

# THE CASE OF THE DISAPPEARING READER PRINT IN THE NEW MEDIA SPACE

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## Introduction

Most press coverage surrounding the web's influence on consumers' traditional media behavior has centered on television. However, in the past few months several reports addressing print media have surfaced. As with television, the evidence goes either way (i.e., web does/does not impact usage), depending on who's looking. Studies that attempt to isolate magazine reading behavior tend to come from sources with something at stake in the issue, and they support the stakeholders' interests. Conversely, studies from disinterested parties do not separate magazine readership from other forms of reading.

With media companies fearful that ad dollars may be lost to the Internet, it is no wonder that there are a broad range of findings on the subject of the Internet's impact on consumer media behavior. This paper attempts to provide an unbiased look at some of the underlying drivers in this evolution.

## Continuing Evidence of Disappearing Readers

### Magazine Audience Migration Continues

Examination of the Spring 1999 release of MRI (Mediamark Research Inc.) reveals similar declines in gross magazine audiences that was seen in the Fall 1998 release of the study. However, the decline has slowed a bit compared to the previous studies. Including those books in the Spring 1998 and Spring 1999 studies, total audiences are down 4.5 percent among adults 18+ and down 4.7 percent among adults 18-49 versus a year ago. This compares to a decline of 5.5 and 5.9 percent among adults 18+ and adults 18-49, respectively, when contrasting Fall 1998 to Fall 1997.

Table 1:

### Magazine Audience Declines

	Adults 18+	Adults 18-49
Spring '99	1,396,068	970,060
Spring '98	1,461,886	1,017,872
% Change	- 4.5%	- 4.7%

Source: 1999 MRI Spring Study

In the Spring 1999 Study, 74 books grew by an aggregate of 23 million audience impressions (adults 18-49). At the same time, 128 books lost 71 million impressions. This change leaves a loss of 48 million adults 18-49 readers, confirming that the changes in the data are real, not just statistical blips. To further strengthen the argument, half of the magazines appearing in the top 20 ranker of audience gains and losses, using the Fall 1998 and Fall 1997 studies also appear in the top 20 ranker of audience gains and losses using the Spring 1999 and 1998 studies. This indicates that specific title audience shifts are consistent between both the Fall and Spring studies.

Table 2:

**Top 20 Gains and Losses**

<i>Title</i>	<i>A18-49 Gain (000)</i>	<i>Title</i>	<i>A18-49 Loss (000)</i>
Sunset	975	Reader's Digest	-3389
Woman's Day	950	TV Guide	-2907
WWF Magazine	913	People	-2273
Vibe	839	Sports/Inside Sports	-2215
Prevention	761	Newsweek	-2179
4 Wheel & Off Road	749	Sports Illustrated	-2116
This Old House	738	Time	-1730
Amer Homestyl & Gard	687	Consumer Reports	-1507
PC Computing	640	Country Living	-1322
4 Wheeler	606	Playboy	-1306
Good Housekeeping	591	GQ	-1189
Penthouse	538	Glamour	-1146
Gourmet	533	Rolling Stone	-1079
Martha Stewart Living	529	True Story	-1079
Parenting	514	Hod Rod	-1066
Muscle & Fitness	464	National Geographic	-996
Fitness	455	National Enquirer	-982
Golf Magazine	442	Country Music	-926
Guns & Ammo	409	Smithsonian	-918
Endless Vacation	374	McCall's	-901

Source: 1998, 1999 MRI Spring Studies

It is important to note that while magazine audiences are shrinking for some editorial classifications, others are holding steady or enjoying healthy readership gains. The magnitude of the gains and losses varies by demographic age groups.

Table 3:

**Gains and Losses By Editorial Categories**

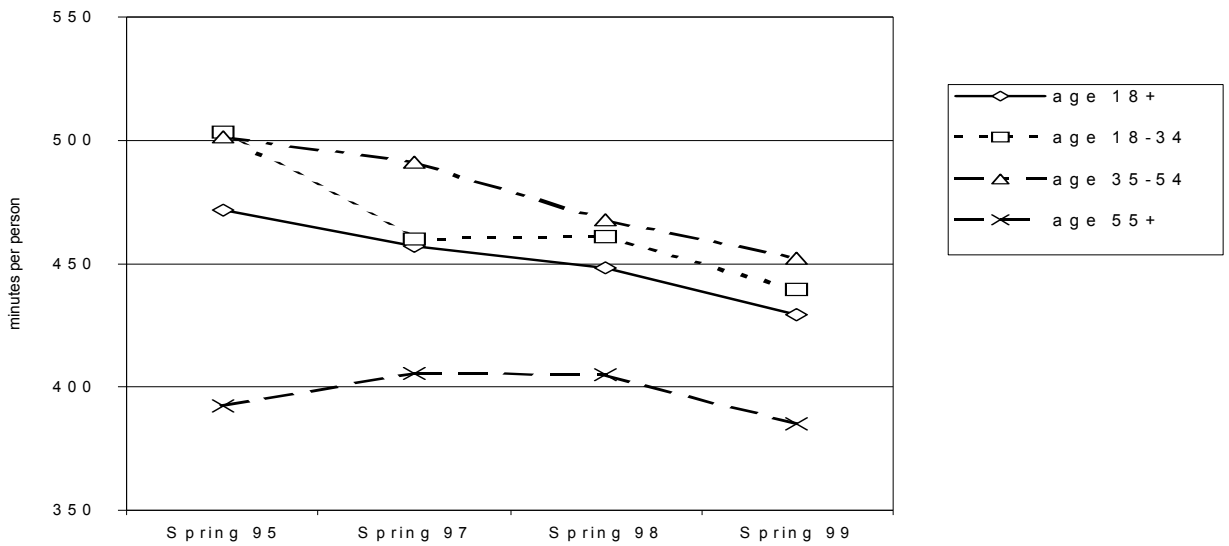
<i>Categories</i>	<i>A18-49 Gain (000)</i>	<i>Categories</i>	<i>A18-49 Loss (000)</i>
Travel	1045	Newsweeklies	-6745
Parenthood	1021	General	-4092
Automotive	362	Business/Finance	-2133
Fitness	343	Women's	-2060
Science/Technology	320	Men's	-1874

Source: 1998, 1999 MRI Spring Studies

Although the decline in gross print audiences appears to be stabilizing, the downward trend in the amount of time spent reading is not. On average adults spend almost a half-hour less time reading a MRI measured magazine than they did a year ago. Compared to Spring 1995 they spend almost an hour less time (42 minutes) reading. Among the demos examined, adults 18-34 experienced the most loss in time spent reading compared to 4 years ago.

Chart 1:

**Average Monthly Minutes Spent Reading  
(All MRI-Measured publications)**



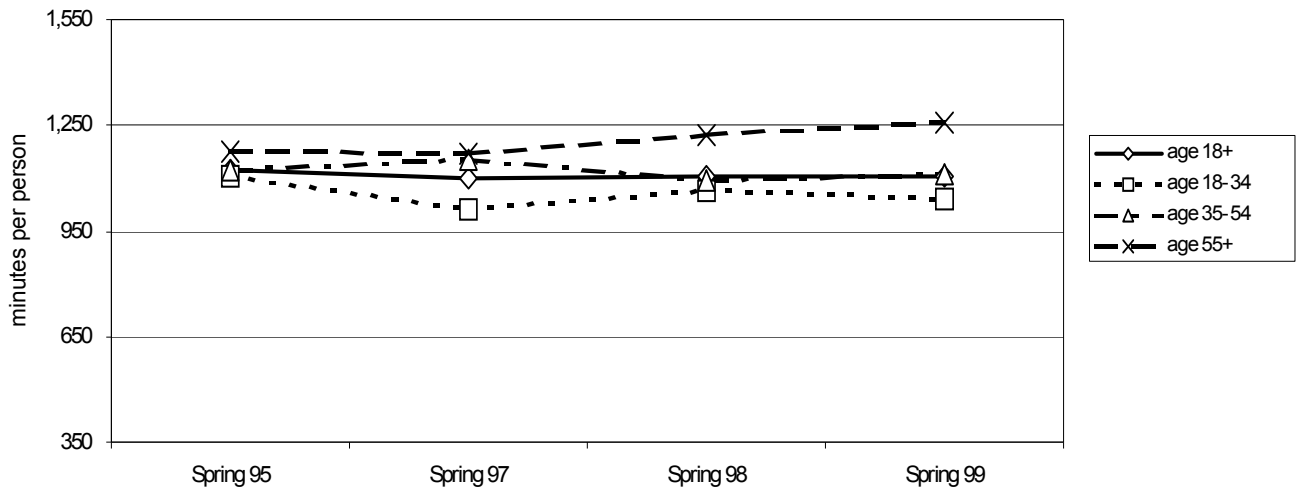
	Spring 95	Spring 97	Spring 98	Spring 99	99 vs. 98 % Change	99 vs. 95 % change
<b>age 18+</b>	471	457	448	429	-4.2	-8.9%
<b>age 18-34</b>	503	460	461	440	-4.6	--12.6
<b>age 35-54</b>	501	491	468	452	-3.4	-9.8
<b>age 55+</b>	392	406	405	385	-4.9	-1.8
<b># publications</b>	208	208	212	211		

Source: Starcom analysis of Mediamark Research Inc. audience data; all measured publications included

Heavy magazine readers (i.e., those who read 16+ magazines per month according to MRI) spend more than double the number of minutes with the medium compared to readers on average. Unlike general population reader trends, this sector, for most demos, has remained stable in the amount of time they dedicate to magazine reading. Older heavy magazine readers, on the other hand, have increased their reading time by 39 minutes in 1999 compared to the previous year. These readers spend 153 more minutes reading magazines than heavy adults 18+ readers.

Chart 2:

**Average Monthly Minutes Spent Reading  
(All MRI-Measured publications)  
Heavy Magazine Readers**



**Heavy Magazine Quintile**

	Spring 95	Spring 97	Spring 98	Spring 99	99 vs. 98 % change	99 vs. 95 % change
age 18+	1123	1,097	1,104	1,106	0.2%	-1.6%
age 18-34	1106	1,009	1,061	1,043	-1.8%	-5.7%
age 35-54	1122	1,149	1,094	1,112	1.6%	-1.0%
age 55+	1175	1,169	1,220	1,259	3.2%	7.2%
# publications	208	208	212	211		

Source: Starcom analysis of Mediamark Research Inc. audience data; all measured publications included

**Traditional Media Audience Shifts**

Over the past decade, adult media consumption has declined across most traditional media outlets. On average adults 18-49 read 4 less newspapers than they did 10 years ago. However, they read roughly the same number of magazines per month. *It is important to note that the number of magazines read is a calculated figure from the readership survey based on the number of measured magazines read. As a result, it is conceivable for the actual number of magazines read to be higher than what is reported.* Adults radio consumption is down by almost 4 hours per week. Overall they spend about 1 hour less watching total TV; however, they spend more time (2.5 hours) watching cable TV.

Table 4:

**Adults 18-49 Media Usage**

<b>Medium</b>	<b>Measurement units</b>	<b>Spring 88</b>	<b>Spring 92</b>	<b>Spring 97</b>	<b>Spring 99</b>
Newspapers	# read in 28 days	19.3	18.3	16.5	14.5
Magazines	# read per month	10.7	11.6	11.2	10.6
Outdoor	avg daily miles driven	31.3	21.4	21.1	22.2
Radio	half hours per week	42.1	38.6	33.1	34.6
Total TV	half hours per week	39.5	42.2	38.4	37.7
Daytime TV	half hours per week	1.1	1.1	1.1	1.0
Primetime TV	half hours per week	16.7	17.8	15.8	15.6

Source MRI Spring Studies

**Internet Access Impacts Media Usage**

Adults with internet access (roughly 1/3 of the U.S. population) consume media differently from the general population. *First and foremost, these individuals consume more print media than the average consumer.* Adults 18-49 with home internet access read 3 more newspapers a month and 1 additional magazine. They spend about an hour less time listening to the radio; however, their 1999 consumption is up by 1 hour compared to 1997. They spend 3 hours less time watching TV; however, like radio their 1999 consumption is up by 1 hour compared to 1997.

Despite these higher print usage levels, internet enabled adults have decreased their usage of print, namely newspapers, over the past two years. Since 1997, adults 18-49 with home internet access read 3 less newspapers a month and 1 less magazine. Their consumption of cable, on the other hand, is up by a half hour.

Table 5:

**Adults 18-49 Media Usage & Internet Access**

<b>Medium</b>	<b>Measurement units</b>	<b>W/WO Access</b>		<b>W/Access Only</b>	
		<b>Spring 97</b>	<b>Spring 99</b>	<b>Spring 97</b>	<b>Spring 99</b>
Newspapers	# read in 28 days	16.5	14.5	21.1	17.9
Magazines	# read per month	11.2	10.6	13.2	11.7
Outdoor	avg daily miles driven	21.1	22.2	24.7	24.8
Radio	half hours per week	33.1	34.6	30.0	31.9
Total TV	half hours per week	38.4	37.7	30.4	32.1
Daytime TV	half hours per week	1.0	1.0	0.6	0.6
Primetime TV	half hours per week	15.8	15.6	13.3	14.3
Cable TV	half hours per week	8.6	9.5	8.5	9.7

Source: MRI Spring Studies

Across all age demographics examined for the internet enabled adult, print media consumption is higher and virtually all broadcast media consumption is lower compared to adults on average.

Table 6:

**Media Usage & Internet Access**

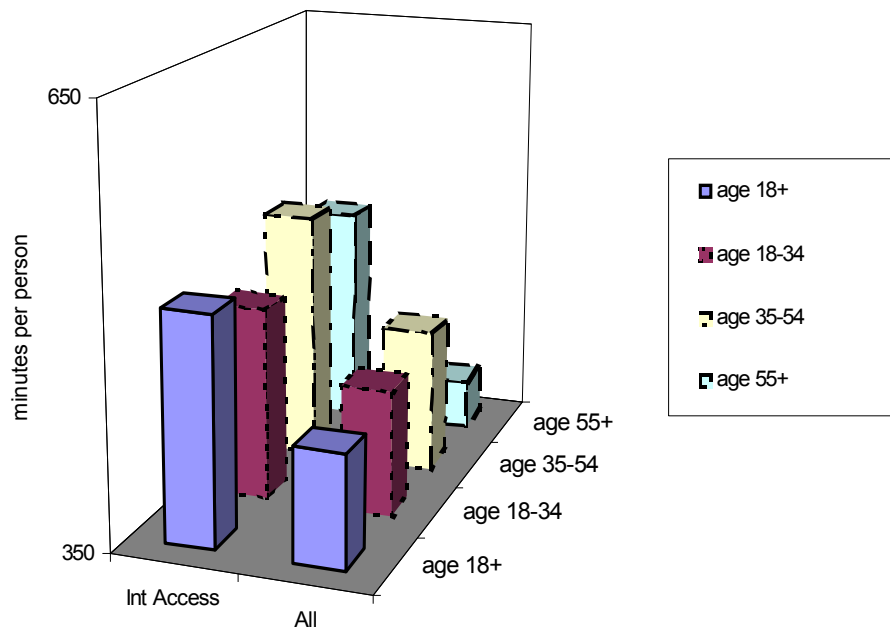
Medium	Int. Access		Int. Access		Int. Access	
	A18-34	A18-34	A35-54	A35-54	A55+	A55+
Newspapers	12.4	15.1	17.2	20.7	19.4	24.7
Magazines	10.9	12.0	10.2	11.6	7.1	9.6
Outdoor	21.6	24.3	22.8	25.4	15.7	22.0
Radio	36.9	35.5	31.2	28.6	21.6	22.6
Total TV	37.4	31.9	38.3	33.1	57.3	45.2
Daytime TV	1.2	0.8	0.9	0.6	2.2	1.3
Primetime TV	15.1	13.6	16.2	15.1	19.1	16.7
Cable TV	10.0	10.7	9.4	9.0	8.8	9.7

Source: MRI Spring Studies

According to the Spring 1999 MRI study, magazine readers with home internet access spend 81 more minutes reading magazines than readers on average. Older readers with internet access spend 121 more minutes compared to their older general market counterpart while younger readers invest 47 more minutes reading than younger readers on average.

Chart 3:

**Media Usage Comparison**



Source: Starcom analysis of Mediamark Research Inc. audience data; all measured publications included

Magazine readers who have internet access are more likely than adults on average to read certain editorial categories. For example, younger internet users are more inclined than adults on average to read computer, entertainment/performing arts and outdoor recreation books. Middle aged enabled internet users are more likely to read computer, airline and business/finance books while older internet users have a greater propensity to read mature market, travel and airline magazines.

Table 7:

**Magazine Editorial Rankings  
Rankings Based on Indices Above 100**

Editorial Classification	A18-34 Internet Access	A 18-34	Editorial Classification	A35-54 Internet Access	A 35-54
Computer	1	16	Computer	1	1
Entertainment/Performing Arts	2	6	Airline	2	4
Outdoor Recreation	3	10	Business Finance	3	3
Music	4	3	Outdoor Recreation	4	11
Bridal	5	2	Science Technology	5	7
Photography	6	15	Photography	6	7
Babies	7	1	Boating	7	2
Airline	8	18	Travel	8	5
Women's Fashion	9	5	Epicurean	9	9
Men's	10	9	Health	10	6

Editorial Classification	A55+ Internet Access	A 55+
Mature Market	1	1
Travel	2	
Airline	3	*
Computer	4	*
Business Finance	5	*
Fraternal	6	2
Epicurean	7	7
Science Technology	8	*
Gardening	9	3

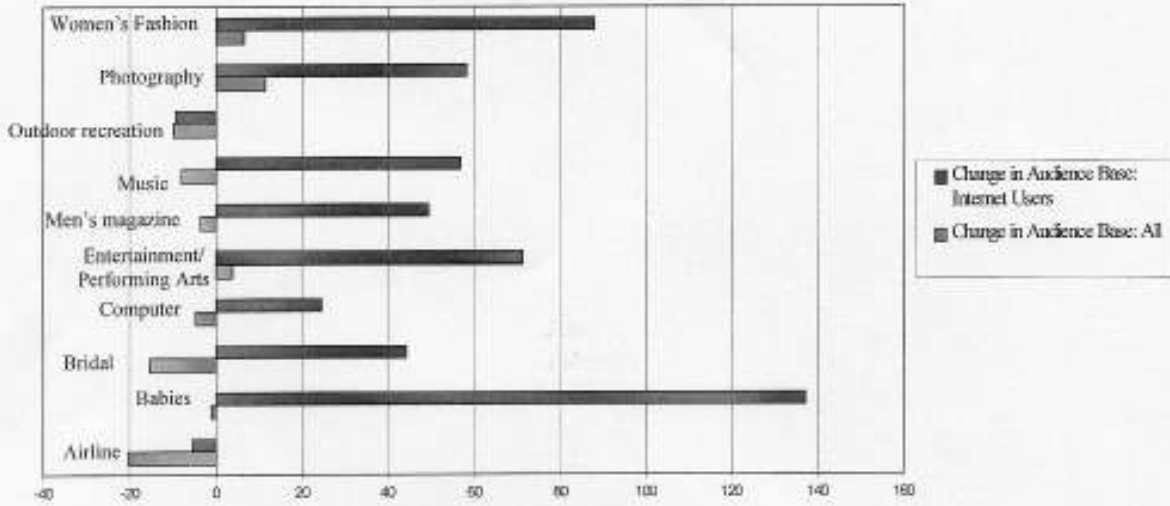
\* Index <100

Source: 1999 MRI Spring Study

Distinct readership preferences for the internet enabled adult and the average adult are also apparent when one examines the percent increases in audiences for specific magazine genres from Spring 1998 to Spring 1999. In those instances where audience gains for adults with home internet access occur, they typically far exceed general market audience gains.

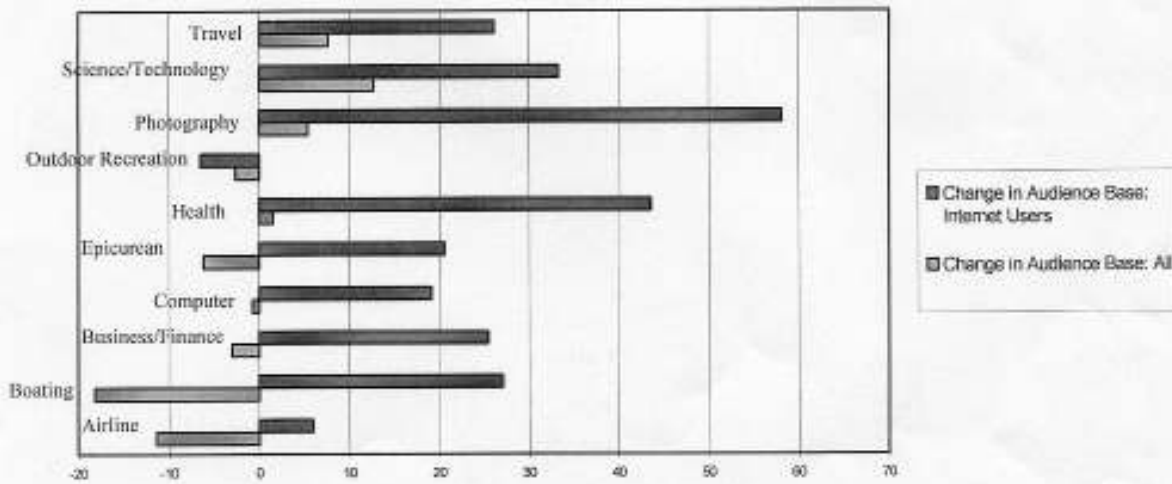
Chart 4:

**Change in Audiences  
Adults 18-24 vs. Adults 18-24 With Internet Usage  
Spring 1998 vs. Spring 1999**



Note: Internet usage is within the past 30 days.  
Source: 1998, 1999 MRI Spring Studies

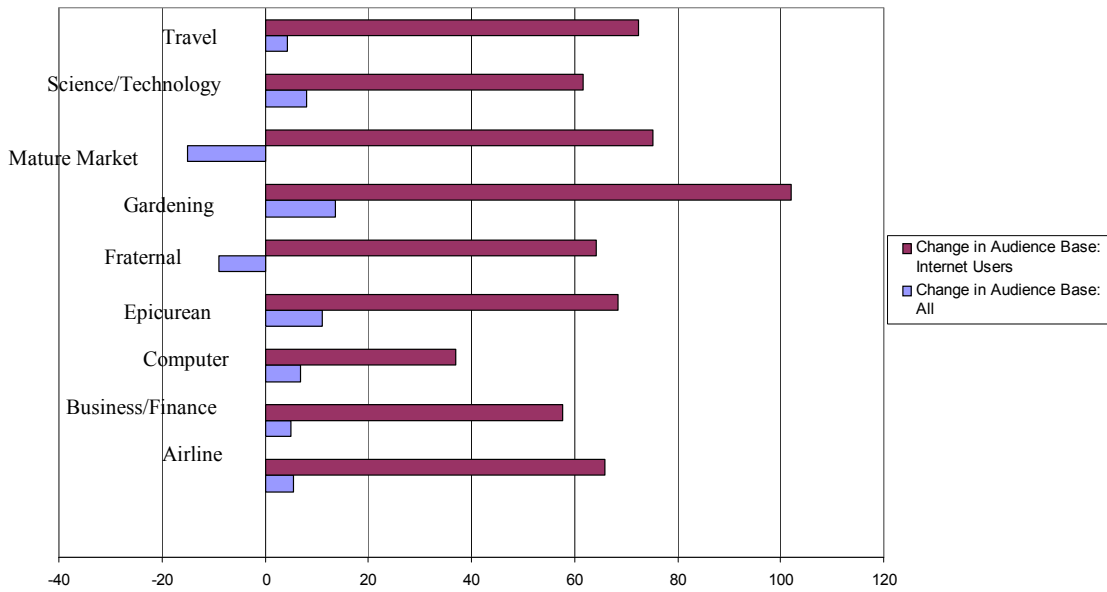
**Change in Audiences  
Adults 35-54 vs. Adults 35-54 with Internet Usage  
Spring 1998 vs. Spring 1999**



Note: Internet usage is within the past 30 days.  
Source: 1998, 1999 MRI Spring Studies



**Change in Audiences  
Adults 55+ vs. Adults 55+ with Internet Usage  
Spring 1998 vs. Spring 1999**

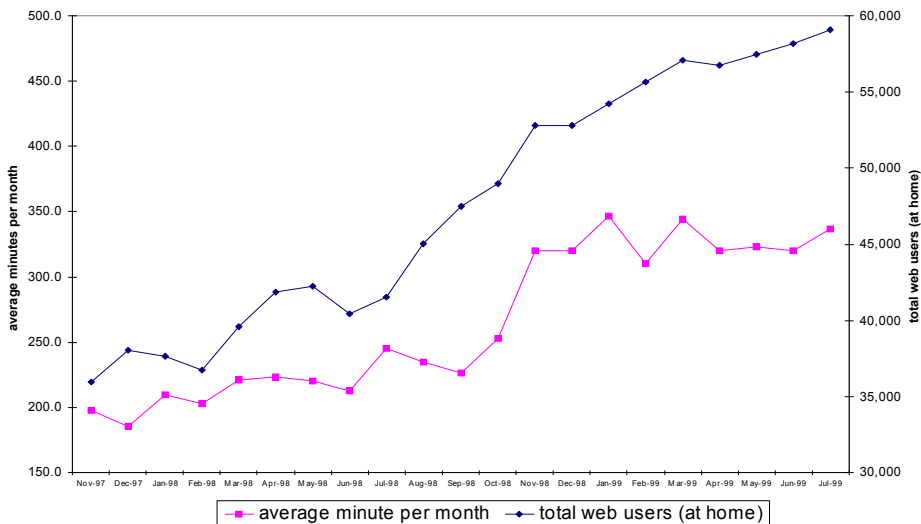


Note: Internet usage is within the past 30 days  
Source: 1998, 1999 MRI Spring Studies

As Web usage continues to grow in terms of the number of users and the amount of time spent online, it is believed that magazine consumption and cable viewership among home internet users will continue for some time to exceed general population usage. The range of difference, however, will decrease over the years.

Chart 5:

**Web Users and Time Spent**



Source: 1998-1999 Media Metrix

**Are Audiences Fragmenting, Shrinking or Both?**

Magazine audiences are shrinking for larger mass publications. These lost audiences are jumping ship and becoming part of the audiences of new, smaller, niche-oriented publications.

It should be noted that MRI measures only 10% of all U.S. consumer publications, the majority of which have a circulation above 500,000. According to Standard Rates & Data Service, in 1998 there were approximately 2,522 available consumer magazines. Despite MRI's lack of representation of readership for all available consumer magazines, the total per-issue circulation of MRI measured books represents roughly 70% of the total per-issue circulation of consumer magazines audited by ABC and BPA. This means that 90% of consumer magazines account for 30% of the total per-issue circulation. It appears that readership to these smaller, more targeted publications is taking away readers from the larger mass books measured by MRI.

According to the MPA's analysis of Audit Bureau of Circulation and BPA data, there has been growth in the number of books in the sub-500,000 circulation category, most of which fall under MRI's radar.

Table 8:

**Number of ABC & BPA-Audited Magazine Titles  
By Circulation Size**

Circ Category	1998	
	# Mags	%
10 million+	8	1%
5-10 mil	8	1%
2-5 mil	46	4%
1-2 mil	110	9%
.75-1 mil	65	5%
.5-.75 mil	102	9%
.25-.5 mil	219	18%
.1-.25 mil	332	28%
<.1 mil	305	25%
<b>TOTAL</b>	1195	100%
<.5 mil	856	71%

Source: MPA 1999 The Magazine Handbook

Signs of fragmentation relief do not appear to be on the horizon when one compares the number of current available consumer magazines to the number of publications available a decade earlier. In 1998 there were 799 more consumer magazines for readers to choose from than in 1988.

Table 9:

**Number of Consumer Magazines, 1988-1998**

	Total Magazines	Yearly % Change
1988	1723	
1990	1904	11%
1995	2428	28%
1996	2470	2%
1997	2513	2%
1998	2522	0%

Source: SRDS & 1999 MPA The Magazine Handbook

Among these magazines are new magazine launches. According to the MPA, 1,096 new titles launched in 1998, up 25% from the previous year and up 124% from 1988. This means that in 1998 almost 21 new magazine titles were introduced on average per week. This compares to 9 in 1988. Many of the newly launched magazines belong to various editorial classifications. The most popular new launch magazine genre is media personalities followed by sex, crafts/games/ hobbies, sports and computers. The least popular category for new magazine launches is arts and humanities.

Table 10 :

Category	# of Magazines	Category	# of Magazines
Media Personalities	39	Automotive	14
Sex	34	Arts & Antiques	13
Crafts/Games/Hobbies	33	Entertainment	12
Sports	32	Black Interest	10
Computers	32	Pop Culture	9
Metro/Regional/State	31	Children's	8
Special Interest	29	Home Service/Home	8
Business & Finance	27	Mystery/Science/Fiction	7
Music	16	Science/Technology	7
Dogs/Pets	15	Camping & Outdoor	6

Source: MPA 1999 The Magazine Handbook

Since 1995, the number of consumer magazines has hovered around the 2,500 mark. This means that, despite anecdotal evidence of many successful magazine launches, there are vastly more unsuccessful new magazine launches. Despite the death of many new magazines, they divert readers away from some of the larger and more established publications.

Table 11:

	Total Magazines	New Launches	% of Total
<b>1988</b>	1723	477	27.7%
<b>1990</b>	1904	557	29.3%
<b>1995</b>	2428	838	34.5%
<b>1996</b>	2470	933	37.8%
<b>1997</b>	<b>2513</b>	<b>852</b>	<b>33.9%</b>
<b>1998</b>	<b>2522</b>	<b>1067</b>	<b>42.3%</b>

Source: SRDS & 1999 MPA The Magazine Handbook

### Reality Check: Print Audiences Still Dwarf the Web

Even with the proliferation of magazines, they still are a viable medium for advertisers to promote products and services. Magazines continue to reach a far greater and more diverse population than do Web sites. For example, in the average month, *People* magazine is seen by more adults 18+ in the U.S. than the Web as a whole.

Table 12:

	monthly reach (millions)
<b>People Magazine</b>	64*
<b>World Wide Web</b>	61**
<b>AOL</b>	40**

\*MRI Spring '99, 4 insertions  
\*\*Media Metrix April '99

Likewise, a typical print schedule consisting of 19 MRI measured magazines with average circulation (1.9 million) and readers-per-copy (5.2) reaches 75 million adults in the average month.

This pattern holds true for some other media forms as well. The following chart compares traditional media audiences to the number of site visitors to companion Web sites for a handful of well-known media brands. For established magazine and cable brands, the offline audience typically exceeds the online audience by a factor of 10 or more. Yahoo! has a similar ratio in the opposite direction. Interestingly, the national newspapers have a larger online audience relative to their offline readership, compared to the magazines and cable networks.

Table 13:

**Media Audience Comparisons**

Brand	Audience in millions			
	Web Site	Print		Cable
	April '99 Unique Visitors	Average Issue Audience	Weekly Unique Readers	7-day Cume
CNN/SI (Sports Illustrated, CNN)	2.2	22.8	-	58.6
E!	1.5	-	-	19.6
ESPN	4.2	3.3	-	50.8
Playboy	1.3	9.0	-	-
Rolling Stone	0.7	7.8	-	-
TV Guide	1.3	34.1	-	-
Weather Channel	5.1	-	-	54.7
Yahoo!	25.0	3.2	-	-
New York Times	2.4	2.9	3.5	-
USA Today	2.9	4.6	9.5	-
Wall Street Journal	0.8	3.4	4.7	-

Source: Media Metrix, 1999 MRI Spring Study

**Branding Is Key As Walls of Media Come Down**

Whether it's radio, television or print, for more than a decade, audiences have been fragmenting within the context of each separate medium. What's new is that the walls between the media are beginning to come down. To the extent that capabilities in distributing information equalize, media properties will become more dependent on the strength of their brands. Paradoxically, many new media brands seem to have a head start--Interbrand Newell & Sorrell's list of the world's top 60 brands now includes AOL, Yahoo! and amazon.com.

**Brand Investment**

Some media companies recognize the importance of advertising to strengthen media brand awareness among consumers. According to Nielsen Monitor-Plus, media companies overall are increasing their investment in brand equity. However, when mass media ad spending is examined, the lion's share of brand ad spending is going into television and web brands. Magazines, on the other hand, spend very little on mass-media advertising compared to their media counterparts. This trend appears to be even more apparent in recent years.

Table 14:

**Total Brand Investment By Medium**

Medium	\$\$\$ (000)		
	1997	1998	Proj 1999*
Magazines	74,813	68,602	57,127
Cable Channels	351,766	363,616	337,174
Web Sites	139,142	407,483	971,288

\*based on Jan thru June spending

Source: Nielsen Monitor Plus

*[Of course, magazines invest a great deal in direct response advertising, which is not captured in these figures. For the purpose of this analysis, we are treating mass media-spending (TV/print/ radio/OOH) as brand investment and direct media spending (mail/phone/on-channel promotion) as promotion. Web spending is excluded.]*

Individual magazine brands are being vastly outspent by brands from other media. For example, *People's* 1999 year-to-date ad spending is eclipsed by the Discovery Channel by a factor of 4; iVillage.com has outspent *Newsweek* by a factor of 20. In 1997, there were 16 magazines among the top 100 media brands in ad spending; in 1998 this dropped to 6, and in 1999 there are only 4.

For context, the following table shows the top spenders in each medium for 1998:

Table 15:

**Top 10 Media Companies by Brand Investment**

<b>Magazines</b>		<b>Newspapers</b>	
Brand	1998 \$\$\$ (000)	Brand	1998 \$\$\$ (000)
ESPN MAGAZINE	14,610	WALL STREET JOURNAL	13,202
TEXAS MONTHLY	2,996	NEW YORK TIMES	8,229
ERES	2,398	ARIZONA REPUBLIC	8,222
IN STYLE	2,162	WASHINGTON POST	6,379
COASTAL LIVING	2,106	MILWAUKEE JRNAL-SENTINEL	5,370
PEOPLE WEEKLY	1,971	DAYTON DAILY NEWS	3,510
SOUTHERN ACCENTS	1,752	NEW YORK TIMES SUNDAY	3,475
MIDWEST LIVING	1,387	CHICAGO TRIBUNE	3,260
SOAPS IN DEPTH	1,345	NEW YORK TIMES CIRCUITS	2,642
PHILADELPHIA	1,159	INVESTORS BUSINESS DAILY	2,430

<b>Cable</b>		<b>Broadcast Networks</b>	
Brand	1998 \$\$\$ (000)	Brand	1998 \$\$\$ (000)
HBO	74,596	CBS	39,081
SHOWTIME	27,229	NBC	35,579
A&E	18,146	FOX ENTERTAINMENT	29,469
STARZ	16,303	ABC	27,100
HISTORY CHANNEL	15,652	PAX TV	11,229
TNT	14,433	WARNER BROS	8,818
ENCORE	14,030	UPN	5,001
USA NETWORK	12,439	FOX SPORTS	2,754
DISCOVERY CHANNEL	10,515	OUTDOOR LIFE TELVSN NTWK	2,057
CNN	9,680	WXIA TELEVISION NETWORK	1,395

Source: Nielsen Monitor Plus

<b>Web Sites</b>	
Brand	1998 \$\$\$ (000)
VALUE AMERICA	38,028
E TRADE	37,195
BARNES & NOBLE.COM	25,400
DISCOVER BROKERAGE	22,285
CHARLES SCHWAB&CO	19,193
AMERITRADE	17,038
AMAZON.COM	16,672
PRICELINE.COM	14,407
NASDAQ WEBSITE	14,155
YAHOO!	10,539

Source: Nielsen Monitor Plus

## **Audiences Reaggregate Around Media Brands, Not Forms**

An interesting aspect of the print audience fragmentation issues discussed earlier is that these audiences are reforming themselves across old boundaries through branding. Several magazine publishers have established an Internet presence. Fans of *Sports Illustrated*, *Reader's Digest*, and *Cosmopolitan* can find Web site extensions of these print brands. Some publishers have assembled their print properties into multi-brand sites, such as Hearst with *women.com*.

More telling, however, is the movement of media brands in the other direction, *into* print. Two of the hottest new print properties are *ESPN*, from the cable, radio and Web-based sports fan magnet, and *Yahoo! Internet Life*, from the original Web brand. These brands surround the consumer wherever they are.

Television gets thrown into the mix as well. Recently, America Online announced plans to introduce a television product next year. *TV Guide* is following a similar strategy by joining forces with The Prevue Channel and *Total TV* magazine, rebranding them as *TV Guide* extensions. Marketwatch and Sportsline got an immediate lift from the addition of the CBS name.

The old boundaries are blurring as media forms begin to converge. We are witnessing a shift away from allegiances to *media* and toward allegiances to news-info-entertainment *brands*.

## **Competition for Audience Share Spills Across Old Boundaries**

Publishers are beginning to encounter competition from outside their traditional "competitive sets". This has been going on indirectly for some time (e.g., CNN vs. the newsweeklies), but with the Web, the consumer's ability to substitute one source for another is more direct.

One competitive arena that comes to mind is sports news and information. The Spring 1999 MRI report confirms that sports fans utilize multiple sources. For example, there is very high duplication between *Sports Illustrated* readers and ESPN Sportzone on the Web. Among *SI* readers with home access to the Internet, 24 percent visit the ESPN site, versus 9 percent of the total Web population. Surprisingly, the ESPN site has higher duplication with *SI* than with web-enabled viewers of the ESPN cable network, 19 percent of who use the Web site. (Note: duplication figures between *SI* and its own CNN/*SI* web site are not available in MRI.)

It is apparent that enthusiasts are latching onto multiple sources. This trend supports the pattern discussed earlier where internet enabled consumers spend more time with print media and cable television than the general population. The 64 million-dollar question is how much time spent with multiple sources impedes on the amount of time spent with other media.

## **Conclusions And Implication for Advertisers**

Magazine audiences are splintering more than they are declining. This trend will continue over the next 10 years. As a result, gross magazine audiences reported by MRI will continue to decline should the study continue measuring readership to only mass publications. The eighties model for magazine readership measurement of a select number of publications will be inadequate in the next millennium as more smaller and targeted magazines enter the arena.

Advertiser support, together with agencies and publishers, will be crucial in getting the magazine community to rectify current readership measurement shortcomings. Research suppliers should be encouraged, not reprimanded for creativity in their approach to measure magazine audiences. Clearly a new way of thinking, that in some cases may be contradictory to the way we currently think, will be a prerequisite in order to overcome current readership measurement barriers.

The Internet will be a catalyst for media convergence. Acting as a hub for other media, the Internet will complement media forms, not replace them in the new consumer media space. The Internet will continue to spark changes in consumer media behavior particularly as the medium becomes even more sophisticated. Older consumers will make modest, however, notable adaptations to their current media behavior. Media consumption of younger consumers, on the other hand, will be radical in comparison. Younger consumers will continue to integrate significant amounts of new media into their lives, phasing out or significantly minimizing use of some traditional formats.

*For advertisers, the idea of surrounding the consumer wherever he/she may be with integrated media brands means tremendous opportunities to maximize reach among key target prospects and increase frequency of exposure. As a result media plans will have to be based on much richer demographics that go beyond mere age/sex criteria. This may mean larger sample sizes for existing syndicated multimedia research studies or more new narrowly focused syndicated research studies.*

Over the next decade, more media companies will join current early entrants who are attempting to surround consumers wherever they are with news information and entertainment media brands than span multiple media forms. As a result, new and better analytic tools will be necessary to assess the value of one or more media forms from another. Current single media and multimedia reach and frequency tools based on 50-year old mathematical formulas will no longer suffice in the next century. Multimedia reach optimizers will become the standard tool for strategic media planning in the not-too-distant future.

Clearly we are only just beginning to understand the forces at work in consumer behavior as it relates to media consumption. A much clearer understanding will depend on the acquisition of new and better sources and tools in the next century to assess the impact of media on consumers in the new media space.

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