

MEASURING ISSUE SPECIFIC AUDIENCES

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INTRODUCTION

Historically, print audience research in the United States has revolved around generating an **average-issue** audience estimate for measured magazines. This metric was necessary and desirable due to the requirements of large sample sizes to produce valid and relatively efficient estimates for over 200 national magazines, and to the time necessary to complete the study using an in-person mode. In recent years, however, agencies and advertisers have sought more accountability from the print industry and have insisted on more granular, immediate data to meet these demands. Their desire has been driven in part by the need to evaluate magazine audience information in a timeframe similar to their receiving television and Internet data. Among their specific needs are:

- An estimate for each issue of a magazine (based upon the assumption that specific issue audiences of a magazine differ from one another due to circulation variation, cover story, seasonality, competitive offerings, etc.)
- Delivery of that estimate within a reasonable time after the on-sale date of the specific issue

In order to meet these demands, in late May 2006 MRI introduced a companion study to the National Study that moves beyond the average issue measure to provide audience information for each issue of a title. Based on the assumption that not every issue of a magazine yields the same audience size, this Issue Specific Study has as its primary objective the measurement of audience variability from issue-to-issue. This paper discusses the methodology employed to measure issue-specific audiences and describes some of the initial findings of this study. (A more detailed analysis of these data can be found in a separate paper delivered by Klein et al. at this Symposium.)

Methodology

The most daunting challenge facing MRI in this endeavor was selecting the appropriate methodology for conducting this study. MRI's National Study consists of approximately 26,000 personal interviews collected on a continuous basis throughout the year. In addition, the median average-issue rating for measured magazines is only 2.8%. The latter figure demonstrated the need for extremely large sample sizes (totaling well above the 26,000 respondents in the national study) to provide statistical reliability on an issue-by-issue basis. Moreover, the immediacy of the reporting requirements reflected the clear need for rapid, timely data collection.

Given these overall parameters, it was clear that MRI could not employ an in-person interview to conduct the study. At the same time, telephone and mail approaches (discussed in the Frankel et al. paper at this Symposium) were deemed inappropriate for the project. MRI turned to the Internet as the most reasonable, if not sole, possible option to meet our objectives. Our own experience in conducting readership research on the Internet (Frankel et al, 2003, Baim et al, 2005) and other specific issue initiatives using the Web in the Netherlands¹ (Faasse and van Meerem, 2003, van Meerem, 2005) strongly suggested the Internet as the most desirable mode of interviewing for this project. The Internet provides a means of rapid data turnaround, establishes time-compressed response periods necessary to make appropriate comparisons among issues, and offers the possibility to amass sizeable respondent counts in a timely, cost-efficient manner. While there are certainly issues in using a non-probability sample², the Internet provides the optimal approach to conduct an issue-specific study.

Having chosen the Internet as the survey mode, MRI used Survey Sampling International's (SSI) Survey Spot Panel as the sample source for the study. This is the same panel used by MRI in its other Internet readerships studies in 2003 and 2005. As of June 13, 2007, the panel had a total of approximately 1.2 million members.³

¹ A separate attempt to measure specific issue audiences in the U.S. (Readership.com) employed the Internet as one of the data collection modes

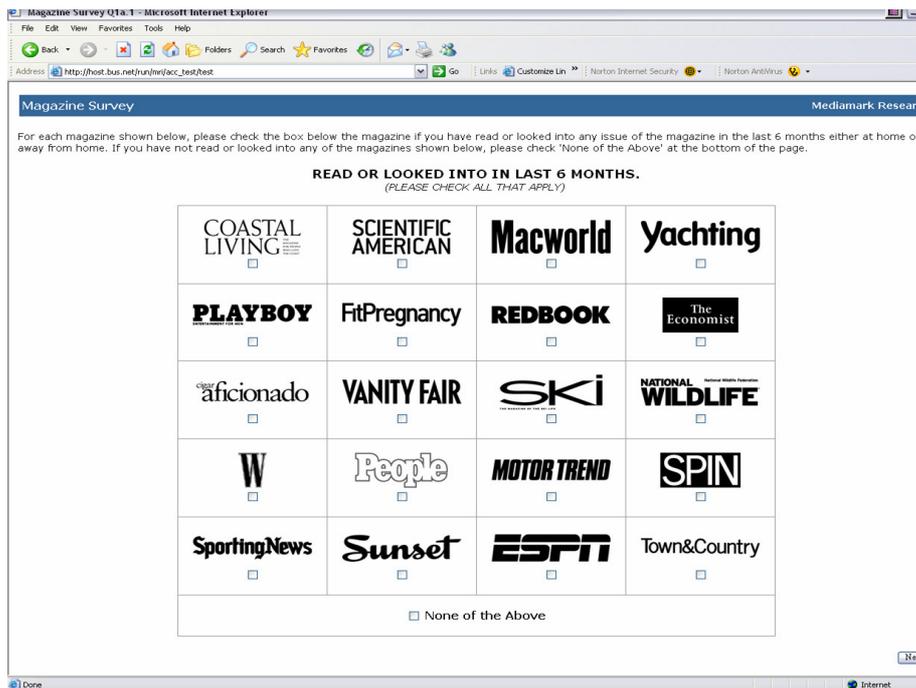
² For a justification of using a non-probability sample, see the accompanying Frankel paper on this topic in these proceedings.

³ The total number of panel members fluctuates with periodic efforts to clean the list and grow the list.

The techniques that SSI uses to grow and maintain the Survey Spot panel are similar to those that other panel companies use. SSI creates a process that aims to limit bias and limit ineffective survey response/participation (i.e. fraud, etc.). SSI recruits Survey Spot panelists through thousands of websites and does not concentrate that recruitment among a limited number of sources.

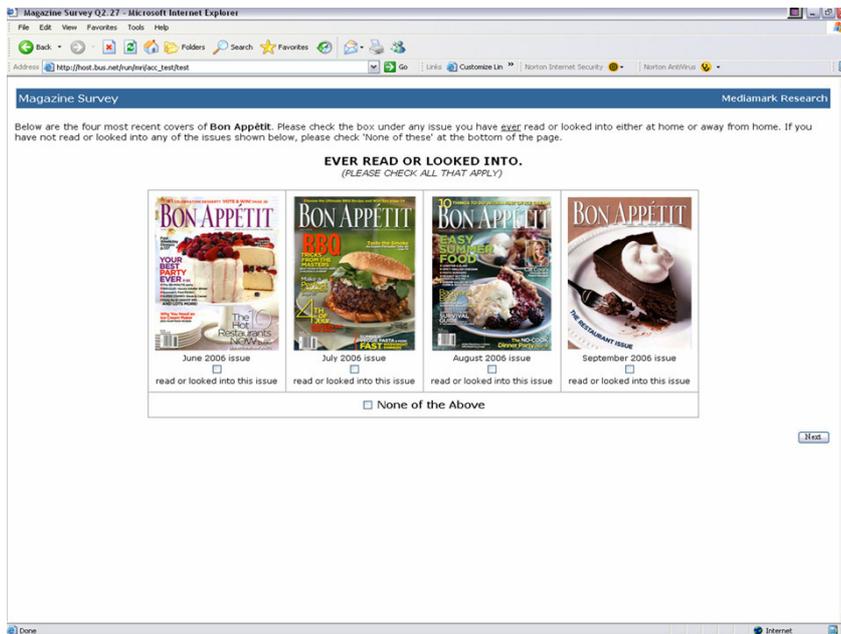
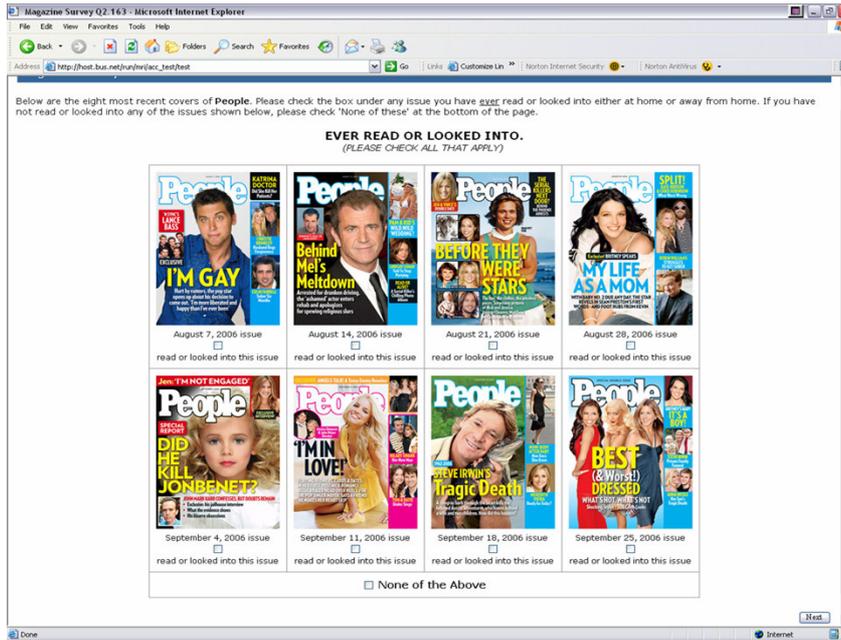
MRI was also confronted with a number of critical choices in designing the questionnaire. In order to present an issue-specific stimulus, it was necessary to use a cover recognition technique displaying a number of the most recent issue covers for each magazine. It was also imperative to decide upon the questions and questioning sequence of the survey.

Consistent with the national study, the Issue-Specific study begins with a six-month screen question using black and white logos to aid recall. MRI included all magazines (with the exception of airline and Spanish-language publications) in the filter question and listed approximately 20 logos per screen. The order of magazine logo presentation was randomly generated to ensure that each magazine had an equal chance to be in any position on any screen in the six-month read or looked into question. An example of the screen for the six-month question is shown below. (The survey program required a respondent to provide some response on each screen before being able to proceed to the next screen.)



We then faced the critical question of how and when to capture reading levels for specific issues of the measured magazines. One option was to measure every issue (one at a time) at a certain juncture after the on-sale date to capture most, if not all, of the accumulated readership. This approach would require approximately 20,000 respondents-per-week for every weekly or some 1,000,000 in-tab in a year. It was readily apparent this alternative was untenable. Instead, MRI opted for a procedure similar to GfK Intomart’s methodology. We decided to present multiple issue covers in a single survey, representing the most recent issues of the measured magazines. For weekly and bi-weekly magazines, we displayed the 8 covers of the most recently published issues. For all other publication cycles, the 4 most recent covers were displayed. The multiple cover display created statistical efficiencies unavailable to a single-issue measurement procedure. As best as possible, we introduced the new cover of an issue within the first week of its on-sale date. This timing ensured that weeklies and monthlies would be measured as late as 8 and 16 weeks, respectively, into their shelf life. Sample screens for the issue specific question for weeklies and monthlies are shown below.⁴ For each magazine, we asked those respondents who had screened-in the particular title whether they **ever read or looked into each of the listed issues**.

⁴ MRI tested the left-to-right ordering of covers and found no difference between showing oldest to youngest covers and vice-versa. We retained the oldest to youngest ordering.



In addition to measuring issue-specific readership, MRI included questions about how the magazine was usually and most frequently obtained and where the issue was usually and most frequently read. Finally, we asked the following demographic questions:

- Sex,
- Age,
- Marital status,
- Employment status,
- Education,
- Household income⁵,
- Race⁶, and
- Hispanic.

⁵ While we require respondents to provide a response for the majority of demographic questions, we do provide the option “prefer not to say” for the household income question.

⁶ This question allows the respondent to select multiple races if they so choose, consistent with the way this question is asked by the Census and in the MRI National Study.

STUDY IMPLEMENTATION

The MRI Issue Specific Study was first fielded on May 31, 2006. Data from this first field period through the May 24, 2007 field period comprised the first release of this study (this amounts to 52 weeks of data collection).

Members of the SSI Survey Spot panel are invited to participate in the Issue Specific Study via email every Wednesday at 3 PM EST. A copy of the two invitations is included in Appendix 1.⁷ Embedded within the invitation email is a link to the online survey. Depending on the rate at which the survey is yielding completes, a reminder email may be sent out sometime on Thursday. This reminder email is identical to the original email invitation with only a change in the subject heading of the email from "Media Behavior Study" to "Reminder: Media Behavior Study".

The survey is open from Wednesday afternoon each week until Thursday night. Around 2,500 completed surveys are obtained every week.⁸ (See Appendix 2 for actual data on mail-out and cooperation rates.) The final number of invitations that are mailed out each week to generate that quota of completes varies. For example, in November/December of 2006 it was necessary to send out more invitations in order to complete 2,500 surveys. Evaluating all of the field weeks to date produced a cooperation rate range of between 1.60% and 3.58%. The average range of cooperation for the first 53 weeks of data collection was 2.83%. Each week is an independent sample of completed surveys. Once a respondent has participated in the survey, he/she is not eligible to be invited back for six months.

The compressed timing of the interview period is **critical** to the theoretical approach of the study. Due to the constrained response timeframe, we are able to make numerous audience size comparisons for consecutive issues of a magazine at various stages of total audience accumulation. This replicated examination of a specific issue's performance against all other issues of the same magazine provides the foundation for developing issue-specific audiences. It also distinguishes our approach from that used by GFK Intomart. We are not trying to obtain an issue-specific audience estimate directly, from these data; we are, however, collecting information about issue-to-issue variation that will be applied to the average-issue audience in our National Study. (For a discussion of the statistical importance of this analytical framework, please see the Frankel et al. paper at this Symposium.) An example of the comparison table is shown below. It is equally noteworthy that each issue's audience at the exact same shelf-life stage is based on a different set of respondents. The same-day audience estimates for different issues of a magazine are, therefore, independent of one another.

⁷ The two invitations are identical other than for panelists age 18 to 24 where there is mention of a \$3 incentive for participation. In order to increase response among respondents age 18-24, SSI instituted a policy of paying a monetary incentive on top of the general sweepstakes to these individuals. This is a policy for any client fielding a survey using the Survey Spot panel that includes 18-24 year old panelists.

⁸ To date, the study yielded at least 2,500 completed surveys. In fact, in all but one week (November 8-9, 2006) the study has generated slightly over the 2,500 completes. In the week that MRI fell short of our 2,500 quota, we amassed 2,423 completed surveys. This shortfall is attributable to a glitch in the computer program that counts and monitors completed surveys.

TABLE 1
ANALYTICAL FRAMEWORK FOR ISSUE-SPECIFIC DATA

ISSUE	May 31- June 1, 2006	June 7- 8,2006	June 14- 15,2006	June 21- 22,2006	June 28- 29,2006	July 5- 6,2006	July 12- 13,2006	July 19- 20,2006	July 26- 27,2006	Aug 2- 3,2006	Aug 9- 10,2006	Aug 16- 17,2006	Aug 23- 24,2006	Aug 30- 31,2006	Sept 6- 7,2006
4/10/2006	41														
4/17/2006	37	27													
4/24/2006	29	26	29												
5/1/2006	37	34	46	29											
5/8/2006	28	23	28	26	28										
5/15/2006	29	23	31	24	30	24	25								
5/22/2006	38	44	53	38	46	46	49	31							
5/29/2006	24	26	38	36	39	35	36	30	32						
6/5/2006		16	31	31	29	29	22	26	23	28					
6/12/2006			33	35	37	50	41	39	39	40	36	38			
6/19/2006				20	30	30	28	24	26	32	31	22	22		
6/26/2006					27	38	32	27	43	32	30	25	39	41	
7/3/2006						28	24	33	33	31	33	32	28	31	18
7/10/2006								32	48	42	46	40	39	43	33
7/24/2006	Comparison Within a Week (bold column)								28	27	33	18	25	27	13
7/31/2006										28	29	29	32	29	23
8/7/2006											21	24	31	33	25
8/21/2006												26	36	30	30
8/28/2006													19	21	21
9/4/2006															19

At the close of each week’s survey, the sample is weighted using a standardized set of demographic variables. Standardizing the weights provides consistent demographic profiles for each week’s sample without substantially impacting the effective sample size of the study. All variables are standardized within sex.

RESULTS AND ANALYSIS

As of August 31, 2007, MRI had conducted 65 consecutive weeks of issue-specific data. The following section discusses some of the initial findings from the modeled issue-specific data generated for the first year of data collection.

One of the first questions generally posed about the results is the extent of the relationship, if any, between issue-specific circulation variation and the corresponding issue-specific audience variation. The subject, itself, is similar in kind to previous analyses of circulation/audience variation over time for average-issue audiences. (Johnston, 1993, Baim and Goerlich, 1995, Skrapits and Appel, 1997). We found a weak, positive correlation between total issue-to-issue circulation variation and issue-specific audience variation for most magazines. The average correlation across 164 titles is .13. It should be noted, however, that this analysis only covers the six months of data for which circulation numbers are available. It is also important to point out that there is generally very little circulation variation from issue to issue. The median coefficient of variation for issue-specific circulation during this time for the 164 analyzed titles is only 2%. If circulation were the single explanatory variable for issue-specific audience variation, we would expect little change from issue-to-issue, substantially rejecting the premise that issue-specific audience appeal varies over time for most magazines for reasons other than circulation. (That belief is the ultimate rationale for this study!)

Since it has been hypothesized that single-copy sales for individual issues better reflect issue audience ratings (they tend to be more variable than subscriber circulation and “less managed”), we also calculated the correlation between single-copy circulation variation and issue-specific audience variation. Once again, the relationship (r=. 14) was extremely weak. However, we also conducted a more extensive analysis of those particular issues that were well above the average single-copy circulation levels of their respective magazines. While the results were not all consistent, there was evidence that uniquely better performing issues at the newsstands tended to attract better than average issue-specific reading levels. We selected those issues whose circulation not only doubled (or close to doubled) the average single-copy sale levels, but whose circulation was an outlier from all other issues’ single-copy sales.

The following table provides a sample of these issues, their single copy sales, the average single-copy sales for the magazine, the reader index for that issue (100=average) and the rank of that issue’s audience against other issues of the magazine.

TABLE 2
ANALYSIS OF ATYPICALLY HIGH SINGLE-COPY SALES ISSUES

MAGAZINE	ISSUE DATE	ISSUE COVER	SINGLE-COPY CIRC. OF ISSUE	AVERAGE SINGLE-COPY CIRC OF MAGAZINE	ISSUE-SPECIFIC AUDIENCE INDEX	ISSUE-SPECIFIC AUDIENCE RANK
BUSINESS WEEK	12/25/06	BEST/WORST OF 2006	73150	32145	124	3
FORBES	6/5/06	INVESTMENT GUIDE	80562	33559	113	1
FORTUNE	6/26/06	SPECIAL INVESTMENT ISSUE	110000	39905	120	3
FORTUNE	12/25/06	INVESTORS GUIDE	134112	39905	122	2
PLAYBOY	12/06	CINDY MARGOLIS	606822	315204	103	2
ROLLING STONE	7/13/06	JOHNNY DEPP	250584	134742	140	1
SPORTS ILLUSTRATED	9/4/06	NFL PREVIEW	152000	62534	109	5
SPORTS ILLUSTRATED	12/25/06	THE YEAR IN SPORTS	120000	62534	114	4
VANITY FAIR	10/06	BABY SURI PICTURES	713776	439097	133	1
WINE SPECTATOR	12/31/06	THE TOP 100	109072	49468	129	1

Every one of the listed issues' audience exceeded the respective magazines' average-issue audience and most of their readership ratings ranked at or near the top. As will be discussed later, the cover story topics (which may not always attract more single-buyers) played a role in the issue-specific audience levels. For example, Fortune's 6/25/07 issue, whose cover subject matter is exactly the same as the 6/26/06 issue (see below), achieved a 137 index. The earlier cover, 6/26/06, achieved a 120 index. (We do not yet have the circulation figures for the 6/25/07 issue to see if single-copy sales followed suit.)



6/25/07 Issue



6/26/06 Issue

Another example of this can be found with Rolling Stone. Johnny Depp appeared on the cover of Rolling Stone in their 7/13/06 issue and then reappeared in the 5/31/07 issue. Both of these issues produced higher than average indices (140 and 128, respectively).⁹ It may take some time, then, to uncover other factors predicting the success or failure of specific issues.

⁹ It is also interesting that Depp's appearance on the cover of Entertainment Weekly in the 7/14/06 and 5/18/07 issues attracted many more readers than average audience rating for the magazine; the respective issue-specific indices were 128 and 130. Of note, single-copy sales for the 7/14/06 issue were strikingly average. A Depp cover also scored well in Newsweek (114 index for the 6/26/06 issue), but fared less well in Star magazine (102 and 90 indices for the 7/17/06 and 9/19/06 issues, respectively)



7/13/06 Issue



5/31/07 Issue

We also examined the relative variability of issue-to-issue audiences by publication frequency, ratings levels and circulation size. We were unable to uncover any pattern of variability for any of these variables.

Moving beyond examination of circulation, several other patterns about issue-specific performance began to emerge. Regardless of magazine category, it was readily apparent that issues trumpeting “best of” or “worst of” cover stories significantly exceeded their respective magazines’ overall average-issue ratings. The table below shows the cover story for various issues of magazines and their respective issue-specific audience indices. In every one of these cases, these particular issues outperformed their magazine’s average-issue ratings. While there were a few exceptions to this general finding (most notably People magazine’s “Best of/Worst of” 12/25/06 issue) these data strongly suggest that certain cover lines (implied in Table 2, as well) will attract more readers, regardless of the circulation performance of that issue. At this point, it is unclear how, or whether, this information can be applied in the planning process for agencies. Certainly, expectations that certain issues that appear within a publication’s regular publication cycle will outperform others might influence campaign scheduling. It is clearer that such information can provide useful insights for magazine editors. (See Appendix 3 for a more extensive exploration of the “best/worst of” issues.)

TABLE 3
ISSUE-SPECIFIC READERSHIP INDICES OF “BEST/WORST” ISSUES

MAGAZINE	COVER STORY	ISSUE DATE	ISSUE-SPECIFIC AUDIENCE INDEX
U.S. NEWS & WORLD REPORT	AMERICA'S BEST HOSPITALS	7/17/06	126
U.S. NEWS & WORLD REPORT	AMERICA'S BEST COLLEGES	8/28/06	124
BUSINESS WEEK	50 BEST PLACES TO LAUNCH A CAREER	9/18/06	133
BUSINESS WEEK	THE BEST B-SCHOOLS	10/23/06	118
BUSINESS WEEK	THE 50 BEST PERFORMERS	3/26/07	140
ENTERTAINMENT WEEKLY	THE BEST OF 2006	12/29/07	123
FORBES	THE BEST BOSSES	5/21/07	109
MONEY	AMERICA'S BEST PLACES TO LIVE	8/06	118
CONDE NAST TRAVELER	BEST ISLANDS	7/06	133
CONDE NAST TRAVELER	THE 100 BEST IN THE WORLD	11/06	110
FOOD & WINE	BEST EVER WINE GUIDE	10/06	109

We also examined the appeal of certain celebrities on readership levels.¹⁰ For many years, it was well known that a Princess Di cover substantially boosted the newsstand sales levels of individual issues. Applying that knowledge, we explored the impact of Tiger Woods covers on golf publications. To this date, Tiger Woods has appeared on four covers of golf magazines, two each for Golf Magazine and Golf Digest, respectively. While all four issues did not do atypically well, the two Tiger covers were the best read of all reported Golf Magazine issue-specific reading levels. They obtained 26% and 20% more readers than the average-issue of Golf Magazine. The two Golf Digest Tiger covers had average ratings (indices of 100 and 99). Interestingly, the available circulation data for the two of the issue showed nothing unusual.



October 2006 Issue



June 2007 Issue



August 2006 Issue



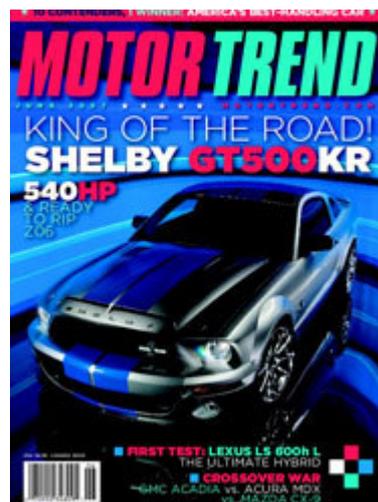
May 2007 Issue

Celebrity can be extended to objects as well as to people. When examining issue-specific variation in the “car books,” we noticed the appeal of one car model, the Shelby GT 500. Regardless of the particular magazine (Automobile, Car and Driver, Motor Trend and Auto Week), the six issues bearing the Shelby GT 500 cover performed exceptionally well or above average (Table 4).

TABLE 4
SHELBY GT 500 COVERS ON CAR BOOKS

MAGAZINE	ISSUE DATE	ISSUE-SPECIFIC INDEX
AUTOMOBILE	7/06	110
AUTO WEEK	8/21/06	127
AUTO WEEK	4/9/07	134
CAR AND DRIVER	7/06	117
MOTOR TREND	7/06	125
MOTOR TREND	6/07	103

¹⁰ The Johnny Depp covers, discussed above, already provided some indication of “celebrity appeal.”



There are obviously a myriad of additional analyses that can and will be conducted on the issue-specific data. At this Symposium, Klein et al. detail additional findings, using data available only to the magazines through their own, proprietary research. Over time, continuous collection of issue-specific ratings will lead to more robust examinations of the impact of seasonality, color cover, issue topics, circulation, etc. on issue ratings.

CONCLUSION

From the outset, print researchers have confronted the challenge of developing issue-specific audience ratings and have encountered numerous, insuperable obstacles to developing such estimates. Sample size, timing demands and logistical problems in execution have all posed as roadblocks in the path of providing issue-specific ratings. MRI has made use of the Internet and its associated advantages in cost, sample size and timing to develop a methodology that, hopefully, overcomes these obstacles. At the same time, we have not abandoned the in-person, high response rate probability sample as the cornerstone of readership measurement. We believe a thoughtful integration of the Internet Issue-Specific Study with our National Study is the optimal approach in meeting the demand for issue-specific audiences without abandoning commitment to well-established research imperatives.

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Appendix 1: Copy of Invitations to Panelists

Invitation 1: This is the invitation emailed to potential respondents 25 years of age or older.

Thank you for agreeing to participate in this media behavior study.

Click below to take part in this research study and play the new SurveySpot Instant Win game. You'll also be entered into our \$25,000 sweepstakes. If you have questions about this survey, please reference survey number 668068.

Please be assured that all responses to this survey will remain completely confidential and will be used only in combination with all other responses received.

This study should take approximately 10 minutes of your time.

Please be completely honest, there are no right or wrong answers

To record responses, select the box or boxes that correspond to the answer choice. To advance the survey to the next page, use the button at the bottom of the page marked NEXT.

During the course of the survey, please do not use the "BACK" button that is built into the web browser.

Click here to begin: <field>LINK</field>

Please answer each question in order.

Thank you.

Invitation 2: This is the invitation emailed to potential respondents between the ages of 18 and 24.

Thank you for agreeing to participate in this media behavior study.

If you qualify and complete this survey, you'll receive \$3. In addition, you can play the new SurveySpot Instant Win game and be entered into our \$25,000 sweepstakes. If you have questions about this survey, please reference survey number 668068.

Please be assured that all responses to this survey will remain completely confidential and will be used only in combination with all other responses received.

This study should take approximately 10 minutes of your time.

Please be completely honest, there are no right or wrong answers

To record responses, select the box or boxes that correspond to the answer choice. To advance the survey to the next page, use the button at the bottom of the page marked NEXT.

During the course of the survey, please do not use the "BACK" button that is built into the web browser.

Click here to begin: <field>LINK</field>

Please answer each question in order.

Important: we expect this survey to take 12 minutes. Please take your time and read each question carefully. Sometimes, if interviews are rushed through they can't be used. As a result you may not be eligible for the survey incentive or reward.

Thank you.

Appendix 2: Weekly Mail-Out and Cooperation Rates

Week	Date	SSI Mail-Out	Completes	Response Rate
1	May 31-June 1, 2006	80,000	2498	3.12%
2	June 7-8, 2006	70,000	2504	3.58%
3	June 14-15, 2006	79,500	2506	3.15%
4	June 21-22, 2006	77,500	2502	3.23%
5	June 28-29, 2006	85,000	2507	2.95%
6	July 5-6, 2006	87,500	2506	2.86%
7	July 12-13, 2006	82,500	2492	3.02%
8	July 19-20, 2006	77,500	2499	3.22%
9	July 26-27, 2006	107,750	2500	2.32%
10	Aug 2-3, 2006	97,500	2505	2.57%
11	Aug 9-10, 2006	75,000	2507	3.34%
12	Aug 16-17, 2006	75,000	2507	3.34%
13	Aug 23-24, 2006	72,500	2499	3.45%
14	Aug 30-31, 2006	72,500	2507	3.46%
15	Sept 6-7, 2006	75,000	2505	3.34%
16	Sept 13-14, 2006	78,000	2514	3.22%
17	Sept 20-21, 2006	87,500	2503	2.86%
18	Sept 27-28, 2006	97,500	2534	2.60%
19	Oct 4-5, 2006	87,500	2504	2.86%
20	Oct 11-12, 2006	87,500	2506	2.86%
21	Oct 18-19, 2006	77,500	2506	3.23%
22	Oct 25-26, 2006	72,500	2506	3.46%
23	Nov 1-2, 2006	87,500	2513	2.87%
24	Nov 8-9, 2006	90,000	2419	2.69%
25	Nov 15-16, 2006	127,500	2541	1.99%
26	Nov 22-23, 2006	147,000	2531	1.72%
27	Nov 29-30, 2006	102,000	2529	2.48%
28	December 6-7, 2006	160,000	2554	1.60%
29	December 13-14, 2006	115,000	2516	2.19%
30	December 20-21, 2006	115,000	2524	2.19%
31	December 27-28, 2006	95,000	2510	2.64%
32	January 3-4, 2007	122,000	2534	2.08%
33	January 10-11, 2007	87,500	2717	3.11%
34	January 17-18, 2007	87,500	2511	2.87%
35	January 24-25, 2007	87,500	2510	2.87%
36	January 31-February 1, 2007	87,500	2515	2.87%
37	February 7-8, 2007	97,000	2514	2.59%
38	February 14-15, 2007	87,500	2507	2.87%
39	February 21-22, 2007	87,500	2505	2.86%
40	February 28-March 1, 2007	87,500	2505	2.86%
41	March 7-8, 2007	87,500	2502	2.86%
42	March 14-15, 2007	87,500	2502	2.86%
43	March 21-22, 2007	87,500	2504	2.86%
44	March 28-29, 2007	87,500	2528	2.89%
45	April 4-5, 2007	97,500	2513	2.58%
46	April 11-12, 2007	83,100	2512	3.02%
47	April 18-19, 2007	83,100	2516	3.03%
48	April 25-26, 2007	94,003	2702	2.87%
49	May 2-3, 2007	106,500	2520	2.37%

50	May 9-10, 2007	97,500	2513	2.58%
51	May 16-17, 2007	87,500	2504	2.86%
52	May 23-24, 2007	87,500	2501	2.86%
53	May 30-31, 2007	87,500	2500	2.86%

Appendix 3: More Detailed Information on “Best of/Worst of” Issues

We found forty-two clear instances of “best/worst” covers across all the issues released by September 4, 2007 (see table below). Of these 42 instances, seven had indices less than 100 (range 72-99), three had indices of 100, and thirty-two had indices over 100. Of those thirty-two issues with indices over 100, ten had indices ranging from 101 to 110, thirteen had indices ranging from 111 to 120 and the remaining nine had indices over 120.

Magazine	Issue	Description	Index	Index Info
Allure	October-06	Best of Beauty	114	Women
American Baby	October-06	Best for Baby	107	Women
American Photo	July-06	Camera's of the Year	119	Adults
American Rifleman	April-07	Best New Guns & Gear 2007	105	Adults
Bon Appetit	January-07	Best of the Year	90	Women
Business Week	09/18/06	50 Best Places to Launch a Career	133	Adults
Business Week	12/18/06	Best and Worst of 2006	124	Adults
Business Week	10/23/06	The Best B Schools	118	Adults
Business Week	03/26/07	The 50 Best Performers	140	Adults
Computer Shopper	November-06	Best Tech of 2006	111	Adults
Conde Nast Traveler	July-06	Best Islands	133	Adults
Conde Nast Traveler	November-06	The 100 Best in the World	110	Adults
Discover	January-07	Top 100 Science Stories of 2006	100	Adults
Entertainment Weekly	12/29/06	Best of 2006	123	Adults
Esquire	September-06	The Best Dressed List of 2006	100	Men
Food & Wine	October-06	Best Ever Wine Guide	109	Adults
Forbes	05/21/07	The Best Bosses	109	Adults
In Style	November-06	The Best List	105	Women
In Style	December-06	The Best Dresses of 2006	101	Women
Kiplinger's	November-06	The Best of Everything 2006	109	Adults
Men's Journal	December-06	The Best Issue	117	Men
Midwest Living	January-07	The Best of Everything	90	Women
Modern Bride	August-06	The Best of Everything	96	Women
Money	August-06	America's Best Places to Live	118	Adults
Motorcyclist	September-06	The Best of 2006	111	Men
National Geo Adventure	June-07	Best of the Great Parks	119	Adults
National Geo Adventure	June-06	Best of the Great Parks	108	Adults
National Geo Adventure	December-06	Best of 07 Adventure	83	Adults
New York Magazine	06/19/06	Best Doctors of 2006	122	Adults
New York Magazine	12/18/06	Best and Worst of 2006	116	Adults
New York Magazine	06/18/07	Best Doctors of 2007	114	Adults
New York Magazine	03/12/07	Best of NY 2007	97	Adults
Outside	December-06	The Outside 100	136	Men
PC World	July-06	100 Best Products of the Year	114	Adults
People	12/25/06	The Best and Worst of 2006	99	Women
Popular Science	December-06	100 Best Innovations of the Year	109	Adults
Seventeen	June-06	The Best...	72	Women
Soap Opera Digest	12/12/06	Best & Worst of 2006	100	Women
Sports Illustrated	12/25/06	The Best of 2006	113	Men
The Sporting News	08/11/06	The Best Issue	111	Men
US News & World Report	07/17/06	America's Best Hospitals	126	Adults
US News & World Report	08/28/06	America's Best Colleges	124	Adults

