

MAGAZINE MEDIA FACTBOOK 2015

PRINT MAGAZINE
FACTS ONLY



MPA THE ASSOCIATION OF
MAGAZINE MEDIA



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Magazine brands endure

More than 180 print magazines have thrived for more than 50 years
(only 13 TV programs can say the same)

67 print magazines have flourished for more than 100 years

Source: MPA Info Center, MediaFinder.com, Serial Solutions, Ulrich's Web, Museum of Broadcast Communications; 2015 data.

Print magazine brands increased in 2014

Number of U.S. consumer print
magazines 2004–2014

2014 — 7,289

2013 — 7,240

2012 — 7,390

2011 — 7,179

2010 — 7,163

2009 — 7,110

2008 — 7,383

2007 — 6,809

2006 — 6,734

2005 — 6,325

2004 — 7,188

Source: National Directory of Magazines/Mediafinder.com, 2015.

231 new print brands launched in 2014

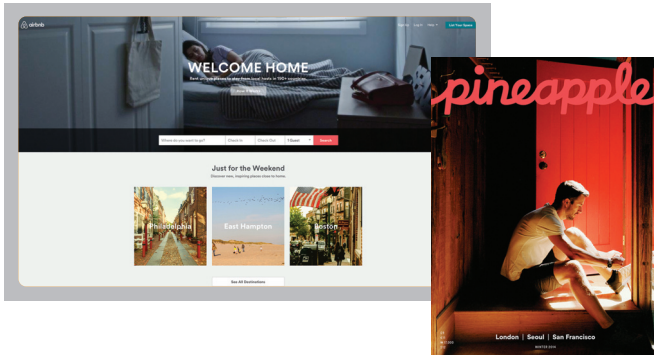
U.S. print magazine launches by category (2014)

39	<u>special interest/lifestyle</u>	4	<u>lifestyles</u>
19	<u>metropolitan/regional/state</u>	4	<u>military/naval</u>
19	<u>popular culture</u>	4	<u>political/sociological topics</u>
15	<u>crafts/games/hobbies/models</u>	4	<u>travel</u>
10	<u>children's</u>	3	<u>bridal</u>
9	<u>art/antiques</u>	3	<u>men's</u>
9	<u>sports</u>	3	<u>music</u>
7	<u>fashion/beauty</u>	3	<u>pets</u>
7	<u>gay/lesbian</u>	3	<u>sex</u>
7	<u>health</u>	2	<u>photography</u>
6	<u>home/home services</u>	2	<u>teen</u>
6	<u>literary/reviews</u>	1	<u>aviation</u>
5	<u>automotive</u>	1	<u>entertainment</u>
5	<u>epicurean</u>	1	<u>equine</u>
5	<u>science/technology</u>	1	<u>gaming</u>
4	<u>camping/outdoors</u>	1	<u>gardening</u>
4	<u>comic/comic tech</u>	1	<u>motorcycles</u>
4	<u>ethnic</u>	1	<u>religious</u>
4	<u>fishing and hunting</u>	1	<u>TV, radio, communications</u>
4	<u>fitness</u>		

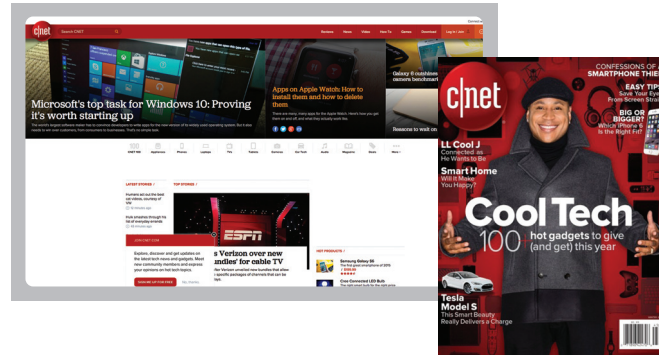
Note: This list represents weekly, monthly, bimonthly and quarterly titles; specials, annuals and "bookazines" are excluded.
Source: Samir "Mr. Magazine™" Husni Launch Monitor www.launchmonitor.com, 2014.

Affirming the value of print, leading digital businesses launch print magazines

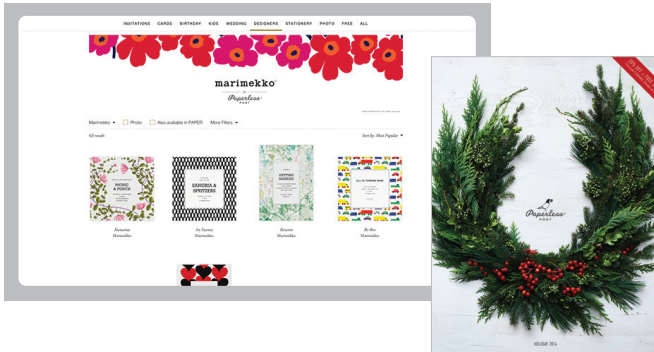
airbnb



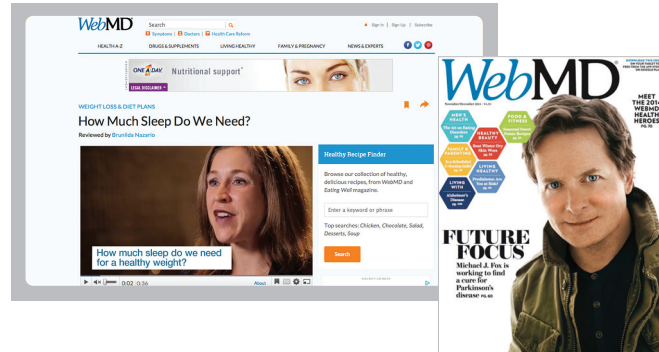
c|net



Paperless Post

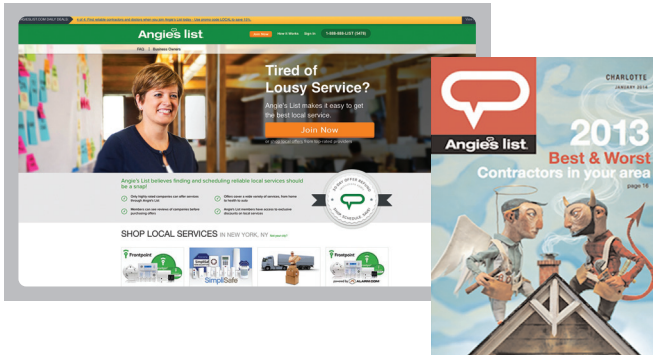


WebMD



Affirming the value of print, leading digital businesses launch print magazines

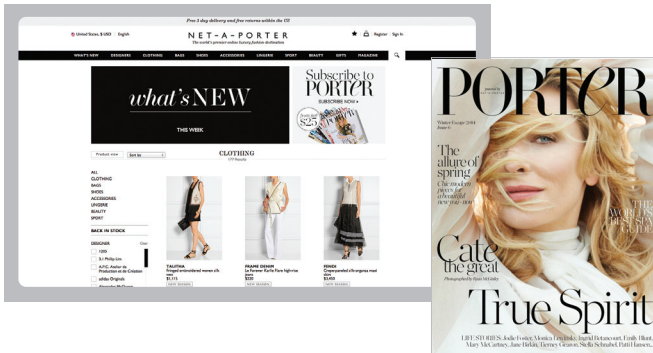
Angie's List



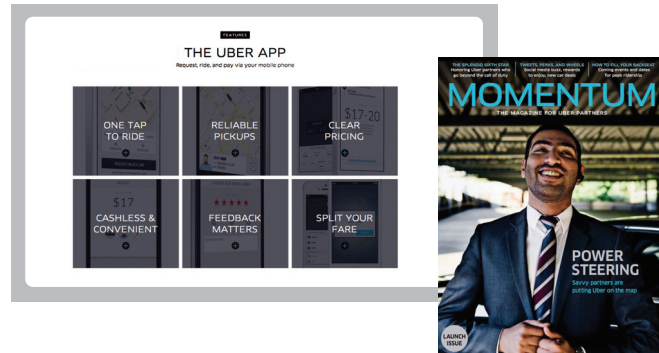
Politico



Net-A-Porter



Uber



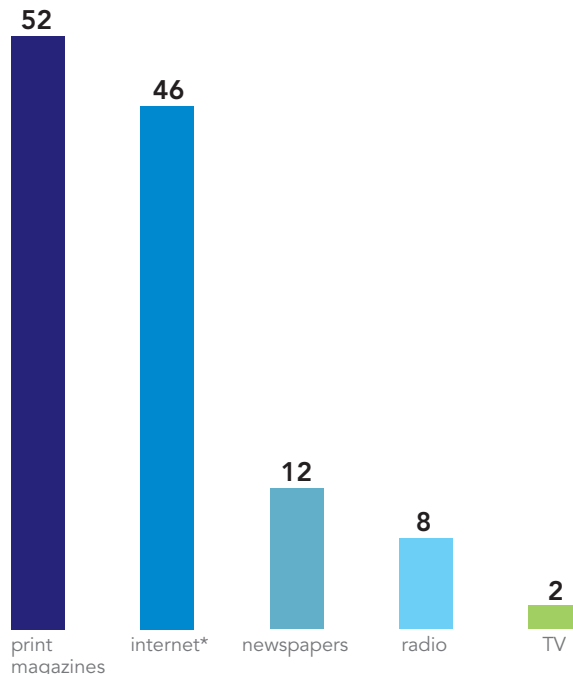
Leading marketers invest in print magazines

2014 top 50 marketers' print magazine rate card reported spend: \$6,825,758,887

1	L'Oréal SA	(in thousands) \$ 837,758	26	Cambell Soup Co	79,699
2	Procter & Gamble Co	774,736	27	Amazon.com Inc	77,582
3	Pfizer Inc	367,248	28	AstraZeneca Plc	74,894
4	LVMH Moët Hennessy Louis Vuitton SA	291,095	29	Target Corp	74,815
5	Johnson & Johnson	233,272	30	Walt Disney Co	74,230
6	Unilever	223,401	31	Pepsico Inc	73,230
7	Mars Inc	189,456	32	Macys Inc	73,189
8	Berkshire Hathaway Inc	183,574	33	Phillips-Van Heusen Corp	72,562
9	Joh A Benckiser GmbH	177,645	34	VF Corp	72,207
10	Kellogg Co	161,086	35	Clorox Co	72,174
11	Kraft Foods Group Inc	155,542	36	AT&T Inc	69,748
12	Estée Lauder Cosmetics Inc	155,224	37	Bradford Exchange Ltd	68,110
13	Toyota Motor Corp	151,309	38	Fiat Chrysler Automobiles NV	65,852
14	Allergan Inc	137,018	39	Bose Corp	64,870
15	Merck & Co Inc	127,162	40	Compagnie Financière Richemont AG	64,515
16	Reynolds American Inc	121,137	41	Kao Corp	63,778
17	Nestlé SA	120,386	42	Luxottica Group Spa	63,610
18	General Motors Corp	110,940	43	Gap Inc	62,814
19	Revlon Inc	97,882	44	Basic Research LLC	61,163
20	Chanel SA	96,617	45	MacNeil Automotive Products Ltd	60,826
21	Energizer Holdings Inc	93,285	46	Lorillard Inc	59,926
22	Eli Lilly & Co	93,303	47	Bristol-Myers Squibb Co	58,644
23	Kering SA	84,039	48	Kimberly-Clark Corp	58,392
24	Church & Dwight Co Inc	83,537	49	Mondelēz International Inc	56,813
25	Comcast Corp	82,559	50	Walmart Stores Inc	54,903

Note: Sunday magazines excluded. Source: PIB® and Kantar Media, data as of January 2015.

Print magazines rank #1 or #2 in reaching influential consumers



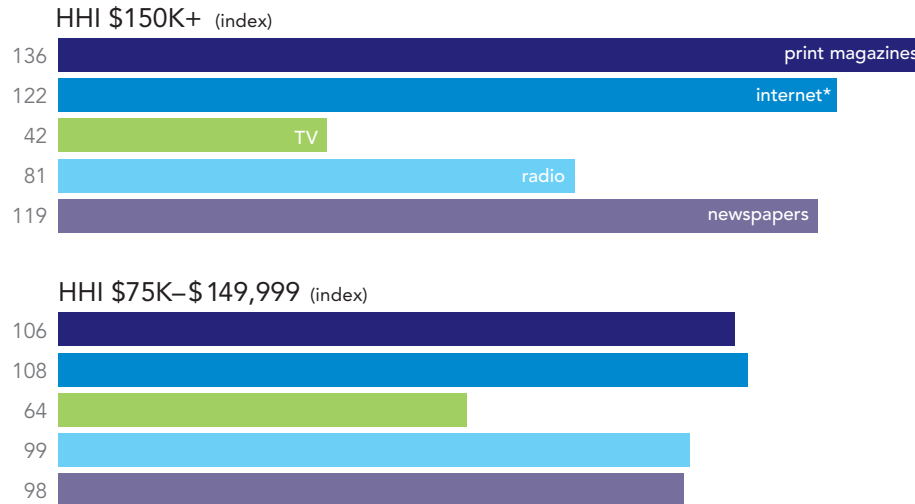
Number of times medium ranks #1 or #2
among category influential consumers across
60 product categories

*Includes internet magazine activity.

Base: Top quintile of users of each medium among adults 18+. Category
influentials are defined as people who have great experience in this topic and
whose advice on this topic is trusted by friends and family members.

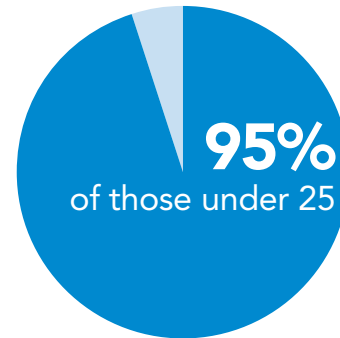
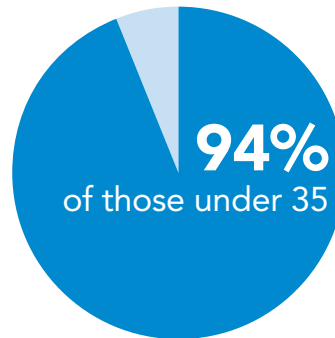
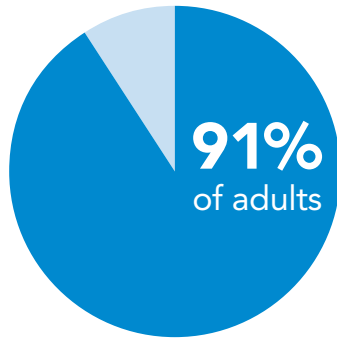
Source: GfK MRI, Spring 2014.

Print magazine readership increases with income



*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Fall 2014.

Americans of all ages read print magazines—especially younger adults



Read magazine editions in the last six months
(includes approx. 3% digital editions)

Base: U.S. adults 18+.
Source: GfK MRI, Fall 2014.

Younger adults are the heaviest consumers of **print magazines**

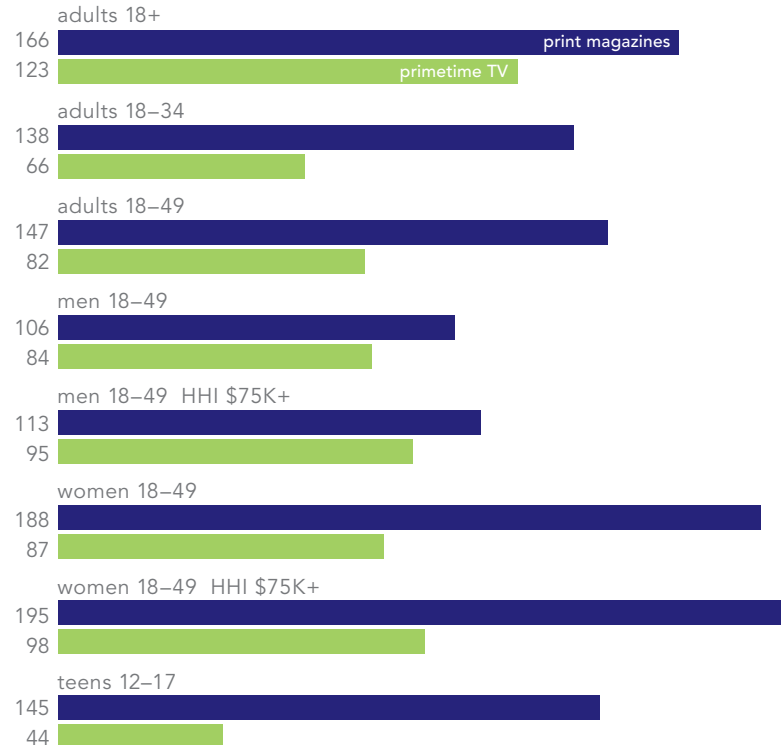
Print magazine readership by age

	total	under 25	under 35	35+	50+
issues read in past month	9.3	9.6	9.5	9.2	9.0
index	100	103	102	99	97
heavy magazine readers—top quintile	20.0	21.8	21.0	19.6	18.9
index	100	109	105	98	94

Base: U.S. adults 18+.
Source: GfK MRI, Fall 2014.

The top 25 print magazines reach more adults and teens than the top 25 primetime TV programs

Gross ratings points (GRPs) of the top 25 print magazines and primetime TV programs

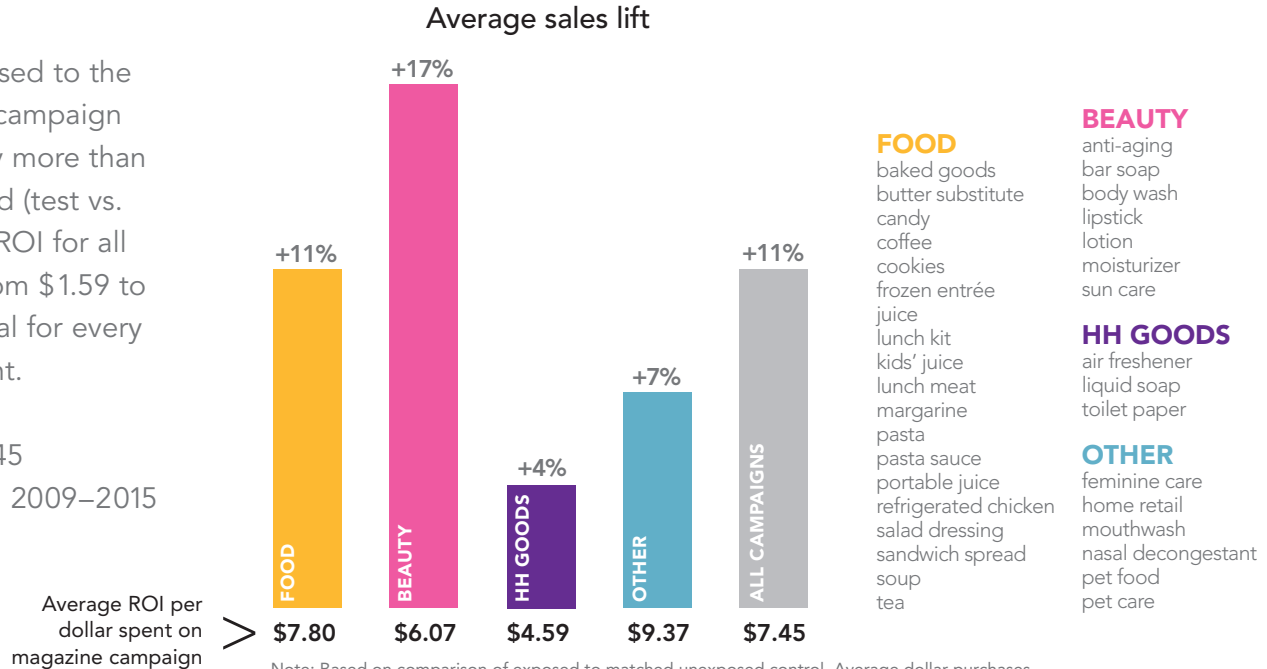


Note: Total GRPs equal the rating of the top 25 vehicles of each medium added together.
 Source: Carat Insight/Nielsen, September 2013–March 2014 (regularly scheduled primetime programs). Nielsen defines primetime as Monday to Saturday 8pm–11pm and Sunday 7pm–11pm; TV ratings based on Live+SD data. GfK MRI, Fall 2013; GfK MRI Twelveplus, 2013

Advertising in magazine media increases sales

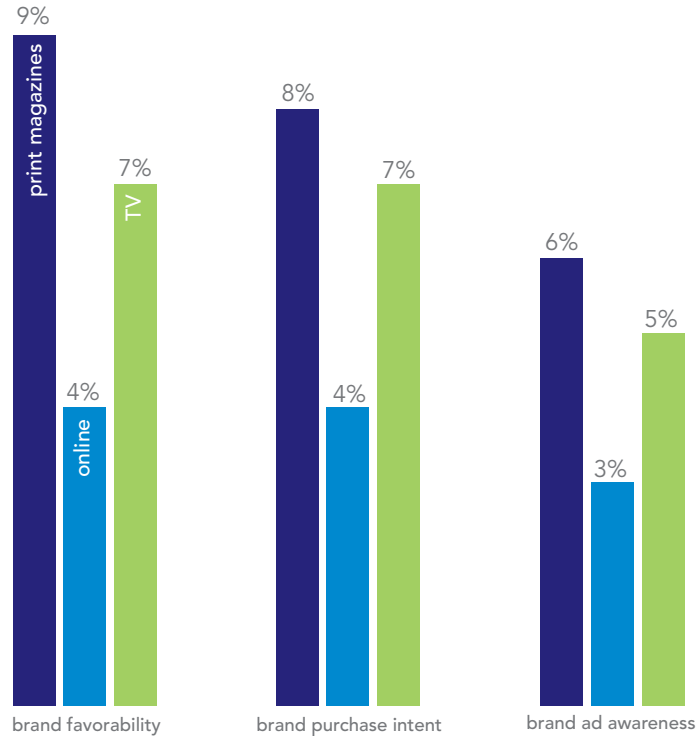
Households exposed to the magazine media campaign spent significantly more than those not exposed (test vs. control). Positive ROI for all brands ranged from \$1.59 to \$19.99 incremental for every media dollar spent.

Average ROI: \$7.45
Campaign period: 2009–2015



Note: Based on comparison of exposed to matched unexposed control. Average dollar purchases per household/year (includes non-buyers).
Source: Meredith Corporation/Nielsen Catalina Solutions.

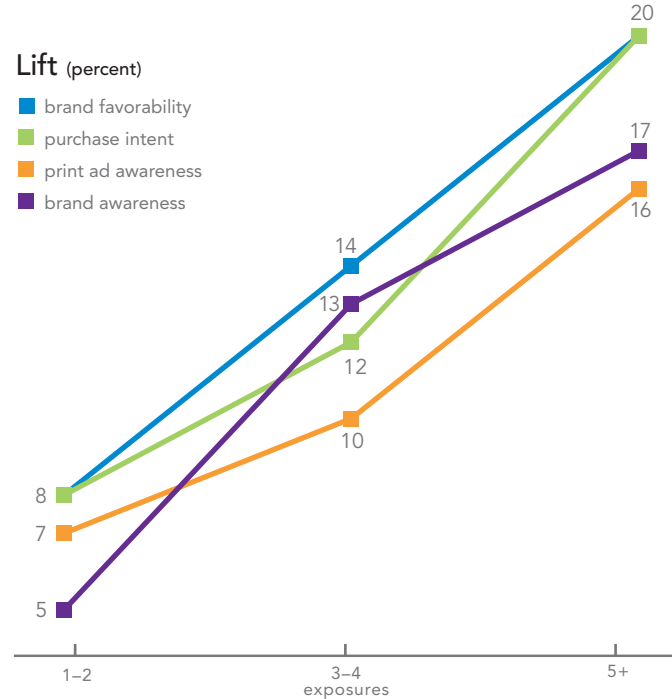
Brands that
advertise in
print magazines
**achieve higher
brand favorability,
purchase intent,
and ad awareness**
than they do
online or on TV



Average brand lift due to exposure

Data is Delta. Delta=Exposed - Control
Number of respondents: magazine n=69,877; online n=188,872; TV n=136,217
Source: InsightExpress, 2014.

Increased exposure to print magazine ads improves advertiser metrics



Data is Delta. Delta = Exposed – Control. Number of respondents: 1–2 exposures, n=50,213 (62 campaigns); 3–4 exposures, n=10,155 (42 campaigns); 5+ exposures, n=9,172 (29 campaigns). Source: InsightExpress, 2014.

Print magazine advertising works regardless of ad size or placement

Impact of print magazine advertising

	noted 52%	action taken 61%
all ads		
AD SIZE		
multiple pages (excluding spreads)	68	61
gatefold ads	63	60
spread	54	60
full page	51	61
half page	44	65
third page	43	65
less than half page	43	65
COLOR		
four color	52	61
black and white	39	59
PREMIUM POSITION		
inside front cover	75	60
inside back cover	60	61
back cover	63	61
adjacent to table of contents	58	60

Source: GfK MRI Starch Advertising Research, July 2013–June 2014.

Print magazine advertising inspires action

Advertising effectiveness by position

	noted	action taken
first quarter of book	55%	61%
second quarter of book	50	61
third quarter of book	49	62
fourth quarter of book	50	62

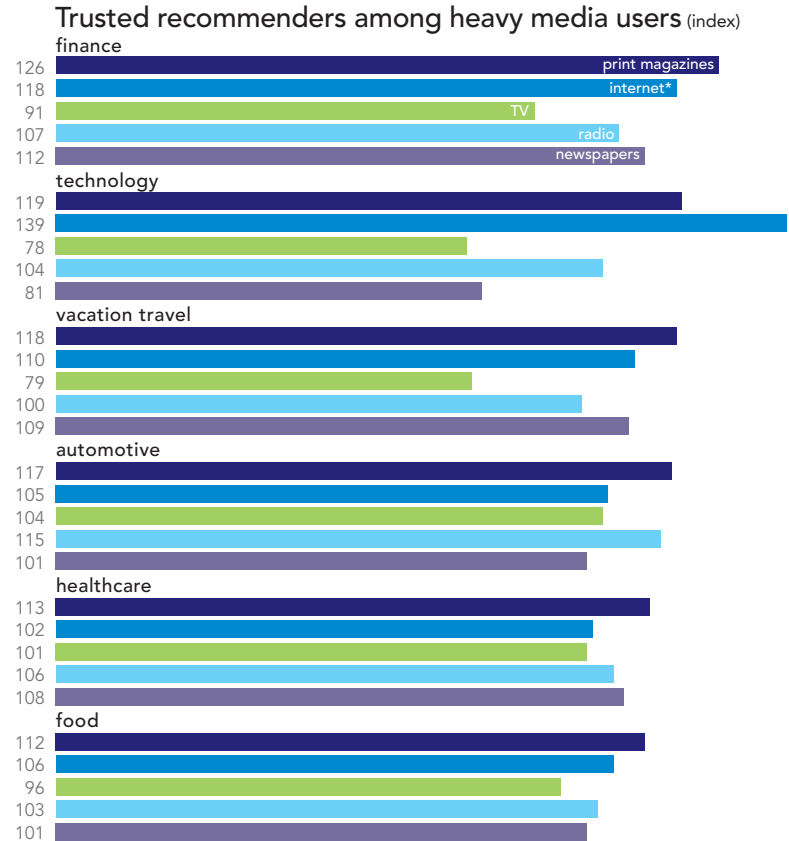
Note: Includes all ads, size/color and cover positions.
Source: GfK MRI Starch, July 2013–June 2014.

Action taken includes:

- **have a more favorable opinion** about the advertiser
- **consider purchasing** the advertised product or service
- **gather more information** about the advertised product or service
- **recommend the product** or service
- **visit the advertiser's website**
- **purchase the product** or service
- **clip or save the ad**
- **visit or plan to visit a dealership**

Source: GfK MRI Starch.

Trusted recommenders across product categories are heavy print magazine readers

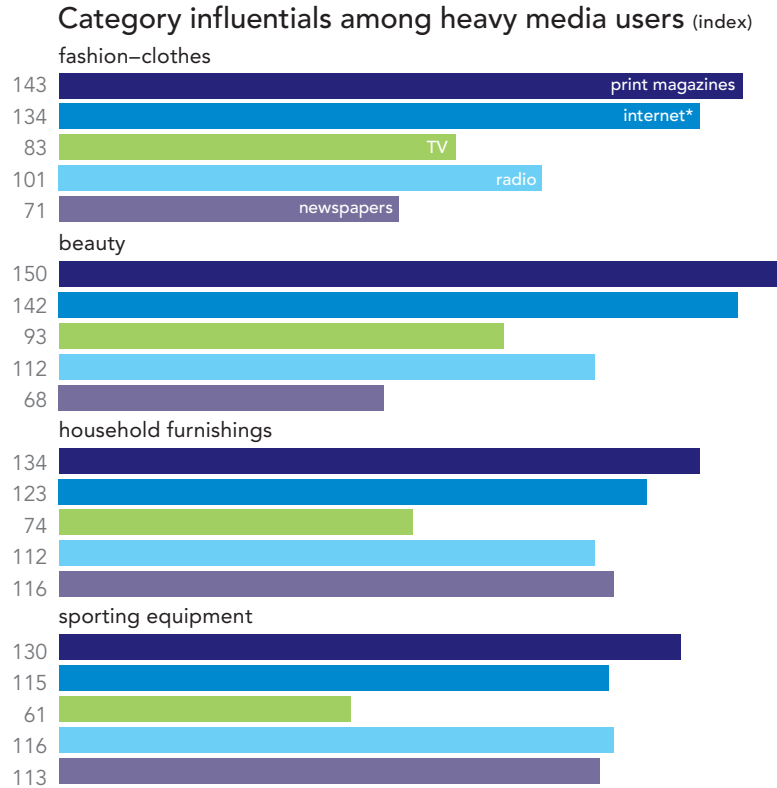


*Includes internet magazine activity.

Index: Percentage of recommenders within top quintile of users of each medium vs. percentage of recommenders among adults 18+. Recommenders are defined as people who say they have recommended products or services to others in the past 12 months, within a category.

Source: GfK MRI, Spring 2014.

Category influentials are heavy print magazine readers



*Includes internet magazine activity.

Index: Percentage of category influentials within top quintile of users of each medium vs. percentage of category influentials among adults 18+. Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

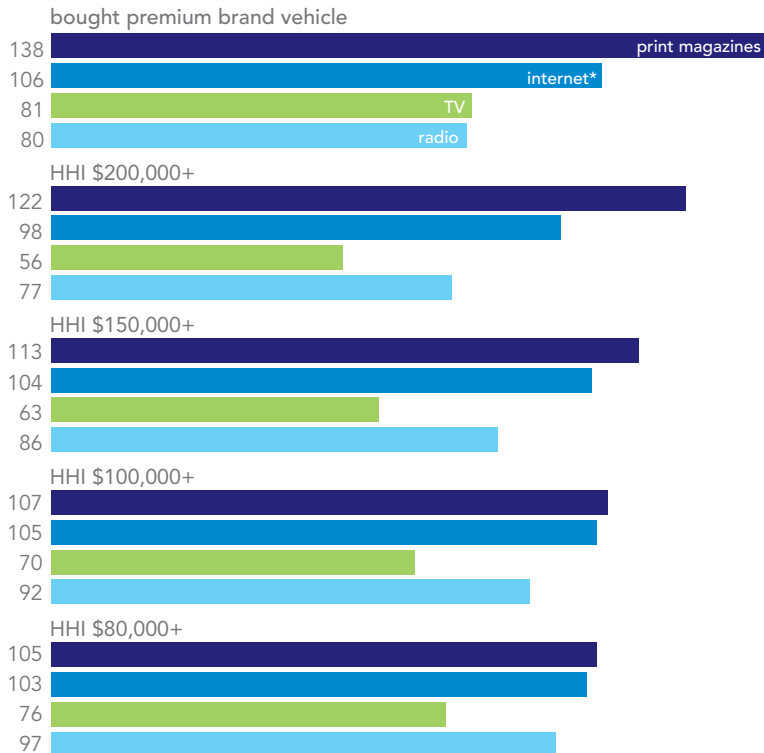
Source: GfK MRI, Spring 2014.

Print magazines drive automotive growth—especially at the top end of the market

Heavy print magazine readers accounted for **\$82 billion** in annual automotive sales.

Source: JD Power Automotive Media and Marketing Report, Summer 2014.

Among new vehicle buyers, heavy print magazine readers are more affluent and more likely to buy premium makes (index)



*Includes internet magazine activity.

Note: Print magazine quintiles based on readership of 120 titles.

Index: Top quintile of users of each medium among new vehicle buyers vs. all new vehicle buyers.

Source: JD Power Automotive Media and Marketing Report, Summer 2014.

Heavy print magazine readers are **most likely to purchase or lease vehicles**

Print magazines deliver consumers with the highest auto purchase intent (index)

Very/somewhat likely to buy a new car in the next 12 months

print magazines	internet*	TV	radio	newspapers
118	114	99	105	92

Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Spring 2014.

Very likely to purchase/lease among heavy media users (index)



*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.
Source: GfK MRI, Spring 2014.

Print magazine readers are most likely to buy entertainment goods and services

Entertainment activities among heavy media users (index)

	print magazines	internet*	TV	radio	newspapers
very likely to buy a home theater system in the next 12 months	148	148	109	131	81
very likely to buy a Blu-ray player in the next 12 months	142	109	115	131	86
very likely to buy a portable DVD player in the next 12 months	142	124	133	140	90
very likely to buy a giant flat screen/HDTV in the next 12 months	136	130	103	112	79
attended movies once a week or more	128	109	127	100	98
bought a DVD or Blu-ray player in the last 12 months	112	108	94	109	75

*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.

Source: GfK MRI, Spring 2014.

Affluent and active **investors** are heavy print magazine readers

Total value of household's financial accounts/liquid assets (index)

	print magazines	internet*	TV	radio
\$750K+	129	90	107	111
\$500K+	121	94	109	108
\$250K+	114	96	109	107

*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

In the past 12 months/next 12 months (index)

plan to open or move a non-retirement account



household used a private banker



household used a full-service broker



plan to invest in stocks, mutual funds, etc.



household used a financial planner



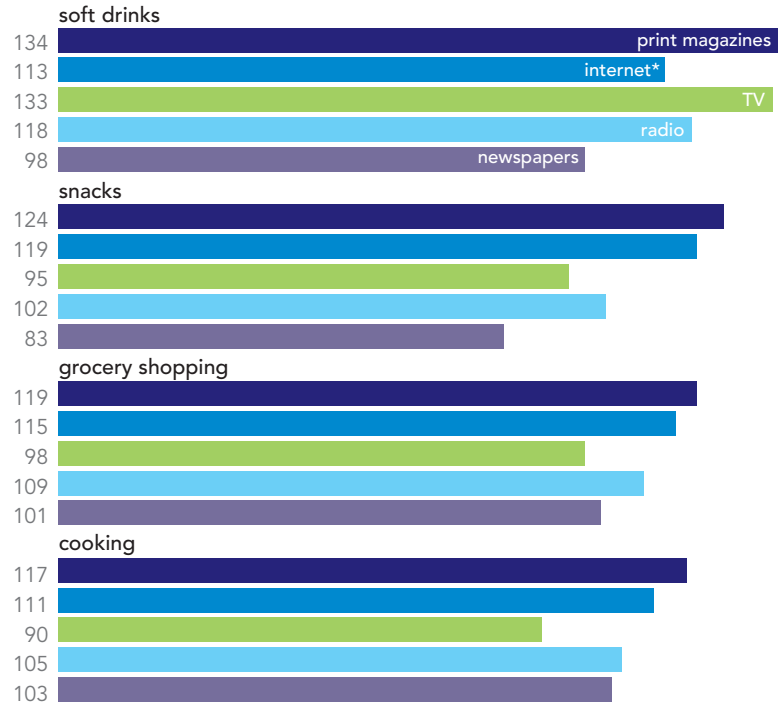
*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

Food influencers read print magazines

Category influential consumers for food purchases among heavy media users (index)



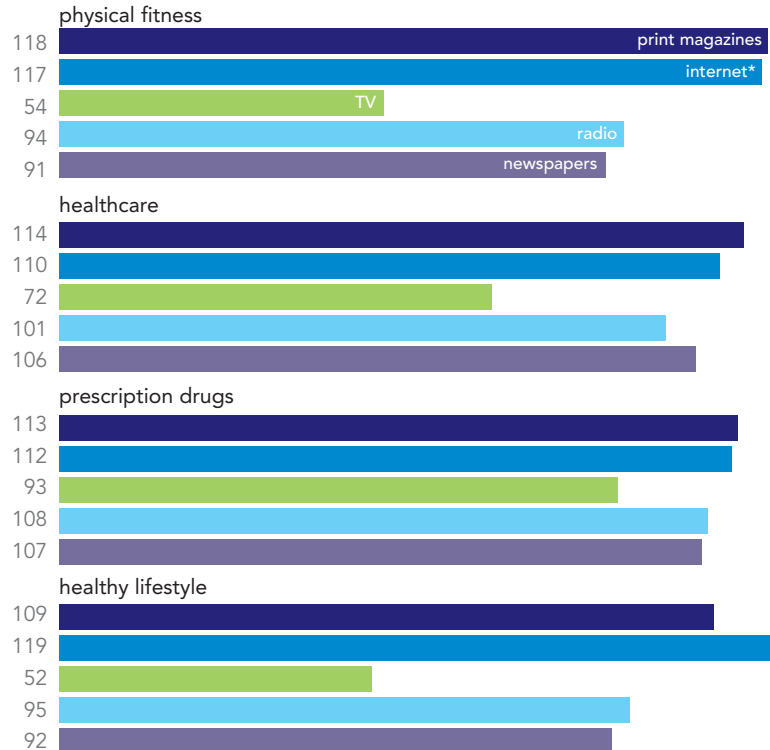
*Includes internet magazine activity.

Index: Percentage of category influentials among top quintile of users of each medium vs. percentage of category influentials among adults 18+. Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2014.

Print magazines excel in reaching influential consumers in healthcare

Category influential consumers for healthcare categories among heavy media users (index)



*Includes internet magazine activity.

Index: Percentage of category influentials among top quintile of users of each medium vs. percentage of category influentials among adults 18+. Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2014.

Heavy print readers are the **most informed and engaged healthcare/pharma customers**

Agreement with statements and opinions about pharmaceuticals and healthcare (index)

	magazine media	internet	TV	radio	newspapers
Pharmaceutical advertisements make me more knowledgeable about medicines	153	90	112	91	112
It's worth paying more for branded prescription medications rather than generic	148	90	119	92	117
I trust pharmaceutical companies that advertise the medications I take	147	75	101	75	109
I often discuss new prescription medicines with my doctor	138	80	119	88	113
I research treatment options on my own and then ask my doctor about them	134	112	96	108	110
Friends come to me for advice about healthcare and medications	132	129	100	99	107
I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised	132	91	115	98	98
I am better informed about my health than most people	123	100	99	94	113
I research healthcare information so that I am better informed about different healthcare treatment options	122	105	90	95	107
I carefully examine the ingredient list on over-the-counter medications	119	91	101	101	111

*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.

Source: Kantar Media, MARS Consumer Health Study, 2014.

Magazine media advertising is #1 in driving consumer healthcare actions

Actions taken in the last 12 months as a result of healthcare advertising (index)

	magazine media	internet*	TV	radio	newspapers
returned a free sample card	236	83	191	24	172
called a toll-free number to get additional information	234	102	180	139	155
visited a pharmaceutical company's website	210	104	131	129	142
switched to a different brand	208	115	156	121	150
referred to a book, journal or magazine to get additional information	192	101	116	119	124
asked your doctor for a product sample of a prescription drug	179	95	145	111	125
consulted a pharmacist	178	79	134	115	130
discussed an ad with a friend or relative	176	120	135	147	134
used a coupon	176	89	128	130	136
asked your doctor to prescribe a specific drug	152	100	131	95	132
purchased a nonprescription product	140	93	121	115	117
called for a prescription refill	136	74	132	106	114
made an appointment to see a doctor	132	81	114	104	112
took medication	126	87	121	112	113

*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.

Source: Kantar Media, MARS Consumer Health Study, 2014.

Viewers of healthcare ads in magazine media are **most likely to take action**

Number of times purchased prescription products in the last 12 months (index)

	magazine media	internet*	TV	radio	newspapers
10+ times	114	91	108	93	103
6+ times	113	90	107	96	105
3+ times	110	94	105	95	106
1+ times	108	101	103	100	104
none	75	97	90	100	87

Used any of the following when received or filled a prescription in the last 12 months (index)

	magazine media	internet*	TV	radio	newspapers
coupon offer downloaded/emailed from the drug company website	160	132	112	147	135
brand-specific coupon received from a doctor	142	127	114	140	123
prescription assistance program from a drug brand	130	95	105	114	132
prescription discount or savings card	127	122	108	124	126

*Includes internet magazine activity.

Index: Those who saw/heard healthcare advertising in each medium in the last 12 months vs. adults 18+.

Source: Kantar Media, MARS Consumer Health Study, 2014.

Print magazine readers **are top spenders** on home remodeling and decorating

Home improvement spending among affluent heavy media users (index)

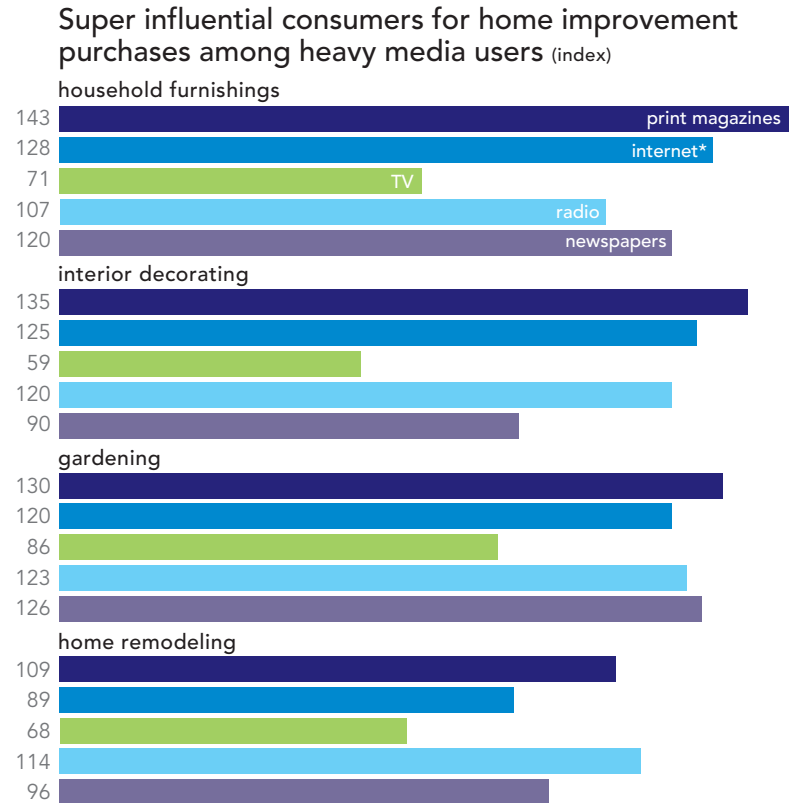
	print magazines	internet*	TV	radio
\$1,000+ home decorating services	154	110	100	107
\$3,000+ furniture	141	126	95	122
\$1,000+ furniture	131	119	101	110
\$1,000+ HH appliances	137	111	109	112
\$1,000+ kitchen appliances	130	109	119	113
\$5,000+ home remodeling	130	98	92	108
\$10,000+ home remodeling	125	94	104	103

*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

Print magazine readers are super influencers in home furnishings and remodeling



*Includes internet magazine activity.

Index: Percentage of super influentials among top quintile of users of each medium vs. percentage of super influentials among adults 18+. Super influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic to others.

Source: GfK MRI, Spring 2014.

Print magazine readers are most likely to **use home improvement professionals and remodel or redecorate** home/garden

Home improvement activity among affluent heavy users of media (index)

in the past 12 months...	print magazines	internet*	TV	radio
used landscape designer	149	109	113	114
used interior designer/decorator	141	116	83	107
used landscape architect	140	117	118	126
used any home-related professional	126	111	106	118
in the next 12 months...				
plan to redecorate home	135	112	100	114
plan to remodel or renovate kitchen	134	104	108	107
plan to remodel or renovate garden	134	104	104	122

*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

Luxury goods category influencers and buyers are heavy print magazine readers

Luxury goods category influencers among heavy media users (index)

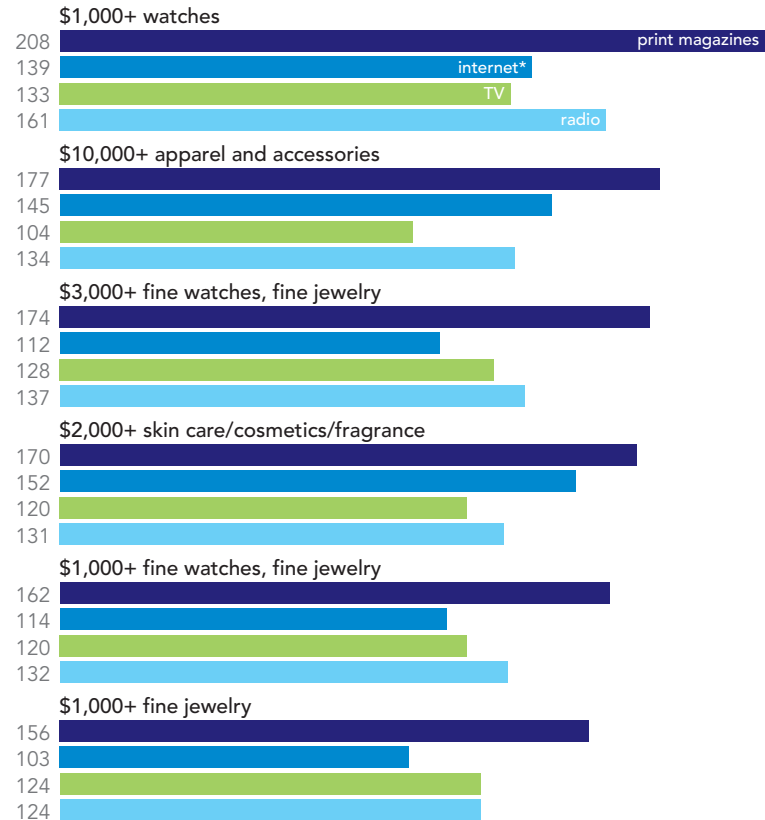
	print magazines	internet*	TV	radio	news-papers
beauty	139	125	107	121	72
fashion-clothes	131	121	96	95	69
interior decorating	114	97	61	102	102

*Includes internet magazine activity.

Index: Percentage of category influentials within top quintile of users of each medium among adults 18+ with HHI \$50K+ vs. percentage of category influentials among all adults 18+ with HHI \$50K+. Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2014.

Luxury goods spending among affluent heavy media users in past year (index)



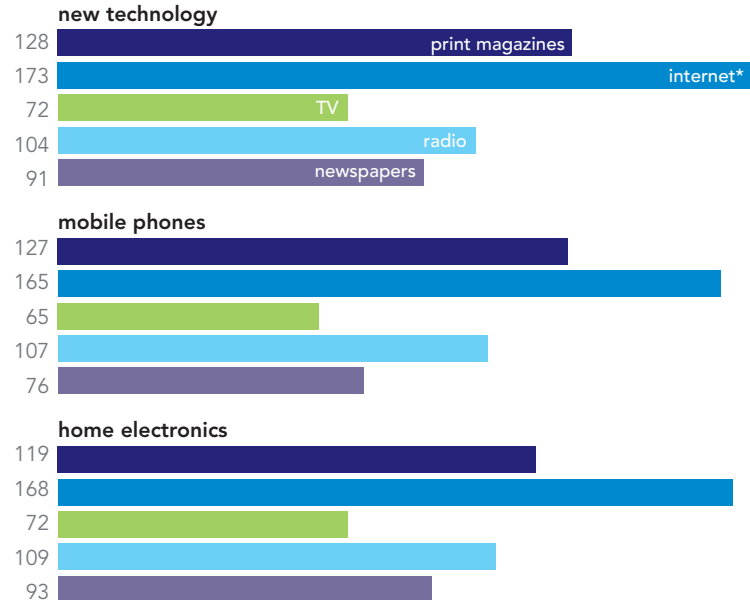
*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

Heavy print magazine readers are tech influencers—second only to online

Super influential consumers for technology purchases among heavy media users (index)



*Includes internet magazine activity.

Index: Percentage of super influentials among top quintile of users of each medium vs. percentage of super influentials among adults 18+. Super influentials are defined as people who have great experience in this topic, whose advice on this topic is trusted by friends and family members and who recommend products or services on this topic to others.

Source: GfK MRI, Spring 2014.

Print magazine readers are active, affluent and influential travelers

Affluent heavy print magazine readers are big spenders on travel (index)

amount spent on vacations in past 12 months	print magazines	internet*	TV	radio
\$10,000+ within U.S.	144	114	106	108
\$10,000+ outside U.S.	136	120	97	121
\$5,000+ within U.S.	125	104	112	118
\$5,000+ outside U.S.	123	114	93	110

*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

Travel characteristics of heavy media users (index)

very/somewhat likely next 12 months: vacation abroad



agree completely/somewhat: others ask my advice about vacation travel



very/somewhat likely next 12 months: take a cruise (2+ days)



very/somewhat likely next 12 months: vacation in the U.S.+



*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.

+Defined as Hawaii, Florida, theme parks, and other U.S.

Source: GfK MRI, Spring 2014.

Heavy print magazine readers are **most likely to travel**

Travel intentions among heavy users of media (index)

Intended destinations very likely next 12 months

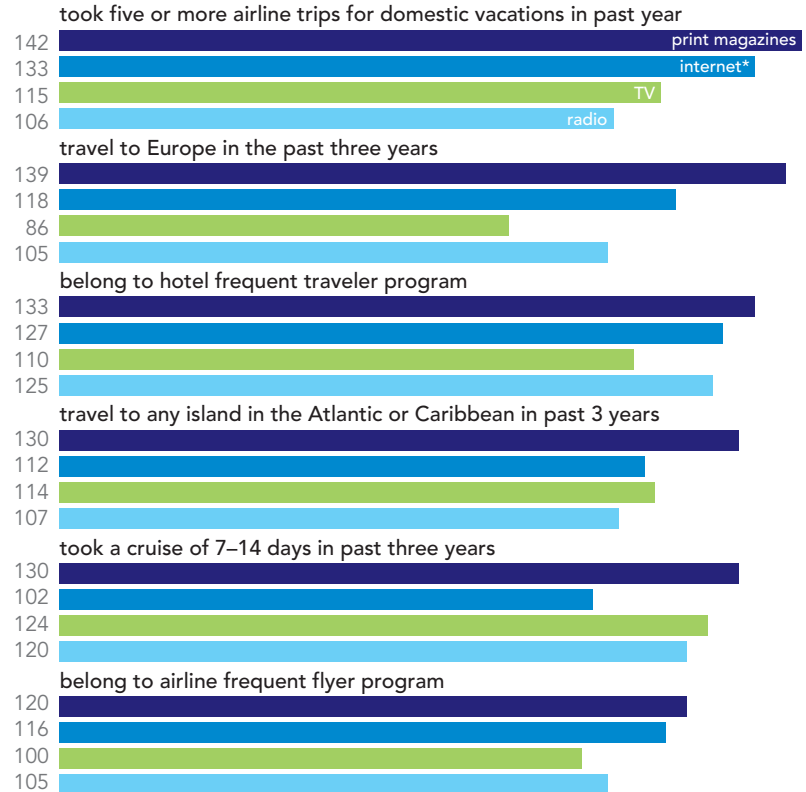
	print magazines	internet*	TV	radio	news-papers
Hawaii	124	109	97	98	84
Florida	111	97	94	98	106
Caribbean	122	112	79	104	109
Mexico	114	105	76	106	100
South America	138	132	86	121	84
Europe	127	121	74	96	124

*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.

Source: GfK MRI, Spring 2014.

Travel habits of affluent heavy media users (index)



*Includes internet magazine activity.

Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+.

Source: Ipsos Affluent Survey USA, 2014.

MPA—The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry's vitality, increase revenues and grow market share. Established in 1919, MPA represents 265 domestic, associate and international members. MPA is headquartered in New York City, with a government affairs office in Washington, D.C.

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