall 2018

Magazine readers are fashion conscious believers in beauty products

Definitely agree or agree that... (index)



*Includes internet magazine activity. +Includes internet magazine activity.
 Index: Percentage of top users of each medium vs. percentage of adults 18+.
 Note: Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 31 hours per week. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+.
 Source: YouGov Profiles, December 2018

Magazine media readers spend more on beauty and skin care products

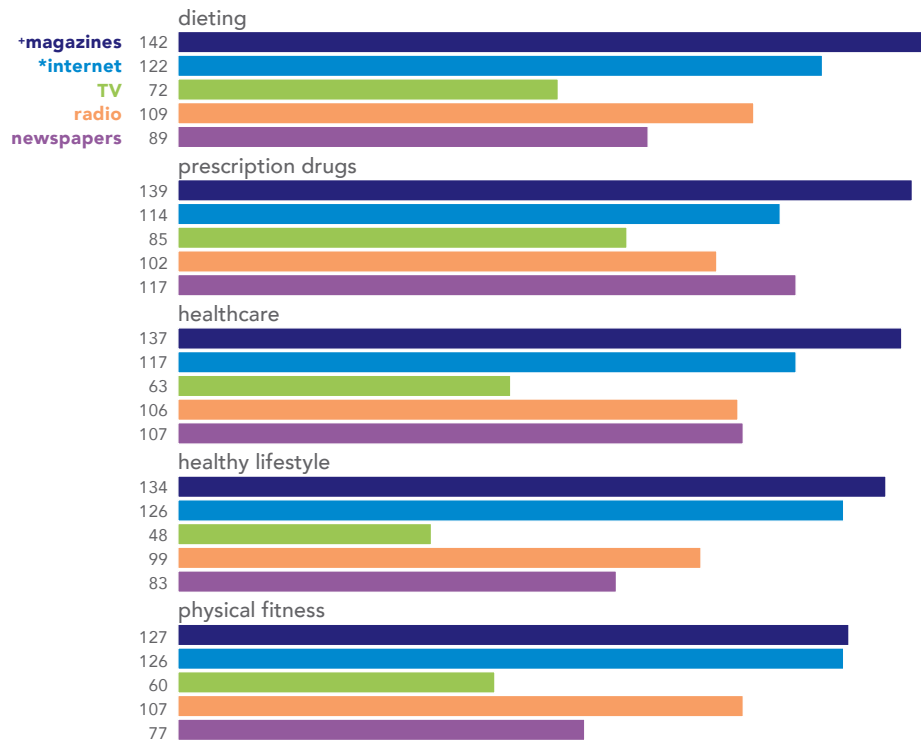
I spend a lot of money on beauty and skin care products—agree (index)



*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2018

Print magazines
rank #1
in reaching
super influential
consumers
in healthcare

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



*Includes digital magazine reading.

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

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

Source: MRI-Simmons, Spring 2018

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

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

	magazine media	internet*	TV	radio	newspapers	mobile web
Friends come to me for advice about healthcare and medications	148	108	97	125	120	120
I am first among my peers to investigate vaccines that are recommended but not required	146	110	109	117	119	111
It's worth paying more for branded prescription medications rather than getting generic products	139	119	109	122	111	133
I often discuss new prescription medicines with my doctor	138	99	112	112	115	106
I research healthcare information so that I am better informed about different healthcare treatment options	137	110	101	107	108	105
Pharmaceutical advertisements make me more knowledgeable about medicines	135	116	123	108	114	111
I typically conduct research online prior to a doctor's appointment	132	122	105	121	91	126
I research treatment options on my own and then ask my doctor about them	131	114	107	113	98	113
I am better informed about my health than most people	131	99	100	98	121	91
I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised	130	113	116	115	106	111
I am willing to ask my doctor for a vaccine that I have seen or heard advertised	129	103	103	105	114	103

*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2018

Magazine media readers are especially health-conscious

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

	magazine media	internet*	TV	radio	newspapers	mobile web*
I refer my friends to certain websites I find helpful	155	131	112	117	93	142
Diet plans usually work for me	135	93	89	105	100	110
I take non-prescription medicine as soon as I get sick	125	103	108	108	103	114
I participate in preventative healthcare	118	88	92	98	114	91
I always try to eat healthy foods and maintain a balanced diet	115	91	89	106	112	89
I believe that vitamins and nutritional supplements make a difference in long-term health	115	101	101	104	104	100
Exercise is important to my diet and nutrition plan	114	92	83	105	110	96

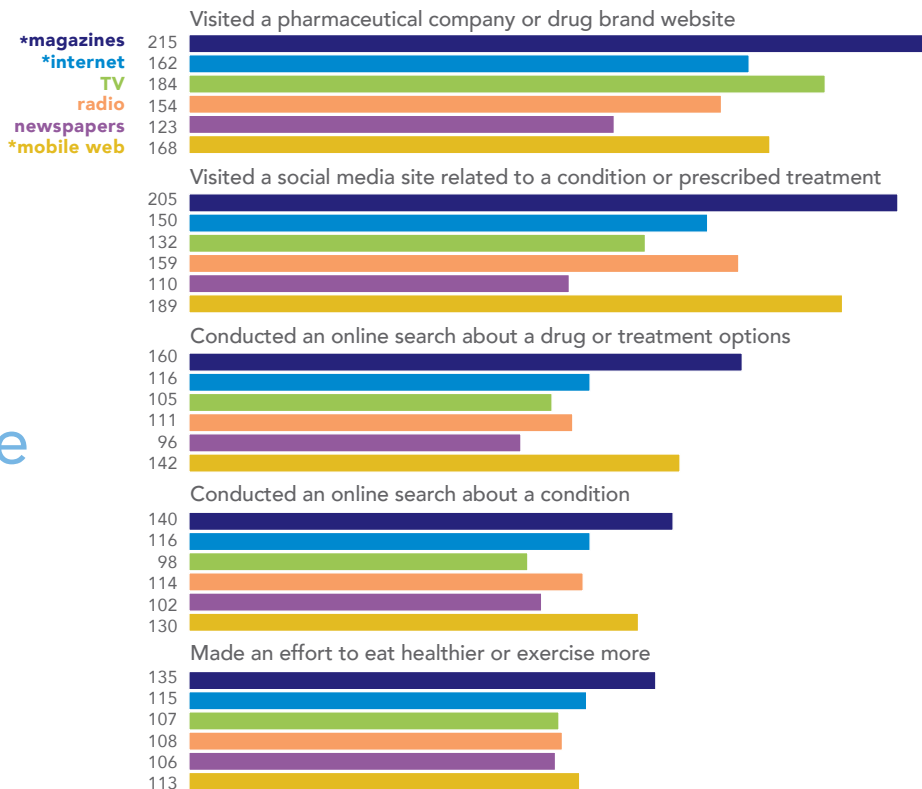
*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2018

Magazine media readers take action online and offline to maintain their health

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



*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2018

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	mobile web*
Visited any website	216	141	147	116	121	175
Used a coupon	201	137	108	128	101	166
Consulted a pharmacist	201	124	156	107	138	134
Made an appointment to see a doctor	193	109	138	110	108	143
Discussed an ad with a friend or relative	184	117	143	158	125	152
Watched a video online	183	163	138	130	104	171
Purchased a non-prescription product	177	125	120	120	106	154
Discussed an ad with your doctor	173	96	129	106	100	105
Conducted an online search	171	125	134	98	104	139
Refilled a prescription	168	117	137	138	94	142
Took medication	156	121	150	117	87	149

*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2018

Parenting super influentials are more likely to be devoted magazine readers

Parenting super influentials among devoted media users (index)



*Includes digital magazine reading.

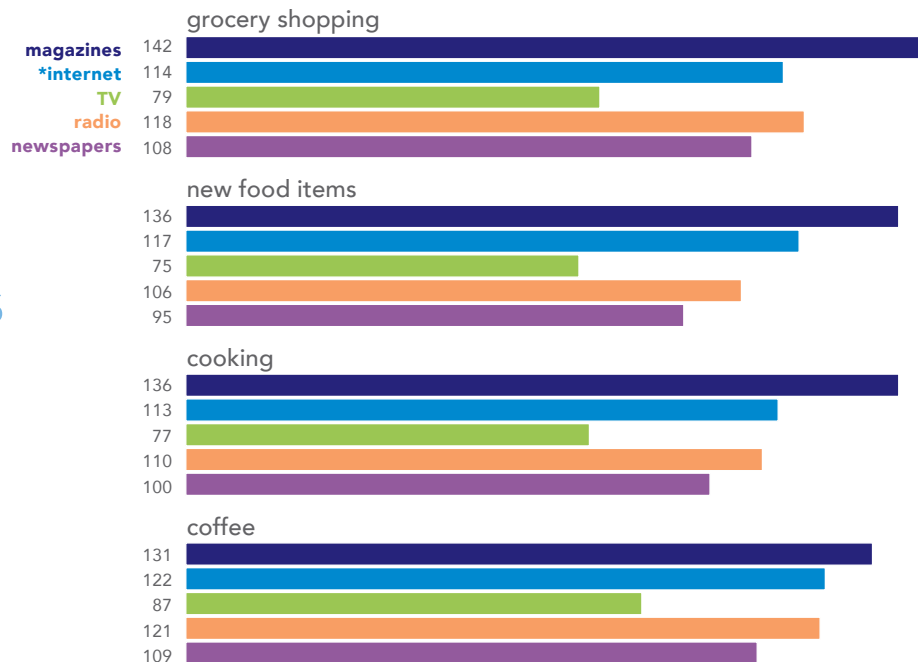
Index: Percentage of super influentials among the top quintile of users of each medium vs. percentage of super influentials among adults 18+.

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

Source: MRI-Simmons, Spring 2018

Food super influentials devour print magazines

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



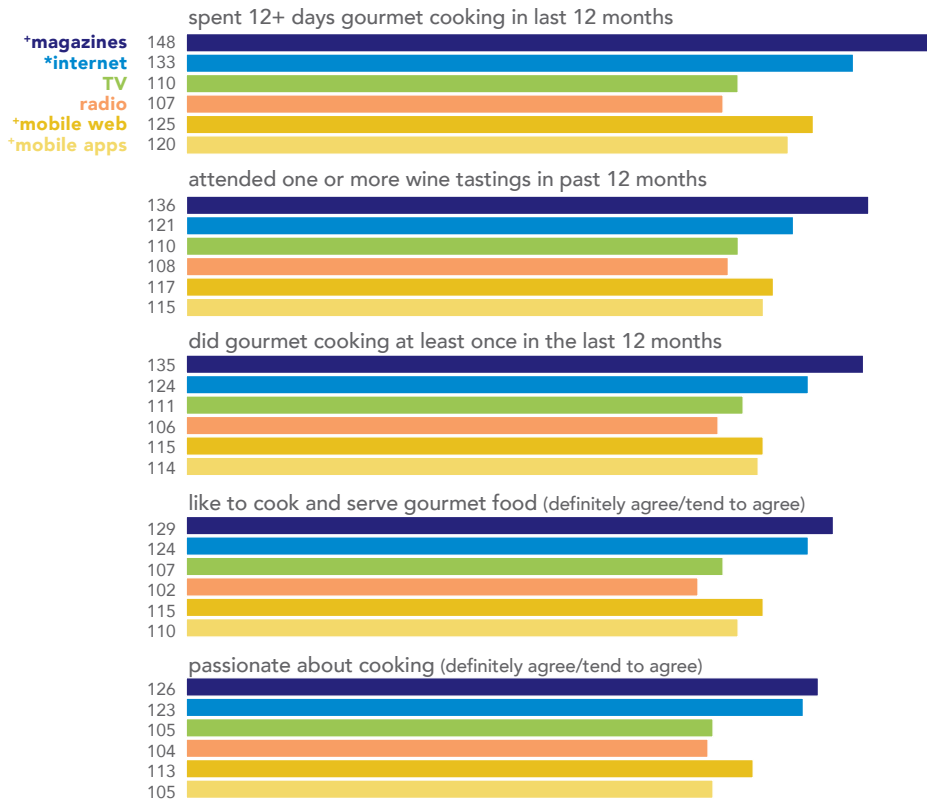
*Includes internet magazine activity.

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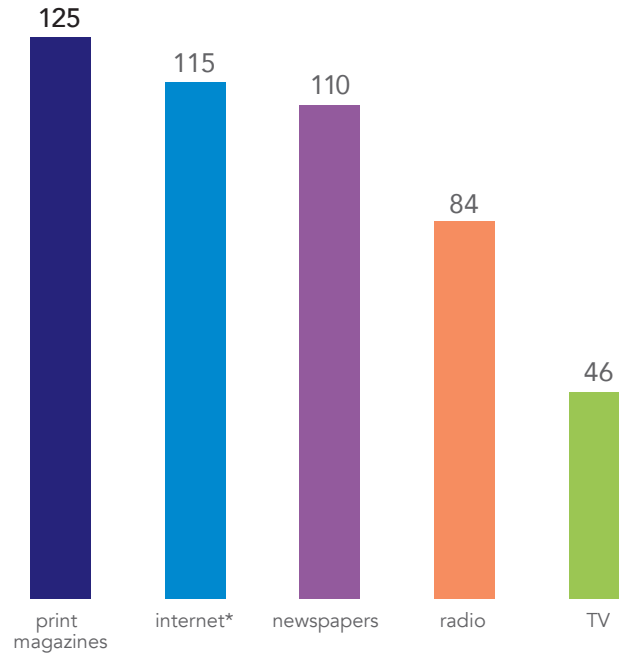
Source: MRI-Simmons, Spring 2018

Affluent lovers of gourmet food and cooking are devoted to magazine media



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

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



Household income \$250K+ (index)

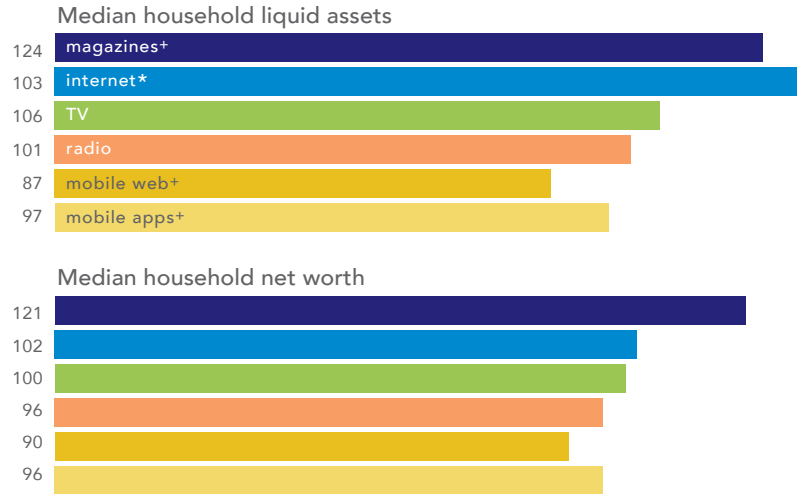
*Includes internet magazine activity.

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

Source: MRI-Simmons, Fall 2018

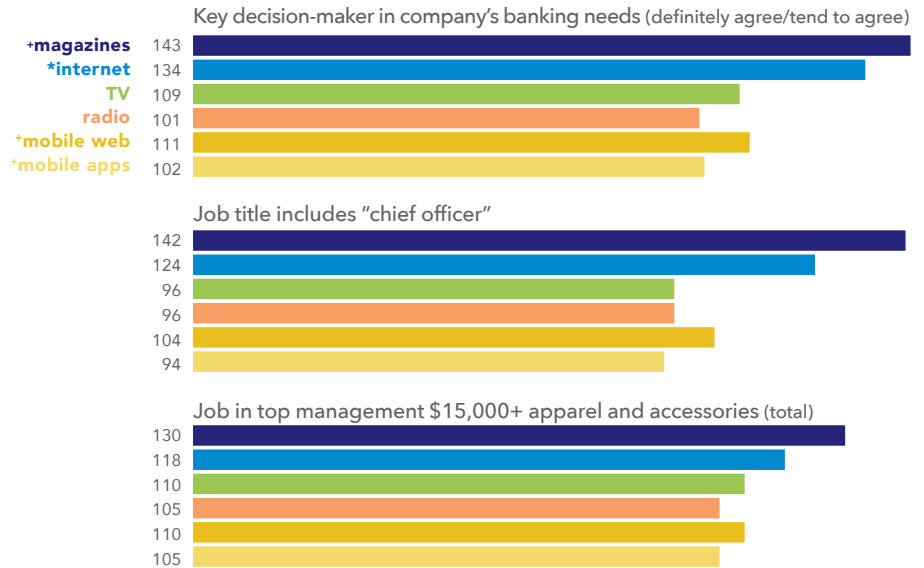
Households with the greatest financial assets favor magazine media

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



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Median household net worth and median liquid assets for top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

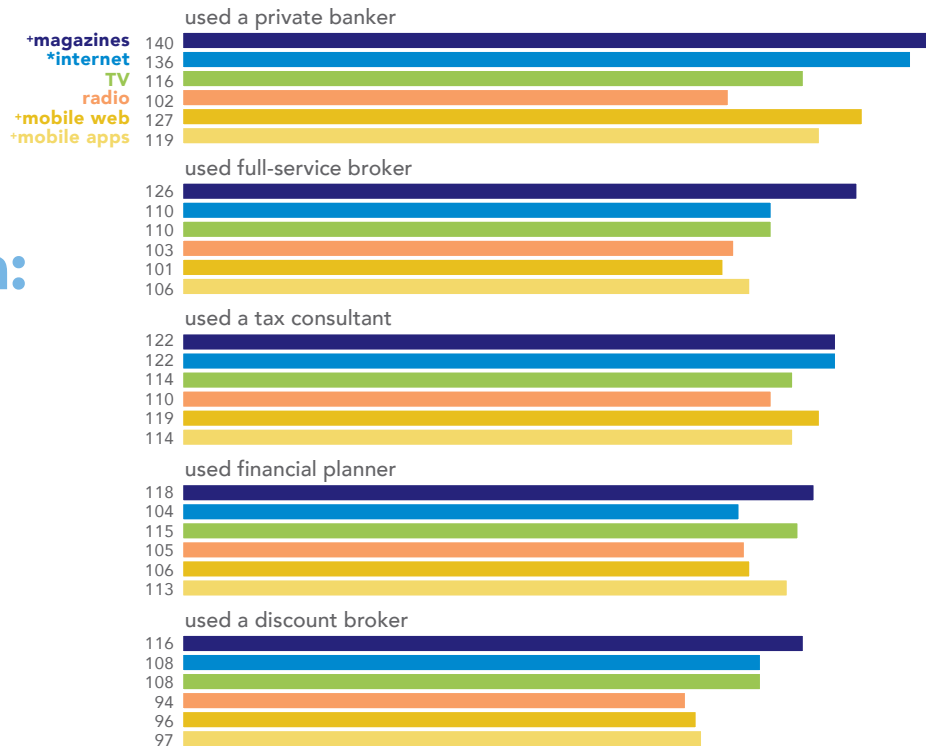
The most effective way to the C-suite is through magazine media



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Note: Chief Officer includes CEO, COO, CFO and other Chief Officers.
 Source: Ipsos Affluent Survey USA, Fall 2018

Magazine media: where to find active affluent investors

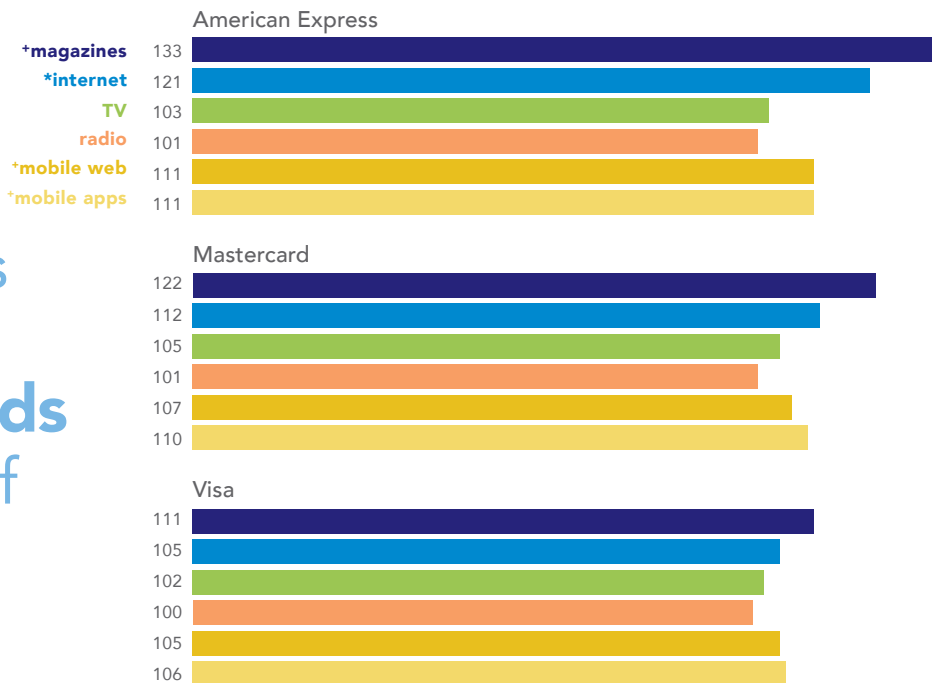
Financial consultant used by anyone in household in past 12 months (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine readers spend more on their credit cards than consumers of other media

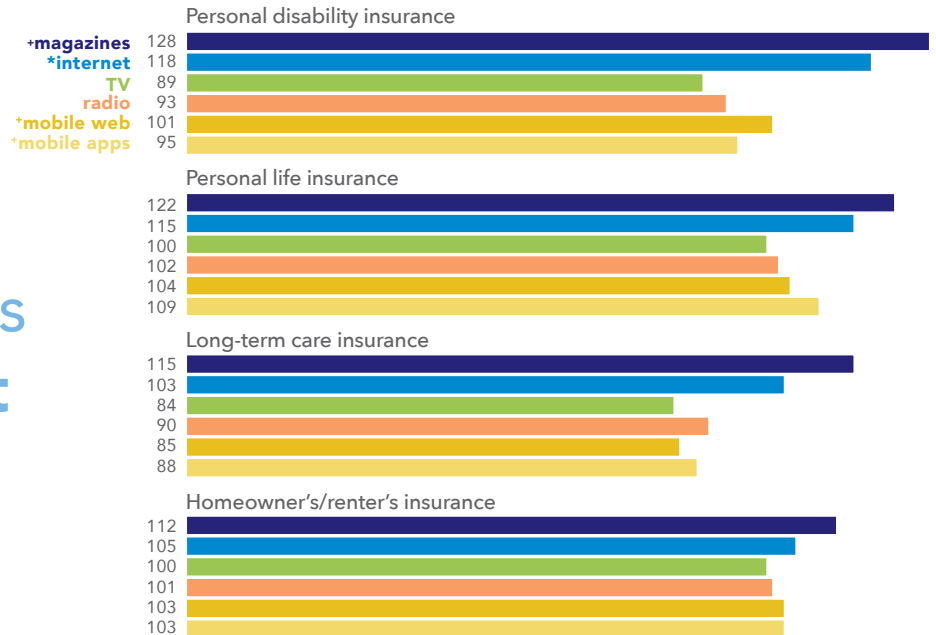
Average monthly charges of \$1,000 or more (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine readers spend the most on insurance

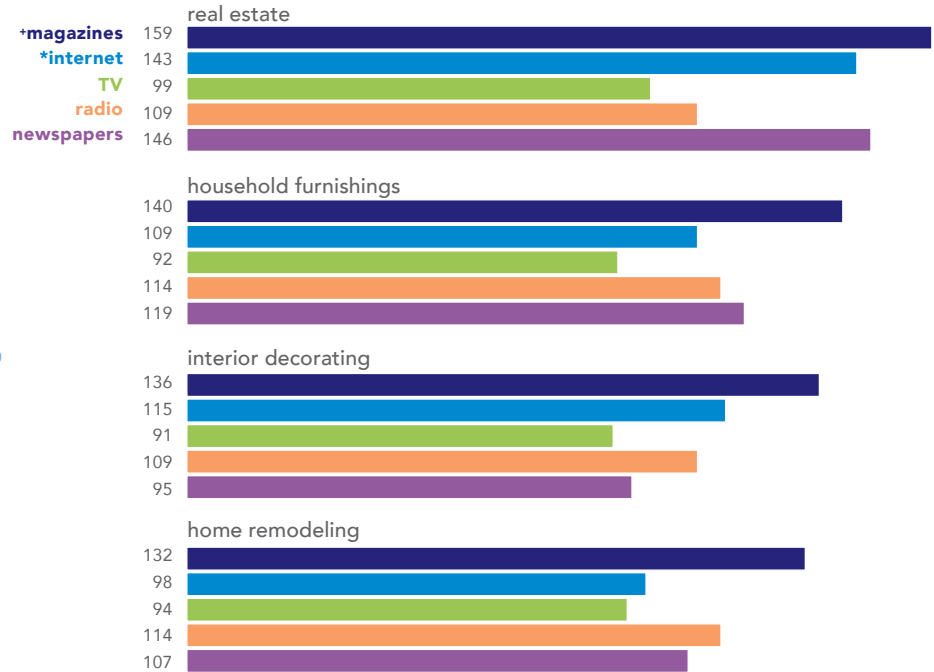
Median household expenditures in past 12 months on... (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Home improvement super influentials are devoted print magazine readers

Home improvement super influentials among devoted media users (index)



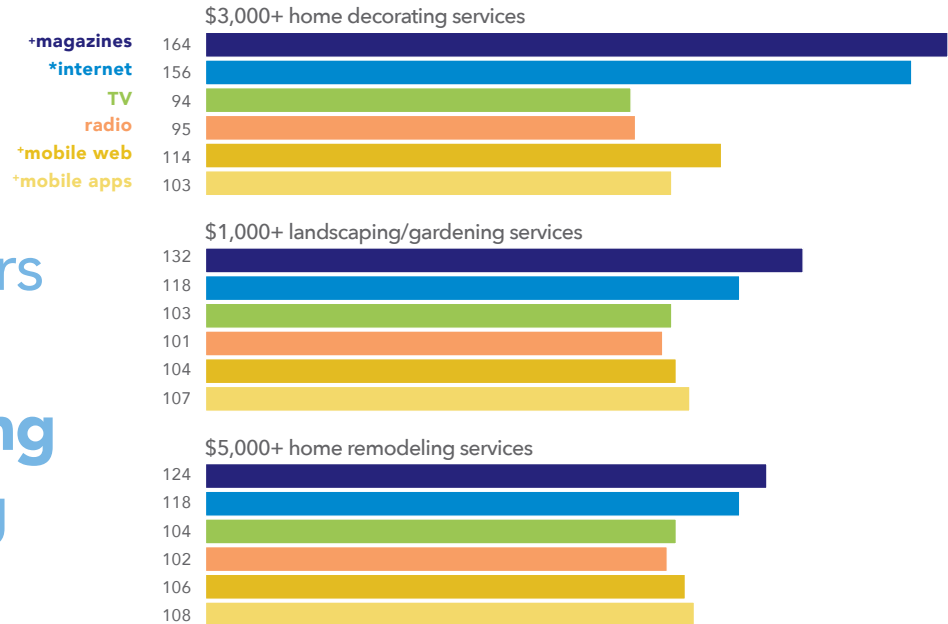
*Includes internet magazine activity.

Index: Percentage of super influentials among the 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 the topic, whose advice on this topic is trusted by friends and family members, and who have recommended products or services in this topic to others.

Source: MRI-Simmons, Spring 2018

Affluent magazine readers spend big on home remodeling and decorating services

Home improvement spending among devoted media users (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

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	144	138	114	104	117	120
Spent 12+ days redecorating home	141	122	110	107	114	113
Used retail store design or sales staff	132	116	131	113	117	117
Used any home-related professional	126	121	115	108	115	114
Used landscape designer	122	118	114	112	117	118
Used building contractor	121	117	115	108	116	113
IN THE NEXT 12 MONTHS						
Plan to remodel or renovate kitchen	132	125	120	106	121	122
Plan to build or buy a home	128	126	104	104	122	113
Plan to remodel or renovate bathroom	124	117	115	110	118	123
Plan to remodel or renovate home	121	114	114	111	114	115

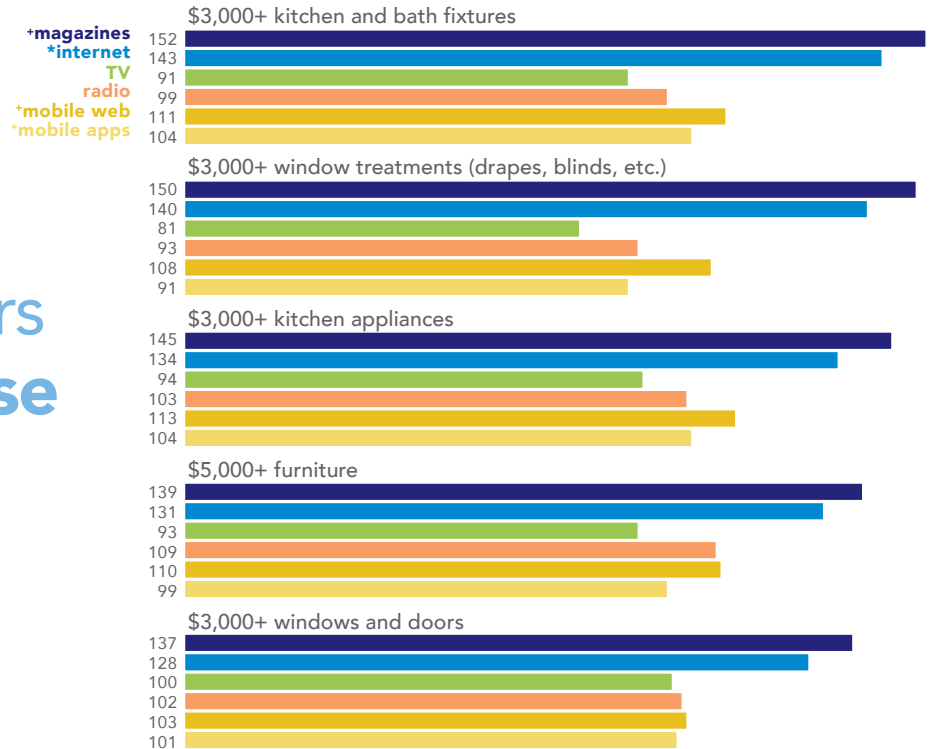
*Includes digital magazine reading. +Includes magazine brand content.

Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities, and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine readers spare no expense to beautify their homes

Home improvement spending among affluent devoted media users (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine readers **spend the most** 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	154	147	105	102	127	116
\$1,000 watches	164	157	98	100	120	108
\$1,000 fine watches	168	162	93	101	121	109
\$500+ fine jewelry	150	136	111	103	117	115
\$1,000+ fine jewelry	153	137	105	98	116	112
\$3,000 fine jewelrey	160	148	97	98	112	107
\$1,000+ fine watches, fine jewelry	153	140	108	103	119	113
\$3,000+ fine watches, fine jewelry	157	147	96	98	115	110
\$1,000+ skin care, cosmetics, and fragrance	143	134	115	108	121	116
\$3,000 skin care, cosmetics, and fragrance	167	160	96	94	118	107

*Includes digital magazine reading. +Includes magazine brand content.

Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities, and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2018

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 outside the U.S. in past 12 months	159	145	100	101	119	108
Took five or more airline trips for business in past 12 months	146	139	112	112	128	121
Took five or more domestic airline trips in past 12 months	132	127	112	122	122	118
Own a powerboat or sailboat	127	108	104	107	106	105
Took a cruise of 7+ days in past three years	127	113	102	97	100	103
Took five or more airline trips for domestic vacations in past 12 months	122	112	99	110	111	110
Travel to Europe in the past three years	118	112	103	107	108	113
Belong to any frequent traveler program	105	103	103	102	103	104
Took a cruise of 1-6 days in past three years	144	136	106	98	117	109

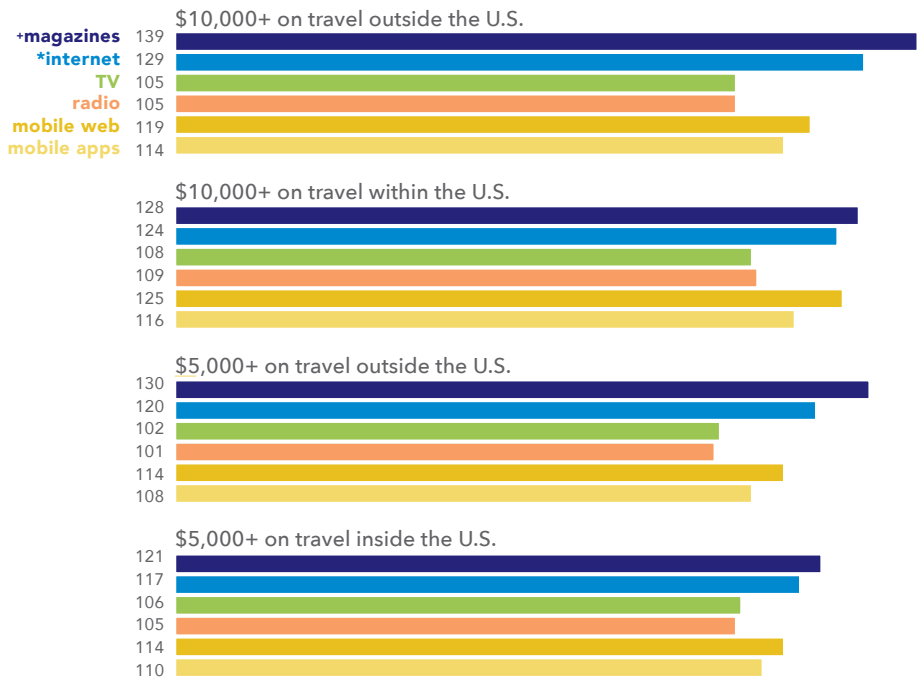
*Includes digital magazine reading. +Includes magazine brand content.

Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities, and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+

Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine readers spend the most on travel

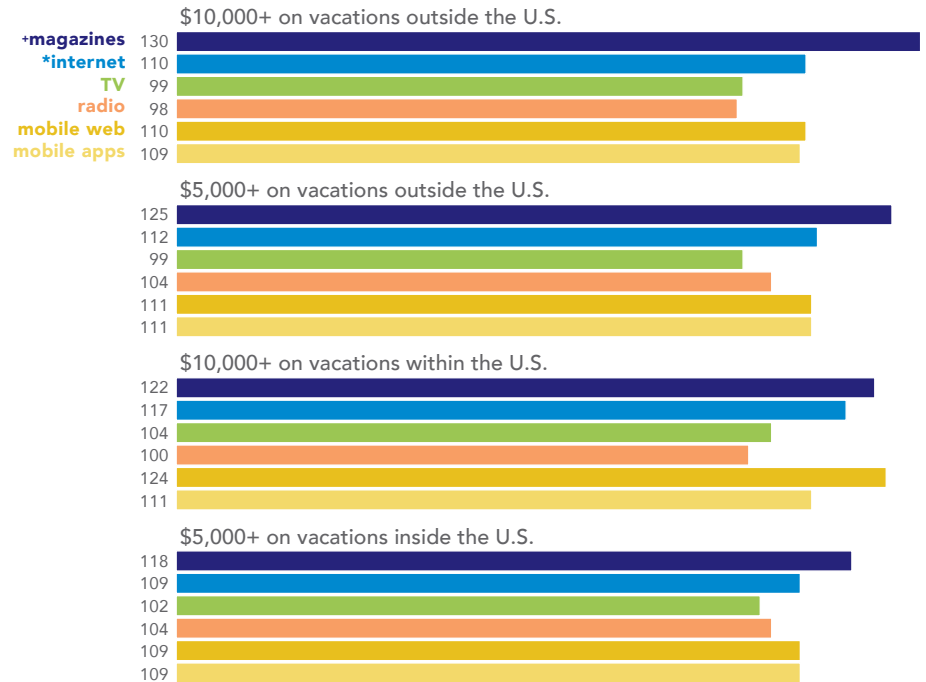
Amount spent on total travel in past 12 months (index)



*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent magazine readers spend heavily on vacations

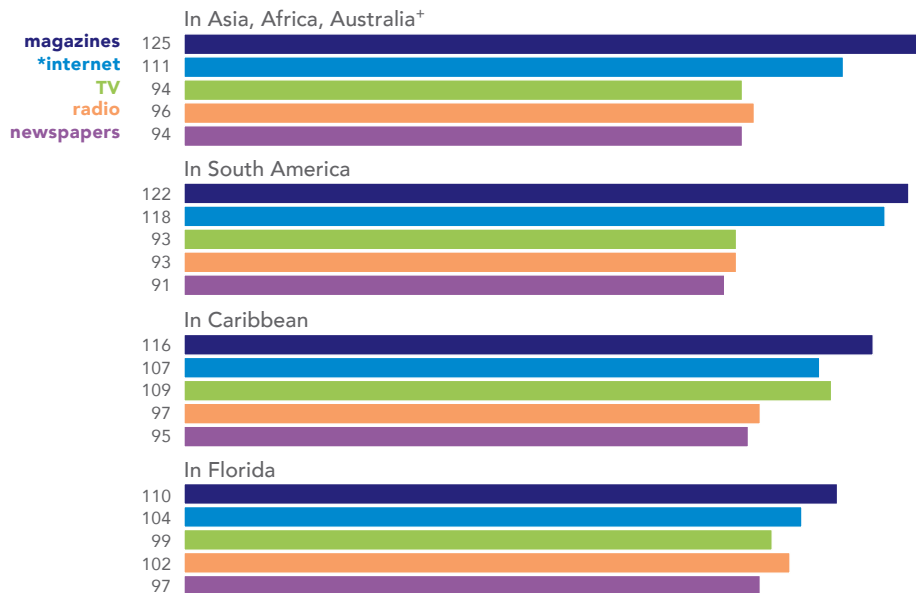
Amount spent on vacations in past 12 months (index)



*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Affluent print magazine readers travel widely

Very/Somewhat likely to take vacation in next 12 months (index)



*Includes internet magazine activity.

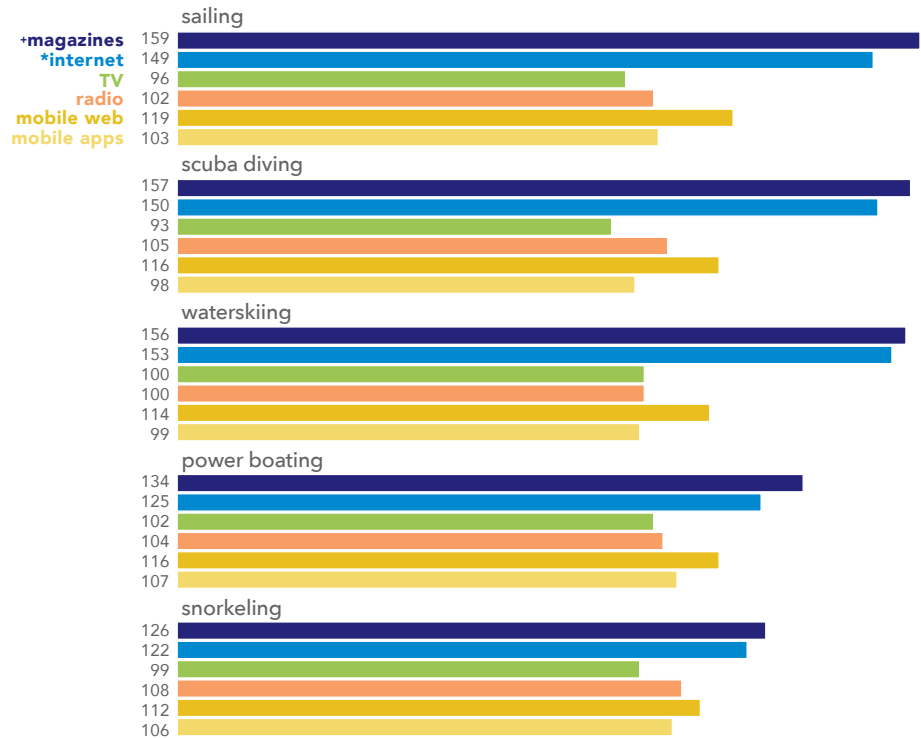
+ i.e., vacation abroad outside Europe, Caribbean, and South America

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

Source: MRI-Simmons, Spring 2018

Water sports and activities attract upscale magazine media readers

Participated in at least once in the past 12 months (index)



*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

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

Activities participate in regularly (index)

	magazine media	internet*	TV	radio	newspapers	mobile web*
bicycling	169	96	79	110	143	96
spa services	157	104	73	105	101	108
adult education	147	112	98	101	123	103
cooking for fun	139	103	95	108	99	108
shopping for fun	137	112	107	106	83	119
yoga/pilates	137	112	84	107	111	132
dancing	137	107	114	135	99	117
entertaining friends/family	135	103	97	117	115	107
photography	134	97	96	132	108	125
fitness walking	132	87	85	106	125	86
go to the movies	130	113	108	123	103	120
weight training	129	95	68	106	105	98
hiking	128	95	69	115	115	106
running/jogging	123	115	81	116	86	121
fine dining/eating out	121	101	88	116	120	107
aerobics	119	64	76	109	112	78

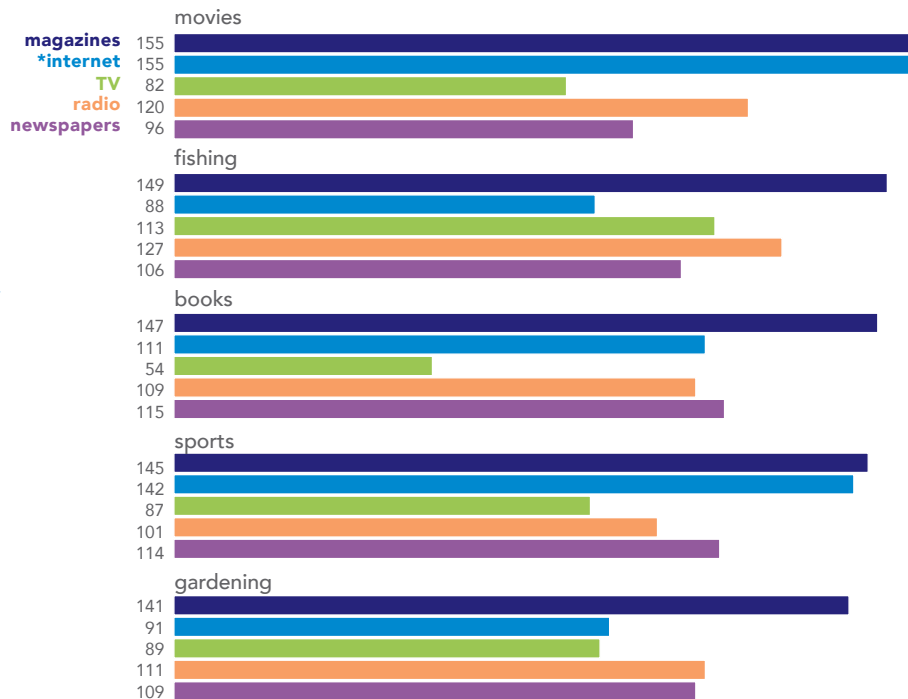
*Includes internet magazine activity.

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

Source: Kantar Media, MARS Consumer Health Study, 2018

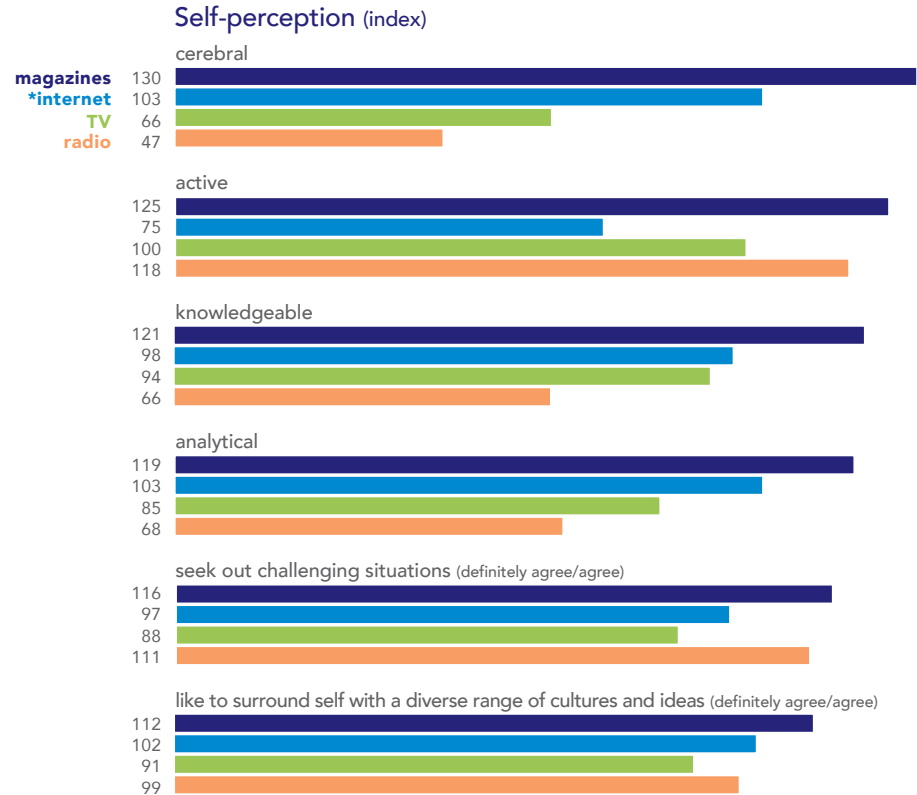
Print magazine readers strongly influence others in how they use their free time

Super influential consumers among devoted media users (index)



*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Percentage of super influentials among the top quintile of users of each medium vs. percentage of super influentials among adults 18+.
 Note: Super-influentials are defined as people who have great experience in the topic, whose advice on this topic is trusted by friends and family members, and who have recommended products or services in this topic to others
 Source: MRI-Simmons, Spring 2018

Magazine readers actively seek knowledge and to expand their experiences



*Includes internet magazine activity.

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

Note: Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 31 hours per week. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+. Source: YouGov Profiles, December 2018

Affluent print magazine readers are electronics and entertainment enthusiasts

Entertainment activities among devoted affluent devoted media users (index)

	print magazines	internet*	TV	radio	newspapers
Bought iPad (any model) in past 12 months	151	87	96	88	137
Viewed 4+ pay-per-view movies in past 12 months	147	117	139	119	137
Bought DVD or Blu-ray player in past 12 months	142	90	107	93	111
Very likely to buy giant flat-screen TV (43" or more)	129	94	117	114	86
Own iPad mini	126	112	79	94	99
Bought tablet in past 12 months	124	108	90	103	104
Very or somewhat likely to buy satellite radio in next 12 months	122	101	106	82	100
Bought bluetooth/wireless headphones in past 12 months	120	98	95	86	71
Bought wireless speakers in past 12 months	118	98	98	91	71
Downloaded or streamed 10+ video rentals in past 12 months	114	102	84	85	84

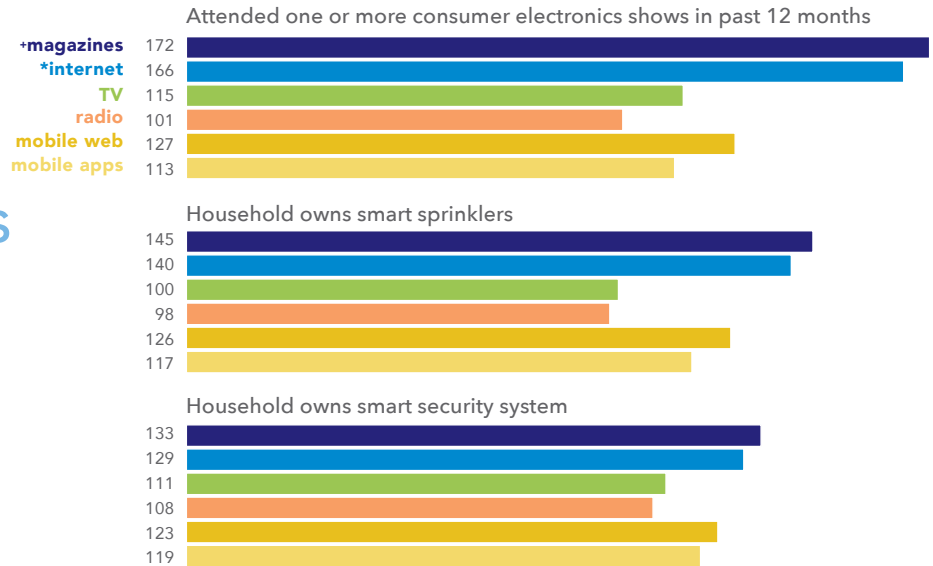
*Includes internet magazine activity.

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

Source: MRI-Simmons, Spring 2018

Affluent magazine readers are great fans of consumer electronics

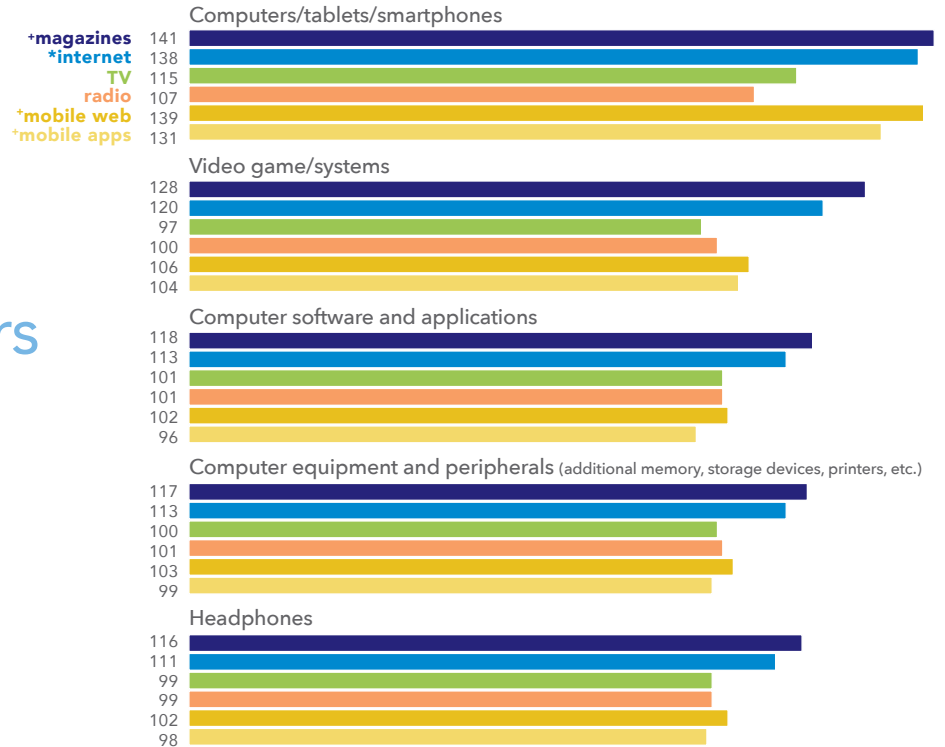
Electronics ownership and activities among affluent devoted users of each medium (index)



*Includes digital magazine reading. +Includes internet magazine activity.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

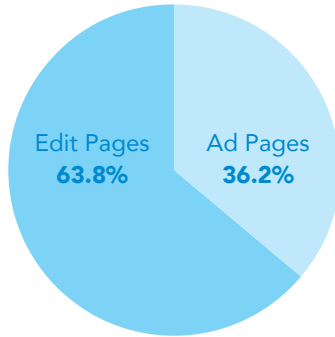
Affluent magazine readers spend a lot on consumer electronics

Median household expenditures in past 12 months on... (index)



*Includes digital magazine reading. +Includes magazine brand content.
 Index: Top quintile of users of each medium (based on number of titles read, websites visited, TV networks viewed, hours listened to radio, mobile web activities and mobile apps used regularly) among adults 18+ with HHI \$125K+ vs. medians for all adults 18+ with HHI \$125K+
 Source: Ipsos Affluent Survey USA, Fall 2018

Magazines satisfy multiple consumer passions and interests



The top three editorial categories make up 41% of all editorial content

2018 Editorial category page totals (by percent)

Entertainment/Celebrity	20.9%
Wearing Apparel/Access	11.5
Food and Nutrition	8.7
Culture	8.2
Home Furnish/Management	6.1
Business and Industry	4.8
Destination Travel/Restaurants	4.7
Sports/Recreation/Hobby	4.7
Beauty and Grooming	4.5
Misc. (Cover/Index/Notices)	4.4
National Affairs	3.8
General Interest	3.6
Self Help/Relationships	2.9
Health/Medical Science	2.6
Global/Foreign Affairs	2.2
Building	1.9
Personal Fitness/Exercise	1.1
Gardening and Farming	1.0
Personal Finance	0.9
Fiction	0.5
Consumer Electronics	0.5
Children	0.4
Motor Vehicles	0.3
Total Editorial Pages	100.0

Data as of Tuesday, April 2, 2019. Total issues in sample: 1,328
Source: © MA-Focus Media Magazine Reports. All Rights Reserved.

191 new print magazine brands launched with a frequency of quarterly or greater in 2018*

The top 4 categories made up 50% of 2018's new print magazines

U.S. print magazine launches by category in 2018*

40	Special Interest	3	Entertainment
22	Crafts/Games/Hobbies	2	Arts
18	Food	2	Camping/Outdoors
15	Home	2	Gaming
11	Fashion/Beauty	2	Hunting/Fishing
11	Health/Wellness	2	LGBTQ
11	Women's	2	Literary
10	Regional	2	Politics
8	Travel	1	Automotive
6	Cannabis	1	Bridal
5	Children's	1	Guns
4	African American/Ethnic	1	Music
4	Comics	1	Science/Technology
4	Teen		

*Note: This list represents weekly, bimonthly, monthly and quarterly titles. Specials, annuals and "bookazines" are excluded.
Source: Samir "Mr. Magazine™" Husni Launch Monitor, 2019

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

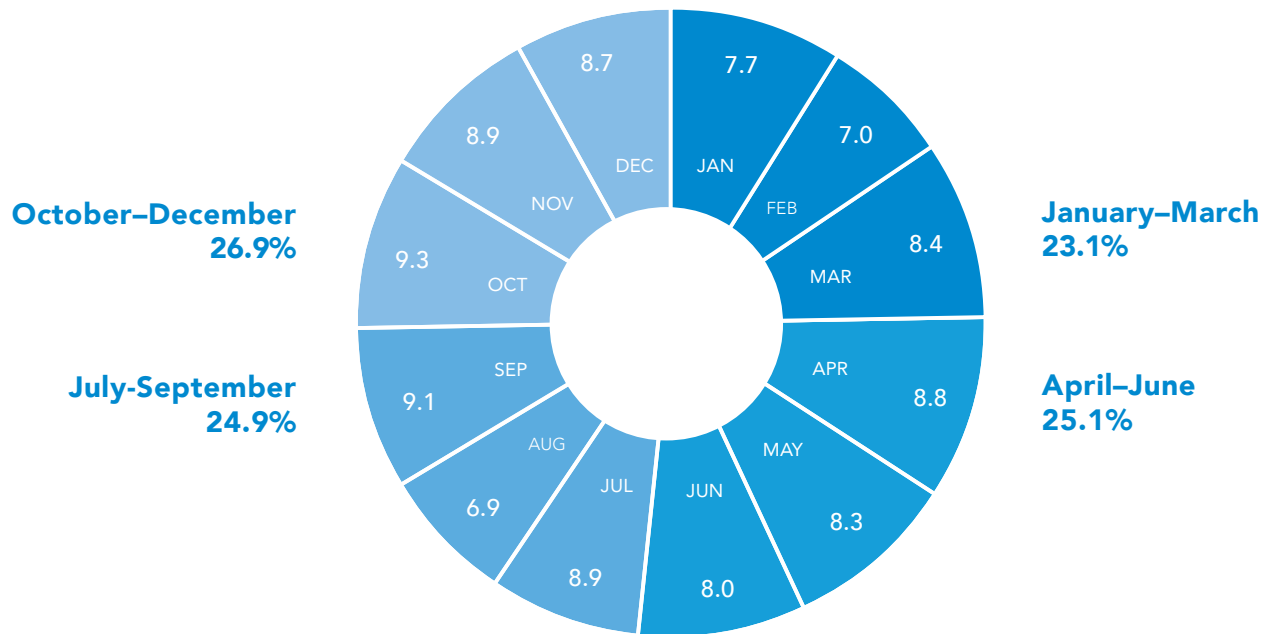


Average time spent per issue

*Subscribers/newsstand buyers and other members of their households.
Source: MRI-Simmons, Special Tabulators, Fall 2018

Magazine readership holds steady throughout the year

Issue-specific audiences 2017–2018
by month and quarter (percent)



Note: Includes all publications measured in GfK MRI Issue-Specific Study
Source: MRI-Simmons, July 2017–June 2018

Magazine brands endure—
more than 190 print magazines
have thrived for more than
50 years (only 14 TV programs
can say the same).

Source: MPA Info Center, MediaFinder.com,
Museum of Broadcast Communications, 2019 data.

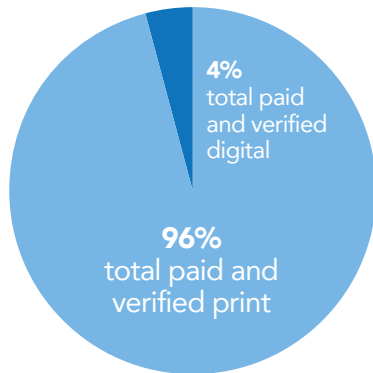
Staying Power:
For the past 10 years,
the total number
of print consumer
magazines has
surpassed 7,000

Number of U.S. print
consumer magazines 2008–2018

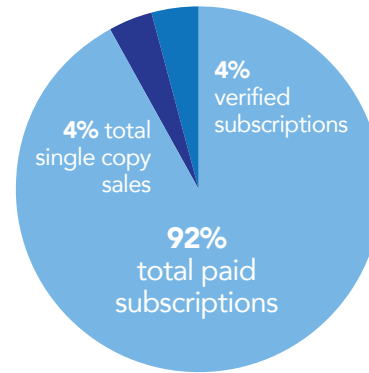
YEAR	CONSUMER MAGAZINES
2018	7,218
2017	7,176
2016	7,216
2015	7,293
2014	7,289
2013	7,240
2012	7,390
2011	7,179
2010	7,163
2009	7,110

Note: Includes consumer print magazines in the U.S. across all frequency; does not include Sunday supplements/Sunday magazines.
Source: National Directory of Magazines,
MediaFinder.com, 2019

Print remains strong: Subscriptions dominate



Print and digital
circulation



Subscriptions and
single copy sales

Source: AAM, 2018, 2H; 248 U.S. consumer magazines in analysis.

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 over 100 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 members with data on ad effectiveness, historical trends, industry statistics, research summaries, 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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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 Susan Russ at sruss@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.

SPONSORSHIP OF MPA EVENTS grants key vendor partners premier access to members at events and activities that take place throughout the year. From large-scale conferences to intimate roundtable discussions and everything in between, strategic sponsorships can help related industries grow their businesses while supporting the health and vitality of magazine media. For more information on sponsorship opportunities, contact Alison Heisler aheisler@magazine.org.

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, Henry Winkler and many more.

INDUSTRY ADVOCACY is central to MPA's mission; the association's experienced Washington team carries out a comprehensive governmental affairs program to promote and protect the interests of the magazine publishing industry inside the Beltway and across all 50 states. Issues covered include taxation, postal, data privacy, intellectual property, First Amendment, consumer protection and more.

THE AMERICAN SOCIETY OF MAGAZINE EDITORS (ASME) is the principal organization for magazine journalists in the United States. The members of ASME include the editorial leaders of most major consumer and business magazines published in print and on digital platforms. Founded in 1963, ASME works to defend the First Amendment, protect editorial independence and support the development of journalism. ASME sponsors the Ellie Awards in association with the Columbia Journalism School and publishes the ASME Guidelines for Editors and Publishers.

THE ELLIE AWARDS honor print and digital magazines that consistently demonstrate superior execution of editorial objectives, innovative techniques, noteworthy journalistic enterprise and imaginative art direction. The Ellie Awards were established in 1966, when *Look* received the first award. The first award for digital journalism was presented to *Money* in 1997. The call for entries is published in October each year; the awards are presented the following March. Each award winner receives a reproduction of the Alexander Calder's stabile "Elephant Walking." The Ellie Awards are sponsored by ASME in association with the Columbia Journalism School and are administered by ASME.

THE ASME BEST COVER CONTEST honors the most successful magazine covers of the year. The winners of the ASME Best Cover Awards, including the ASME Cover of the Year, are chosen by ASME members. Media consumers choose the winners of the ASME Readers' Choice Awards. The call for entries is published in October each year; the winners, including the Cover of the Year, are announced at the American Magazine Media Conference. The ASME Best Cover Contest was begun in 2006.

THE ASME NEXT AWARDS honor outstanding achievement by magazine journalists under the age of 30. Sponsored by the American Society of Magazine Editors in association with MPA—The Association of Magazine Media, the ASME NEXT Awards were established in 2016 to support the development of print and digital magazine media by recognizing young journalists who have already demonstrated extraordinary promise at the beginning of their careers. Five award recipients are honored at the annual presentation of the Ellie Awards.

For more information about ASME programs and the benefits of membership, visit magazine.org/ASME.

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