

# Affinity

Media Insights Through Innovation

## The Magazine Social Scene

More Than 27 Million Consumers Visit Magazine-Branded Social Media Sites  
*Entertainment, Gaming & Sports Most Popular Destinations*

**New York, NY, November 8, 2011** – Publishers continue to aggressively expand and enhance their social media presence in order to extend the reach of their magazine brands across digital platforms - and consumers are responding.

According to Affinity's American Magazine Study, which reports the total audience delivery of magazine brands across both print and digital channels, 12% of American adults - or 27.4 million unique visitors - are accessing magazine-branded social media sites each month through their computers and mobile devices. On average, these consumers visit a total of three different magazine-branded social networks per month. But what magazine brands are building the largest audiences in the social media space?

Of the more than 170 magazine brands measured by AMS, there are 23 brands that are now generating audience levels in excess of one million visitors per month to their Facebook, Twitter or other social media destinations. People Magazine tops the list with almost 3.2 million consumers visiting at least one of the brand's social media sites on a monthly basis. Other top destinations represent a variety of gaming, sports, entertainment, food and fashion brands.

### Magazine-Branded Social Networks Generating Monthly Audiences of 1 Million Or More

	<u>Monthly Audience</u>		<u>Monthly Audience</u>
People Magazine	3,196,000	Us Weekly	1,497,000
Game Informer	2,441,000	National Geographic	1,411,000
ESPN the Magazine	2,377,000	Cosmopolitan	1,347,000
Sports Illustrated	2,283,000	Newsweek	1,295,000
WebMD the Magazine	2,144,000	Rolling Stone	1,215,000
Playstation	2,091,000	Playboy	1,199,000
Entertainment Weekly	1,857,000	PC World	1,151,000
Official Xbox Magazine	1,629,000	O, The Oprah Magazine	1,116,000
Maxim	1,607,000	Forbes	1,096,000
Time	1,538,000	Wired	1,009,000
Food Network Magazine	1,531,000	Weight Watchers	1,000,000
TV Guide	1,502,000		

Source: American Magazine Study, Spring 2011; Unduplicated monthly audience delivery across all social networking sites

In addition to publishers' social media networks, consumers are now accessing magazine content and advertising across a variety of platforms – 174 million consumers are reading traditional printed magazines, 81 million are visiting magazine-branded Websites, and 33 million are accessing mobile apps designed for smartphones, eReaders, tablets and other handheld electronic devices, according to AMS.

**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 only 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 smartphones, eReaders, tablet PCs and other mobile devices. (Using a state-of-the-art calibration process, Web audience estimates provided by comScore, Inc. have been integrated into Affinity's American Magazine Study.)

**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](http://www.AffinityResearch.net).