

Number of Magazines Targeting the Affluent Increases More Than 400 Percent

By Marrecca Fiore

The number of publications targeting the wealthy now stands at 456, a 407% increase over the mere 90 publications that targeted the nation's upper class in 1997, according to the latest edition of *The Standard Periodical Directory*, which was released in late January. The Oxbridge Communications publication contains information on 58,018 publications, including 15,732 magazines.

The reason for the increase stems from an overall surge in the number of niche or targeted publications in the market, as well as the nation's growing affluence, said Deborah Striplin, editorial director of *The Standard Periodical Directory*. "We think that affluent publications are becoming more popular because more and more people are becoming affluent, think they are, or want to be," she said.

For its most recent trend study, the *Standard Periodical* used data from both its 1997 and its current MediaFinder service. Using a keyword search, the study evaluated publications that cut across various subject categories.

Striplin also said the affluent-targeted magazines with a strong electronic presence are in particularly good positions for growth because "affluent people are usually the first to buy expensive gadgets, including technology." But you don't have to be rich to buy and read the magazines, she said. "People who read the magazines are not always the affluent, but the affluent in the making. For some, it's like teenage girls reading Glamour magazine," said Striplin.

Other top growth categories over the past 10 years include ethnic publications up from 899 in 1997 to 1,696 currently; advertising shopping guides, up from 319 to 667; and puzzles, up from 49 to 143. Declining categories include political science publications, down to 512 from 1,147 in 1997; and business management publications, down to 231 from 920.

During the same period, a number of publications have changed from print-only formats to a combination of both print and electronic formats, Striplin said. The *Standard Periodical* currently lists 17,075 publications that are available in both formats and 5,486 publications that are in electronic format only.

Source: FOLIO:

Magazines Are Driving Mobile Search Activity

Steve Smith

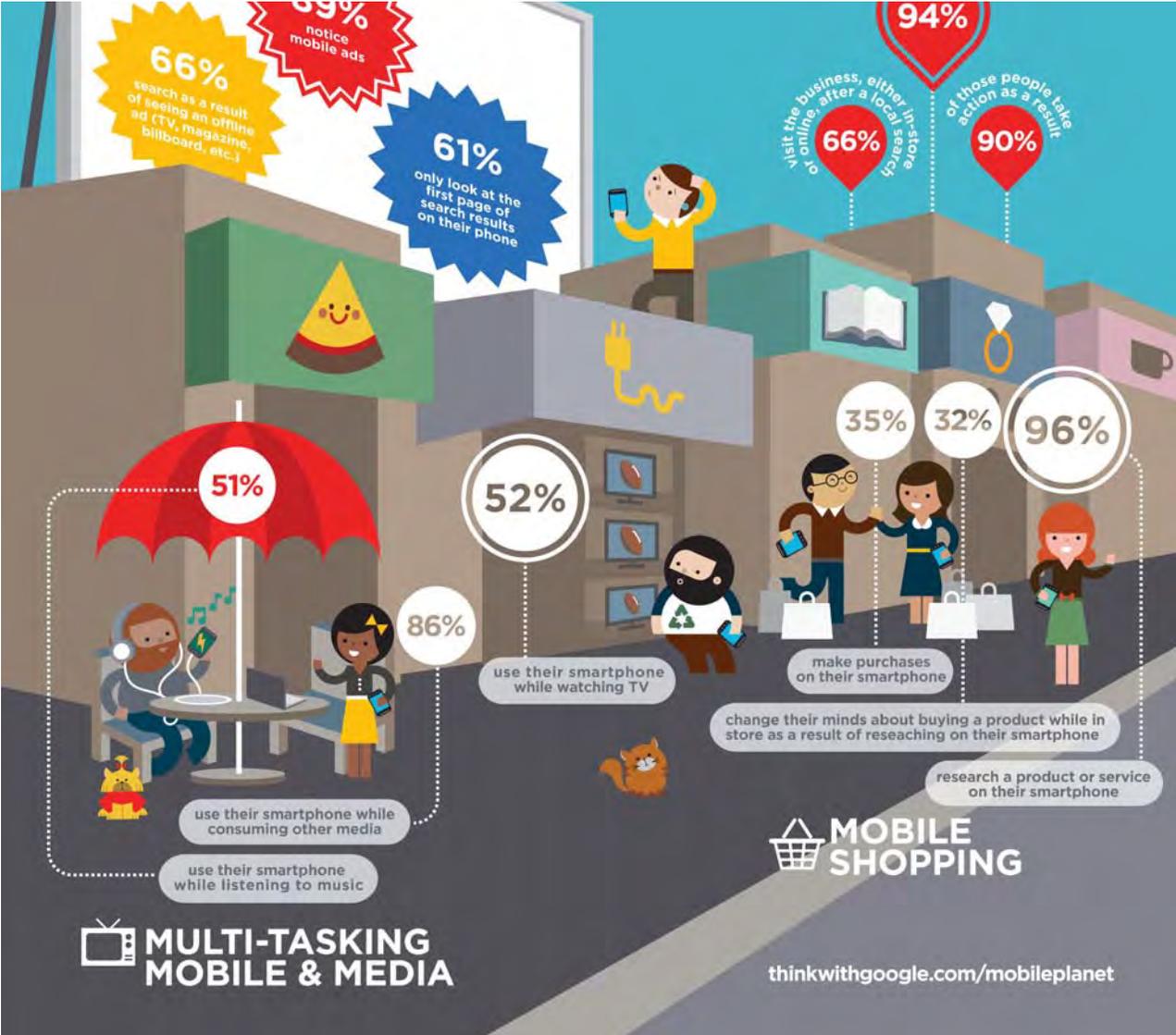
Forget 2D mobile activation programs and mobile apps or sites. Your readers are already using your print magazines as launching pads to mobile activity whether or not you are providing the programs. According to the latest research of how offline advertising inspires mobile search, Google and Ipsos find that 48% of smartphone readers are performing mobile queries off of ads they see in magazines. In this regard, print holds up well with other media, since only 35% of smartphone users search off of poster and billboards, while 57% do so from in-store promotions and 58% from TV. Magazines in particular are key drivers of the mobile ecosystem.

The mobile device's important role in the consumer's path to purchase is starting to emerge in this early research. Among smartphone owners surveyed, 37% said that research that started on mobile led to a purchase they made online, while 32% cited mobile as a starting point for in-store purchases.

While m-commerce has been a marginal activity until recent months, the Google/Ipsos research suggests that the path from a mobile search query off of a print ad to final purchase may not be as distant as it once was. They find 35% of smartphone users have already made a purchase on their cell phones and 68% of those m-shoppers have made a mobile purchase in the last month.

The moral of the story is that mobile is activating your magazine regardless of a publisher's own print2mobile programs. And increasingly consumers are becoming much more confident in letting that inspiration lead them directly to fulfillment by hitting a mobile buy button. Leveraging mobile technology to activate magazine editorial and advertising will be the focus of a panel at the June 5 [min Digital Media Summit](#) in New York. Executives from Meredith, Time, Inc. and Lucky magazine will share their learnings and best practices in using 2D mobile code programs in print.

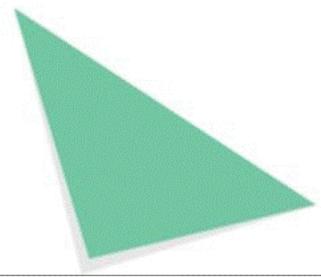




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Two Sides Extract



Research Shows Americans Still Prefer Print and Paper Communications, but Misconceptions about Environmental Sustainability Remain

If you prefer to read from paper instead of an electronic screen, you're not alone.

1.13.2012

CHICAGO, January 18, 2012 – If you prefer to read from paper instead of an electronic screen, you're not alone. According to a recent survey commissioned by Two Sides, the fast-growing non-profit organization created to promote the responsible production, use and sustainability of print and paper, 70 percent of Americans, including 69 percent of 18- to 24-year-olds, say they prefer to read print and paper communications than reading off a screen.

Most of those surveyed also believe that paper records are more sustainable than electronic record storage (68 percent) and that paper is more pleasant to handle and touch than other media (67 percent).

But survey results also show that many Americans still have misconceptions about the environmental impacts of print and paper.

"Even though most Americans still prefer print over electronic communications, they also have misconceptions about the effects of paper-based communications on the environment," says Two Sides President Phil Riebel. "In fact, print and paper have a great environmental story to tell, and Two Sides is committed to setting the record straight using factual information from well-known, credible sources."

The Two Sides survey indicates a majority of respondents are concerned about the effect of print and paper production on forests and believe that there is a connection between the loss of tropical rainforests and the manufacture of paper, but data from a variety of sources show these beliefs to be unfounded.

"Authoritative sources like the U.S. Forest Service, the United Nations Food and Agriculture Organization and others report that the amount of forestland in the United States has remained nearly the same over the last century at about 750 million acres, and the major cause of global deforestation is not papermaking, but the conversion of tropical rainforests to agricultural land," Riebel says.

While 96 percent of survey respondents said they believe recyclability is a sign of environmentally responsible products, most significantly underestimated the amount of U.S. paper that's actually recycled each year. "Most people think the U.S. paper recycling rate is between 20 and 40 percent," Riebel explains, "but American Forest and Paper Association data show that more than 63 percent of all paper used in the United States in 2010 was recycled. According to the U.S. Environmental Protection Agency, that's more than any other commodity, including plastics, glass and metals. The industry has set a goal to exceed 70 percent of all paper recovered for recycling by 2020."

The survey also found that more than half respondents believe that electronic communications are a more environmentally friendly way to read books, magazines and mail. "That's another myth that has been perpetuated by financial institutions, utilities and other organizations that are trying to save money by encouraging consumers to go green by going paperless," Riebel says. "The fact is that both electronic and paper-based communications have an environmental footprint, and making both smaller is the right environmental choice."

Earlier this month, Two Sides launched its U.S. website, www.twosides.us, as a resource for consumers, the media and others who are looking for a trustworthy resource for factual information on the environmental sustainability of print and paper. The website offers a "myths and facts" section that dispels many of the common misconceptions about the medium's environmental impacts, including citations from authoritative sources with links to original source documents.

About the survey:

Two Sides commissioned Ipsos, a global market research company, to conduct a multi-country survey in September 2011. U.S. results included 500 respondents classified by age and gender.

About Two Sides:

Two Sides is an independent, non-profit organization created to promote the responsible production, use and sustainability of print and paper. Started in Europe in 2008, Two Sides is now active in 12 countries, with links to similar projects in Australia and Japan. The organization has more than 1,000 members that

span the entire print and paper supply chain, including pulp and paper producers, paper distributors, ink and chemical manufacturers, printers, equipment manufacturers and publishers. For more information about Two Sides, please contact Phil Riebel at 1-855-896-7433 or pnr@twosides.info, or visit the Two Sides website at www.twosides.us.

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Condé Nast Finds Magazine Readership Growing Among Millennials Fashion, men's mags add young readers

By Emma Bazilian

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The Press



Photo: Ron Levine/Getty Images

It's a fairly common assumption that millennials don't read print media because they're all too busy browsing blogs, clicking on Facebook links and watching YouTube videos to crack open a physical magazine. Well, a new study from Condé Nast says young people's magazine readership is actually the highest it's been in decades.

"There's a misperception about what's going on with printed magazines," said Scott McDonald, svp of market research at Condé Nast, who headed a similar study six years ago. "I thought that coming back and redoing the study after six years of this brutal recession, particularly one that's been very hard on millennials, I would have expected to see more bad news. But what I saw was

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About the Author

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pretty much the same story as six years ago, and in some cases, actually some improvement. Magazines' overall readership numbers still get negatively impacted by decline of these enormous magazines like *TV Guide* and *Reader's Digest*, but if you look at it category by category, you get a very different picture."

Using data from the GfK MRI Survey of the American Consumer, which tracks magazine audiences, McDonald compared different age groups' readership of specific magazine categories in 1991, 2001 and 2011. He found that in certain categories, 18-to-24-year-olds are reading more magazines than ever before.

Fashion and beauty magazines attract about 50 percent more young readers than they did in 2001, and while young women typically "grew out" of these titles fairly quickly as they aged, they now read these magazines long after they leave their mid-20s. Men's magazines also gained ground with the 18-to-24 set, thanks to the addition of lad mags like *Maxim* and the "phenomenal growth" of male fitness titles such as *Men's Health*, said McDonald. The biggest growth in the past 10 years was in the celebrity category, which has more than doubled its readership among young people.

For certain magazine categories, however, technological and cultural change has had a negative effect. Women's service magazines have lost ground among all age groups since 1991, especially 18-to-24-year-olds, whose readership is half of what it was 20 years ago. McDonald attributed the decline in service

magazines to higher levels of education and changing cultural roles of women. "Traditional women's service magazines assumed that women were at home taking care of the kids and being homemakers, and weren't also working," said McDonald. "That certainly hasn't been true for a while."

As millennials turn to the Internet for news, weekly newsmagazines also have lost half their young readers in the past 20 years. Yet that same trend hasn't affected business titles, whose readership among young people has grown slightly since 2001. "It could be that the category is figuring out a new formula," explained McDonald, "like a new point of view, more in-depth analysis or just helping people figure out that information on the Internet can be iffy."

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