



An Analysis of Magazine Category Performance

Monthly Focus Topic



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Executive Summary



- The magazine segment has been challenged by the ad recession and competition from digital media
- Magazine ad pages and circulation declined 26% and 6%, respectively in 2009
- Despite this, magazine readership remains stable and there is a growing body of research supporting the effectiveness of magazine advertising (MRI, MPA)
- A detailed examination of FY2009 magazine ad page and circulation data provides some interesting insight into the performance of individual magazine categories and brands
- Most notably, several magazine categories and brands showed resilience in 2009 even while facing very strong headwinds

Key Magazine Industry Performance Indicators (2009)



Indicator	2009	2008	% Change
PIB Ad Pages	169,218	227,559	-25.6%
ABC Circulation	346,571,912	368,363,773	-5.9%

Magazine Categories

Ranked by Ad Page Performance



Rank	Title	2009 Ad Pages	% Change vs. 2008
1	Women's Service	15,851	-7.8%
2	Entertainment / Celebrity	10,044	-8.0%
3	Health / Fitness	3,226	-11.0%
4	Parenting	4,918	-11.6%
5	Fan Sports	3,089	-15.5%
6	Women's Service / Beauty	5,179	-19.0%
7	General Interest & Lifestyle	10,818	-20.7%
8	Epicurean	4,982	-20.9%
9	Bridal	5,417	-21.5%
10	Teen magazines	1,676	-22.5%

Magazine Categories (cont.)

Ranked by Ad Page Performance



Rank	Title	2009 Ad Pages	% Change vs. 2008
11	African American	2,885	-26.1%
12	Automotive	4,177	-26.5%
13	Newsweeklies	5,401	-27.4%
14	Personal Sports	5,069	-28.2%
15	Personal Finance	2,257	-28.2%
16	Men's	6,018	-28.8%
17	Fashion	11,094	-28.9%
18	Science & Technology	2,408	-31.4%
19	Hispanic	1,379	-32.2%
20	Business / Finance	7,457	-33.0%
21	Travel	3,704	-33.5%
22	Outdoor & Recreation	5,401	-33.8%
23	Shelter	6,145	-40.2%
24	Music	1,726	-44.7%

Magazine Category Spotlight: *Women's Service*



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
Better Homes & Gardens	1,725	+2.1%	7,627,992	-0.4%
Family Circle	1,739	+11.5%	3,874,240	-0.8%
First for Women	559	-11.3%	1,261,191	-6.5%
Good Housekeeping	1,439	-11.1%	4,641,651	-0.8%
Ladies' Home Journal	1,270	+3.1%	3,850,782	+0.2%
Martha Stewart Living	1,075	-17.7%	2,061,226	+1.3%
More	918	+1.2%	1,347,174	+4.8%
O, The Oprah Magazine	1,348	-26.1%	2,438,710	+2.5%
Real Simple	1,442	-15.2%	1,995,625	-0.4%
Redbook	1,349	-10.3%	2,224,448	+0.3%
Woman's Day	1,514	-3.0%	3,949,248	+1.3%
Womans World	361	+0.1%	1,278,395	-6.0%
Women's Health	638	-11.9%	1,466,405	+25.5%
Working Mother	474	-18.6%	828,129	-0.2%
TOTALS	15,851	-7.8%	38,845,216	+0.6%

The Women's Service category held up better than any other category in 2009, particularly from an ad page standpoint. This positive performance was led by the older Women's Service titles, such as *BHG*, *Family Circle*, *LHJ* and *More*. *Women's Health* continued to see strong growth in circulation, but ad pages declined more than the category average.

Magazine Category Spotlight: *Entertainment / Celebrity*



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
Entertainment Weekly	966	-20.6%	1,788,799	-0.9%
In Touch Weekly	855	-21.9%	795,457	-14.2%
Life & Style Weekly	384	-24.9%	479,647	-4.1%
OK Weekly	904	+20.7%	781,046	-13.9%
People	3,367	-1.6%	3,614,861	-3.5%
Star	1,131	-3.6%	1,096,817	-13.9%
TV Guide	725	-24.4%	2,682,799	-17.9%
Us Weekly	1,712	-4.6%	1,924,093	+1.1%
TOTALS	10,044	-8.0%	13,163,519	-8.1%

Us Weekly and *People* gave the Entertainment / Celebrity category a much-needed boost in 2009, from both an ad page and circulation standpoint. *Us Weekly* was the only title in the category to grow its circulation. *OK Weekly* showed strength from an ad standpoint, but its circulation fell almost 14%.

Magazine Category Spotlight: *Health / Fitness*



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
Fit Pregnancy	527	-7.7%	95,214	-8.3%
Fitness	736	+9.1%	1,539,001	-1.7%
Natural Health	438	-16.6%	326,534	-10.4%
Organic Gardening	202	+0.2%	294,420	+10.7%
Prevention	813	-25.8%	3,106,409	-6.9%
Weight Watchers	509	-8.1%	1,289,490	-0.3%
TOTALS	3,226	-11.0%	6,651,068	-4.0%

Fitness, Organic Gardening and Weight Watchers led the Health / Fitness category in 2009, posting above-average performance in ad pages and circulation. Fitness was the standout with advertisers, while smaller-circulation Organic Gardening posted a double-digit increase in circulation.

Magazine Category Spotlight: *General Interest & Lifestyle*



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
AARP – The Magazine	208	-22.3%	24,463,228	+1.4%
The Atlantic Monthly	446	-15.7%	470,345	+5.0%
Guideposts	437	-14.1%	2,055,606	-6.8%
National Geographic	377	-13.9%	4,602,119	-9.1%
New York Magazine	2,332	-25.6%	418,419	-3.3%
New Yorker	1,125	-23.9%	1,044,535	-0.3%
Reader’s Digest	866	-7.7%	7,629,105	-8.2%
Smithsonian	378	-26.3%	2,023,786	-0.4%
Southern Living	1,059	-8.8%	2,848,107	+1.0%
Sunset	665	-10.2%	1,228,506	+0.8%
Texas Monthly	1,642	-18.5%	297,417	-1.9%
Vanity Fair	1,284	-32.8%	1,201,239	+2.9%
TOTALS	10,818	-20.7%	48,282,412	-1.8%

The General Interest & Lifestyle category encompasses a wide variety of titles, covering a range of different topics. However, some of the more specialized General Interest & Lifestyle titles recorded the best performance in 2009, with *The Atlantic Monthly*, *Southern Living* and *Sunset* emerging as category leaders.

Magazine Category Spotlight: *Fashion*



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
Elle	2,083	-20.6%	1,115,552	+1.1%
Harper's Bazaar	1,523	-26.3%	722,063	+1.3%
In Style	2,312	-15.9%	1,763,475	-1.6%
Lucky	1,242	-26.8%	1,127,953	-2.6%
Town & Country	894	-45.6%	455,508	-0.6%
Vogue	1,989	-31.2%	1,269,640	+0.9%
W	1,052	-45.8%	455,418	-1.8%
TOTALS	11,094	-28.9%	6,909,609	-0.6%

The Fashion category is very sensitive to changes in the economy and consumer spending given that their advertising base is largely comprised of luxury advertisers. Nevertheless, *In Style* and *Elle* showed strength in very difficult market conditions. *In Style*, which attracts more mass-market advertisers, led the category from an ad page standpoint. *Elle* fared slightly worse than *In Style* in terms of ad pages, but posted a solid 1.1% increase in circulation.

Magazine Category Spotlight: *Shelter*



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
Architectural Digest	791	-49.8%	845,305	+0.6%
Country Home	81	-87.1%	N/A	N/A
Country Living	877	-11.7%	1,623,411	-0.2%
Domino	47	-93.2%	N/A	N/A
Dwell	645	-44.8%	334,391	+1.0%
Elle Décor	828	-33.6%	519,735	+0.4%
House Beautiful	650	-16.4%	833,966	-0.1%
Metropolitan Home	663	-34.2%	561,971	-0.6%
This Old House	456	-21.9%	980,461	+2.0%
Traditional Home	622	-6.7%	974,015	-0.6%
Veranda	487	-48.1%	455,217	-0.2%
TOTALS	6,145	-40.2%	7,128,472	+0.2%

Overall, the shelter category faced steep declines in ad pages and flat circulation. *Traditional Home* was the category leader in 2009, with only a 6.7% decline in ad pages and a slight drop in circulation. *Country Living*, *House Beautiful*, and *This Old House* fared significantly better than the category average in terms of ad pages. However, *This Old House* was the only one of these 3 titles to report a gain in circulation (+2%).

Magazine Category Spotlight: Newsweeklies



Title	Ad Pages 2009	% Change vs. 2008	Circulation 2009	% Change vs. 2008
The Economist	1,971	-20.2%	812,007	+5.9%
Newsweek	1,117	-25.9%	2,316,590	-14.8%
The Week	660	+9.5%	513,512	+0.8%
Time	1,447	-17.4%	3,350,415	-0.7%
U.S. News	207	-81.3%	1,924,093	+1.1%
TOTALS	5,401	-27.4%	8,916,617	-3.9%

As a category, newsweeklies have been challenged to compete with the immediacy of the digital media. Despite this, *The Week* continued to post gains in both ad pages and circulation in 2009. *Time* and *The Economist* also demonstrated resilience, both performing better than the category average in terms of ad pages and circulation.