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ABSTRACT

This booklet was prepared by the Magazine Publishers Association as a guide to some of the available sources of information about consumer magazines. Some of the data provided by the services listed in this booklet are based on circulation audits, actual measurements of advertising space, or factual statements of procedure and mechanical details. For other sources, however, the information is based on audience sampling, projective techniques, or subjective analyses. The booklet contains the following eight chapters: "Circulation," "Audience Size, Characteristics and Behavior," "Editorial Product," "Advertising Rates and Mechanical Specifications," "Advertising Volume," "Advertising Effectiveness," "Market Data," and "Miscellaneous." Names and addresses of the organizations providing listed services and facilities are appended.

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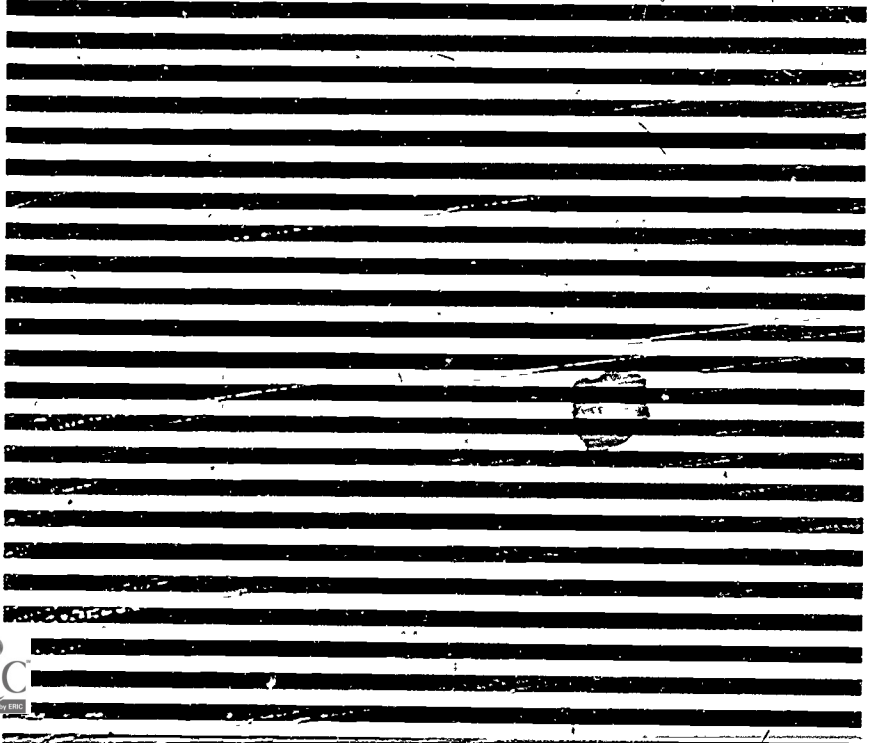
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Sources of information about **MAGAZINES**



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Sources of information about **MAGAZINES**

This booklet has been prepared as a guide to some of the generally available sources of information about consumer magazines.

It was produced by the Magazine Publishers Association at the suggestion of the Association of National Advertisers.

Some of the data provided by the services listed in this booklet are based on circulation audits, actual measurements of advertising space, or factual statements of procedure and mechanical details. For other sources, however, the information is based on audience sampling, projective techniques or subjective analyses. Naturally, every user of these services must interpret and review them in light of individual needs and judgment.

Names and addresses of the organizations providing listed services and facilities are given at the end of the booklet.

ASSOCIATION OF NATIONAL ADVERTISERS, INC.



188 EAST 44TH STREET, NEW YORK, N. Y. 10017
AREA CODE 212
697-8880

Several years ago, the Magazine Advertising Committee of the Association of National Advertisers asked the Magazine Publishers Association for help in identifying the sources of information available relevant to magazine advertising.

MPA did a thorough job of researching that question and the answer is provided in "Sources of Information About Magazines."

In the intervening years, the report has been updated and expanded to maintain its value as a single source reference for advertisers, agencies and publishers in obtaining the wide variety of material essential to making decisions and evaluations of magazines as an advertising medium.

A. N. A. is most grateful to MPA for preparing and maintaining this report. We will make certain that A. N. A. members are informed of its availability and usefulness.

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I CIRCULATION

A | AUDIT BUREAU OF CIRCULATIONS

1. ABC Publisher's Statements

Established in 1914, the Audit Bureau of Circulations is a cooperative association of nearly 4,000 advertisers, advertising agencies, and publishers formed for the verification and dissemination of circulation and other marketing data on periodicals and newspapers.

Present periodical membership is:

	United States	Canada
Magazines	291	26
Farm Publications	35	8
Business Publications	228	13

Each magazine submits a Publisher's Statement of circulation and other data to ABC for six-month periods ending June 30 and December 31 of each year. These are checked, processed, printed, and distributed by ABC on a first in—first out basis.

Summary circulation totals for each publication are extracted when the Publisher's Statement is received at ABC headquarters, programmed into the ABC computer, and compiled into the ABC "FAS-FAX" report. This is mailed to advertisers, advertising agencies, and publishers who order this special service within two weeks of each Publisher's Statement 30-day filing deadline. Information in these semi-annual statements include:

- The paid circulation average for the period covered, broken out by subscriptions and single copy sales; average paid circulation by regional, metro, and demographic editions, if applicable; and paid circulation by issue.
- Analysis of a single issue during the period covered by state; and by A B C D counties for magazines with circulations of 500,000 or more. The A B C D analysis is optional for smaller magazines.
- Analysis of new and renewal subscriptions by price, duration, channel of sales, and the use or non-use of premiums. Also reported are arrears and extensions, collection stimulants, and returns policy.

Annually one of ABC's specially trained Field Auditors examines all records and materials necessary to verify the figures reported in the Publisher's Statement. The annual Audit Report reveals his findings, either verifying the figures reported or reporting any differences.

(See also I-A2)

2. ABC/Data Bank Services

In order to provide advertisers with additional and more sophisticated marketing data, currently 90 ABC magazines and farm publications make county analyses of their circulations available through the computerized ABC Data Bank Services.

Periodical data in ABC DBS are updated and audited at least every three years.

The basic county circulation data can be custom-tailored to the needs of the report user. Circulations, population, households, and demographic data can be compiled into states, Standard Metropolitan Statistical Areas, Areas of Dominant Influence, Designated Market Areas, Nielsen or Bureau of the Census geographic regions, A B C D counties, or even an advertiser's own sales or marketing territories. ABC DBS has Sales Management's Survey of Buying Power data, which can be included in the customized reports.

Additionally, the advertiser, agency or publisher requesting the report can have data of his own—such as sales, budgets, advertising expenditures, etc.—factored into the report.

ABC DBS reports are available in computer print-outs or on computer readable cards or tapes.

Some costs of the ABC DBS services to produce relevant analyses of circulation of the magazines on an advertising schedule, which is to be used to merchandise that magazine advertising campaign, may be paid by participating publishers.

(See also I-A1)

B | STANDARD RATE & DATA SERVICE

"Consumer Magazine and Farm Publication Rates and Data"

This monthly service, augmented by bulletin service between issues, contains listings of more than 825 general consumer magazines in the U.S., 60 international consumer magazines and about 220 farm publications. Circulations—audited, sworn or guaranteed—are contained in each listing with but few exceptions. Each monthly issue also includes an alphabetical listing of publications showing circulation in total, by regions and states, and A B C D counties, for Audit Bureau of Circulations, Business Publications Audits of Circulation and Verified Audit Circulation Company.

Farm Magazines are listed in a special section and an alphabetical listing is also included giving circulation in total, by regions and states, and for A B C D counties for Audit Bureau of Circulations, Business Publications Audits of Circulations and Verified Audit Circulation Company.

(See also III-A, IV-A and V-E)

C | ASSOCIATION OF NATIONAL ADVERTISERS
"Magazine Circulation and Rate Trends"

This book is issued by the Association of National Advertisers every two years. The latest 118-page report, issued in 1972, carries the following circulation information, for 1940, 1946 and 1955, and consecutively from 1961 through 1971, for each of 69 leading ABC-audited consumer and farm magazines:

- Net paid circulation derived from subscription, newsstands, and other sources
- Circulation rate bases
- Subscription production by channels, by duration and special terms of sale, etc.
- Basic prices of single copies and subscriptions.

Between biannual issues, the report is updated by a supplement; e.g., 1972 data (when available from Audit Bureau of Circulation statements) will be prepared and printed in a supplementary release.

(See also IV-B)

D | MAGAZINE PUBLISHERS ASSOCIATION

Magazine Publishers Association has available special compilations of magazine circulation information including:

- The combined circulation of all ABC member magazines (general and farm) 1914 to date, with yearly figures related to population
- Estimates of consumer magazine copies sold by year, 1943 to date
- The 100 leading ABC magazines by circulation size
- Magazines cost to the reader - 1960 to date - based on 50 leading magazines.

II AUDIENCE SIZE, CHARACTERISTICS AND BEHAVIOR

A | AXIOM MARKET RESEARCH BUREAU--TARGET GROUP INDEX

Target Group Index is a marketing oriented syndicated media and product survey. It was started in Britain in 1967 and introduced into the United States in 1972. TGI is issued annually for the confidential use of subscribers and includes data for:

- 450 Products and Services
- 120 Magazines
- 6 Newspaper Supplements
- Major Newspapers
- Network Television & Television Usage
- Radio Usage by Type of Program
- Psychographics

Data are collected continuously during the year from a national probability sample of 25,000 adults in the Continental U.S. Each respondent reports on all media and all product data at the time of interview. Information is obtained by both personal interview and a self-administered questionnaire with the bulk of the information coming from the self-administered questionnaire.

Product data for packaged goods consists of determining product usage and brand loyalty patterns. For appliances, durables and certain household products for personal use, information is collected about who makes the purchasing decision. Information is also collected on stocks, bonds, insurance, shopping habits, leisure activities, travel and vacations.

Audiences for magazines are based on reading last week or last month (depending on the publication interval).

There are three Basic Volumes and 40 Product Volumes in the TGI reports:

Basic Volumes:

- Demographics and Psychographics by Demographics
- Print by Demographic and Reach, Frequency, Duplication
- Broadcast by Demographic and Reach, Frequency, Duplication

Product Volumes (each containing):

- Products and Brands by Demographics
- Products and Brands by Psychographics
- Products and Brands by Print Media
- Products and Brands by Broadcast Media

(See also VII-A)

B SIMMONS "SELECTIVE MARKETS AND THE MEDIA REACHING THEM"

Issued annually on a confidential basis by W. R. Simmons & Associates Research, Inc. to participating subscribers, the purpose of the study is to define and describe the audiences of:

- 69 magazines
- 5 newspaper supplements
- 2 national newspapers
- All network TV programs

in terms of their demographic characteristics and usage or ownership of more than 500 products and services. "Selective Markets" measures audiences in terms of their average-issue or average-telecast as well as cumulative and repeat audiences across multiple issues or telecasts.

Important measures of media audiences have been added to the study in the past few years, including measures involving how magazine issues were obtained.

Readership and product data are collected on a year-round basis. Audience estimates reflect a publication's total year-round

performance, and thereby offer a more valid benchmark of average-issue audience than can be achieved by measuring only a limited number of issues. Similarly, the effects of seasonality on product data can be eliminated.

All individuals (age eighteen and over) residing in ordinary households in the continental United States, excluding Alaska, are studied. The sample is drawn from a disproportionately allocated national probability sample (assuring an adequate number of interviews with higher income groups) of 15,000 males and females. Magazine, television, newspaper, radio and product data are available from a common group of respondents making both inter-media and intra-media description available.

The study of "Selective Markets" issues the following reports:

- Magazine Reports—Volumes I and II
Magazine Reach & Frequency Report
- Comprehensive Television Report
Television Reach & Frequency Report
- Reading Time Reading Days Report
Net Unduplicated Average-Issue Audience Report
- Primary Magazine Audience Report
- Product Data Reports—16 Volumes

(See also VI-B)

C | MARKETS IN FOCUS

Markets In Focus is a series of specially designed, comprehensive, single-market studies. It is intended to meet the specific marketing needs of:

- advertising media: magazines, newspapers, radio, television, transit, etc.
- retailers and other local marketers (such as beverage companies, food distributors, automotive and appliance dealers, etc.)
- banking and financial institutions.

Markets In Focus comprises a broad data base, made up of facts on: product usage and ownership, detailed media consumption; and demographic socio-economic life-style characteristics.

The data base is drawn from a combination of two personal in-the-home interviews, and a self-administered personally retrieved questionnaire with a carefully selected, widely dispersed sample of adults in each market.

Media Coverage: Markets In Focus gathers detailed data on consumption of all important advertising media serving each market.

Product Coverage: Markets In Focus covers personal and/or household usage ownership consumption and recency of purchase

for over 300 product categories. Included within these product categories are detailed data on shopping activities by department, discount stores, supermarkets, furniture and appliance stores. Also included are specific data covering eight different types of banking services used by name of bank. Each market is treated as a separate study with a minimum sample size of 3,000 respondents in 3,000 different households.

Clients of Markets In Focus receive a basic report series designed for their specific use application, plus the ability to obtain additional information and schedule analyses via Media Mix, an on-line computer system.

(See also VII-C)

D | OPINION RESEARCH CORPORATION

1. *Executive Readership Profile*

Caravan Surveys, a division of Opinion Research Corporation, has been gathering data centering on executive readership of some three dozen selected publications on a quarterly basis since late 1966 via the Executive Caravan Survey.

Now this data is being made available to advertising agencies and advertisers on a syndicated basis called Executive Readership Profile.

The Data: Profiles executive readers of up to 36 selected general and business publications by key demographic and special background categories.

The Universe: Top and Middle Management Executives selected from the 500 largest manufacturing companies and the 50 largest banks, utilities, transportation, merchandising and life insurance companies.

Interviewing: Personal interviewing in the office after company interviewing approval is received.

Selection of companies: Probability procedures are used to select companies where interviews will be conducted. The selection is stratified by size of company and by broad industry groupings. In general, a company remains in the sample for two consecutive quarterly surveys, then drops out until its next turn for selection. The replacement of companies in the sample is planned on a rotation basis, so that in any one Caravan Survey half of the companies are newly selected for the sample.

Selection of plants and other specific company locations: Selection of specific company facilities is the second step in the selection of managers and executives. In general, each company in the sample is represented by its headquarters location and one or more additional locations.

The selection of specific locations is planned within the framework of the Opinion Research Corporation National Probability Sample, which includes approximately 360 counties and all key industrial concentrations.

Selection of specific managers and executives: This selection is made from name lists furnished by selected companies to ORC sample specifications.

Sample Size: 2,500 executives based on interviews of the preceding 15 months.

(See also II-D2 and VI-D)

2. Teen Readership Profile

Caravan Surveys Division of Opinion Research Corporation has developed a new syndicated service: Teen Readership Profile (TRP).

Teen Caravan offers personal in-home interviews with a national probability sample of teenagers on a bi-monthly basis.

It is a syndicated, share-cost survey of 500 teenagers every other month (3,000 a year) selected by strict probability sample methods, with up to three call backs.

As part of the total teenage bi-monthly study, magazine readership of about 40 publications is regularly measured.

Readership data is cross-tabulated by demographics. Additionally, magazine readership is cross-analyzed by some key leisure time activities.

The TRP report is based on 2,500 teenagers interviewed over the previous five waves. Readership is measured on a regular reader basis. That is, each respondent is asked: "Which of these magazines do you read regularly, that is, at least every other issue?"

(See also II-D1 and VI-D)

E. LEE SLURZBERG RESEARCH, INC.—NATIONAL BLACK OMNIBUS

This service is conducted quarterly for participating subscribers to a series of proprietary questions. It covers readership of 16 magazines including major Black magazines and selected general magazines. Others may be added on subscriber's request.

Comparable data are available on local Black media—radio and weekly newspapers.

Data are based on a national probability sample of Black urban areas (census tracts which are 35% or more non-white). Each quarterly report is derived from personal, in-home interviews with 1,000 Black adults (500 male, 500 female) 18 years of age or older.

Demographic data available include age, income, marital status, education, and number of children in different age groups.

F | THE LLOYD H. HALL COMPANY, INC.—READER AUDIENCE STUDIES

This company conducts Reader Audience Studies to determine the characteristics of a periodical's readers and the range and intensity of their interests and needs and Readership Studies to determine how well a periodical satisfies readers' requirements. These are prepared on order for clients.

(See also III-B)

G | INTERACTIVE MARKET SYSTEMS (IMS)

IMS provides subscribers with on-line access to Simmons (1970-1973), Starch, CMR (1972), Brand Rating Index (1971)* and Target Group Index (1973) data, in addition to proprietary market research studies. A cross-tabulation system (MARS) accesses these data for share, audience, usage and trend analyses. The Metheringham, Beta and MODAL reach and frequency procedures provide estimates of campaign performance. The STEP-1 schedule construction and MASTER optimization programs provide campaign planning guides. Custom tabulations and photo-composition output are provided.

*Brand Rating Index discontinued after 1971.

H | MARKETRONICS, INC.

The principal current activity of Marketronics, Inc. is its data retrieval systems, which provide subscribers with instant access to audience information generated by W. R. Simmons & Associates Research, Inc. via on-line terminals in formats designed to demonstrate the relative efficiencies and reach and frequency of various schedules against all demographic combinations. Its optimization report suggests the best schedule for a given budget, period of time, page size and target market. The company provides the capability of producing customized reports of virtually any nature utilizing computer applications as applied to the broad areas of marketing.

I | TELMAR COMMUNICATIONS CORPORATION

Telmar provides a wide range of marketing, media planning and media buying systems, designed to analyze syndicated research information such as W. R. Simmons, Target Group Index, etc., and other data relevant to marketing media decisions. Clients use Telmar Services through a terminal (Teletype or other) located in their own offices, describing their problems in English to the computer and receiving the answers immediately.

The systems range from straightforward audience, coverage and CPM analysis to Media optimization models. There are generalized systems which can handle inter-media analysis and specialized systems for specific media type analysis, such as magazine reach and frequency.

J | MARKETMATH REACH & FREQUENCY MODEL

Marketmath, Inc. developed the Beta-Function model for mathematically projecting frequency results of a media survey to larger numbers of issues broadcasts, thus providing sound estimates of the reach and frequency distributions of proposed single- or multi-media schedules.

The original method, called "Beta Matrix," is available through Marketmath for batch-computer operation and can project estimated advertising-page or commercial-minute exposures as well. Marketmath also prepared for Telmar, Inc. a time-share-computer version, called "Beta Marginal" or "Beta 1," which handles unlimited schedule sizes and is available as a service of the Telmar Company.

(See also II-1)

K | CONCEPTUAL DYNAMICS, INC.—MEDIA MARKET GUIDE

The Media Market Guide is an annual report by Conceptual Dynamics, Inc. providing market and media data within the nation's top 100 markets (ADI's).

Selected listings of local magazine editions indicate availabilities of such local market editions, circulation, audience delivered, costs, and target group penetrations within each market. Other major media are also included in the report.

L | AUDIENCE STUDIES PROVIDED BY MAGAZINES

Virtually all leading magazines can supply information on the size of their audience and the characteristics of their readers: income, education, age and family composition. Some have made studies in the psychological area of attitudes, opinions and motivations.

In recent years most of the audience information on magazines is based on the data developed by the syndicated research services such as Simmons, TGI, etc. (See II-A and II-B). Individual magazines often issue reports based on analysis of the figures in the various services to which they subscribe.

Many of the research studies issued by publishers are on file in the Information Center of Magazine Publishers Association, and may be consulted there.

III EDITORIAL PRODUCT

A | STANDARD RATE & DATA SERVICE—PUBLISHER'S EDITORIAL PROFILES

The monthly publication, "Consumer Magazines and Farm Publication Rates and Data," regularly provides a publisher's editorial profile for each magazine, which lists subjects and fields of interest covered editorially by the publication and defines editorial objectives and emphasis.

(See also I-B, IV-A and V-E)

B | THE LLOYD H. HALL COMPANY, INC.— MAGAZINE EDITORIAL REPORTS

This monthly report classifies the editorial content of about 60 national magazines by subject matter. There are 18 main classifications (National Affairs, Beauty, Building, Food, Sports, etc.) and nearly 200 subclassifications. The facts are shown in terms of lines, pages, and percentage of total editorial content for each magazine, for each month and the year-to-date. Also shown is the ratio of total editorial to total content for the magazine. Special analyses of total or partial editorial content for magazine or newspaper publishers are made on special assignment.

(See also II-F)

C | READEX, INC.

1. *Reader Interest Reports*

Readex pioneered the mail readership research technique and has for 26 years conducted studies on virtually all types of publications.

This service measures every item in an issue—every separate measurable advertisement and editorial is scored. The reader receives a second copy of the issue being studied and is instructed to go through the entire issue and "draw a line down the middle of those parts or pages of every editorial item and advertisement that interested you."

Results for each item are expressed in a single score—"percent of reader interest" and these are available as follows:

- Printed reports showing all scores in the study issue are available through the courtesy of the publisher. This is a complete listing of "reader interest" scores on every item. Ad scores are arranged by product categories. Size, page number and use of color are also reported.
- A printed report plus a marked copy of the actual study issue in which the scores are lettered on the items to which they relate—available at a nominal service charge.

Questionnaires are often included with the regular mailing

kit to obtain supplemental information relating to advertising, editorial content, market information such as demographics, purchasing influence, etc.

The company maintains library copies of all magazines studied to provide a source for developing tearsheet presentations for review of past advertising campaigns by product categories. These reviews can include competitive products, copy contrasts for the same advertiser, size contrasts between advertisers, etc. Fan-fold presentations which include tearsheets and scores can be obtained directly from Readex at a nominal charge.

(See also III-C2, VI-C1,2,3)

2. Red Sticker Reports

This is a multiple-index mailed technique utilizing red stickers affixed to selected items (both ads and editorial) to be measured. Seeing, amount read, and found information useful are reported through the use of this method. Results of the Red Sticker Reports are available through the courtesy of the publisher and are delivered approximately 6 weeks after the study mailing.

(See also III-C1, VI-C1,2,3)

D | THE READERS' GUIDE TO PERIODICAL LITERATURE

This service, available to subscribers, is a cumulative author, subject index to periodicals of general interest published in the United States. Care is taken to ensure editorial subject balance so that no important field will be omitted.

It is published semi-monthly, September to June, inclusive, monthly in July and August, by The H. W. Wilson Company.

E | THE INFORMATION SOURCE

Formerly known as The Advertising and Marketing Research Library, The Information Source was founded in 1961. It is a self-contained commercial source for marketing and advertising information. The facility serves business, marketing, advertising, research, governmental and academic organizations.

Clients of The Information Source are on a membership basis. For a nominal annual subscription or membership fee, members are entitled to purchase units of search time in multiples of 100 units. Research time in a typical request involves the use of about 20 to 40 units.

The Information Source maintains a file of several thousand different current magazines, with very complete back copy files. Data concerning magazine usage are extensive. All magazines are reviewed for relevant marketing and business information. This information is filed under the appropriate subject categories. Also,

in the files are some 20 million pages of data from many sources organized under approximately 30,000 subject headings. Members are furnished with documental copies of relevant articles, advertisements and other pertinent information to answer their specific requests.

(See also VII-D)

IV ADVERTISING RATES AND MECHANICAL SPECIFICATIONS

A | STANDARD RATE & DATA SERVICE

1. *"Consumer Magazine and Farm Publication Rates and Data"*

This monthly publication contains complete, up-to-date information for more than 825 U.S. consumer magazines, some 220 farm publications and 60 international consumer magazines. The listing for each magazine includes publishing company name and address, executives, branch offices, representatives, mailing instructions, agency commission, advertising rates, display classifications, mechanical requirements, contract regulations, issue and closing dates, circulation, etc.

Future rate announcements are included in each monthly issue and supplementary bulletins on rate and other changes are mailed regularly between monthly issues.

Consumer magazines are conveniently classified into 51 editorial interest groupings, farm publications into 11, international magazines into 16.

Other pertinent information includes listings of consumer magazine and farm publication representatives, codes and descriptions of contract and copy regulations, magazines grouped by frequency of issue, lists of magazines with shopping advertising pages, magazines with regional demographic editions, or offering split runs.

(See also I-B, III-A, IV-A2 and V-E)

2. *"Print Media Production Data"*

This quarterly publication of SRDS contains up-to-date information for all magazines, farm publications, and international consumer publications identified in Consumer Magazine and Farm Publication Rates and Data. The listing for each magazine includes production personnel, shipping instructions, method of printing and binding, dimensions, printing and insert specifications, bleed, issue and closing dates, etc.

Future mechanical change announcements are included in each semi-annual issue, and supplementary bulletins on mechanical specification changes are mailed regularly between issues.

Also included is a Directory of Graphic Arts Services listing

firms by state and alphabetically by city which offer service in the preparation of advertising materials.

(See also I-B, III-A, IV-A1 and V-E)

B | ANA "MAGAZINE CIRCULATION AND RATE TRENDS"

This 118-page book of the Association of National Advertisers recapitulates the one-time black-and-white and four-color page rates along with the circulation rate bases in effect, from the 1940's through 1971 for 69 leading magazines. Shown also are costs-per-page-per-thousand of circulation for each magazine for 1940, 1946, 1955, and 1961-1971.

(See also I-C)

C | MAGAZINE ADVERTISING COST SERIES— MAGAZINE PUBLISHERS ASSOCIATION

Magazine Publishers Association has developed a magazine advertising cost series for the years 1960 to date, based on 50 leading magazines. The following information is reported by year on a combined basis:

- Average combined circulation per issue based on Audit Bureau of Circulation reports
- Aggregate costs of a black-and-white, and a four-color page of advertising
- Average cost-per-page-per-thousand of circulation for the same space units.

V ADVERTISING VOLUME

A | PUBLISHERS INFORMATION BUREAU, INC.

Publishers Information Bureau reports supply information about general magazine advertising in terms of space and revenue.

These monthly PIB reports are cumulative, on a calendar year basis. Every display advertisement carried by over 85 general magazines (and also 3 Sunday newspaper supplements) is reported upon in detail by company and product. This detail, for about 150,000 individual publication advertisements each year, shows space size and characteristics, and the one-time rate applicable to each advertisement.

The information is grouped in industry sections (food, automotive, apparel, etc.). In a given industry section, each product campaign of an advertiser is reported, with all the detail mentioned above, advertisement by advertisement.

Summary reports (also issued monthly) show the advertising pages and dollar volume carried by each magazine, in total and for over 300 product groupings. (Food, for example, is further

classified into Cooking Products & Seasonings, Prepared Foods, Dairy Products, Fruits & Vegetables, Meats, Poultry & Fish, Bakery Goods, and Food Beverages with sub-classifications for each of these groups.)

Leading National Advertisers, Inc. (see V-B and V-E), prepares the PIB reports for Publishers Information Bureau, Inc. and also sells the service to non-publishers.

B LEADING NATIONAL ADVERTISERS—SPECIAL ADVERTISING REPORTS

Based upon the detailed magazine advertising analyses published in the monthly Publishers Information Bureau service (see also V-A), Leading National Advertisers, Inc. has developed special reports which are available on a subscription basis:

- *Territorial Report.* The monthly PIB classification system is by industry: food, automotive, apparel, etc. In the territorial report issued semi-annually, some 15,000 product campaigns reported in PIB are re-sorted by cities and by states, according to the address of the parent company division. Thus, all of the publication advertising originating out of Cleveland or Los Angeles, for example, is grouped together—alphabetically by company name. In the larger cities, data are further grouped alphabetically by broad industry classifications. Full detail is shown for every advertisement run for each product campaign, magazine by magazine.
- *Agency Report.* Issued semi-annually, this report shows, account by account and campaign by campaign, the business placed by over 50 leading agencies in 26 leading magazines and Sunday supplements. A supplemental report covers 40 additional agencies.
- *Regional Advertising.* This service, published monthly and quarterly, is an analysis of sectional and geographic split run advertising appearing in the selected PIB-measured magazines. (See also V-E)
- *National Advertising Investments.* A first six months' and a twelve months' summary of the media expenditure information entitled, "National Advertising Investments," is also available. This report lists alphabetically the advertisers investing \$25,000 or more in measured advertising, and shows the dollar expenditure by company and product in magazines, newspaper supplements, network and spot television, network radio and outdoor.
- *Competitive Brand Cumulative.* LNA also publishes a semi-annual summary of product expenditures in various media with brand expenditures and data arranged by product cate-

gory. Magazine, broadcast and outdoor year-to-date expenditures are shown for all products, with products grouped within over 240 product categories.

- *Advertisers Page Index.* This monthly publication lists alphabetically all brand campaigns active in the current month, showing magazine schedule and page location of each insertion.

Other tabulations, rankings and summaries of PIB data may be ordered through Leading National Advertisers, Inc.

C | AGRI-COM, INC.—AGRICULTURAL PRINT MEDIA REPORT

This advertising auditing service in the farm publication field is issued semi-annually by Agri-Com, Inc. Included are 165 national, regional, state and specialized farm publications. Advertisements of 1½ column or larger are reported. The classifications generally follow those used in Publishers Information Bureau reports (see V-A) with greater breakdown of the agriculture classifications.

D | THE ADVERTISING CHECKING BUREAU, INC.

This organization, with offices in Chicago, New York, Columbus, Memphis and San Francisco, can supply any information or material required from consumer magazine advertising. All services are tailor-made to client's needs. Checking can be ordered for one brand, a company or a product classification. Clippings can be furnished for all ads—or on an "unduplicated" basis. Typewritten reports are available to show space, pages, specifications and dollar value of space, and can include breakdown information on desired items that may run as part of a multiple product ad. The service is automatically available from approximately 90 general consumer magazines. Other magazines required can be added by special arrangement.

E | SPLIT RUN AND REGIONAL ADVERTISING

Standard Rate & Data Service—"Consumer Magazine and Farm Publication Rates and Data" (see also I-B, II-A and IV-A1) includes a list of magazines which offer regional advertising, and another of those which offer split run advertising. Details on regional rates and circulations are found under the listing of the individual publication in the body of the directory.

Advertising volume for regional and split run advertising is available in a special report issued by Leading National Advertisers, Inc.

(See also V-B and V-G)

F | HISTORICAL

Publishers Information Bureau (see also V-A), a service which reports on magazine advertising volume, has records going back to 1920. From 1920 to 1924 only space detail was reported. Beginning in 1925, dollar figures were added.

Records of advertising expenditures in magazines by advertiser, product and classification were also published annually by the Crowell-Collier Publishing Company and The Curtis Publishing Company. The Crowell-Collier volumes were issued from 1922 through 1929 with figures back to 1914. The Curtis reports were issued from 1918 through 1940 with data back to 1914.

The Information Center of Magazine Publishers Association has a collection of these historical records which may be used for research purposes.

G | ADVERTISING—MAGAZINE PUBLISHERS ASSOCIATION

The Magazine Publishers Association has available various compilations of magazine advertising data including:

- Magazine advertising volume by year, 1915 to date
- Historical records of magazine advertising by industry classifications
- Leading magazine advertisers
- Regional advertising in magazines by year, 1959 to date.

VI ADVERTISING EFFECTIVENESS

A | DANIEL STARCH & STAFF, INC.

1. *Advertisement Readership Service*

Instituted in 1932, this service conducts readership studies on more than 900 issues of over 100 leading consumer magazines, general business and trade publications, farm magazines, daily newspapers and Sunday supplements each year. Interviews distributed in a national sample are obtained with 100 to 200 readers of one sex on a given publication. After the interviewee is qualified as a reader of the particular issue of the magazine, he or she is then questioned on observation and reading of all advertisements.

The three degrees of reading are measured for each advertisement: "Noted," "Associated," "Read Most." In addition, data are collected on the observation and reading of the component parts of each advertisement—headline, sub-heads, illustration, logotype, copy blocks, signature, etc.

Starch Advertisement Readership Reports consist of a labeled copy of the issue studied in which ad-as-a-whole and component part readership scores are shown on all ads studied. Accompanying the labeled copy is a statistical summary which groups all ads

studied by product category. Results are expressed for the three degrees of reading summarized above—in terms of percentages, readers per dollar and cost ratios. Rank in issue by number of readers and rank by cost per reader figures are also supplied. Most reports also contain two-year Adnorm figures for the magazine.

(See also VI-A2, 3,4 and 5)

2. Magazine Adnorms Report

A summary of readership averages, by publication, of ads that were Starch-studied in 1,282 issues of 56 leading consumer magazines and general business publications. Norms are provided for 36 different size and color units and 109 different product categories. The Adnorms Report provides a bench mark against which to compare the readership of current advertisements.

(See also VI-A1,3,4 and 5)

3. Ad-Track—

Relating Marketing Objectives to Advertising Performance

Starch readership studies can be used as a potential marketing ad data bank. In addition to the standard readership data, information can be obtained regularly and cumulatively on topics such as:

- Product and/or brand usage, purchase among ad readers (Noters)
- Advertiser or brand identification (Seen Associated) among product users or purchasers
- Male Female purchasing influence by product category, brand
- Demographic characteristics of ad readers of a client's advertising.

Ad-Track can be used to:

- Obtain marketing data (e.g., frequency of product purchase) and relate it to advertising performance in each publication
- Determine over time the relationship of advertising "weight" to product or brand usage/purchase.

(See also VI-A1,2,4 and 5)

4. General Magazine Ad-Files

This is a rental library of tear sheets for advertisements that have been Starch-studied in general magazines since 1937. Each of the sheets is labeled showing: ad-as-a-whole and component part readership percentages, readers per dollar and cost ratio scores, page, issue and magazine in which the ad appeared. The labeled tear sheets are compiled for more than 3,000 companies and products in fan-fold books which can be opened out for com-

plete visual inspection.

General Magazine Ad-Files are maintained six months behind current insertions. Ad-Files are especially useful in studying the effectiveness of past advertising campaigns, determining the appeals, layouts and copy approaches that secured the best readership.

(See also VI-A1.2.3 and 5)

5. Starch Impression Studies

This is a qualitative copy research service designed to provide information on an advertisement's ability to convey desired impressions. Findings for each study are summarized in terms of the extent to which the advertisement achieved specific objectives reported by the client, as reflected in readers' comments about the ad. The Impression report tells how many readers showed personal involvement and how many expressed positive, mixed, indifferent or negative attitudes toward the ad as a whole. Average percentages are also given for purposes of comparison. Responses to illustration and copy are described and interpreted.

Impression studies are readily adaptable to both pre-testing and post-testing.

(See also VI-A1.2.3 and 4)

B | GALLUP & ROBINSON—MAGAZINE IMPACT

This service provides measures of brand registration, idea communication, and persuasiveness for individual magazine advertisements.

Issues of a given magazine are placed with readers of the magazine-type (news, home, men's, women's service). Respondents are asked to read the test magazine that evening (only) as they normally would. The next day the respondent is contacted by telephone, initial screening questions are asked to determine proof of readership, and then a roster of ads appearing in the test issue is read to the respondent.

Readers claiming ad recall are then asked a series of open-end questions, for which verbatim responses are recorded, to determine proof of ad recall, extent of idea communication, and ad persuasiveness (Favorable Buying Attitude).

Respondents are selected from a national urban sample. Approximately 60 issues a year of eight major national magazines are surveyed. Test issues may include "tip-in" advertisements not regularly scheduled in the specific issue or publication used. Each survey is designed to produce 150 readers per sex.

Measurements are available on an individual or continuing basis; either pre- or post-test.

C | READEX, INC.

1. Reader Interest Reports

Readex, in a mail readership research service, studies every advertisement in measured issues of consumer magazines and farm magazines.

Results for each ad are expressed in a single score—"percent of reader interest." Ad scores are arranged by product categories. Size, page number, and use of color are also reported.

A printed report, plus a marked copy of the actual study issue to which they relate, are available at a nominal service charge. Editorial items are also measured.

(See also III-C1.2 and VI-C2.3)

2. Ad Component Rating

This service of Readex reports a scaled measure, from high to low, of an ad's illustration, its headline and the text.

(See also III-C1.2 and VI-C1.3)

3. Red Sticker Reports

This is a Readex multiple-index mailed technique utilizing red stickers affixed to selected items (both ads and editorial) to be measured. Seeing, amount read, and found information useful are reported through the use of this method. Results of the Red Sticker Reports are available through the courtesy of the publisher and are delivered approximately six weeks after the study mailing.

(See also III-C1.2 and VI-C1.2)

D OPINION RESEARCH CORPORATION—MULTIMEASURE AD STUDIES

These studies of ORC are designed to encompass all three of the basic elements of the advertising communications process:

- Perception of the ad vehicle *and* registration of the brand or company name
- Communication of the message content
- Creation of favorable attitudes.

Additionally, Multimeasure also evaluates ad performance among the specific readers at whom it is aimed. Multimeasure clients specify which readers *they* regard as their particular Target Audience. Performance is then reported among the Target Audience group vs. all other readers.

Surveys are conducted among a nationwide sample of readers chosen randomly from subscription lists. Samples are selected in proportion to circulation. Telephone interviews are conducted in approximately fifteen major geographic areas across the country, by members of the Opinion Research Corporation's staff of interviewers.

The following measurements of ad effectiveness are obtained:

- Familiarity and Attitude ratings—these reflect how familiar readers feel toward the advertiser, their evaluation of the quality of the company's products or services and its stock as a long-range investment
- Attention, Name Association, and Copy Readership scores—the percent of readers who claim to have noticed the ad, noted the advertiser's name, and read half or more of the text.
- Proved Ad Recall score—the percent of readers who can actually recall the ad from memory with the magazine closed
- Target Audience Testimony—verbatim comments indicating idea communication and buying attitudes among Target Audience respondents. Verbatims also include information regarding new learning, credibility, and reactions to various elements of content and execution.

Target Audience reports are also available in "packages" covering an entire advertising year for a full campaign, modified campaign or special options.

(See also II-D1,2)

E | AUDIENCE STUDIES, INC.—PRINT STUDIES

This is a new ASI (Audience Studies, Inc.) system, available to clients, for measuring the effectiveness of magazine advertising. It involves the pre-testing of ads by "tipping-in" ads in an advance issue of a magazine in such a way that test ads will appear to be actually running in the issue. Before the "on-sale" date, the test issue is placed in the hands of respondents selected in Chicago, Los Angeles, Kansas City, Philadelphia and Dallas. Minimum test sample is 300 respondents.

Each survey involves two in-home interviews per respondent, a placement interview and a callback interview.

The measures include:

- Proven recall
- Idea recall
- Adjective checklist
- Product interest scale
- Pre/post brand preference (attitude change).

F | THE HARVEY COMMUNICATION MEASUREMENT SERVICE

Developed in 1967, The Harvey Communication Measurement Service is a syndicated advertising readership service which develops both quantitative and qualitative information within the basic personal interview. A quota-cluster sample is selected from the circulation list of the measured publication, and 100 completed personal interviews form the basis of the report. Seeing and Read-

ing scores are developed for up to 50 advertisements, and are reported for the total sample of 100 respondents and, separately, for those respondents having buying influence or business involvement with specific products. In addition, readers of each advertisement are asked a series of open-ended questions, such as, "what ideas or impressions about the company did you get from this advertisement?" Interviewers probe for additional information exemplifying attitudinal changes and actions contemplated in reaction to the ad and company, and are reported in verbatim testimony.

Additional, optional questions may be asked by advertisers in regard to the believability or understandability of their ad, marketing questions, and other areas of special interest.

G | CHILTON AD-CHART SERVICES

As many as 160 issues of 63 different publications are studied per year for this service of Chilton Research Services. Readership of up to 60 advertising and/or editorial items are studied and reported for each issue.

A printed summary report consists of the following seven measurement scores for each observed advertisement or editorial: noticed, started to read, read half or more, very informative, informative, somewhat informative and not at all informative. Ads are arranged by product categories and scores are provided for purchase influence groups as well as for total sample.

H | "ISOLATING AND MEASURING THE EFFECTS OF MAGAZINE ADVERTISING"—MPA

This is the Magazine Publishers Association report on an effectiveness study project dealing with four survey brands that places a research yardstick on what happens when magazine advertising meets a prospect.

VII MARKET DATA

A | AXIOM MARKET RESEARCH BUREAU—TARGET GROUP INDEX

Target Group Index provides an analysis of 120 magazines in the packaged goods and durables area, showing volume of usage (Heavy, Medium, Light), brand loyalty patterns as well as who influences the purchase. Data can be obtained on loyal users and brand switchers. Information is also available from both male and female respondents on the influence of others in the purchase of appliances and durables.

(See also II-A)

B | SIMMONS "SELECTIVE MARKETS AND THE MEDIA REACHING THEM" The studies by W. R. Simmons & Associates Research, Inc.

define and describe audiences (for 69 magazines, 5 newspaper supplements, 2 national newspapers and all network TV programs) in terms of their demographic characteristics and usage or ownership of more than 500 products and services.

(See also II-B)

C | MARKETS IN FOCUS

Markets in Focus, published by M.I.F. Enterprises, Inc., is a series of specially designed single-market studies of major markets. Along with comprehensive media audience data, MIF also covers personal and or household usage, ownership, consumption and recency of purchase for over 300 product categories. Included within these product categories are detailed data on shopping activities by department, discount stores, supermarkets, furniture and appliance stores.

(See also II-C)

D | THE INFORMATION SOURCE

This facility, formerly known as The Advertising and Marketing Research Library, serves business, marketing, advertising, research, governmental and academic organizations.

Clients are on a membership basis, with annual subscriptions covering units of search time. The Information Source maintains a file of several thousand different current magazines, with very complete back copy files. Data concerning magazine usage is extensive. All magazine are reviewed for relevant marketing and business information. This information is filed under the appropriate subject categories, and copies are available to members.

(See also III-E)

VIII MISCELLANEOUS

A | THE MARKETING DEPARTMENT OF MPA

Magazine Publishers Association Marketing Department provides the industry with a sales, research and promotion arm that is dedicated to stimulating greater and more effective use of magazine advertising.

To this end, MPA Marketing carries out a continuing program involving joint inter-industry forums with associations such as Association of National Advertisers, American Association of Advertising Agencies, and American Advertising Federation; category and target account presentations; joint workshops, seminars on magazines with individual large advertisers; and market research on media and consumers. In implementing these pro-

grams, the department works closely with individual publishers and advertising directors and with regional marketing committees of member publishers.

In addition, through newsletters and brochures, MPA Marketing supplies members' staffs, advertisers, and agencies, with a continuing flow of information and data designed to help them position magazines as an increasingly effective and efficient advertising medium.

Some of the more recent information pieces published by the Marketing Department are:

- "Rediscovering Magazines In a Changing Marketplace"
- "Isolating and Measuring the Effects of Magazine Advertising"
- "Citizens, Consumers & Communications"
- Magazine-Newsletter of Advertising
- Magazine-Newsletter of Research

Copies are available on request.

The Magazine Publishers Association Information Center has an extensive collection of information about magazines and magazine advertising. This is available to members, advertisers, advertising agencies, colleges and universities, and to others concerned with more effective advertising.

B | MAGAZINE SUCCESS STORIES

Magazine Publishers Association has issued two booklets of case histories of advertisers who have used magazines successfully: "Folio of Success" and "Magazine Ads in Action." Copies are available on request.

C | REFERENCES

Books

History of American Magazines

Volumes 1-5, covering the years 1741 to 1930

Frank Luther Mott, Harvard University Press

Magazines in the Twentieth Century

Theodore Peterson, University of Illinois Press, 1964

Magazines in the United States

James Playsted Wood, The Ronald Press Co., 1971

Modern Circulation Methods

S. Arthur Dembner and William E. Masee, McGraw-Hill Book Co., 1968

Modern Magazine Editing

Robert Root, Wm. C. Brown Company, 1966

Understanding Magazines

Roland E. Wolsley, Iowa State University Press, 1969

Directories

Ayer Directory of Publications—Newspapers/Magazines (U.S. and Canada) annual

N. W. Ayer & Son, Inc.

West Washington Square, Philadelphia, Pennsylvania 19106

Standard Periodical Directory (U.S. and Canada)—1973

Oxbridge Publishing Company, Inc.

150 East 52nd Street, New York, N.Y. 10022

Standard Rate & Data Service

Consumer Magazine and Farm Publication section, monthly

Business Publication section, monthly

Standard Rate & Data Service, Inc.

5201 Old Orchard Road, Skokie, Illinois 60078

Ulrich's International Periodicals Directory 14th Edition, 1971 and Supplement, 1972

R. R. Bowker Company

1180 Avenue of the Americas, New York, N.Y. 10036

Who's Who in Independent Distribution—Paperbacks & Periodicals

North American Publishing Co.

134 North Thirteenth Street

Philadelphia, Pennsylvania 19107

ORGANIZATIONS LISTED IN THIS REPORT

The Advertising Checking Bureau, Inc.
353 Park Avenue South
New York, New York 10010
212/685-7300
(V-D)

Agri-Com, Inc.
1500 Brookside Drive
St. Joseph, Missouri 64506
816/233-8261
(V-C)

Association of National Advertisers
155 East 44th Street
New York, New York 10017
212/697-5950
(I-C; IV-B; VIII-A)

Audience Studies, Inc.
711 Fifth Avenue
New York, New York 10022
212/752-1080
(VI-E)

Audit Bureau of Circulation
123 North Wacker Drive
Chicago, Illinois 60606
312/236-7994
(I-A1, 2)

Axiom Market Research Bureau, Inc.
Target Group Index
420 Lexington Avenue
New York, New York 10017
212/725-2265
(II-A, G, I, L; VII-A)

Chilton Ad-Chart Services
Chestnut & 56th Streets
Philadelphia, Pennsylvania 19139
215/748-2000
(VI-G)

Conceptual Dynamics, Inc.
70 Glen Cove Road
Roslyn Heights, New York 11577
516/484-9170
(II-K)

Gallup & Robinson, Inc.
Research Park
Princeton, New Jersey 08540
609/924-3400
(VI-B)

The Lloyd H. Hall Company, Inc.
261 Madison Avenue
New York, New York 10016
212/682-7064
(II-F; III-B)

**The Harvey Communication
Measurement Service**
Temple Building, 14th Floor
Rochester, New York 14604
716/232-4268
(VI-F)

The Information Source
1709 West Eighth Street
Los Angeles, California 90017
213/484-1464
(III-E; VII-D)

Interactive Market Systems, Inc.
360 Lexington Avenue
New York, New York 10017
212/682-4660
(II-G)

Leading National Advertisers, Inc.
P.O. Box 525
Norwalk, Connecticut 06856
203/838-4396
(V-B, E)

Continued on next page

Magazine Publishers Association, Inc.
575 Lexington Avenue
New York, New York 10022
212/752-0055
(I-D, L; IV-C; V-F, G; VI-H; VIII-A, B)

Marketmath, Inc.
1860 Broadway
New York, New York 10023
212/757-6489
(II-J)

Marketronics, Inc.
500 Fifth Avenue
New York, New York 10036
212/594-6400
(II-H)

M. I. F. Enterprises, Inc.
(Markets in Focus)
680 Fifth Avenue
New York, New York 10019
212/582-3535
(II-C; VII-C)

Opinion Research Corporation
North Harrison Street
Princeton, New Jersey 08540
609/924-5900

1221 Avenue of the Americas
New York, New York 10020
212/997-3643
(II-D1, 2; VI-D)

**Publishers Information
Bureau, Inc.**
575 Lexington Avenue
New York, New York 10022
212/752-0055
(V-A, B, F)

Readex, Inc.
140 Quail Street
St. Paul, Minnesota 55115
612/426-3221
(III-C1, 2; VI-C1, 2, 3)

**W. R. Simmons & Associates
Research, Inc.**
235 East 42nd Street
New York, New York 10017
212/986-7700
(II-B, G, H, I, L; VII-B)

Lee Slurzberg Research, Inc.
120 East 56th Street
New York, New York 10022
212/980-3335
(II-E)

Standard Rate & Data Service, Inc.
5201 Old Orchard Road
Skokie, Illinois 60076
312/966-8500
(I-B; III-A; IV-A1, 2; V-E)

Daniel Starch & Staff, Inc.
Mamaroneck, New York 10543
914/698-0800
(II-G; VI-A1, 2, 3, 4, 5)

Telmar Communication Corporation
90 Park Avenue
New York, New York 10016
212/986-6610
(II-I, J)

The H. W. Wilson Company
950 University Avenue
Bronx, New York 10452
212/588-8400
(III-D)

Magazine Publishers Association, Inc.
Magazine Center

5 Lexington Avenue
New York, N.Y. 10022

