

word-of-mouth



Need buzz for your brand?

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TRENDS IN AFFLUENT LIVING

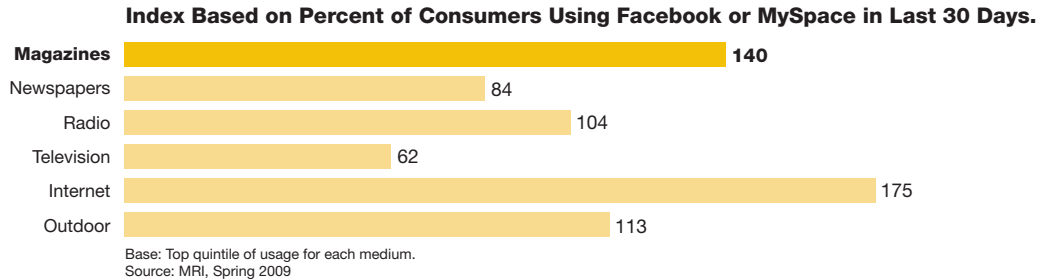
UPSHIFT
MAGAZINE

fall 2009

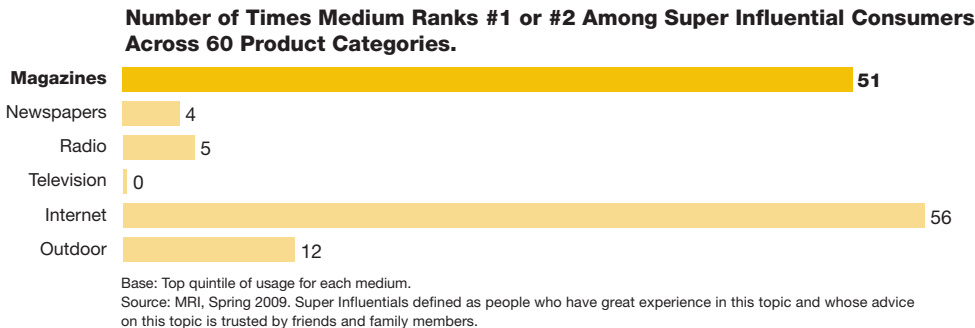
THE AUTHORITY IN HOME, GARDEN AND DESIGN

HOMETRENDS
Magazine

Magazines and the web outrank other media in reaching social networkers



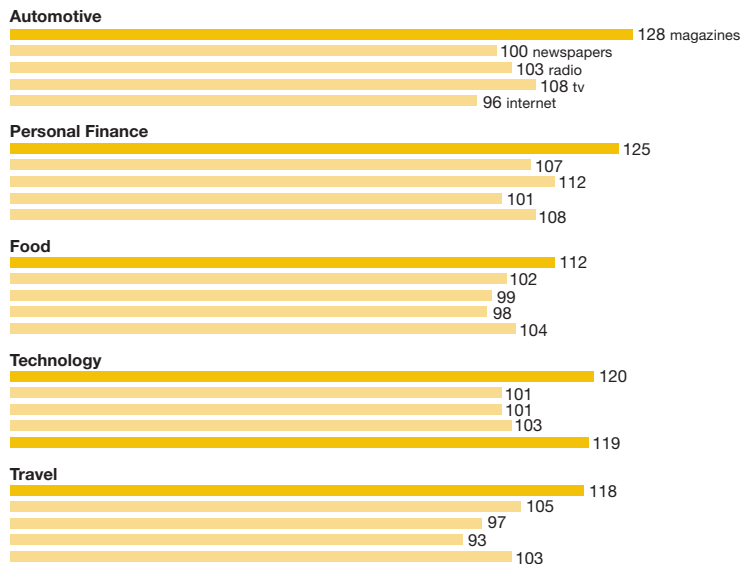
Super influential consumers use magazines and the web more than other media



Magazine readers are most likely to influence others across all categories studied

Word-of-mouth Influencers for Family/friends by Media Use

Product category influenced — index vs. total adults



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

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