CONCEPTUALIZING AND MEASURING MAGAZINE READER EXPERIENCES

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Abstract

A variety of approaches have been developed, and used as an advertising currency, to measure magazine readership in terms of the behavior of readers. The number of issues read in a period is one such measure. In contrast the research reported here compliments previous approaches by focusing on the conceptualization and measurement of the subjective, qualitative experiences that people have when they read magazines. The result is a set of experiences that are common across widely-read magazines and scales for their measurement.

The goal of this research is to provide quantitative measures of readership that reflect the qualitative experience of reading magazines. Many readership measures have been proposed and used. Most were motivated by concerns about readership as an indicator of potential exposure to advertising. Measures such as "the number of issues read in the last four issues" presently have the most currency.

In terms of readership, these are best viewed as "usage" measures. The "number of issues read" usage measure is of interest primarily because it is also considered a good indicator of potential exposure to advertising. In general, usage measures of readership reflect behavior—how people consume a magazine. Implications for advertising aside, they are no different than measures of usage for other products, e.g., number of ounces of butter per month consumed. (For further discussion of readership usage measurement issues along these lines, see Calder and Malthouse, 2003 and Malthouse and Calder, 2002.)

Usage measures of readership can be distinguished from the more subjective or qualitative side of reading. It is one thing to read two issues of a magazine versus three issues. It is quite another to be engrossed in reading a magazine or to want to tell other people about what you have read. The latter entails not just overt behaviors, but the cognitive, emotional, and social correlates of reading. Many words could be used for this aspect of reading. In the magazine industry words such as "involvement with magazines" or "magazine wantedness" or simply "qualitative measures" have been used. We use the term "experience" because it captures the concept that this is what people think and feel when they read and because it is not a unidimensional continuum (as implied by involvement or wantedness). We postulate that there are many (multidimensional) experiences associated with reading magazines.

Experiences are conceptual, theoretical constructs. By this we do not mean that they are not real. A construct for our purposes is simply a variable that is not directly observable because it is either too complex or too subjective to be captured by a single survey question. Thus, in our view, magazine experiences are best viewed as constructs because they are complex, subjective reactions that cannot be defined by any one specific survey question. As constructs they must be inferred from multiple indicators such as batteries of survey questions and, again, cannot to be <u>defined</u> as specific survey questions, e.g., "Is this magazine a favorite?"

As a construct an experience has multiple indicators (survey questions) that serve to both measure the construct and separate it from other experience constructs. Thus, our approach is to begin with many potential survey questions that may or may not indicate a variety of experience constructs. These questions are then analyzed (via exploratory factor analysis) to locate separate experience constructs. Following this, reliability is examined to refine the measurement of each construct in terms of its best survey question indicators.

An example of a potential survey question indicator of an experience construct is the following survey question item:

"I like to have the magazine around so that others might read it."

There is no a priori assumption about what construct this item indicates. People are asked to agree or disagree with this item with regard to a particular magazine, then this data is analyzed along with the data from a large number of other items to determine if it, along with some other items, indicates a separate experience construct. The analysis also reveals whether it should be used as an indicator of that construct in future magazine studies.

Two key issues arise with this approach. One is how to obtain the pool of items that are thought to be potential indicators of constructs? To us it seems best to "ground" the selection of items in data from readers about their reading experiences. Accordingly, our approach is to base the item pool on qualitative interviews with consumers. To this end, in-depth qualitative

interviews were used to allow readers to describe their experiences with particular magazines. Readers were encouraged to verbalize any thought or feeling that expressed their experience. This data was analyzed to find patterns that were repeated across individuals. The goal of this research is not quantitative generalization of frequencies but an enhanced understanding of consumer thoughts and emotions (see Calder, 2001).

The second issue that arises is how to represent different magazines. Our approach was to use magazines with the largest audiences. By definition, these magazines cover the reading experiences of a very large number of people and span the MRI (Mediamark Research, Inc.) categories.

Specifically, we screened for readers of the top 100 MRI magazines. These magazines represent 96.2% of net readers of all MRI-measured titles. (See Appendix 3 below for the categories of magazines.) Two titles were excluded; one no longer published and another that did not contain advertising as content. Two business magazines were added to better represent that category. We then conducted individual interviews about one magazine a person read. The items developed from this qualitative research were thus derived from the thoughts and emotions of readers as expressed in interviews about one specific magazine, with multiple interviews conducted for a set of widely read magazines. The quantitative analysis followed a similar logic with a survey conducted with readers about a specific magazine that they read, with multiple survey respondents for each of the 100 magazines.

Variation across Magazines

A key feature of this research is that we wanted to reach conclusions about the experiences involved in reading magazine*s*. Any one magazine may no doubt involve some experiences that are unique to it. But this research postulates and attempts to show that there are some experiences that exist across magazines. Whether such experiences exist is an empirical question to be answered by the research.

If there are common experiences across magazines, it is to be expected that some magazines will be higher or lower in terms of the level of any one experience. This should not be confused with the issue of whether there are unique experiences. We are looking for experiences that are sufficiently generalizable enough across magazines that it is potentially worthwhile to measure the level or degree of that experience for any magazine. The payoff is that the measurement of these common experiences provides a way to profile magazines in a comparable way and, even more importantly, to find a way to represent the experiences associated with the medium as a whole (which could be used in the future to compare magazines with other media, such as television).

In terms of research methodology (described in detail below), we take a three-step approach to the identification of common experiences. First, we begin with an item pool of survey question indicators that is based on thoughts and feelings expressed in qualitative interviews about many widely-read magazines. (Note that the rationale for using widely-read magazines is not only to span the reading experiences of a large number of people but also to look for common experiences in a set of commonly read magazines. We would expect a magazine about ferrets, for instance, or some other rare interest, to be associated with more idiosyncratic experiences.)

Second, we conduct an analysis of the survey items collapsing over magazines. The items all refer to a specific magazine for the survey respondent, but since the same items are used for each magazine, the data can be analyzed without regard to the specific publication. This is what is meant by collapsing over magazines. In effect, this assumes that the aggregated data is at the industry level and refers to magazines as a medium. We are seeking experience constructs that apply across magazines. An item such as *"I like to have the magazine around so that others might look at it"* is taken as a reaction a reader could have to a greater or lesser extent for any of the 100 magazines. It is a reaction to magazine*s*.

So, in steps one and two we begin by assuming that the data refers to magazines as a medium and seek to determine experiences that are common to the medium. In a third step, however, we test the assumption that the experiences indicated by the data are in fact generalizable across magazines. We do this by examining the relationship between each of the experiences and the usage (readership) of each individual title. If an experience correlates significantly with usage (which is the overt behavior of readers) across the 100 magazines, this is clear evidence that the particular experience is an experience common across magazines. (If the experience is uncorrelated with readership and the variance of the correlations for individual magazines is positive, then the experience is idiosyncratic. If the experience is uncorrelated with readership and the variance for individual magazines is low, then the experience is uninteresting.) The level or degree of that experience can then be examined for magazines in general (as a medium) or for a specific magazine (and compared to other magazines).

Methodology

Qualitative research was used, as noted above, to generate the initial set of experience items. One hundred one-hour interviews were conducted with readers. Each interview focused on only one of the 100 magazines. Interviews were conducted for 68 of the magazines.

The interviews followed a qualitative format but were structured around the following. Participants were first asked about what they liked or disliked about the magazine. They were then told: "I want to focus now on what reading (magazine) is like for you. What the experience of reading it is like. Do you understand what I mean? (If no, this was explained further.)

I'll ask you about this in a number of different ways. Try to tell me what reading (magazine) is really like for you personally."

Participants were then asked about situations (times and places etc). They were probed about reading as an end in itself or as a means to an end or goal. They were asked about talking to others about what they read, how reading made them feel, what kind of mood it put them in and any behaviors that resulted from reading. They were also asked about their awareness and interest in advertising in the magazine.

A final set of probes took the form of complete-the-sentence projective questions. Examples of these are: When I am <u>not</u> reading (magazine) I am most likely to think of it when _____. If I were to pick up (magazine) just before going to bed, I _____. A name that would better describe (magazine) would be _____. The pictures in (magazine) make me _____. I trust (magazine) not to _____. Another set of probes asked them to use a word (e.g., experience, want, anticipate, helps, worry) in a sentence about the magazine.

The complete set of items generated is given in Appendix 2. These are shown in the form used in the quantitative survey. (Two different orders were used in the survey.)

Survey Phase

<u>Sampling.</u> The same sample of 100 magazines used in the qualitative phase, as described above, was also used in the survey phase. These magazines were used to provide a strong test of whether the magazine experiences were common across magazines.

We sampled readers of these magazines using a two-wave procedure. The first wave was a mail survey to identify readers of each of the 100 magazines. The second wave involved mailing selected responders a longer survey containing the survey question items developed in the qualitative research.

<u>Wave 1</u>. We mailed 22,810 surveys to a random sample of NFO household panel members. This included an over-sampling of teenagers, Generation X, African Americans, and Hispanics. A total of 11,494 usable questionnaires were returned, giving a 50.4% response rate. The survey asked up to three members of the household to complete the survey. The three members were indicated on the survey and selected from a sampling frame provided by NFO. From the 11,494 returned surveys by households, a total of 19,004 individuals completed the question. Individuals were asked whether or not they read each of the 100 magazines. For each of the magazines they read, they were asked how much time they spent reading it, how often they read it, and how completely they read the issues. The 19,004 individual respondents yielded a total of 80,536 magazine experiences.

<u>Wave 2</u>. The goal of this wave was to survey a random sample *of readers* of each of the 100 magazines. We define a reader as someone who reads or looks into the magazine at least once in a typical month. To avoid difficult problems with doing statistical inference during our analysis, we decided to interview at most one person from each of the households that returned a survey. Each person was asked about one of the magazines they read. We computed weights for each magazine experience and used a random sampling procedure with these weights to select roughly the same number of people for each of the 100 magazines. (The details for these weights are available from the authors.) This guarantees a *random* sample of magazine-person experiences. In total, 4,347 of the 6,085 surveys mailed were returned giving a 71% response rate to this wave of the survey. Overall the response rate was .50 × .71 = 36%. Respondents were weighted to the U.S. Census and included demos such as age, gender, and race.

Measuring Readership and Consumer Experiences

<u>Reader Usage Measure (RUM)</u>. As described above, the logic of our approach called for relating experiences to usage behavior in order to determine if the experiences are common across magazines. Accordingly, the first section of the survey included questions (Q2-Q10) measuring many different aspects of how the respondent read the specific magazine. These included the number of issues out of every four published that the respondent read or looked into (Q2); time spent looking into an issue (Q3); number of days read or looked at an issue (Q4); number of times per month that the respondent read or looked into any issues of the magazine (Q5); total time per month reading any issue of the magazine (Q6); fraction of pages, articles, and advertisements looked at in a typical month (Q7); days of the week when respondent reads magazine (Q8); times of the day read (Q9); and where the respondent reads (Q10). Question 8 was recoded as a count of the number of days in a typical week that the respondent reads, question 9 was recoded as the number of times during a day, and question 10 was recoded as the number of places. We factor analyzed the nine questions using the principal components method of estimation and a varimax rotation. Three eigenvalues were greater than 1. Questions 2-7 had loadings of .5 or more on the first factor. Two items, Q8 (number of days in week read) and Q9 (number of times during the day), had loadings greater than .5 on the second factor. The item Q10, number of places read, was the only item that had a loading of at least .5 on the third factor. We purified the first factor using coefficient alpha, which increases when Q2 and Q7 are dropped from the scale. Our final readership usage scale has an alpha of .82 and consists of the four items Q3-Q6. We confirmed this scale further by running a factor analysis on these four items alone and found that one eigenvalue was greater than one and all factor loadings were .81 or more.

It is of interest to note that completeness did not enter into this scale. We have found for newspapers that completeness did enter into a similar scale (Malthouse and Calder, 2002). This makes sense in that people may not think of going through magazines in the same way that they think of reading through the newspaper.

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Having concluded that the four items Q3-Q6 formed a unidimensional readership usage scale, we had to decide on exactly how to average the four items. We recommend having readership scaled so that the minimum value is 1, indicating a nonreader, and the maximum value is 7. To achieve this, we convert each of the four items to have minimum value 1 and maximum value 7. For example, Q3, total time looking at an issue, was measured on a 1-14 scale on the survey; we converted this to a 1-7 scale with the following transformation $1+6(x-1)/13$, where x is a response. After converting the four items to have 1-7 scales, we computed the simple average as our measurement of readership. We prefer this approach over using factor scores because the simple average will always have minimum value 1, indicating a nonreader. Scores from factor analysis will have mean 0 and standard deviation 1. Since the mean and standard deviation depend on the particular sample drawn and the magazines included in the survey, the readership score for a nonreader would not be fixed and the unit of measurement (standard deviation) would be sample dependent. Our scores are highly correlated with factor scores, so the method of averaging should not affect conclusions when relating readership to other variables. The correlation between our readership score and the factor scores from a principal components analysis is .99962 and the correlation with factor scores from a maximum likelihood analysis is .99729. Based on this analysis, subsequent analyses use this scale as a reliable measure of usage readership, which we term the Reader Usage Measure (RUM).

Experience Scores. The majority of the survey contained a total of 220 items measuring the experience of reading a specific magazine. These are the items from the qualitative research (see Appendix 2). We used exploratory factor analysis and coefficient alpha to form 39 experience scores. We first factor analyzed all 220 items using the principal components method of estimation and a varimax rotation. There were 41 eigenvalues greater than one, although many eigenvalues were close to one and a scree plot suggested that 30-45 factors would be reasonable. Some of the factors had many items. For example the first factor had 43 items that loaded most heavily on it with 27 of the loadings greater than .5 and the remaining items with loadings greater than .4. We factor analyzed these 43 items separately and found 10 eigenvalues greater than 1. Our general approach for developing factors from this large set of items was as follows:
1. Factor analyze all items
2. Run separate factor analyses on each factor from Step 1
3. If the factor analysis from Step 2 indicates the scale is unidimensional based on inspection of a scree plot, purify the scale by (1) dropping items with loadings less than .5 and (2) dropping any items that cause coefficient alpha to increase
4. If the factor analysis in Step 2 was not unidimensional, we continued to factor the factors until we found unidimensional scales

The analysis resulted in 39 experience scores (factors). See Appendix 1 for a list of the items included in each scale, the factor loadings from a separate factor analysis of the items, and coefficient alpha. The final scores (scale values) are the simple averages of the items.

A few of the Experience Score scales have moderately low values of alpha, indicating low reliability. In most cases, the low values of alpha are due to having too few indicators of the underlying construct on the survey. In future research, we recommend developing additional items for these scales and thereby improving their reliability.

Results

Having derived measures of magazine experiences and usage behavior, we can now examine two central issues. One is the level or degree of each experience for magazines as a medium and for different magazines. The key results here are shown in Table 1. It presents the grand mean – averaged across magazines – for each experience and the variation across magazines (measured by the standard deviation), showing how different magazines are in the level or degree of that experience. The magnitude of these differences is explored in the section below with an analysis of variance. Following this in the next section, we report the test of whether the experiences are indeed common across magazines by examining the relationship between reading behavior and specific experiences.

Comparing Experiences Across Magazines. This section explores the extent to which the level or degree of an experience varies across magazines. For example, one might expect some magazines to be experienced by readers as being higher on Experience Score 16 (It helps me look good; it's sensual, even sexy). We study such variation across magazines with the following random-effects ANOVA model:
$$x_{ij} = \mu + m_i + e_{ij}$$
where x_{ij} is the Experience Score for one of the factors for reader j of magazine i, μ is the overall mean across magazines, m_i is the random effect on the mean for magazine i having means 0 and standard deviation σ_m, and e_{ij} is the error term having mean 0 and variance σ^2. Random variables m_i and e_{ij} are assumed to be normally distributed and independent of one another.

Estimates of the overall means (μ) and the variation across magazine (σ_m) are shown in Table 1. Recall that experiences are measured on scales ranging from 1 to 5, where 5 indicates a high level of the experience. The experience with the highest average across magazines is Experience Score 27 (It's brief and easy for me to read), with μ=3.5 indicating that readers, on average, rate magazines between "Neither agree nor disagree" (scale point 3) and "Agree" (scale point 4) on being brief and easy to read. Experience Score 9 (It reinforces my faith) has the lowest average experience with μ=2.2, indicating that across these 100 magazines, readers nearly "Disagree" (scale point 2) with the statements regarding their faith being reinforced.

Table 1 also provides P values (sixth column) testing the null hypothesis that there is no variation in the means across magazines (i.e., H_0: σ_m^2=0), implying that readers of all magazines have the same experience. For example, if the variance of Experience

Score 16 were 0, we would conclude that all magazines are perceived as equally sexy. So for all 39 experience factors, we can reject the null hypothesis that there is no variation in mean experience level across magazines. We conclude that magazines differ in the level or degree for each of the different experiences.

The values of σ_m (fifth column) indicate how much experiences vary across magazines. The highest variation is for Experience Score 14 (It helps me keep track of celebrities.) with σ_m=0.42. This indicates that magazines vary substantially on the celebrity experience. Under the assumption that the means across magazine are normal, we can conclude that 68% of magazines have celebrity means between 3.1 ± .42, 95% of magazines have means between 3.1 ± .042×2, etc. Readers of some magazines have particularly high means on the celebrity factor, while readers of others have particularly low means on the celebrity factor. Other experiences that have large variation across magazines include Experience Score 16 (It helps me look good; it's sensual, even sexy), Experience Score 11 (I save and refer to it), Experience Score 9 (It reinforces my faith), and Experience Score 6 (I'm touched). Experience Scores such as 31 (It's part of my routine) have much smaller variation across magazines, indicating that magazines are more similar on these experiences.

It may also be of interest to examine the variation in experience in a different way. The values of σ in the last column indicate the extent to which readers of a magazine agree on the experience. Experience Scores such as 11 (I save and refer to it) with σ=.92, 9 (It reinforces my faith) with σ=.81, and 12 (This magazine's web site is important to me.) with σ=.81 have particularly large values, indicating large variation within-magazine. Readers of magazines do not agree about saving a magazine – some save it and others don't. There is more agreement on Experience Score 27 (It's brief and easy for me to read) with σ=.48.

Relationship between Reader Usage Measure (RUM) and Experience Scores. We now focus on the critical question of whether the 39 experience scores as indicated by their associated survey question measures are really common experiences across magazines. To test this, we relate each of the experiences to the RUM for each of the 100 magazines analyzed simultaneously with hierarchical linear models, also known as random coefficient models (e.g., see Kreft and DeLeeuw 1998). Recall that the logic of our approach is that if an experience is common across magazines it should be related to the usage across the 100 magazines. Further: If the experience is uncorrelated with usage and the variance of the correlations for individual magazines is positive, then experience is idiosyncratic. If the experience is uncorrelated with usage and the variance for individual magazines is low, then the experience is uninteresting.

Statistically, we use hierarchical linear models (HLM) of the following form:
$$y_{ij} = (\alpha + a_i) + (\beta + b_i)x_{ij} + e_{ij}$$
where y_{ij} is the RUM of person j of magazine i, x_{ij} is the experience score for some factor, α is the overall intercept, a_i is the random effect on the intercept for magazine i having means 0 and standard deviation σ_a, β is the overall slope, b_i is the random effect on the slope for magazine i having mean 0 and standard deviation σ_b, and e_{ij} is the error term having mean 0 and variance σ^2. Random variables a_i, b_i, and e_{ij} are assumed to be normally distributed and independent of one another. All models are estimated in SAS proc mixed, release 8.2.

Estimates from the 39 estimated models are provided in Table 2 below. The Experience Scores are sorted in descending order of the slope estimates. The experience having the largest slope is Experience Score 1 (I get value for my time and money). Across magazines, the average slope (across magazines) for Experience Score 1 is β=.75. For every unit increase in this scale, on average RUM increases by .75 scale points. Some slopes are negative. The slope for Experience Score 20 (it disappoints me) is $\beta = -.73$, indicating that the more a person agrees with this statement, the less the person reads the magazine.

A few of the experiences have slopes that are approximately 0. The *P*-values in the next column evaluate the null hypothesis H_0: β=0, that the experience factor has no linear effect on readership, against a two-sided alternative. We cannot reject this null hypothesis for Experience Score 36 (I want more ad information), 12 (This magazine's web site is important to me.), and 21 (It leaves me feeling bad). At least with the data we have, we cannot conclude that these experiences have an effect on RUM.

The value of σ_b tells how much the slopes vary across magazines; if it were 0, then the slopes would have no variance, implying that all magazines have the same slope. For Experience Score 2 (It makes me smarter), SAS is unable to detect variance across magazines and the estimate is 0, indicating that based on these data, the slopes for Experience Score 2 do not vary across magazines. Making the reader smarter has the same effect on readership for all magazines. This is the case with most experience factors. In some cases SAS is able to estimate positive variation across magazines, but the variance term is not significantly different from 0. For example, with Experience Score 1 (I get value for my time and money) the standard deviation in slope across magazines is σ_b=.022, but the *P*-value testing the null hypothesis that this standard deviation is 0 is .395.

But there is significant, or nearly significant, variation in slopes across magazines for some of the experiences. Factor 12 (This magazine's web site is important to me) has σ_b=.085, which is highly significant (*P*=.009). This indicates that for some magazines, using the web is more correlated with readership than for other magazines. Experience Score 21 (It leaves me feeling bad) has a nearly significant variance in slopes, yet the grand slope β is not significantly different from 0. This indicates that this factor is idiosyncratic. For some magazines, making a person feel bad affects readership but for others it has no effect. Our sample sizes for each magazine are, on average, 40. Larger sample sizes would likely allow for more variation across magazines to be estimated.

In view of the across-magazine relationships between the experiences and usage behavior obtained here, the data is sufficient to establish that almost all of the experiences relate to RUM. Across magazines, experiences 36 (I want more ad information), 21

(It leaves me feeling bad.), and 12 (This magazine's web site is important to me.) have correlations that are not significantly different than zero, suggesting at most only a weak relationship to RUM. The other experience scores relate to usage behavior across magazines in a manner that implies that they are potentially useful metrics for any magazine and certainly for magazines as a medium.

Conclusions

These research results confirm that involvement with magazines, as a medium, is a rich set of multidimensional experiences. The research identifies experiences that are common across 100 of the most widely-read magazines.   The data further indicates that these experiences apply not only to magazines as a medium but very generally to individual magazines. Certainly attention to these experiences is warranted by the magazine industry.   Individual magazines should realize that these experiences are likely to be important for their readers.

A test of whether each experience is implicated in the reading behavior across magazines confirms that these experiences are indeed general.   Greater usage is associated with higher levels of experience (the three potential exceptions are noted in the results above).   Thus, the methodology used in this research directly assessed the extent to which the experience-usage relationship varies across magazines.   To reiterate, the results indicate a robust relationship such that it is worthwhile to consider these experiences in connection with magazines as a medium or with any individual magazine.

Once the existence of common experiences is established, it is of most interest to note that magazines as a medium are certainly higher on some experiences than others and individual magazines vary in their level or degree of an experience.

Table 1 displays a picture of the overall pattern of how the industry and individual magazines stand on the experiences identified in this research. Magazines as a medium are high on experiences such as: "It's brief and easy for me to read (27)," "I learn things first here (25)," "It makes me smarter (2)," "I get value for my time and money (1)", and "It grabs me visually (13)." Our conclusion from these results is that these experiences represent the strengths of the medium. There may be strategic reasons for any individual magazine to discount one or more of them, but otherwise individual magazines ignore them at their peril. They represent a new, more complete way of looking at the value that magazines provide.

Beyond this, the broader implications of this research are, in our view, five-fold:

1.   Magazine readership cannot be entirely understood or evaluated only in terms of usage behavior (and given our RUM results, especially not in terms of narrow measures of usage).   There is a subjective, qualitative side of readership that must be considered as well.

2.   The magazine reading experience is highly multidimensional. We have identified at least 36 experiences that appear to be sufficiently separate enough constructs to warrant consideration in further research and practice.

3.   For each of the experiences identified, this research provides survey measures that could be incorporated into industry-level research and into benchmarking research by individual magazines/companies. This would have the incidental benefit of refining the present experience measures and adding new ones.

4.   These results also bear on the issue of media-neutral media planning. To the extent that magazine reading experiences are eventually found to be different from the experience of other media, this could provide a way of evaluating each medium more fully on its own merits.

5.   A better understanding of experiences may also be of beneficial in designing and evaluating magazine advertising creative.

In future work, we will explore the following: whether stronger experiences in magazines enhance advertising; whether experiences differ across reader segments; and how magazines can change reader experiences.

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Table 1
Results from random-effects ANOVA model comparing mean experience levels across magazines (see text for definition of terms).

Scores (factors)	Label	μ	SE(μ)	σ_m	P	σ
27	It's brief and easy for me to read	3.516	0.014	0.11	<.0001	0.48
25	I learn things first here	3.488	0.018	0.15	<.0001	0.58
2	It makes me smarter	3.449	0.021	0.19	<.0001	0.55
1	I get value for my time and money	3.440	0.019	0.16	<.0001	0.65
13	It grabs me visually	3.396	0.023	0.21	<.0001	0.55
29	I like seeing people of color in this magazine	3.392	0.027	0.25	<.0001	0.58
4	I trust it	3.391	0.020	0.17	<.0001	0.57
19	I like some of the ads a lot	3.374	0.017	0.14	<.0001	0.55
3	The stories absorb me	3.369	0.020	0.18	<.0001	0.57
5	I find the magazine high-quality and sophisticated	3.333	0.019	0.16	<.0001	0.60
33	I like its seasonality	3.311	0.035	0.32	<.0001	0.68
36	I want more ad information	3.280	0.020	0.16	<.0001	0.68
37	I think others in the household would enjoy the magazine	3.275	0.026	0.24	<.0001	0.60
28	I feel good when I read it	3.236	0.024	0.21	<.0001	0.61
15	It's my personal timeout	3.207	0.016	0.13	<.0001	0.61
32	I often reflect on it	3.199	0.017	0.13	<.0001	0.59
35	I get a sense of place	3.155	0.026	0.24	<.0001	0.67
14	It helps me keep track of celebrities	3.102	0.044	0.42	<.0001	0.76
22	It's relevant and useful to me	3.095	0.019	0.16	<.0001	0.63
31	It's part of my routine	3.093	0.017	0.13	<.0001	0.68
7	I'm inspired	3.093	0.025	0.22	<.0001	0.69
30	I find unique and surprising things	3.092	0.018	0.15	<.0001	0.60
38	I relate to the ads	3.089	0.027	0.25	<.0001	0.62
39	It requires me to focus	3.053	0.019	0.14	<.0001	0.78
6	I'm touched	3.035	0.035	0.32	<.0001	0.72
8	It improves me and helps me try new things	3.023	0.030	0.28	<.0001	0.59
17	I read the ads	3.018	0.025	0.22	<.0001	0.70
24	It's for people like me	2.970	0.022	0.19	<.0001	0.60
11	I save and refer to it	2.923	0.034	0.30	<.0001	0.92
18	I dislike some of the ads	2.915	0.016	0.13	<.0001	0.56
20	It disappoints me	2.898	0.017	0.14	<.0001	0.51
10	I build relationships by talking about and sharing	2.895	0.018	0.14	<.0001	0.66
34	I feel I know the writers	2.819	0.023	0.20	<.0001	0.76
26	This magazine irritates me	2.646	0.016	0.13	<.0001	0.54
16	It helps me look good; it's sensual, even sexy	2.612	0.037	0.35	<.0001	0.58
23	I keep or share articles	2.547	0.023	0.19	<.0001	0.74
21	It leaves me feeling bad	2.536	0.030	0.27	<.0001	0.79
12	This magazine's web site is important to me	2.230	0.027	0.23	<.0001	0.81
9	It reinforces my faith	2.223	0.035	0.32	<.0001	0.81

Scores	Label	α	P	β	P	σ_α	P	σ_β	P	σ^2
1	I get value for my time and money	0.27	0.003	0.75	0	0.25	0.003	0.022	0.395	0.95
2	It makes me smarter	0.49	0	0.69	0	0.29	0	0.000	0	1.04
3	The stories absorb me	1.03	0	0.55	0	0.24	0.015	0.042	0.22	1.09
15	It's my personal timeout	1.16	0	0.53	0	0.28	0	0.000	0	1.08
32	I often reflect on it	1.19	0	0.52	0	0.27	0	0.000	0	1.10
25	I learn things first here	1.06	0	0.52	0	0.27	0	0.000	0	1.10
31	It's part of my routine	1.42	0	0.47	0	0.24	0	0.033	0.241	1.09
28	I feel good when I read it	1.39	0	0.46	0	0.24	0.007	0.035	0.282	1.11
5	I find the magazine high-quality and sophisticated	1.37	0	0.45	0	0.24	0.01	0.047	0.151	1.11
10	I build relationships by talking about and sharing	1.58	0	0.44	0	0.28	0	0.000	0	1.10
4	I trust it	1.38	0	0.44	0	0.28	0	0.000	0	1.13
22	It's relevant and useful to me	1.54	0	0.43	0	0.27	0.004	0.039	0.271	1.12
27	It's brief and easy for me to read	1.50	0	0.39	0	0.27	0	0.000	0	1.15
30	I find unique and surprising things	1.70	0	0.38	0	0.28	0	0.000	0	1.14
8	It improves me and helps me try new things	1.75	0	0.37	0	0.31	0	0.000	0	1.14
11	I save and refer to it	1.88	0	0.34	0	0.27	0	0.016	0.434	1.09
37	I think others in the household would enjoy the magazine	1.76	0	0.34	0	0.25	0.014	0.035	0.305	1.15
24	It's for people like me	1.87	0	0.33	0	0.28	0	0.000	0	1.15
6	I'm touched	1.93	0	0.31	0	0.29	0	0.014	0.452	1.13
35	I get a sense of place	1.91	0	0.30	0	0.30	0	0.000	0	1.14
7	I'm inspired	1.94	0	0.30	0	0.29	0	0.000	0	1.14
13	It grabs me visually	1.86	0	0.30	0	0.29	0	0.000	0	1.16
23	I keep or share articles	2.12	0	0.29	0	0.29	0	0.018	0.437	1.14
34	I feel I know the writers	2.12	0	0.27	0	0.28	0	0.018	0.43	1.15
33	I like its seasonality	2.03	0	0.25	0	0.30	0	0.025	0.373	1.15
29	I like seeing people of color in this magazine	2.01	0	0.25	0	0.29	0	0.000	0	1.17
19	I like some of the ads a lot	2.06	0	0.24	0	0.28	0	0.000	0	1.17
14	It helps me keep track of celebrities	2.26	0	0.19	0	0.29	0	0.000	0	1.17
17	I read the ads	2.45	0	0.14	0	0.28	0	0.000	0	1.18
38	I relate to the ads	2.46	0	0.13	0	0.28	0	0.000	0	1.18
39	It requires me to focus	2.56	0	0.10	0	0.23	0.003	0.056	0.037	1.18
16	It helps me look good; it's sensual, even sexy	2.64	0	0.09	0.004	0.28	0	0.000	0	1.19
9	It reinforces my faith	2.77	0	0.04	0.045	0.28	0	0.019	0.436	1.19
12	This magazine's web site is important to me	2.78	0	0.04	0.115	0.22	0.004	0.085	0.009	1.19
36	I want more ad information	2.81	0	0.02	0.533	0.28	0	0.000	0	1.19
21	It leaves me feeling bad	2.88	0	0.00	0.835	0.25	0	0.060	0.062	1.19
18	I dislike some of the ads	3.44	0	-0.20	0	0.25	0.005	0.038	0.295	1.18
26	This magazine irritates me	3.52	0	-0.25	0	0.25	0.004	0.048	0.213	1.17
20	It disappoints me	4.97	0	-0.73	0	0.27	0	0.000	0	1.05

Table 2: Results from HLM analysis regressing readership on each experience factor separately

Appendix 1

Results from exploratory factor analysis.

Variable names identify the items making up the factor. The label abbreviates the wording of the item. Exact working can be found in Appendix 2. The last two letters of the variable name identify the item, e.g., the first item in Appendix 2 is (AA).

Experience Scores (factors):

1. I get value for my time and money (α=.90)

Variable	Label	Loading
A14AA	It's worth every penny they charge for it	0.791
A14AD	I feel like I am getting a good deal on the magazine	0.784
A14AB	It is time well spent	0.816
A14AC	I would think of it as a possible gift for a friend	0.664
A14AG	I want to read it cover-to-cover	0.725
A14GQ	I expect to continue reading this magazine for a long time	0.740
A14FU	I look forward to getting this magazine	0.777
A14AE	It's hard to put down when I am really into it	0.734
A14GC	It is never boring to read an issue	0.713

2. It makes me smarter (α=.87)

Variable	Label	Loading
A14BN	I look at the magazine as educational. I am gaining something	0.742
A14AH	It is important to remember later what I have read in this magazine	0.664
A14BW	I get ideas from the magazine	0.672
A14AF	It address issues or topics of special concern to me	0.744
A14GR	The magazine stimulates my thinking about things	0.713
A14AW	I am mentally involved when reading it	0.684
A14BI	It updates me on things I try to keep up with	0.696
A14FA	I remember at least some of the things I have read in the Magazine for a long time	0.667
A14DT	Even if I disagree with things in the magazine, I feel I have have learned something	0.683

3. The stories absorb me (α=.77)

Variable	Label	Loading
A14DR	It has good stories about things that happen and how they turn out	0.766
A14CO	Almost anyone could get something out of this magazine	0.656
A14DW	It tried to includes different sides of a story	0.741
A14GO	When I am reading a story in this magazine, I always want to find out how it ends	0.714
A14DG	I value the way it presents the opinions of readers	0.738

4. I trust it (α=.83)

Variable	Label	Loading
A14BS	It does not sensationalize things	0.798
A14BV	It is unbiased in its reporting	0.674
A14BT	You don't have to worry about accuracy with this magazine	0.790
A14BR	I trust it to tell the truth	0.805
A14BU	The magazine gives good advice	0.779

5. I find the magazine high-quality and sophisticated (α=.78)

Variable	Label	Loading
A14FZ	It is very professional	0.805
A14GA	The magazine is very sophisticated	0.780
A14FW	The articles really are in-depth	0.782
A14GD	They do a good job covering things. They don't miss things	0.749

6. I'm touched (α=.87)

Variable	Label	Loading
A14HV	It helps me to see that there are good people in the world	0.853
A14HU	Some articles touch me deep down	0.889
A14HS	It features people who makes you proud	0.833
A14HT	The magazine definitely affects me emotionally	0.835

7. I'm inspired (α=.89)

Variable	Label	Loading
A14HP	It makes me feel like I can do things	0.876
A14HR	Reading it makes me want to match what others have done	0.746
A14HO	It inspires me in my own life	0.879
A14HQ	It makes me value what I have	0.809
A14HN	Reading this magazine makes me feel good about myself	0.833

8. It improves me and helps me try new things(α=.84)

Variable	Label	Loading
A14GZ	It makes me want to go shopping	0.678
A14GX	I really like the tips in the magazine	0.722
A14GT	I use the magazine to learn how to make things	0.713
A14GW	The magazine gets me to try new things	0.788
A14HC	It shows me how to do things the right way	0.731
A14HA	It probably makes me more likely to buy the things I see in the magazine	0.712
A14GS	It helps me make up my mind and make decisions	0.684

9. It reinforces my faith (α=.87)

Variable	Label	Loading
A14HW	The magazine reinforces my religious faith	0.940
A14HX	I think of the magazine as faith based	0.940

10. I build relationships by talking about and sharing it (α=.83)

Variable	Label	Loading
A14DH	A big reason I read it is to make myself more interesting to other people	0.696
A14CX	I like for other people to know I read this magazine	0.670
A14DI	Reading this magazine is a little like belonging to an organization or a group	0.761
A14DK	I like to have this magazine around so that others might read it	0.787
A14DJ	I show some things in this magazine to people in my family so they will understand	0.765
A14DL	I bring up things I've read in the magazine in conversations with many other people	0.712

11. I save and refer to it (α=.82)

Variable	Label	Loading
A14CP	I save back issues for a period of time	0.893
A14CL	I sometimes go back to old issues to find things	0.858
A14CT	I collect the magazine	0.812

12. This magazine's web site is important to me (α=.77)

Variable	Label	Loading
A14II	I sometimes use the Internet to follow up on things I have read about in the magainze	0.837
A14IL	For me, the magazine's web site is an important part of the magazine	0.843
A14IJ	I read the magazine less in print than before because of the Internet	0.805

13. It grabs me visually (α=.83)

Variable	Label	Loading
A14FT	I like to look at the pictures even if I don't read the story	0.625
A14FS	Most often I look at the pictures before reading the article	0.608
A14FN	I like to look at pictures for awhile	0.769
A14FP	I look at the pictures in it and think "Wow"	0.780
A14FO	I sometimes show a picture in it to someone else	0.702
A14FM	The magazine uses pictures to convey important information	0.671
A14FQ	The cover really makes me want to read the magazine	0.688
A14FR	While reading the magazine, I like to picture things in my own mind	0.599

14. It helps me keep track of celebrities (α=.81)

Variable	Label	Loading
A14IE	I am very interested in the stories about celebrities	0.873
A14IG	I like to check out who is on the cover	0.835
A14IF	You see how normal some well-known people can be	0.851

15. It's my personal timeout (α=.90)

Variable	Label	Loading
A14CC	It is a quiet time	0.756
A14CA	I like to kick back and wind down with it	0.780
A14CF	Reading this magazine is my time alone	0.752
A14BY	My goal is to relax with the magazine	0.740
A14BL	It's an escape	0.684
A14CD	It's a treat for me	0.788
A14FC	The magazine takes my mind off other things that are going on	0.627
A14CG	It is my reward for doing other things	0.644
A14CM	I feel less stress after reading it	0.646
A14BB	It is important to me to get comfortable when I read it	0.578
A14DP	When I read this magazine, I lose myself in the pleasure of reading it	0.694
A14CS	Reading this magazine is a bit of a luxury	0.636

16. It helps me look good; it's sensual, even sexy (α=.86)

Variable	Label	Loading
A14DE	It is more for single people	0.592
A14CB	The magazine makes you want to get in shape	0.613
A14HE	You learn how to improve your appearance	0.637
A14CJ	You could get an erotic dream or daydream from reading this magazine	0.800
A14CI	There are things in the magazine I find very sexy	0.817
A14CQ	There is a sensual aspect to the magazine	0.779
A14DD	The magazine helps me to understand the opposite sex better	0.749
A14CK	Occasionally the magazine tries to shock you	0.639

17. I read the ads (α=.74)

Variable	Label	Loading
A14EC	I like the ads as much as articles	0.797
A14EB	I look at most of the ads	0.861
A14EJ	I make a special effort to skip over and avoid the ads	-0.665
A14EO	I read ads because they are there	0.664

18. I dislike some of the ads (α=.78)

Variable	Label	Loading
A14ET	Sometimes the ads are over-the-top or weird	0.700
A14EW	All too often the ads are sexist	0.655
A14EV	I don't like that ads are trying to sell me things	0.686
A14EI	The number of ads makes it harder to read articles	0.713
A14EH	The ads are so similar in style they blend together	0.651
A14EE	Sometimes it is hard to tell whether something is an article or whether it is advertising	0.609
A14ES	Too many of the ads in the magazine are for things I am not going to buy	0.614

19. I like some of the ads a lot (α=.68)

Variable	Label	Loading
A14EK	Some of the ads interest a lot, some do not interest me at all	0.700
A14EN	I like ads for unusual things	0.708
A14EG	I like how colorful the ads are	0.708
A14EL	Advertising in this magazine says something about the brand being advertised	0.751

20. It disappoints me (α=.83)

Variable	Label	Loading
A14AJ	I try to skim the articles as quickly as I can	0.632
A14AI	I find my mind wandering while reading this magazine	0.646
A14HI	I find myself reading less of the magazine than I used to	0.669
A14HL	Some of the articles I start but don't finish	0.586
A14HK	I only read the articles that I especially want to read	0.553
A14GP	Sometimes I feel it is the same from issue to issue	0.681
A14AM	While I am reading the magazine the activity going on in the room around me is also on my mind	0.484
A14FE	It's mainly good for when I don't have anything else to do	0.546
A14FY	It can be pretty shallow	0.655
A14EZ	After finishing the magazine, I find it easy to put it out of my mind	0.573
A14GI	I tried to cover too much. They should split it up	0.558
A14DB	Some people would think this magazine is dumb	0.448

21. It leaves me feeling bad (α=.74)

Variable	Label	Loading
A14HY	Some of the stories make me feel bad	0.892
A14HZ	I worry about what I am reading about	0.892

22. It's relevant and useful to me (α=.78)

Variable	Label	Loading
A14DV	The magazine leads me to new experiences	0.814
A14DY	It helps me to plan what I want to see or do	0.764
A14DX	The magazine is relevant to my everyday life	0.738
A14DU	I can picture myself at the scene of the events and places described	0.713
A14EA	Reading the magazine adds to my enjoyment of other things I do	0.629

23. I keep or share articles (α=.64)

Variable	Label	Loading
A14CR	I like to send people things from the magazine	0.830
A14AZ	I routinely carry the magazine with me	0.731
A14CN	I tear out articles to keep	0.736

24. It's for people like me (α=.70)

Variable	Label	Loading
A14CZ	I like that it focuses on average people	0.705
A14CW	The magazine deals with the same situatinos I find myself in with my friends	0.793
A14DA	It fits my own political views	0.674
A14CV	It's mainly for people like me	0.722

25. I learn things first here(α=.75)

Variable	Label	Loading
A14BP	It is an avenue to learning about new products	0.748
A14BO	You see things here first	0.760
A14BQ	The magazine itself is pretty cool	0.764
A14BK	They pack a lot of information into it	0.749

26. This magazine irritates me (α=.64)

Variable	Label	Loading
A14HM	The page numbers are very hard to use	0.665
A14FK	It is hard to follow articles in this magazine because they are continued on too many pages	0.700
A14CE	I know that they will have articles on topics I cannot stand	0.607
A14BF	Sometimes it comes too late to be relevant	0.664
A14HG	I wish I had more control over when I get it	0.573

27. It's brief and easy for me to read (α=.58)

Variable	Label	Loading
A14AR	It's easy to put down and come back to	0.576
A14AN	If I don't have a lot of time, this magazine is perfect	0.583
A14AS	None of the articles are too long	0.667
A14AT	I like the short pieces you and read quickly	0.652
A14AP	In reading the magazine I always have a good sense of what I haven't read and what I want to read later	0.578

28. I feel good when I read it (α=.72)

Variable	Label	Loading
A14IC	It makes me laugh	0.791
A14ID	I like stories in the magazine about the weird things that can happen	0.707
A14IB	Overall, it leaves you with a good feeling	0.778
A14IA	When reading this magazine, I am worry free	0.676

29. I like seeing people of color in this magazine (α=.46)

Variable	Label	Loading
A14DZ	I like seeing people of color in this magazine	0.807
A14DF	This magazine includes people of color	0.807

30. I find unique and surprising things (α=.57)

Variable	Label	Loading
A14GF	Some things you would only see in this magazine	0.742
A14GH	It always has something that surprises me	0.767
A14GE	You can't go very long without reading it because you will fall behind	0.694

31. It's part of my routine (α=.60)

Variable	Label	Loading
A14FV	I always go through the same routine when I first get it	0.724
A14BD	I have settled into a routine with reading the magazine	0.769
A14AU	I know the layout of the magazine well and where to find things	0.705

32. I often reflect on it (α=.69)

Variable	Label	Loading
A14AK	I often pause while reading it to think about what I am reading	0.699
A14DS	I often reread articles to get the most out of them	0.723
A14AL	It always leaves me wanting more	0.717
A14GB	It would be interesting to go back through old issues to see how things have changed	0.644
A14AO	I find the table of contents useful	0.541

33. I like its seasonality (α=.71)

Variable	Label	Loading
A14GK	I particularly like to read articles in it connected to holidays	0.882
A14GJ	They do a nice job of gearing to the time of year	0.882

34. I feel I know the writers (α=.83)

Variable	Label	Loading
A14BG	I look forward to reading certain writers in the magazine	0.924
A14BH	I feel like I get to know the people writing the articles	0.924

35. I get a sense of place (α=.57)

Variable	Label	Loading
A14GV	This magazine gives me a feel for what different places are like	0.838
A14FL	The magazine makes me feel like I am there	0.838

36. I want more ad information (α=.61)

Variable	Label	Loading
A14EY	The ads could use more information about where to buy things	0.847
A14EU	The ads should include more information about prices	0.847

37. I think others in the household would enjoy the magazine (α=.44)

Variable	Label	Loading
A14FJ	Someone of the opposite sex would think it interesting	0.796
A14DN	Others people in my home enjoy the magazine	0.682
A14FI	This magazine is directed entirely toward females	-0.585

38. I relate to the ads (α=.44)

Variable	Label	Loading
A14EP	Mostly the ads are for products related to the subject matter of the magazine	0.801
A14EX	The ads are for someone like me	0.801

39. It requires me to focus (α=.35)

Variable	Label	Loading
A14BC	I can't read it when there are too many distractions	0.778
a14ay	I can read the magazine and watch TV at the same time	-0.778

Appendix 2

All Items Generated By the Qualitative Research and Used on the Quantitative Survey

The statements below may or may not describe your own experience with reading.

For each statement, indicate how much you agree or disagree that it describes your feelings about this magazine. Each statement is different, so please do not skip over any of them.

Each one of these statements is how some people describe a magazine that they read. Please tell us how well each one describes your own reading of   **(X ONE Box For EACH)**

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
(AA) It's worth every penny they charge for it	1 Y	2 Y	3 Y	4 Y	5 Y
(AB) It is time well spent	1 Y	2 Y	3 Y	4 Y	5 Y
(AC) I would think of it as a possible gift for a friend	1 Y	2 Y	3 Y	4 Y	5 Y
(AD) I feel like I am getting a very good deal on the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(AE) It is hard to put down when I am really into it	1 Y	2 Y	3 Y	4 Y	5 Y
(AF) It addresses issues or topics of special concern to me	1 Y	2 Y	3 Y	4 Y	5 Y
(AG) I want to read it cover to cover	1 Y	2 Y	3 Y	4 Y	5 Y
(AH) It is important to me that I remember later what I have read in the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(AI) I find my mind wandering while reading this magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(AJ) I try to skim the articles I look at as quickly as I can	1 Y	2 Y	3 Y	4 Y	5 Y
(AK) I often pause while reading it to think about what I am reading	1 Y	2 Y	3 Y	4 Y	5 Y
(AL) It always leaves me wanting more	1 Y	2 Y	3 Y	4 Y	5 Y
(AM) While I am reading the magazine the activity going on in the room around me is also on my mind	1 Y	2 Y	3 Y	4 Y	5 Y
(AN) If I don't have a lot of time, this magazine is perfect	1 Y	2 Y	3 Y	4 Y	5 Y
(AO) I find the table of contents useful	1 Y	2 Y	3 Y	4 Y	5 Y
(AP) In reading the magazine I always have a good sense of what I haven't read and what I want to read later	1 Y	2 Y	3 Y	4 Y	5 Y
(AQ) I especially like some of the special parts or sections that are always in the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(AR) It's easy to put down and come back to	1 Y	2 Y	3 Y	4 Y	5 Y
(AS) None of the articles are too long	1 Y	2 Y	3 Y	4 Y	5 Y
(AT) I like the short pieces you can read quickly	1 Y	2 Y	3 Y	4 Y	5 Y
(AU) I know the layout of the magazine well and where to find things	1 Y	2 Y	3 Y	4 Y	5 Y
(AV) It bothers me when the topics on the cover don't match what is inside the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(AW) I am mentally involved in the magazine while reading it	1 Y	2 Y	3 Y	4 Y	5 Y
(AX) I like to have something to drink or eat while I am reading it	1 Y	2 Y	3 Y	4 Y	5 Y
(AY) I can read the magazine and watch TV at the same time	1 Y	2 Y	3 Y	4 Y	5 Y
(AZ) I routinely carry the magazine with me	1 Y	2 Y	3 Y	4 Y	5 Y
(BA) I don't have any set times to pick it up	1 Y	2 Y	3 Y	4 Y	5 Y
(BB) It is important to me to get comfortable when I read it	1 Y	2 Y	3 Y	4 Y	5 Y
(BC) I can't read it when there are too many distractions	1 Y	2 Y	3 Y	4 Y	5 Y
(BD) I have settled into a routine with reading the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(BE) My parents had the magazine around when I was growing up	1 Y	2 Y	3 Y	4 Y	5 Y
(BF) Sometimes it comes too late to be relevant	1 Y	2 Y	3 Y	4 Y	5 Y
(BG) I look forward to reading certain writers in the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(BH) I feel like I get to know the people writing the articles	1 Y	2 Y	3 Y	4 Y	5 Y
(BI) It updates me on things I try to keep up with	1 Y	2 Y	3 Y	4 Y	5 Y
(BJ) It has an artistic quality to it	1 Y	2 Y	3 Y	4 Y	5 Y
(BK) They pack a lot of information into it	1 Y	2 Y	3 Y	4 Y	5 Y

(BL) It's an escape...1 Y   2 Y   3 Y   4 Y   5 Y
(BM) I often critique the magazine as I read it ....1 Y   2 Y   3 Y   4 Y   5 Y
(BN) I look at the magazine as educational.I am gaining something ....1 Y   2 Y   3 Y   4 Y   5 Y
(BO) You see things here first ....1 Y   2 Y   3 Y   4 Y   5 Y
(BP) It is an avenue to learning about new products...................1 Y   2 Y   3 Y   4 Y   5 Y

(BQ) The magazine itself is pretty cool ....1 Y   2 Y   3 Y   4 Y   5 Y
(BR) I trust it to tell the truth ....1 Y   2 Y   3 Y   4 Y   5 Y
(BS) It does not sensationalize things ....1 Y   2 Y   3 Y   4 Y   5 Y
(BT) You don't have to worry about accuracy with the magazine ....1 Y   2 Y   3 Y   4 Y   5 Y
(BU) The magazine gives good advice ....1 Y   2 Y   3 Y   4 Y   5 Y

(BV) It is unbiased in its reporting...1 Y   2 Y   3 Y   4 Y   5 Y
(BW) I get ideas from the magazine ....1 Y   2 Y   3 Y   4 Y   5 Y
(BX) It makes me look at my life differently.............................1 Y   2 Y   3 Y   4 Y   5 Y
(BY) My goal is to relax with the magazine ....1 Y   2 Y   3 Y   4 Y   5 Y
(BZ) I tend to daydream while reading it ....1 Y   2 Y   3 Y   4 Y   5 Y

(CA) I like to kick back and wind down with it.........................1 Y   2 Y   3 Y   4 Y   5 Y
(CB) The magazine makes you want to get in shape ....1 Y   2 Y   3 Y   4 Y   5 Y
(CC) It is a quiet time...1 Y   2 Y   3 Y   4 Y   5 Y
(CD) It's a treat for me ....1 Y   2 Y   3 Y   4 Y   5 Y
(CE) I know that they will have articles on topics I cannot stand ....1 Y   2 Y   3 Y   4 Y   5 Y

(CF) Reading the magazine is my time alone ....1 Y   2 Y   3 Y   4 Y   5 Y
(CG) It is my reward for doing other things...............................1 Y   2 Y   3 Y   4 Y   5 Y
(CH) It gets me excited about things...1 Y   2 Y   3 Y   4 Y   5 Y
(CI) There are things in the magazine I find very sexy...............1 Y   2 Y   3 Y   4 Y   5 Y
(CJ) You could get a nerotic dream or daydream from reading this magazine ....1 Y   2 Y   3 Y   4 Y   5 Y

(CK) Occasionally the magazine tries to shock you ....1 Y   2 Y   3 Y   4 Y   5 Y
(CL) I sometimes go back to old issues to find things ....1 Y   2 Y   3 Y   4 Y   5 Y
(CM) I feel less stressed after reading it ....1 Y   2 Y   3 Y   4 Y   5 Y
(CN) I tear out articles to keep...1 Y   2 Y   3 Y   4 Y   5 Y
(CO) Almost anyone could get something out of this magazine ....1 Y   2 Y   3 Y   4 Y   5 Y

(CP) I save back issues for a period of time...............................1 Y   2 Y   3 Y   4 Y   5 Y
(CQ) There is a sensual aspect to the magazine ....1 Y   2 Y   3 Y   4 Y   5 Y
(CR) I like to send people things from the magazine..................1 Y   2 Y   3 Y   4 Y   5 Y
(CS) Reading this magazine is a little bit of a luxury.................1 Y   2 Y   3 Y   4 Y   5 Y
(CT) I collect the magazine...1 Y   2 Y   3 Y   4 Y   5 Y
(CU) It shows me how other people live their lives.....................1 Y   2 Y   3 Y   4 Y   5 Y
(CV) It's mainly for people like me..1 Y   2 Y   3 Y   4 Y   5 Y
(CW) The magazine deals with the same situations I find myself in with my friends 1 Y   2 Y   3 Y   4 Y   5 Y
(CX) I like for other people to know that I read this magazine...................................1 Y   2 Y   3 Y   4 Y   5 Y
(CY) It makes me feel younger...1 Y   2 Y   3 Y   4 Y   5 Y

(CZ) I like that it focuses on average people...............................1 Y   2 Y   3 Y   4 Y   5 Y
(DA) It fits my own political views ....1 Y   2 Y   3 Y   4 Y   5 Y
(DB) Some people would think this magazine is dumb ....1 Y   2 Y   3 Y   4 Y   5 Y
(DC) The magazine makes me a little envious of other people....................................1 Y   2 Y   3 Y   4 Y   5 Y
(DD) The magazine helps me to understand the opposite sex better ....1 Y   2 Y   3 Y   4 Y   5 Y

(DE) It is more for single people..1 Y   2 Y   3 Y   4 Y   5 Y
(DF) This magazine includes people of color ....1 Y   2 Y   3 Y   4 Y   5 Y
(DG) I value the way it presents the opinions of readers ....1 Y   2 Y   3 Y   4 Y   5 Y
(DH) A big reason I read it is to make myself more interesting to other people...........1 Y   2 Y   3 Y   4 Y   5 Y
(DI) Reading this magazine is a little like belonging to an organization or a group .... 1 Y   2 Y   3 Y   4 Y   5 Y

(DJ) I show something in the magazine to people in my family so
that they will understand...1 Y   2 Y   3 Y   4 Y   5 Y
(DK) I like to have the magazine around so that others might read it..............................1 Y   2 Y   3 Y   4 Y   5 Y

(DL)I bring up things I've read in the magazine in conversations with
many other people... 1 Y   2 Y   3 Y   4 Y   5 Y
(DM)I only talk about the magazine with people who share my interest in it.............. 1 Y   2 Y   3 Y   4 Y   5 Y
(DN) Other people in my home enjoy the magazine.. 1 Y   2 Y   3 Y   4 Y   5 Y

(DO) The magazine is not too hard for me to understand .... 1 Y   2 Y   3 Y   4 Y   5 Y
(DP)When I read this magazine,I losemyself in the pleasure of reading it .... 1 Y   2 Y   3 Y   4 Y   5 Y
(DQ) Sometimes it assumes some knowledge that I don't have.................................... 1 Y   2 Y   3 Y   4 Y   5 Y
(DR)It has good stories about things that happen and how they turn out..................... 1 Y   2 Y   3 Y   4 Y   5 Y
(DS) I often reread articles to get the most out of them .... 1 Y   2 Y   3 Y   4 Y   5 Y

(DT)Even if I disagree with things in the magazine,I feel like
I have learned something .... 1 Y   2 Y   3 Y   4 Y   5 Y
(DU)I can picture myself at the scene of the events and places described .... 1 Y   2 Y   3 Y   4 Y   5 Y
(DV) The magazine leads me to new experiences .... 1 Y   2 Y   3 Y   4 Y   5 Y
(DW) It tries to include different sides of a story... 1 Y   2 Y   3 Y   4 Y   5 Y
(DX) The magazine is relevant to my everyday life .... 1 Y   2 Y   3 Y   4 Y   5 Y

(DY) It helps me plan what I want to see or do .... 1 Y   2 Y   3 Y   4 Y   5 Y
(DZ) I like seeing people of color in this magazine .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EA)Reading the magazine adds to my enjoyment of other things I do........................ 1 Y   2 Y   3 Y   4 Y   5 Y
(EB) I look at most of the ads .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EC) I like the ads just as much as the articles... 1 Y   2 Y   3 Y   4 Y   5 Y

(ED)Having ads in the magazine is good because they help pay for the magazine ..... 1 Y   2 Y   3 Y   4 Y   5 Y
(EE)Sometimes it is hard to tell whether something is an article or
whether it is advertising .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EF) I hate the cards in the magazine.. 1 Y   2 Y   3 Y   4 Y   5 Y
(EG) I like how colorful the ads are.. 1 Y   2 Y   3 Y   4 Y   5 Y
(EH) The ads are so similar in style they blend together... 1 Y   2 Y   3 Y   4 Y   5 Y

(EI) The number of ads makes it harder to read the articles... 1 Y   2 Y   3 Y   4 Y   5 Y
(EJ) I make a special effort to skip over and avoid the ads.. 1 Y   2 Y   3 Y   4 Y   5 Y
(EK)Some of the ads interest me a lot, some do not interest me at all .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EL)Advertising in this magazine says something about the brand being advertised .. 1 Y   2 Y   3 Y   4 Y   5 Y
(EM) I think of this magazine as a brand name .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EN) I like the ads for unusual things .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EO) I read the ads because they are there .... 1 Y   2 Y   3 Y   4 Y   5 Y

(EP)Mostly the ads are for products related to the subject matter of the magazine ..... 1 Y   2 Y   3 Y   4 Y   5 Y
(EQ) The ads are mostly for things I already know all about.. 1 Y   2 Y   3 Y   4 Y   5 Y
(ER)The ads are for the kind of things you would not see anywhere else.................... 1 Y   2 Y   3 Y   4 Y   5 Y
(ES)Too many of the ads in the magazine are for things I am not going to buy .... 1 Y   2 Y   3 Y   4 Y   5 Y
(ET) Sometimes the ads are over-the-top or weird .... 1 Y   2 Y   3 Y   4 Y   5 Y

(EU) The ads should include more information about prices.. 1 Y   2 Y   3 Y   4 Y   5 Y
(EV) I don't like that the ads are trying to sell me things.. 1 Y   2 Y   3 Y   4 Y   5 Y
(EW) All too often the ads are sexist .... 1 Y   2 Y   3 Y   4 Y   5 Y
(EX) The ads are for someone like me... 1 Y   2 Y   3 Y   4 Y   5 Y
(EY) The ads could use more information about where to buy things........................... 1 Y   2 Y   3 Y   4 Y   5 Y

(EZ)After finishing the magazine, I find it easy to put it out of my mind.................... 1 Y   2 Y   3 Y   4 Y   5 Y
(FA)I remember at least some of the things I have read in the magazine
for a long time... 1 Y   2 Y   3 Y   4 Y   5 Y
(EB) The magazine has changed my life .... 1 Y   2 Y   3 Y   4 Y   5 Y
(FC) The magazine takes my mind off other things that are going on........................... 1 Y   2 Y   3 Y   4 Y   5 Y
(FD) I use it as a break.. 1 Y   2 Y   3 Y   4 Y   5 Y

(FE) It's mainly good for when I don't have anything else to do.................................. 1 Y   2 Y   3 Y   4 Y   5 Y
(FF)I wonder sometimes how they come up with ideas for the articles
in the magazine .... 1 Y   2 Y   3 Y   4 Y   5 Y
(FG) It would be fun to work for the magazine .... 1 Y   2 Y   3 Y   4 Y   5 Y
(FH) This magazine is directed entirely toward males... 1 Y   2 Y   3 Y   4 Y   5 Y

	1	2	3	4	5
(FI) This magazine is directed entirely toward females	1 Y	2 Y	3 Y	4 Y	5 Y
(FJ) Someone of the opposite sex would think it interesting	1 Y	2 Y	3 Y	4 Y	5 Y
(FK) It is hard to follow articles in this magazine because they are continued on too many pages	1 Y	2 Y	3 Y	4 Y	5 Y
(FL) The magazine makes me feel like I am there	1 Y	2 Y	3 Y	4 Y	5 Y
(FM) The magazine uses pictures to convey important information	1 Y	2 Y	3 Y	4 Y	5 Y
(FN) I like to look at the pictures for awhile	1 Y	2 Y	3 Y	4 Y	5 Y
(FO) I sometimes show a picture in it to someone else	1 Y	2 Y	3 Y	4 Y	5 Y
(FP) I look at the pictures in it and think "Wow"	1 Y	2 Y	3 Y	4 Y	5 Y
(FQ) The cover really makes me want to read the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(FR) While I am reading the magazine, I like to picture things in my own mind	1 Y	2 Y	3 Y	4 Y	5 Y
(FS) Most often I look at the pictures before reading the article	1 Y	2 Y	3 Y	4 Y	5 Y
(FT) I like to look at the pictures even if I don't read the story	1 Y	2 Y	3 Y	4 Y	5 Y
(FU) I look forward to getting this magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(FV) I always go through the same routine when I first get it	1 Y	2 Y	3 Y	4 Y	5 Y
(FW) The articles really are in-depth	1 Y	2 Y	3 Y	4 Y	5 Y
(FX) When I first get the magazine, I want to start reading it right away	1 Y	2 Y	3 Y	4 Y	5 Y
(FY) It can be pretty shallow	1 Y	2 Y	3 Y	4 Y	5 Y
(FZ) It is very professional	1 Y	2 Y	3 Y	4 Y	5 Y
(GA) The magazine is very sophisticated	1 Y	2 Y	3 Y	4 Y	5 Y
(GB) It would be interesting to go back through old issues to see how things have changed	1 Y	2 Y	3 Y	4 Y	5 Y
(GC) It is never boring to read an issue	1 Y	2 Y	3 Y	4 Y	5 Y
(GD) They do a good job of covering things. They don't miss things	1 Y	2 Y	3 Y	4 Y	5 Y
(GE) You can't go very long without reading it because you will fall behind	1 Y	2 Y	3 Y	4 Y	5 Y
(GF) Some things you would only see in this magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(GG) It deals with a good variety of things	1 Y	2 Y	3 Y	4 Y	5 Y
(GH) It always has something that surprises me	1 Y	2 Y	3 Y	4 Y	5 Y
(GI) It tries to cover too much. They should split it up	1 Y	2 Y	3 Y	4 Y	5 Y
(GJ) They do a nice job of gearing things to the time of year	1 Y	2 Y	3 Y	4 Y	5 Y
(GK) I particularly like to read articles in it connected to holidays	1 Y	2 Y	3 Y	4 Y	5 Y
(GL) It has an international focus on things	1 Y	2 Y	3 Y	4 Y	5 Y
(GM) It covers the same topics over and over, but still manages to stay fresh	1 Y	2 Y	3 Y	4 Y	5 Y
(GN) I would like it to cover my area of the country better	1 Y	2 Y	3 Y	4 Y	5 Y
(GO) When I am reading a story in this magazine I always want to find out how it ends	1 Y	2 Y	3 Y	4 Y	5 Y
(GP) Sometimes I feel it is the same from issue to issue	1 Y	2 Y	3 Y	4 Y	5 Y
(GQ) I expect to continue reading this magazine for a long time	1 Y	2 Y	3 Y	4 Y	5 Y
(GR) The magazine stimulates my thinking about things	1 Y	2 Y	3 Y	4 Y	5 Y
(GS) It helps me make up my mind and make decisions	1 Y	2 Y	3 Y	4 Y	5 Y
(GT) I use the magazine to learn how to make things	1 Y	2 Y	3 Y	4 Y	5 Y
(GU) I am physically active and this is a big reason I read the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(GV) This magazine gives me a feel for what different places are like	1 Y	2 Y	3 Y	4 Y	5 Y
(GW) The magazine gets me to try new things	1 Y	2 Y	3 Y	4 Y	5 Y
(GX) I really like the tips in the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(GY) It certainly doesn't affect my values	1 Y	2 Y	3 Y	4 Y	5 Y
(GZ) It makes me want to go shopping	1 Y	2 Y	3 Y	4 Y	5 Y
(HA) It probably makes me more likely to buy the things I see in the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(HB) I know that I will never have the things I see in this magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(HC) It shows me how to do things the right way	1 Y	2 Y	3 Y	4 Y	5 Y
(HD) I am a better parent because I read the magazine	1 Y	2 Y	3 Y	4 Y	5 Y
(HE) You learn how to improve your appearance	1 Y	2 Y	3 Y	4 Y	5 Y
(HF) I always get the magazine in good condition	1 Y	2 Y	3 Y	4 Y	5 Y
(HG) I wish I had more control over when I get it	1 Y	2 Y	3 Y	4 Y	5 Y

(HH) If I happened to have a problem getting an issue of the magazine, it
would be easy to get another one .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HI) I find myself reading less of the magazine than I used to .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HJ) I feel like I should read as much of it as I can .... 1 Y   2 Y   3 Y   4 Y   5 Y

(HK) I only read the articles that I especially want to read .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HL) Some of the articles I start but don't finish .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HM) The page numbers are very hard to use .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HN) Reading this magazine makes me feel good about myself .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HO) It inspires me in my own life .... 1 Y   2 Y   3 Y   4 Y   5 Y

(HP) It makes me feel like I can do things .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HQ) It makes me value what I have .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HR) Reading it makes me want to match what others have done .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HS) It features people who make you proud .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HT) The magazine definitely affects me emotionally .... 1 Y   2 Y   3 Y   4 Y   5 Y

(HU) Some articles touch me deep down .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HV) It helps me to see that there are good people in the world .... 1 Y   2 Y   3 Y   4 Y   5 Y

(HW) The magazine reinforces my religious faith .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HX) I think of the magazine as faith based .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HY) Some of the stories make me feel bad .... 1 Y   2 Y   3 Y   4 Y   5 Y
(HZ) I worry about what I am reading about .... 1 Y   2 Y   3 Y   4 Z   5 Y
(IA) When reading this magazine, I am worry free .... 1 Y   2 Y   3 Y   4 Y   5 Y

(IB) Overall, it leaves you with a good feeling .... 1 Y   2 Y   3 Y   4 Y   5 Y
(IC) It makes me laugh .... 1 Y   2 Y   3 Y   4 Y   5 Y
(ID) I like stories in the magazine about the weird things that can happen .... 1 Y   2 Y   3 Y   4 Y   5 Y
(IE) I am very interested in the stories about celebrities .... 1 Y   2 Y   3 Y   4 Y   5 Y
(IF) You see how normal some well-known people can be .... 1 Y   2 Y   3 Y   4 Y   5 Y

(IG) I like to check out who is on the cover .... 1 Y   2 Y   3 Y   4 Y   5 Y
(IH) Gossip is a big part of the magazine .... 1 Y   2 Y   3 Y   4 Y   5 Y
(II) I sometimes use the Internet to follow up on things I have read about
in the magazine .... 1 Y   2 Y   3 Y   4 Y   5 Y
(IJ) I read the magazine in print less than before because of the Internet .... 1 Y   2 Y   3 Y   4 Y   5 Y
(IK) The magazine would make a good television show .... 1 Y   2 Y   3 Y   4 Y   5 Y

(IL) For me, the magazine's Web site is an important part of the magazine .... 1 Y   2 Y   3 Y   4 Y   5 Y

Appendix 3

Categories of Top 100 MRI Consumer Magazines
1. Automotive
2. Babies
3. Bridal
4. Business / finance
5. Children
6. Computers
7. Entertainment
8. Epicurean
9. Fishing & hunting
10. Fitness
11. General
12. Golf
13. Health
14. Home / garden
15. Home service
16. Lifestyle
17. Men's
18. Music
19. News-weeklies
20. Parenthood
21. Science / tech
22. Sports
23. Teen
24. Travel
25. Women's fashion
26. Women's entertainment
27. Women's health