

The Media Audit

NEWS RELEASE

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Study Highlights Top City & Regional Magazines

(Houston May 15, 2014) A new report analyzing the past four edition reach of 169 measured City & Regional magazines across the country reveals that Columbia-Jefferson City's Inside Columbia holds the top spot among its peer publications with a 31.5 rating with adults 18+ in the Columbia-Jefferson City, Missouri metro area. Ranking second in the country is Sarasota-Bradenton, Florida's Sarasota Magazine, with a 26.2 rating and Austin, Texas's Texas Monthly with a 25.2 rating among adults aged 18 and over.

Denver, Colorado's 5280 Magazine ranked fourth in the ranking, with 23.1% of the metro area's adult population having read one or more of the past four issues, followed by Greensboro, North Carolina's Our State Down Home NC magazine also with a 23.1 rating.

Even more impressive are the reach figures among affluent consumers with higher incomes. According to the same study, when measuring reach among households earning \$150,000 or more annually, Louisville, Kentucky's Louisville Magazine reaches more than half of those earning above \$150,000 putting the publication at the top of the list when reaching affluent consumers. Columbia-Jefferson City's Inside Columbia ranked near the top as well, with a 49.6 rating among households earning \$150,000 or more, followed by Tucson, Arizona's Tucson Lifestyle with a 48.9 rating, Denver, Colorado's 5280 with a 48.7 rating, and Greensboro, North Carolina's Our State Down Home NC with a 47 rating among households earning \$150,000 or more annually.

"The data speaks for itself – that City and Regional magazines not only do a great job of saturating local markets, but that among those consumers with substantially greater wealth, they are even more likely to be exposed to these magazines," states Phillip Beswick, President and CEO of The Media Audit. "When advertisers continue to press media for greater accountability and ROI, City and Regional magazines are poised to deliver a desirable upscale demographic which represents significant buying power in a recovering economic climate." Beswick adds that "It's not surprising to see three or more successful magazines in a single market, due to the popularity of the format and desirable demographics they represent"

Top 10 City & Regional Magazines among 18+

Market	State	Publication	% Who Read 1 or More of Past 4 Issues
Columbia-Jefferson City	MO	Inside Columbia	31.5
Sarasota-Bradenton	FL	Sarasota Magazine	26.2
Austin	TX	Texas Monthly	25.2
Denver	CO	5280 Magazine	23.1
Greensboro	NC	Our State Down Home NC	23.1
Southern New Hampshire	NH	Yankee	22.8
Tucson	AZ	Tucson Lifestyle H&G	22.8
Tulsa	OK	Tulsa People Magazine	22.0
Washington	DC	Washingtonian Magazine	21.5
Tucson	AZ	Tucson Lifestyle	21.4

Top 10 City & Regional Magazines for Adults Earning \$150,000 or More in Household Income

Market	State	Publication	% Who Read 1 or More of Past 4 Issues
Louisville	KY	Louisville Magazine	51.0
Columbia-Jefferson City	MO	Inside Columbia	49.6
Tucson	AZ	Tucson Lifestyle	48.9
Denver	CO	5280 Magazine	48.7
Greensboro	NC	Our State Down Home NC	47.0
Eugene-Springfield	OR	Eugene Magazine	46.8
Pittsburgh	PA	Pittsburgh Magazine	46.3
Sarasota-Bradenton	FL	Sarasota Magazine	46.2
Austin	TX	Texas Monthly	46.1
Tucson	AZ	Tucson Lifestyle H&G	43.3

In looking at the top 10 City & Regional publications, the rating increased dramatically when the target audience was switched from 18+ to adults earning \$150,000 or more. In the case for #1 ranked Inside Columbia, the rating increased by nearly 60% for adults earning \$150,000 or more, while the rating more than doubled for publications like Denver's 5280.

"Clearly, these publications are serving a niche audience and enjoying above average saturation with high income earning consumers who are likely to be in the market for items such as luxury vehicles, new homes, and who shop at high end retail stores," Beswick adds. "The value these publications add to any media mix is significant."

The data was released in conjunction with the upcoming City and Regional Magazine Association Convention which will be held May 17-19 at the Marriott Wardman Park Hotel in Washington, D.C. In addition to measuring past four edition readership for City & Regional magazines, The Media Audit also measures average single issue readership as well as website reach. Using a proprietary research tool called Combo Builder, subscribers to The Media Audit can illustrate to advertisers the unduplicated net reach of the print and web audiences combined, adding greater value to a multi-media ad buy.

A full summary of this report will be available to attendees. Data obtained for this press release were obtained from an average of the past two surveys for each metro area.

The Media Audit is a 42 year old multi-media, local market research company focused on helping media and advertising companies increase their sales through a better understanding of the consumer's product usage and media habits. Started in 1972 by Houston entrepreneurs, Bob Jordan and Jim Higginbotham, The Media Audit has grown to more than 100 surveyed markets across America. At the dawn of the digital age in the early 90's The Media Audit was the first local market research company to survey local media websites and was known as the standard for local web measurement. Today the company is leading the way with mobile information.

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