

luxury goods



Looking to enrich ad success?

Focused Publications, LLC
Targeted & Custom Publications

TRENDS IN AFFLUENT LIVING

UPSHIFT
MAGAZINE

fall 2009

THE AUTHORITY IN HOME, GARDEN AND DESIGN

HOMETRENDS
Magazine

Affluent luxury goods buyers use magazines most

Spending in Past Year (Index)	Magazines	TV	Internet	Radio
Spent \$1,000+ on Fine Watches	171	120	124	101
Spent \$5,000+ on Fine Jewelry	164	99	117	112
Spent \$3,000+ on Women's Apparel & Accessories	148	113	123	120
Spent \$2,000+ on Men's Apparel & Accessories	145	112	122	119
Spent \$3,000+ on Personal Care & Wellness	151	103	121	115
Spent \$5,000+ on Vacation Outside the U.S.	149	99	117	106
Spent \$5,000+ on Vacation Within the U.S.	136	109	114	110
Own Premium Luxury Car – Bought New	149	124	83	76
Any Cruise (14+ Days) in Past 3 Years	136	124	111	108

Base: Top Tercile of Usage for Each Medium. Note: Newspapers not measured.
Source: 2009 Mendelsohn Affluent Survey, Heads of Household, HHI \$100,000+

Magazines #1 in influencing apparel/clothing purchases

Top Four of 17 Media 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), 2009

Magazine readers and web users outpace other media in influencing luxury goods purchases across multiple categories

Super Influential Consumers (Index)	Magazines	Newspaper	Radio	TV	Internet
Fashion/Clothes	153	102	115	89	136
Fashion/Shoes	157	102	110	93	139
Beauty	154	113	125	94	175
Household Furnishings	146	108	118	96	145
Interior Decorating	138	106	118	82	145
Alcoholic Beverages	145	109	111	71	175
Shopping	140	97	114	107	161

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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