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— Media Insights Through Innovation —

Affinity Reports Dramatic Shifts in Magazine Readership

Largest Publishing Companies See Consumers Accessing Magazine Branded Content Across Multiple Platforms

(New York, NY, December 2, 2011) Today's magazine marketplace is no longer harnessed to the printed page. As publishers continue to aggressively leverage a variety of digital channels to extend the reach of their brands, consumers are migrating to those new platforms in impressive numbers.

According to the most recent release of Affinity's American Magazine Study – which reports the total magazine brand footprint across print, mobile and social platforms, as well as integrating magazine Website data from comScore's Media Metrix – the largest multi-title publishing companies are seeing dramatic shifts in their traditional audience profiles.

Total Audience Delivery by Publishing Group Combined Reach Across All Print and Digital Platforms

	Total Brand Audience	Total Print Audience	Total Digital Audience	# Brands Measured
Time Inc.	114,112,000	96,553,000	51,935,000	18
Hearst Magazines	94,643,000	84,154,000	33,478,000	19
Meredith Corporation	67,279,000	62,661,000	14,368,000	11
Conde Nast	62,701,000	54,855,000	20,600,000	17
Reader's Digest Assoc.	45,315,000	42,504,000	6,826,000	3
Rodale	38,901,000	33,591,000	11,194,000	6
American Media, Inc.	38,506,000	35,013,000	8,888,000	9
Bonnier Corporation	35,263,000	31,971,000	7,780,000	12
Wenner Media	33,537,000	24,603,000	15,030,000	3
Source Interlink	18,026,000	15,355,000	5,537,000	6
Future US	17,438,000	15,103,000	6,614,000	4
Bauer Publishing	16,335,000	15,180,000	2,072,000	4

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

Quantifying the duplication of magazine readership across print and digital platforms provides a clearer picture of those consumers who are relying on a single platform or multiple platforms when interacting with their favorite magazine brands.

Readership Mix of Print and Digital Properties
Percent of Total Brand Audience Accessing Content
Through Single or Multiple Delivery Channels

	Print Only <u>Readers</u>	Digital Only <u>Readers</u>	Print and Digital <u>Readers</u>
Time Inc.	55%	15%	30%
Hearst Magazines	65%	11%	24%
Meredith Corporation	79%	7%	14%
Conde Nast	67%	13%	20%
Reader's Digest Assoc.	85%	6%	9%
Rodale	71%	14%	15%
American Media, Inc.	77%	9%	14%
Bonnier Corporation	78%	9%	13%
Wenner Media	55%	27%	18%
Source Interlink	69%	15%	16%
Future US	62%	13%	25%
Bauer Publishing	87%	7%	6%

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

For example, 65% of consumers reading Hearst magazines are relying exclusively on the printed versions of the company's products, while 11% of Hearst's total unduplicated audience is interacting with content and advertising only in digital form. One out of four readers (24%) are now accessing Hearst-branded content in both print and digital form. Overall, 35% of Hearst's total audience footprint is now comprised of digital readers (the combination of "Digital Only Readers" and "Print and Digital Readers").

For detailed audience profiles for specific magazine genres or individual magazine brands, please visit www.AffinityResearch.net.

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About Affinity's American Magazine Study AMS employs a contemporary, Web-based methodology to survey more than 60,000 consumers annually. AMS is the industry's premier source for total magazine brand readership across print and digital channels, including magazine Websites, social networks, electronic subscriptions and the growing number of apps designed for mobile devices. 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.

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.