## **TABLE OF CONTENTS**

I. GENERAL DIMENSIONS	1
Capsule History Of Magazines: 1740–2012	3
Trends In Magazines/Ad Revenues	16
Growth Of Magazines: 1950–2011	17
Circulation Of ABC-Measured Magazines: 1970–2011	
Magazine Ad Revenue By Product Class: 2001-11	19
Trends In Subscription Vs. Single Copy Ratios: 1960-2012	20
How "Single Copy" Magazine Readers Get Their Copies	21
Magazine Profitability	22
Sources Of Income & Costs For A Typical Consumer Magazine	23
Magazine Pre-Tax Profit Margins: 1960-2011	
Pre-Tax Profit Margins For Selected Media	25
Ad Page Trends For Individual Publications: 2001-11	
Ad Page Trends For Group Publishers: 2004–11.	32
Magazine CPM Trends	45
P4C CPM Estimates For Adults/Men/Women By Age & Household Income For Selected Genres: 2012.	48
Adult P4C CPM Estimates By Age & Household Income For Selected Genres: 1999-2011	51
II. MAGAZINE AUDIENCES	63
America's Magazine Consumption Then And Now By Genre	
Distribution Of Adult/Men/Women Consumer Magazines By Genre: Mid-1960s-Early-2010s	
Basic Magazine Audience Definitions	
Primary Reader Profiles By Magazine: Spring 2012	
Total Audience By Magazine: Spring 2012	
Magazine Website Audiences	
Total Unique Visitors By Publisher Websites: 2005-12	86
Total Unique Visitors And Daily Visitor Activity For Selected Publisher Websites: July 2012	
Alternative Forms Of Readership.	
Reader Profiles By Magazine Type.	
The Aging Of Magazine Audiences.	
III. QUALITATIVE FACTORS	103
Location And Timing Of Readership	
Magazine Reading By Time Of Day & Day Of Week.	
Are Magazine Reader Qualitative Indicators Useful?	
Advertising Receptivity: Are Some Magazine Audiences More Open To Persuasion?	
Vital Signs For Rating Magazines.	

Continued

## TABLE OF CONTENTS

## **Table of Contents** - Continued

IV. ADVERTISING IMPACT	133
Do Magazine Ads Motivate Consumers?	
Factors Affecting Magazine Ad Impact	
Effectiveness Of Print Ads At Varying Exposure Frequencies	144
Starch AdNorms By Size & Position	
Average Noting/Reading/Actions Taken Scores By Position in Issue & By Magazine Genre	148
Average Ad Recall Scores By Publication Size	
Starch Ad Recall/Actions Taken Norms By Product Category	
Detailed Reader Actions By Magazine Genre	
V. Q&A	161
APPENDIX	171
Magazine Audience Measurement: Its Evolution And Pitfalls	173
How Magazine Audiences Expand After The Initial Launch Period	190
The Reach And Frequency Concept For Magazines	192
Magazine Audience Accumulation Patterns For Individual Titles & Genres	200
50 Years Of Research On The Relative Value Of Primary And Pass-Along Audiences	214
Magazine Ad Readership Estimates By Type Of Unit	
Evolving Ad Sales Strategies For Magazines	219
GfK MRI Median Age And Income Trends For The Total Adult Population	
GfK MRI Median Age Trends By Magazine: 1985-2012	227
GfK MRI Median Household Income Trends By Magazine: 1985-2012	
GfK MRI Reader-Per-Copy Trends By Magazine: 1985-2012	
Factors Affecting Magazine Reach & Audience Duplication Patterns	