

Affinity

— Media Insights Through Innovation —

Can You Read Me Now?

Almost 1 out of 3 Smartphone Users Access
Magazine-Branded Content Through Their Mobile Devices

New York, NY, December 12, 2011 – Sometimes overshadowed by the recent surge in tablet and eReader adoption, smartphones continue to be one of the core mobile devices that magazines are successfully leveraging to extend the reach of their brands.

According to the recently released Fall wave of Affinity's American Magazine Study, which reports the total audience delivery of magazine brands across print, Web, mobile and social platforms, more than 100 million consumers – or 43% of American adults - now own smartphones. Of those, 29 million have accessed magazine-branded content in the past month, either through smartphone apps or by using their devices' wireless capabilities to visit magazine Websites or social networks.

Of the more than 170 magazine brands measured by AMS, below are the brands that consistently generate audience levels in excess of one million consumers per month via smartphones. *ESPN the Magazine* tops the list with a smartphone audience of more than five million consumers. Other brands effectively building audience reach through the smartphone platform represent a variety of genres that include entertainment, news, food, health and sports.

Magazine Brands Reaching More Than 1 Million Consumers Per Month Through Smartphones

	<u>Monthly Audience</u>		<u>Monthly Audience</u>
ESPN the Magazine	5,015,000	Newsweek	1,871,000
People	3,990,000	Playboy	1,547,000
WebMD the Magazine	3,815,000	Men's Health	1,408,000
Sports Illustrated	3,531,000	Weight Watchers	1,388,000
TV Guide	3,047,000	PC World	1,383,000
Time	2,440,000	Forbes	1,310,000
Maxim	2,163,000	National Geographic	1,300,000
Entertainment Weekly	2,110,000	Cosmopolitan	1,260,000
Us Weekly	2,082,000	Rolling Stone	1,228,000
Food Network Magazine	1,924,000		

Source: American Magazine Study, Fall 2011

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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.