

# Affinity

— Media Insights Through Innovation —

## **To Keep Pace With the Rapid Growth of Digital Magazine Platforms, Affinity's American Magazine Study to Report Quarterly Audience Estimates for Print and Digital Magazines**

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**New York, NY, October 26, 2011** – At the request of leading advertising agencies, Affinity's American Magazine Study will begin reporting total brand audience estimates for magazines on a quarterly basis in 2012, beginning with the AMS Spring wave.

According to Tony Incalcaterra, Chief Operating Officer at Affinity, *"As magazines continue to leverage technology to bring new digital products to market, the research models of the past are not fast enough to keep pace. The increased frequency of AMS reporting will help our clients to better monitor the evolving magazine marketplace and the changing dynamics of consumers' print and digital readership."*

AMS is the only syndicated service that surveys more than 60,000 consumers annually to report the total unduplicated reach of magazine brands across print and multiple digital platforms, including magazine Websites, social media networks and magazine apps designed for a growing number of mobile devices.

The AMS study also integrates direct, passive measurement of magazine Websites into the total brand audience estimates reported. Through an agreement with comScore, Inc., Affinity's Web-based methodology incorporates the comScore census tags of AMS respondents, measuring their actual visits to magazine Websites in real-time. This state-of-the-art integration process will also be updated on a quarterly basis beginning next year.

According to AMS, more than 184 million American adults read magazine-branded content in print or electronic form every month, with 81 million visiting magazine Websites, 33 million accessing magazine content through mobile devices, and more than 27 million consumers visiting magazines' social media sites.

## **Total Audience Delivery by Publishing Group**

### **Combined Reach Across All Print and Digital Magazine Platforms**

(Printed Magazines, Magazine Websites, Mobile/Smartphones, eReaders/Tablet PCs, Social Media Networks, Other Digital Delivery)

	<b><u>Total Audience</u></b>	<b><u>Print Audience</u></b>	<b><u>Digital Audience</u></b>	<b><u># Brands Measured</u></b>
Time Inc.	112,277,000	95,276,000	51,209,000	18
Hearst	93,789,000	82,476,000	34,656,000	19
Conde Nast	62,708,000	54,295,000	21,429,000	17
Meredith	59,706,000	56,175,000	10,584,000	9
Reader's Digest Assoc.	51,360,000	47,804,000	8,889,000	4
Rodale	37,407,000	32,821,000	9,991,000	6
Bonnier	31,997,000	29,136,000	6,647,000	11
Wenner Media	31,668,000	24,242,000	12,484,000	3
American Media	30,488,000	28,029,000	5,818,000	6
Source Interlink	23,136,000	20,132,000	6,374,000	8
Bauer	16,754,000	15,591,000	2,140,000	4
Future US	16,542,000	14,172,000	6,292,000	4

*Source: American Magazine Study, Spring 2011; Online audience estimates provided by comScore, Inc.*

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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), the VISTA Service (in-market effectiveness of print and digital magazine ads) and MagPlan (the industry's first accountability-driven magazine optimizer). Company Web site: [www.AffinityResearch.net](http://www.AffinityResearch.net).