

Top Consumer Magazines

ADV 6305, Kent Lancaster

Consumer Magazines, Top 20 Read by Adults, Men and Women										
#	Magazine (Yearly Publication Frequency)	Circulation (000s)	Rate (\$)		Ratings (%) - Do not divide by base.					
			4cPg1x	BWPg1x	Simmons			MRI		
					Adults*	Men	Women	Adults	Men	Women
1	<i>Reader's Digest (12)</i>	15,000	208,000	179,000	27.82	24.05	31.29	26.11	22.44	29.50
2	<i>TV Guide (52)</i>	13,171	155,200	131,800	22.97	20.83	24.95	19.83	18.57	20.98
3	<i>People (52)</i>	3,250	131,500	104,000	19.94	14.21	25.22	19.39	13.62	24.70
4	<i>Better Homes & Gardens (12)</i>	7,600	213,900	176,700	19.84	9.55	29.31	18.17	8.62	26.96
5	<i>National Geographic (12)</i>	9,089	159,345	142,185	18.10	18.85	17.40	15.97	17.88	14.23
6	<i>Good Housekeeping (12)</i>	4,500	174,385	138,975	14.22	4.06	23.57	13.40	2.92	23.03
7	<i>Sports Illustrated (52)</i>	3,150	170,000	117,000	13.33	21.62	5.71	13.19	21.74	5.33
8	<i>Time (52)</i>	4,000	169,000	116,000	13.00	14.53	11.59	12.47	13.55	11.47
9	<i>Family Circle (17)</i>	5,054	147,500	124,030	12.60	2.48	21.91	11.81	2.32	20.53
10	<i>Woman's Day (17)</i>	4,163	140,055	116,980	12.02	1.60	21.61	10.87	1.76	19.24
11	<i>Newsweek (52)</i>	3,276	154,750	99,470	11.10	12.12	10.17	11.20	13.11	9.45
12	<i>Modern Maturity (6)</i>	20,000	248,800	224,540	11.00	8.46	13.33	9.76	7.09	12.21
13	<i>Life (13)</i>	1,500	67,575	52,530	9.31	9.09	9.52	7.74	7.31	8.14
14	<i>McCall's (12)</i>	4,256	113,120	95,880	9.18	1.43	16.32	7.81	1.62	13.50
15	<i>Cosmopolitan (12)</i>	2,526	99,550	79,660	8.43	3.19	13.25	8.46	2.64	13.81
16	<i>Ladies' Home Journal (12)</i>	4,500	137,000	129,500	8.41	1.70	14.59	8.38	1.34	14.85
17	<i>Redbook (12)</i>	2,830	99,300	75,100	7.23	1.35	12.63	6.08	1.21	10.55
18	<i>Southern Living (12)</i>	2,494	89,850	64,310	7.17	3.48	10.56	6.24	3.36	8.88
19	<i>Field and Stream (12)</i>	1,750	84,630	59,290	7.05	11.77	2.71	6.56	10.93	2.54
20	<i>Ebony (12)</i>	1,836	49,975	36,991	6.77	5.39	8.05	6.35	5.44	7.18
21	<i>Parents (12)</i>	1,740	76,460	59,715	6.74	2.64	10.51	6.74	2.30	10.82
22	<i>Prevention (12)</i>	3,252	68,910	59,070	6.70	3.32	9.82	5.84	2.82	8.62
23	<i>Country Living (12)</i>	1,616	80,175	58,610	6.44	2.87	9.73	5.90	2.79	8.75
24	<i>Glamour (12)</i>	2,000	88,403	62,774	6.16	1.20	10.72	6.37	1.07	11.24
25	<i>U.S. News & World Report (52)</i>	2,220	103,500	69,300	5.94	7.30	4.69	6.11	7.74	4.62
26	<i>Popular Mechanics (12)</i>	1,437	82,225	57,945	5.50	9.39	1.92	5.04	9.41	1.03
27	<i>Money (13)</i>	1,900	103,655	70,700	5.34	6.51	4.26	4.68	5.87	3.58
28	<i>Playboy (12)</i>	3,173	96,210	68,700	4.77	8.49	1.36	4.92	8.51	1.61
29	<i>Car & Driver (12)</i>	1,200	99,850	64,855	4.31	8.02	0.90	3.81	6.91	0.97
30	<i>Golf Digest (12)</i>	1,540	106,610	71,070	3.89	6.20	1.76	3.38	5.54	1.38
31	<i>Motor Trend (12)</i>	1,150	94,065	55,990	3.60	6.98	0.49	3.11	5.93	0.51
32	<i>Hot Rod (12)</i>	780	48,080	28,705	3.41	6.11	0.94	3.71	6.81	0.86
33	<i>Guns & Ammo (12)</i>	588	31,785	19,410	3.27	6.11	0.65	2.95	5.54	0.57
34	<i>American Legion (12)</i>	2,800	44,250	32,610	2.10	3.02	1.26	2.09	3.16	1.10
35	<i>Cable Guide (12)</i>	4,500	53,850	40,300	-	-	-	5.79	5.94	5.65
	Average Ratings				9.64	7.88	11.26	8.86	7.37	10.24
	Population Base				192,031	91,995	100,036	194,214	93,025	101,189

*Magazines are sorted in descending order according to Simmons ratings for adults.