

Affinity

Media Insights Through Innovation

The Audience Tipping Point

Some Magazine Brands Now Generate Larger Digital Audiences Than Print

New York, NY, December 19, 2011 – For most magazines, leveraging digital platforms to deliver content and advertising has helped to extend the audience reach of their brands. For a handful, the audiences generated through digital delivery channels have now surpassed their traditional print delivery.

According to the most recent wave 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 – there are now 15 magazines generating larger digital audiences than print.

For some of these brands – like WebMD the Magazine, ESPN the Magazine and Food Network Magazine – it may come as no surprise, since the printed magazine is an extension of an already established Web or broadcast presence. But the remaining brands reflect a conscious effort on the part of the publisher to develop new distribution outlets beyond the printed page.

Magazine Brands With Digital Audiences Larger Than Print

	Total Print <u>Audience</u>	Total Digital <u>Audience</u>
Barron's	1,198,000	1,482,000
ESPN the Magazine	11,090,000	24,941,000
Fast Company	1,389,000	1,806,000
Food Network Magazine	12,306,000	15,891,000
Forbes	5,732,000	12,171,000
Fortune	4,197,000	14,348,000
Harvard Business Review	849,000	852,000
MacWorld	2,447,000	2,987,000
Money	9,429,000	14,864,000
New York Magazine	1,925,000	4,970,000
Sporting News	2,850,000	6,811,000
The Atlantic	1,441,000	3,417,000
The Economist	3,062,000	3,142,000
WebMD the Magazine	13,582,000	17,379,000
Wired	6,001,000	6,898,000

Source: AMS (Fall 2011); Total Digital Audience includes Web, mobile and social; Online audience estimates provided by comScore Inc.; Website audience estimates for Money and Fortune reflect combined delivery of fortune/cnn/money

A closer look at the brands that have crossed the digital tipping point when it comes to the audience delivery of their branded content, reveals that they are all leveraging multiple platforms in order to grow their digital audiences beyond their traditional print readers.

Digital Platforms Employed by the Magazine Brands That Have Crossed the Audience Tipping Point

Barron's

Website, Social networks, Tablet apps, eReader apps

ESPN the Magazine

Website, Social networks, Smartphone apps, Tablet apps, eReader apps, Zinio

Fast Company

Website, Social networks, Tablet apps, eReader apps, Texterity

Food Network Magazine

Website, Social networks, Smartphone apps, Tablet apps, eReader apps, Zinio

Forbes

Website, Social networks, Smartphone apps, Tablet apps, eReader apps

Fortune

Website, Social networks, Tablet apps, eReader apps

Harvard Business Review

Website, Social networks, Smartphone apps, Tablet apps, eReader apps, Zinio

MacWorld

Website, Social networks, Smartphone apps, Tablet apps, eReader apps, Zinio

Money

Website, Social networks, Smartphone apps, Tablet apps, eReader apps

New York Magazine

Website, Social networks, Smartphone apps, Tablet apps, eReader apps

Sporting News

Website, Social networks, Smartphone apps, Tablet apps, Zinio

The Atlantic

Website, Social networks, Smartphone apps, Tablet apps, eReader apps

The Economist

Website, Social networks, Smartphone apps, Tablet apps, eReader apps, Zinio

WebMD the Magazine

Website, Social networks, Smartphone apps, Tablet apps, Zinio

Wired

Website, Social networks, Smartphone apps, Tablet apps, eReader apps

To keep pace with the rapidly evolving magazine marketplace and the changing dynamics of print and digital readership, Affinity's American Magazine Study will begin reporting total brand audience estimates for magazine brands on a quarterly basis in 2012, beginning with the AMS Spring wave.

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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.