

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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Texas Monthly and Tucson Lifestyle Top List of City and Regional Magazines for Reaching Affluent Households earning \$75,000 or More

(Houston, TX – April 27, 2007) A new report issued by The Media Audit on the nation's top City and Regional Magazines shows that Texas Monthly and Tucson Lifestyle top the list for reaching adults who earn more than \$75,000 in household income. According to the survey, Texas Monthly, which is read by more than two million adults across the state of Texas, reaches 38.7% of all adults in San Antonio who earn \$75,000 or more in household income. This ranks the publication at number one in reaching affluent households, among The Media Audit's 87 measured markets.

The surveys were conducted between January 2006 and March 2007 and tracked past four edition readership and average issue readership of more than 80 City and Regional Magazines across the U.S. Texas Monthly in Austin ranked second in reaching affluent households (38.2% of affluent households read one or more of the past four issues), followed by Texas Monthly in Houston (33.5%), Tucson Lifestyle (31.7%), and Boston Magazine (31.6%). Affluent households are defined as those adults who earn \$75,000 or more in household income.

Affluent Households are Frequent, Loyal Readers

By comparing past four edition readership and average issue readership of these publications, one can ascertain the "conversion" rate, or the percent of total readers who are likely to read every issue. The conversion rate can point to the degree of loyalty or frequency of exposure of a media's audience. In the case of Texas Monthly in San Antonio, more than 77% of the publication's total readers earning \$75,000 or more also read the past issue. In Tucson, more than 78% of Tucson Lifestyle's total readers also read the past issue, suggesting that these publication's affluent readers are very likely to be exposed to every issue.

Bob Jordan, President of Houston-based International Demographics, Inc., comments, “The degree of audience loyalty for these City and Regional Magazines is significant when you compare them to other media such as radio or television. With so many media choices, creating ‘stickiness’ to a medium’s content becomes more challenging and if a medium is successful at it, it will attract more advertisers. The City and Regional Magazine industry overall has done an exceptional job of appealing to the interests of their readers and it reflects in the data.”

Additional findings related to City and Regional Magazine Readership Include:

- Rounding out the top ten publications for reaching affluent households are Pittsburgh Magazine (30.6% of affluent adults in this market read one or more of the past four issues), D Magazine in Dallas-Ft. Worth (30.4%), Sacramento Magazine (29.5%), Gulfshore Life in Ft. Myers-Naples (28.6%) and Milwaukee Magazine (28.3%).
- Complimentary findings from this report will be available from The Media Audit at the CRMA Annual Conference May 5-7 in Denver.

The Data Source

The Media Audit, a syndicated media ratings service, currently measures more than 87 metropolitan markets and provides qualitative data for traditional media as well as for media websites.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 36 years. In 1998, the survey began to measure local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local media audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.