

fashion/beauty



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TRENDS IN AFFLUENT LIVING

UPSHIFT
MAGAZINE

fall 2009

THE AUTHORITY IN HOME, GARDEN AND DESIGN

HOMETRENDS
Magazine

Magazines rank #1 at influencing apparel/clothing purchases

Top Four Media (out of 17) That Influence Apparel/Clothing Purchase (by Age and Category)

Total Adults		Age 18-24		Age 25-34	
Magazines	24%	Magazines	31%	Magazines	32%
Email Advertising	22	Email Advertising	27	Email Advertising	29
Broadcast TV	22	Broadcast TV	24	Broadcast TV	26
Newspaper	21	Internet Advertising	22	Internet Advertising	20

Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), June 2009

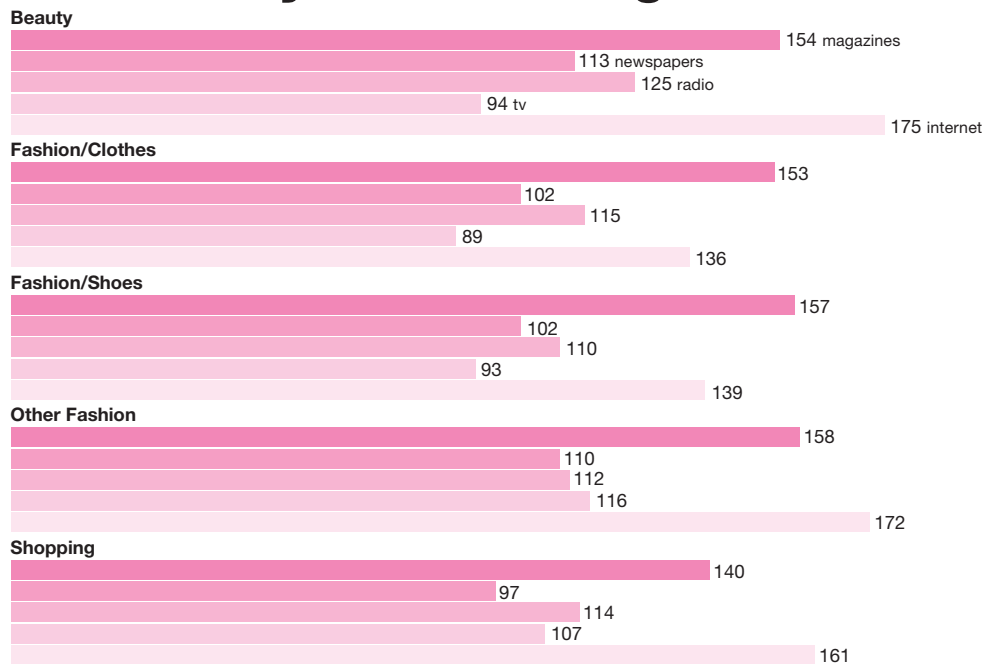
Consumers rely on magazines for fashion/beauty information

Percent Using Each Medium Once a Week or More Often for Fashion and Beauty



Note: Only magazines and the web were studied.
Source: MediaVest Print/Digital Study, 2008

Super influential consumers for fashion/beauty purchases are heavy users of magazines and the web



Base: Top Quintile of Usage for Each Medium
Source: MRI Spring 2009. Super Influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

MPA To download fact sheets from 13 other categories, view case studies or get more information, www.magazine.org/advertising.

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