

DO YOUNG PEOPLE READ MAGAZINES?

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Do Young People Read Magazines?

- Conventional wisdom these days holds that the young have all but stopped reading publications printed on paper -- that the only way to reach them is through digital media. Though digital media hold undisputed appeal for all age groups, longitudinal trend data show that, for some types of magazines, **print has never been more popular among the young.**

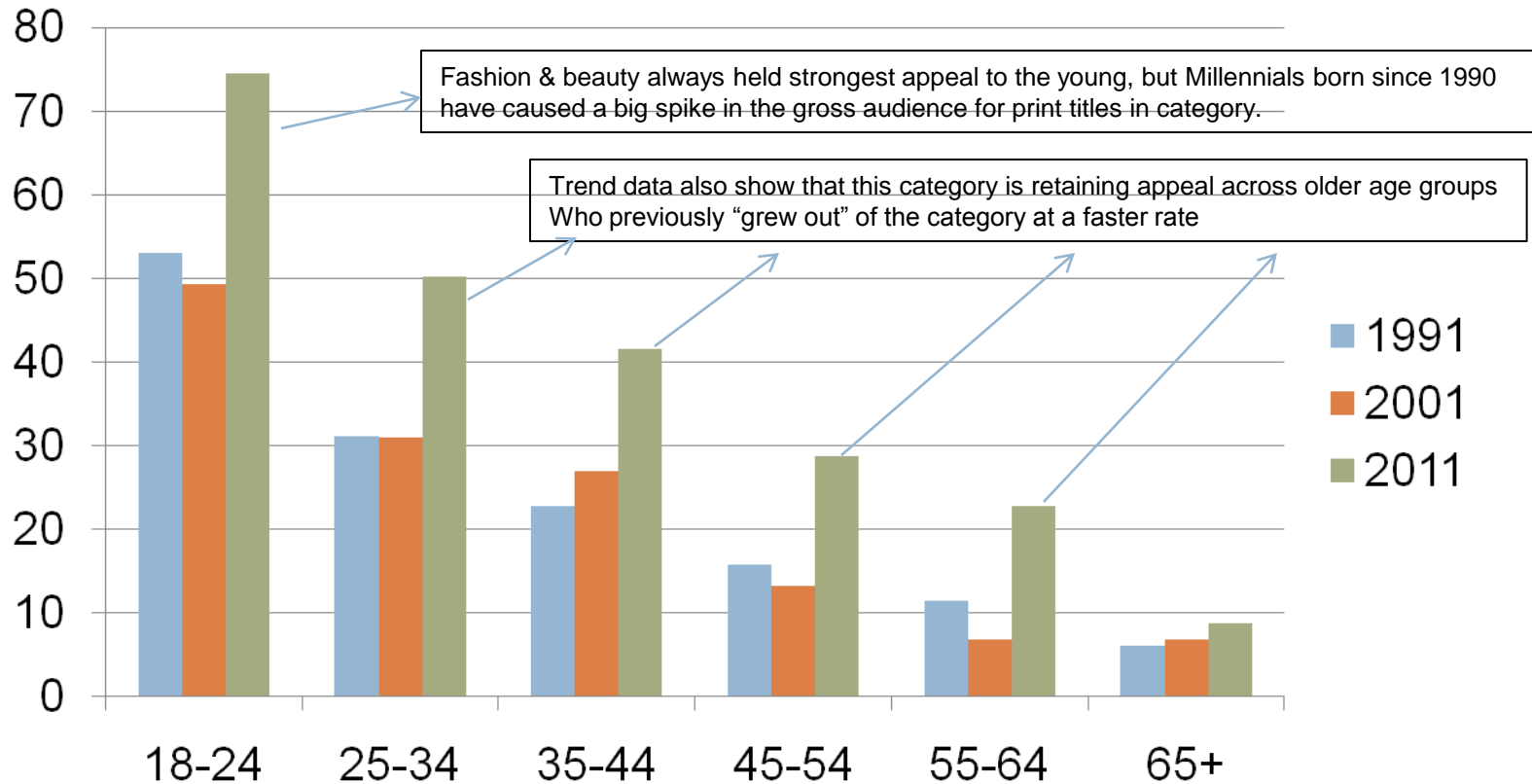
The Value of Longitudinal Data

- Surveys that maintain the same methodology and questions allow us to look at trends over time. From the mid-1980s until 2011, the MRI survey provided this benefit.
 - ▣ Methodology change introduced in Fall 2011 disrupted the trendability of the MRI data. Because of this change, MRI provides unbroken trends from the mid-70s until Spring 2011, and it will again be a source from trend data from Fall 2012 forward.
 - ▣ In this study, MRI trend data allow us to investigate whether the young adults of 2011 (born since 1990) are reading more or less than the comparable young adults of 2001 or 1991.
- The answer may surprise you. Indeed in some key categories, Millennials read MORE print magazines than did their twentysomething counterparts 10 and 20 years ago.

Are Young People Reading Printed Magazines?

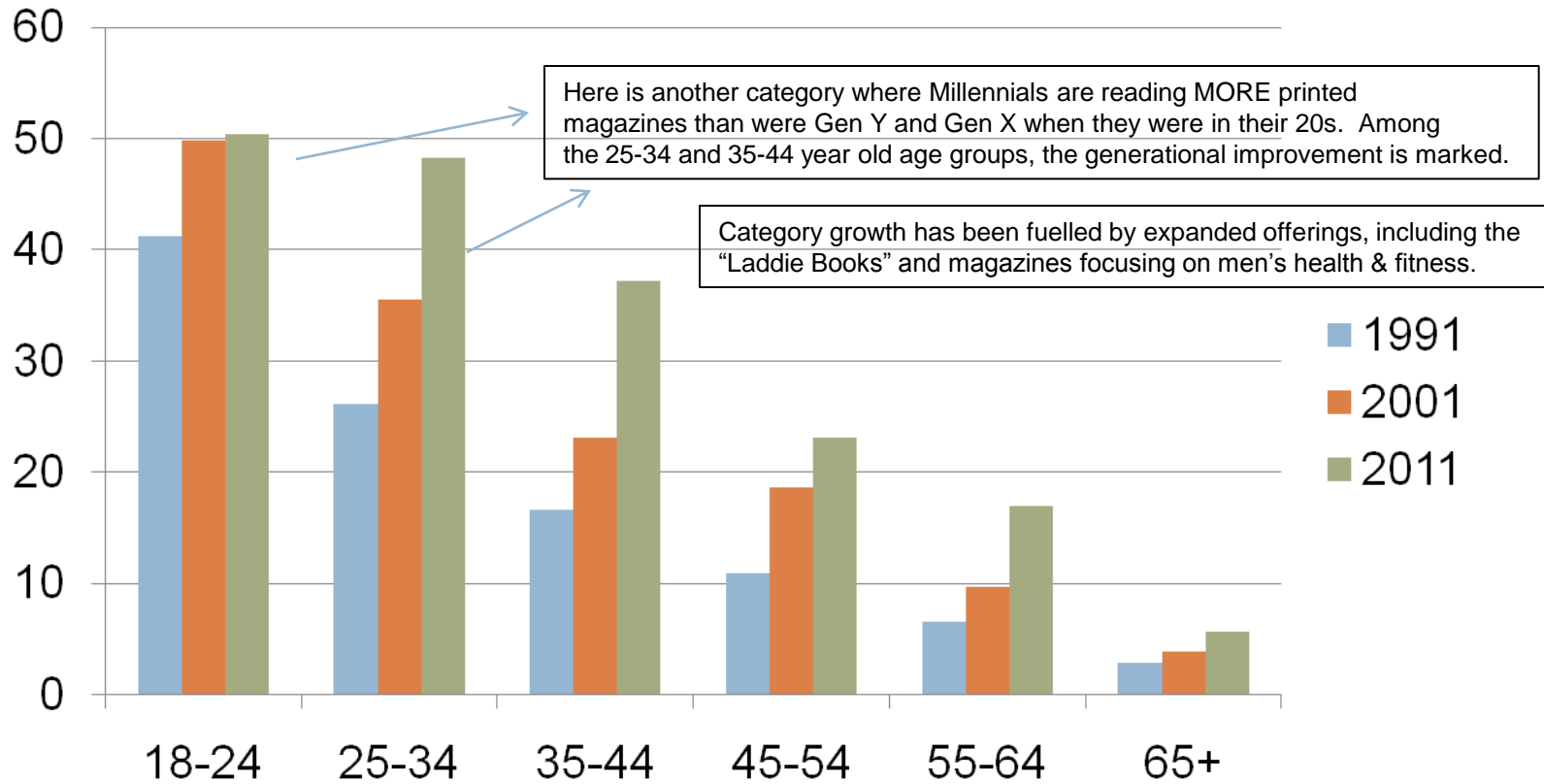
- It depends upon the category!
- Some categories attract MORE young readers than they did 10 and 20 years ago
 - ▣ Fashion/Beauty
 - ▣ Men's
 - ▣ Celebrity
 - ▣ Health
 - ▣ Upscale Lifestyle
- Some categories attract fewer young readers
 - ▣ Women's Service
 - ▣ News and Business

Fashion/Beauty Magazines

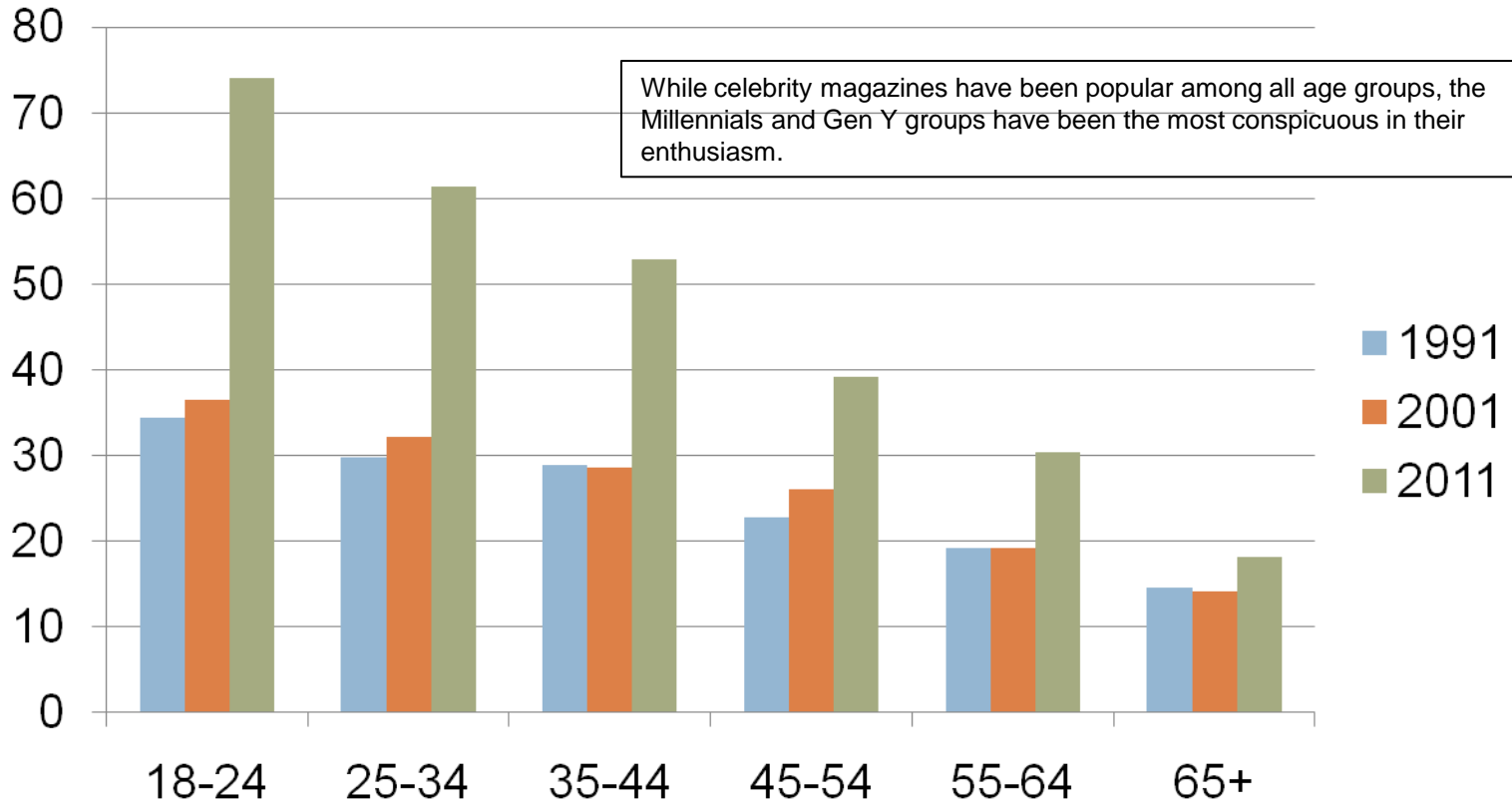


Source: Gfk/MRI Doublebase 1991, 2001, 2011. Gross Audience.

Men's Magazines

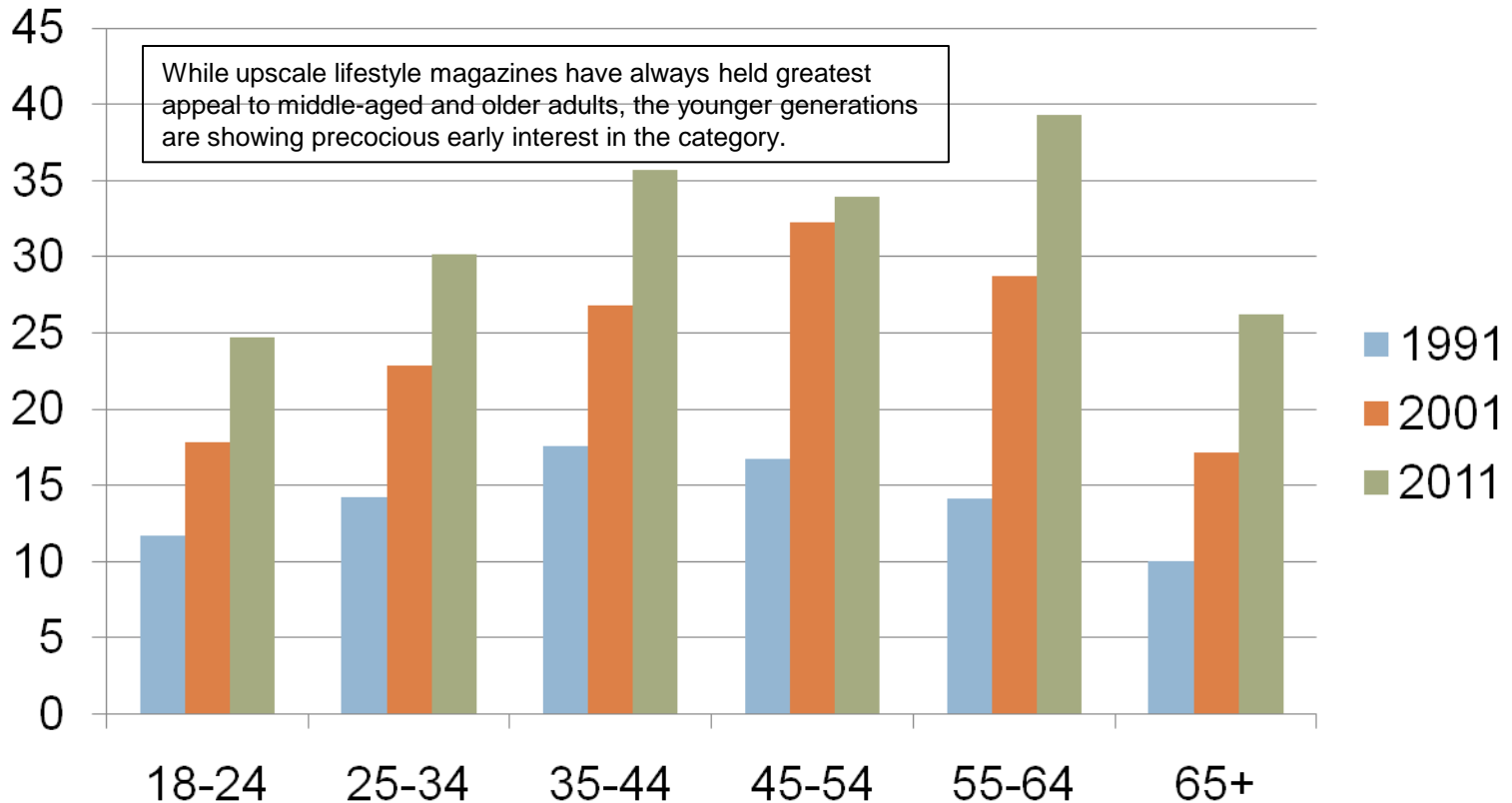


Celebrity Magazines

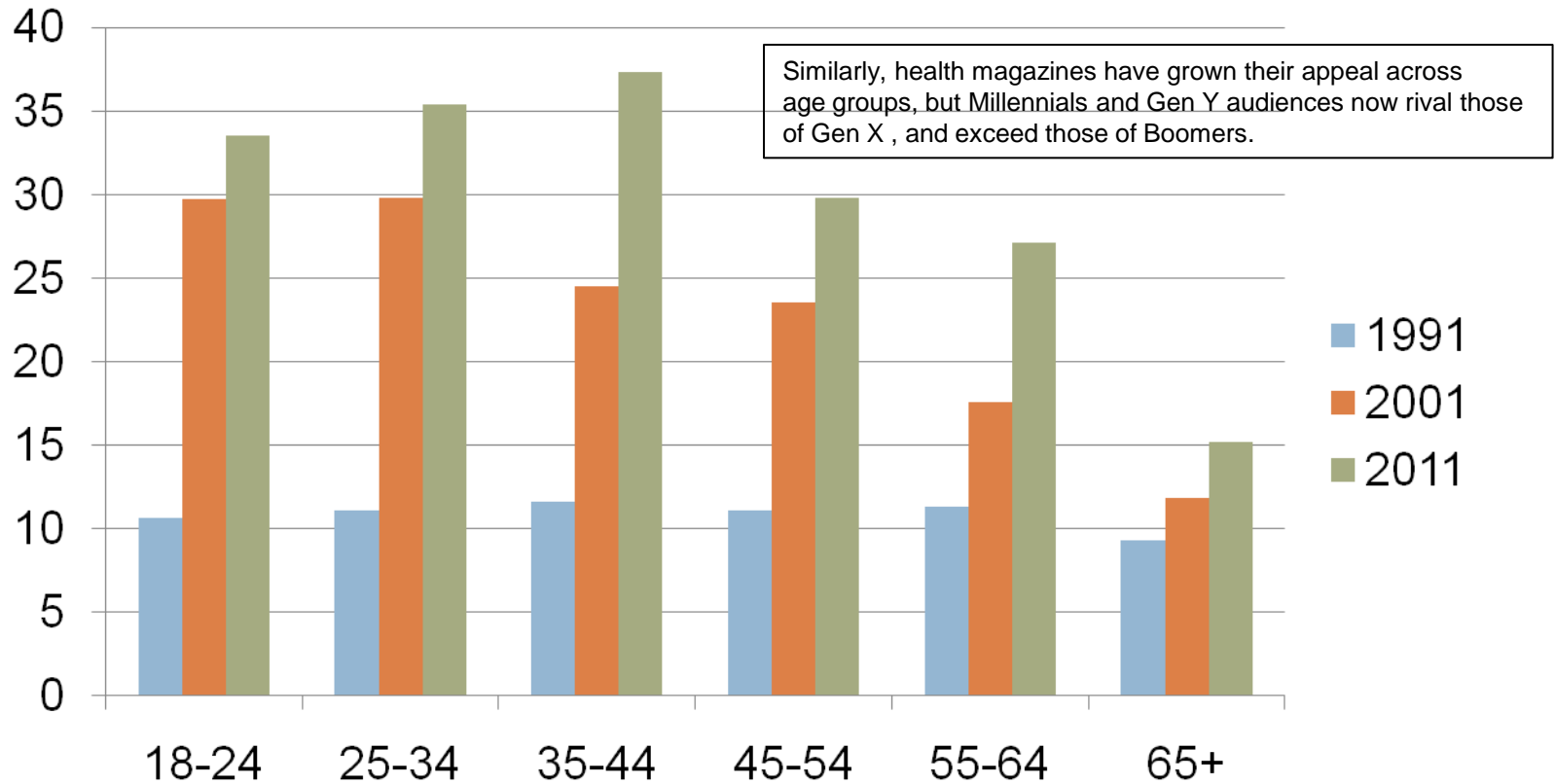


Source: Gfk/MRI Doublebase. 1991, 2001, 2011. Gross Audience.

Epicurean/Travel/Upscale/Lifestyle Magazines



Health Magazines

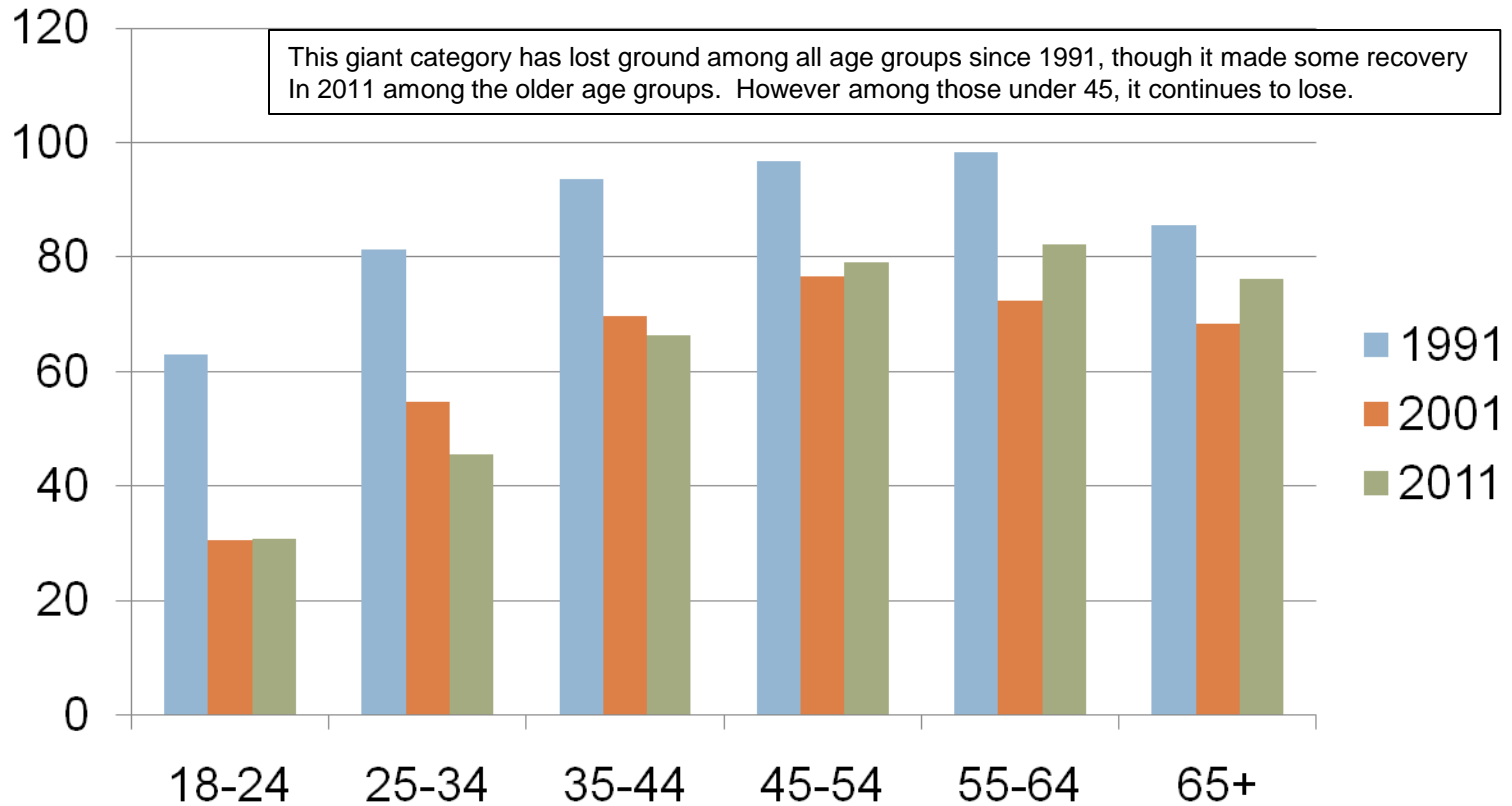


Source: Gfk/MRI Doublebase 1991, 2001, 2011. Gross Audience.

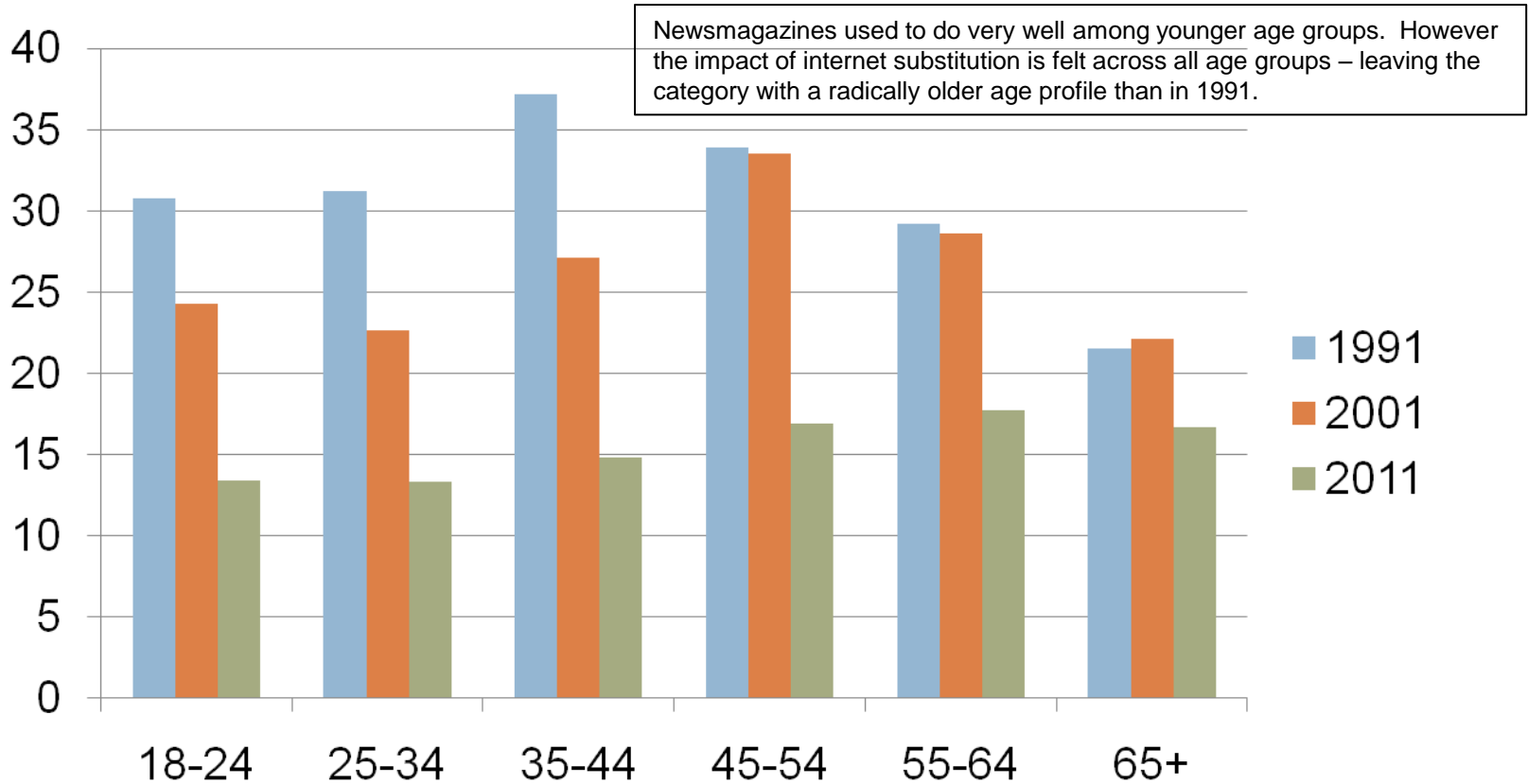
However some magazine categories are losing ground among the young

- Some of the categories with the largest circulation continue to lose ground among younger generations
- Reasons seem to vary by category

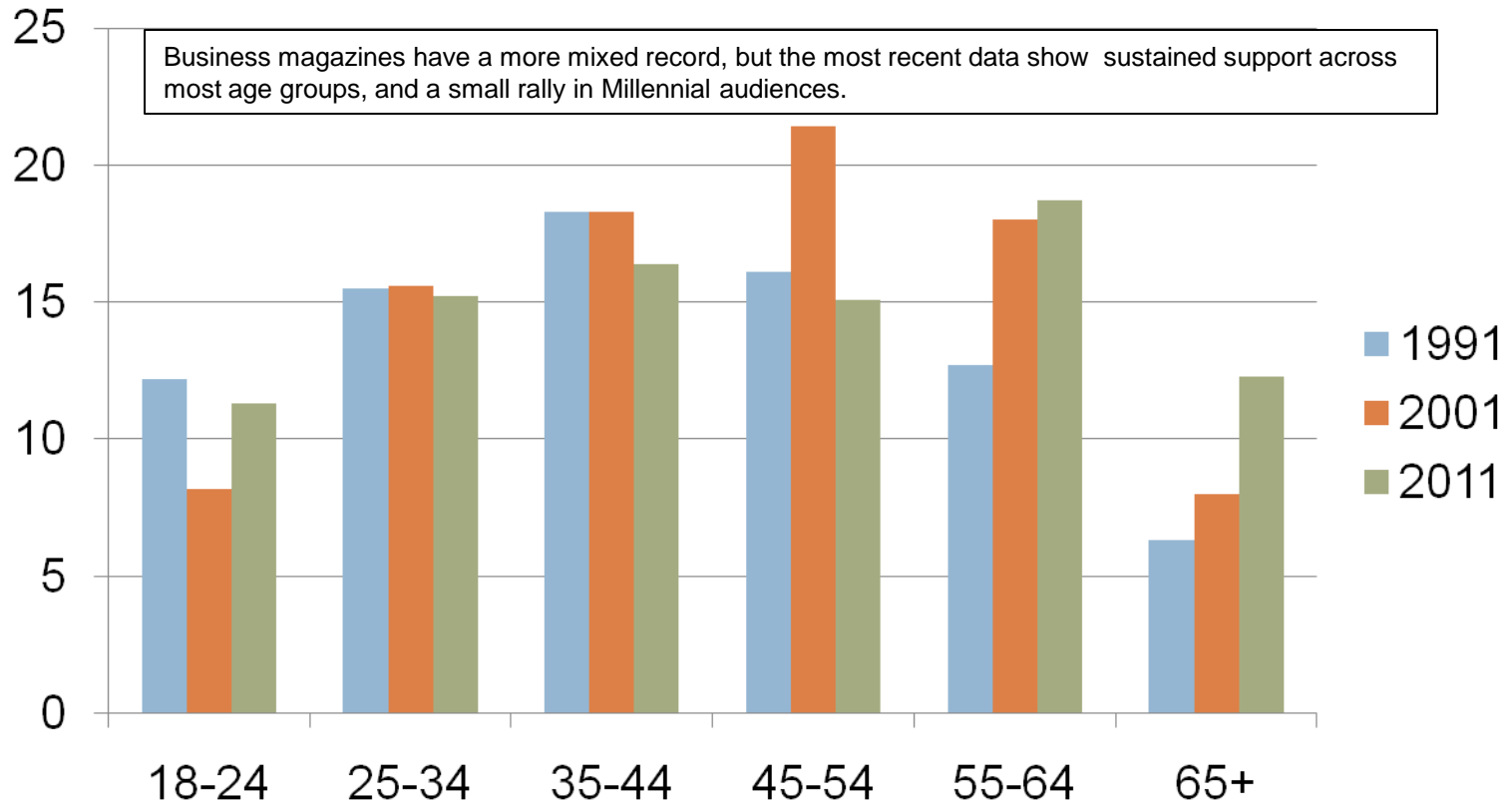
Women's Service Magazines



Weekly News Magazines

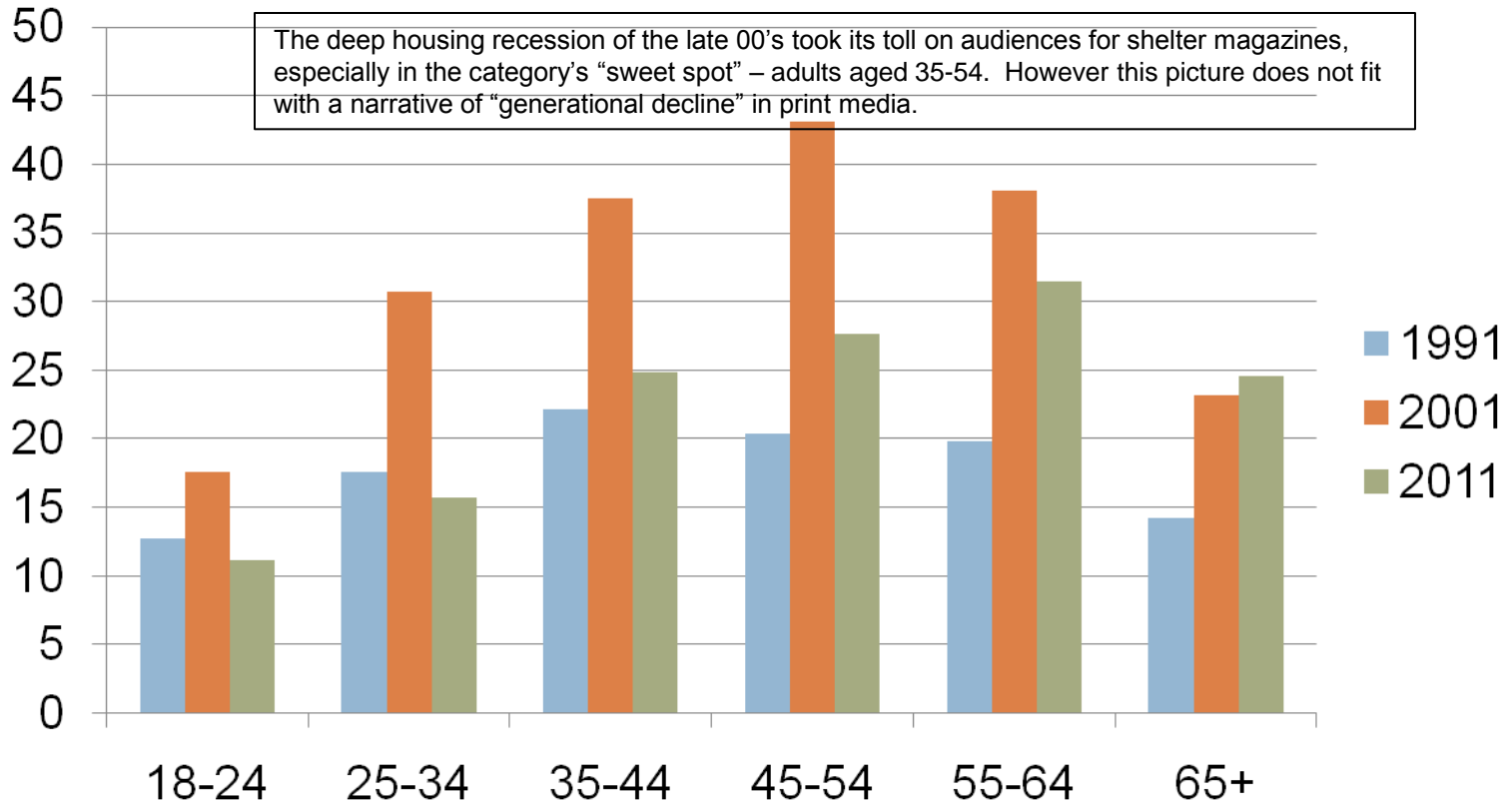


Business Magazines



Source: Gfk/MRI Doublebase 1991, 2001, 2011. Gross Audience..

Shelter Magazines



Conventional wisdom is dead wrong.

- The empirical evidence, drawn from decades of audience research, shows that, in some important categories, Millennials are actually reading MORE (not fewer) printed magazines than were their youthful counterparts 10 and 20 years ago.
- The same evidence shows that in categories that are losing audience, the losses occur across multiple generations – presumably for reasons that are not generation-specific.

Appendix: Titles Included in Categories

Women's Service:	Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies Home Journal, McCall's, Redbook, Woman's Day, Oprah, Real Simple
Fashion/Beauty:	Vogue, Lucky, Elle, Harper's Bazaar, InStyle, W, Allure, Cosmopolitan, Glamour, Mademoiselle, Marie Claire, Self
Shelter:	Architectural Digest, House & Garden/HG, House Beautiful, Elle Décor, Metropolitan Home Traditional Home, Home, Martha Stewart Living, Southern Living, This Old House, Veranda Dwell
Newsmagazine:	Newsweek, Time, US News & World Report, New York
Celebrity	Entertainment Weekly, People, In Touch, Premiere, Star, US, InStyle, Life & Style Weekly
Men's	GQ, Esquire, Details, Maxim, Men's Fitness, Men's Health, Men's Journal, Playboy, Penthouse, Rolling Stone

Appendix: Titles Included in Categories (continued)

Upscale Lifestyle:	Bon Appetit, Food & Wine, Gourmet, Cooking Light, Every Day with Rachel Ray, Everyday Food, Condé Nast Traveler, Travel & Leisure, Nat'l Geo Traveler, Endless Vacation, Vanity Fair, The New Yorker, Town & Country, Cigar Afficionado, Wine Spectator
Business	Fortune, Forbes, Business Week, Inc., Smart Money, Entrepreneur, Kiplinger's Personal Finance, Money, FW (Financial World), The Economist, Wired
Health	Fitness, Health, Men's Health, Men's Fitness, Prevention, Self, Shape, Women's Health