

Affinity

Media Insights Through Innovation

Readers Rank Most Engaging Digital Magazine Brands

“Most Innovative” – *Popular Science*, “Most Inspiring” – *Guideposts*,
“Most Useful” – *Cooking Light*, “Most Trusted” – *WebMD the Magazine*

(New York, NY, December 1, 2011) The Fall 2011 release of Affinity’s American Magazine Study reports that more than 100 million magazine readers – or 54% of the total magazine reading population – are now accessing magazine content and advertising in digital form. This includes consumers visiting magazine Websites, social networks, or accessing magazine-branded content through eReaders, tablets, smartphones or other mobile devices. But which magazine brands are resonating with consumers in the digital space?

AMS Digital Magazine Scorecard

Affinity’s AMS Digital Magazine Scorecard ranks more than 170 digital magazine brands for a set of core attributes that include “Most Entertaining”, “Most Believable”, “Most Interesting” and “Most Authoritative”. AMS Digital Magazine Scorecard rankings are based on the percent of a magazine’s total digital audience that cites the brand as their preferred source of information for each of the attributes measured. (Digital readers include a magazine’s unduplicated Web, social and mobile audiences.)

AMS Digital Magazine Scorecard Top Ranking Digital Magazine Brands

Most Trusted	<u>Rank</u>	Most Entertaining	<u>Rank</u>
WebMD the Magazine	1	Soap Opera Digest	1
The Economist	2	Maxim	2
Guideposts	3	People Magazine	3
Smithsonian	4	In Touch Weekly	4
Harvard Business Review	5	Rolling Stone	5

Most Useful	<u>Rank</u>	Most Innovative	<u>Rank</u>
Cooking Light	1	Popular Science	1
Taste of Home	2	Mother Earth News	2
Weight Watchers	3	Elle Décor	3
The Family Handyman	4	Dwell	4
Mother Earth News	5	Wired	5

Most Believable	<u>Rank</u>	Most Topical	<u>Rank</u>
Guideposts	1	The Economist	1
Smithsonian	2	Newsweek	2
National Geographic	3	The New Yorker	3
WebMD the Magazine	4	Time	4
Mother Earth News	5	Mother Earth News	5
Most Informative	<u>Rank</u>	Most Inspiring	<u>Rank</u>
WebMD the Magazine	1	Guideposts	1
Arthritis Today	2	Dwell	2
The Economist	3	Weight Watchers	3
Kiplinger's Personal Finance	4	O, The Oprah Magazine	4
Prevention	5	Garden Design	5
Most Authoritative	<u>Rank</u>	Most Enjoyable	<u>Rank</u>
Harvard Business Review	1	Playboy	1
The Economist	2	Maxim	2
Scientific American	3	Game Informer	3
Sierra	4	Southern Living	4
Smithsonian	5	FamilyFun	5
Most Interesting	<u>Rank</u>		
Smithsonian	1		
National Geographic	2		
Audubon Magazine	3		
Popular Science	4		
Discover	5		

Source: American Magazine Study, Fall 2011; Digital platforms measured include magazine Websites, social networks, mobile magazine apps and other digital delivery; Online audience estimates provided by comScore, Inc.

Keeping Pace With Today's Magazine Marketplace

Beginning in 2012, the AMS Digital Magazine Scorecard will be updated on a quarterly basis, coinciding with the increased frequency of reporting of the total brand audience estimates issued by Affinity.

The American Magazine Study employs a contemporary, Web-based methodology to survey more than 60,000 consumers annually. Tracking the changing dynamics of the magazine marketplace, AMS is the industry's premier source for total magazine brand readership across both print and digital channels, including magazine Websites, social networks, electronic subscriptions and the growing number of mobile apps. AMS Web audience estimates are derived from comScore's Media Metrix data, using a state-of-the-art integration process to capture the real-time Web behavior of AMS respondents through direct passive measurement.

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About Affinity LLC Affinity is a media research firm specializing in magazine audience measurement and accountability tracking. Affinity's products include ProofReader (campaign pre-testing), The American Magazine Study (print and digital magazine audience measurement), and the VISTA Service (in-market effectiveness of print and digital magazine ads). Company Web site: www.AffinityResearch.net.