



City and Regional Magazine Association 2010

What is



The City & Regional Magazine Association represents the leading regional and local, general interest, consumer magazines in the United States, Canada and Mexico.

The combined circulation of CRMA members is just under 5 million, making city and regional publications a medium your clients and advertisers are looking for when seeking to reach an affluent, active, upscale consumer audience.

Touting higher than normal levels of discretionary income and spending patterns.

Just the Facts.....the CRMA touts

73 Markets

73 Magazines

Local, Regional and National Combined Coverage

4+ Million Circulation

21+ Million Readers



Local Impact

City & Regional Magazines fill a void not available in national media:

They are read and reviewed on a regular basis by community opinion leaders.

They inspire very high levels of readership and an intense personal involvement.

Source: Erdos & Morgan Study of Local Influence & Involvement



City & Regional Magazine Audience

Spectacular in Demographic Quality

Affluent

Involved

Well Educated

Influential

Active Consumers

Who Take Actions Based on What They Read



An Affluent, Active Audience

54.9 Female

Median Age: 45.2

Home Owners 80.5%

Median HHI \$83,785

Disposable Income - \$115 Billion

Source: Erdos & Morgan Study of Local Influence & Involvement



CRMA MRI Audience Prototype

50% Conde Nast Traveler

+

50% Architectural Digest*

^

5.25 Readers Per Copy**

* Developed using UMPIRE computer generated match program

** Average of measured City and Regional Magazines



Audience Size and Cost Per Thousand

	<i>Audience (000)</i>	<i>RPC</i>	<i>CPM</i>
CRMA*	18,164	5.25	\$21.78
Conde Nast Traveler	3,336	4.23	\$20.71
Architectural Digest	5,319	6.70	\$13.94
Travel and Leisure	4,735	4.37	\$16.77
Vanity Fair	5,408	5.27	\$16.91
Midwest Living	3,130	3.71	\$22.65
New Yorker	3,467	4.15	\$21.21
Sunset	4,739	3.23	\$15.68
Southern Living	13,854	8.55	\$8.08
Town & Country	3,837	8.41	\$14.63

* Created as 1/2 Conde Nast Traveler and 1/2 Architectural Digest. Based on circulation of 3,459,900 and 4-C cost of \$395,615
Source: MRI Doublebase

Basic Demographics

	<i>Female</i>	<i>P/M (Index)</i>	<i>College Grad+ (Index)</i>
CRMA*	54.9%	212	215
Conde Nast Traveler	54.3%	207	214
Architectural Digest	56.2%	217	218
Travel and Leisure	62.3%	184	187
Vanity Fair	80.2%	166	156
Midwest Living	77.3%	150	144
New Yorker	54.2%	196	234
Sunset	69.5%	159	177
Southern Living	75.9%	140	143
Town & Country	72.4%	117	122

* Created as 1/2 Conde Nast Traveler and 1/2 Architectural Digest. Based on circulation of 3,459,900 and 4-C cost of \$395,615
Source: MRI Doublebase

Basic Demographics

	<i>Median HHI</i>	<i>Median IEI</i>	<i>Median Age</i>
CRMA*	\$83,785	\$43,920	45.2
Conde Nast Traveler	\$81,677	\$43,841	45.9
Architectural Digest	\$84,744	\$44,471	44.4
Travel and Leisure	\$78,333	\$42,356	47.5
Vanity Fair	\$64,296	\$34,874	40.0
Midwest Living	\$62,019	\$31,650	49.2
New Yorker	\$68,649	\$42,823	48.4
Sunset	\$68,351	\$40,202	50.1
Southern Living	\$59,633	\$33,533	47.2
Town & Country	\$57,444	\$31,473	43.7

* Created as 1/2 Conde Nast Traveler and 1/2 Architectural Digest. Based on circulation of 3,459,900 and 4-C cost of \$395,615 Source: MRI Doublebase

Home Ownership

	<i>Own home (Index)</i>	<i>Median Home value</i>	<i>Own Weekend, Vacation home (Index)</i>
CRMA*	110	\$225,147	219
Conde Nast Traveler	111	\$197,821	227
Architectural Digest	108	\$243,039	204
Travel and Leisure	111	\$183,227	203
Vanity Fair	86	\$165,489	129
Midwest Living	119	\$134,794	209
New Yorker	96	\$203,450	166
Sunset	117	\$247,470	157
Southern Living	118	\$131,914	154
Town & Country	102	\$150,924	135

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Source: MRI Doublebase

Consumer Characteristics: High Ticket Items

	<i>Spent \$1,000+ on fine jewelry past year</i>	<i>Spent \$300+ for watch past year</i>	<i>Own car bought new past year</i>	<i>Own luxury car</i>
CRMA*	203	193	141	191
Conde Nast Traveler	225	159	141	185
Architectural Digest	188	239	145	199
Travel and Leisure	177	256	139	166
Vanity Fair	143	228	120	137
Midwest Living	79	67	133	155
New Yorker	112	120	126	139
Sunset	171	146	135	155
Southern Living	113	98	128	152
Town & Country	146	143	130	134

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Source: MRI Doublebase

Consumer Characteristics: Travel

	<i>Own Passport</i>	<i>Foreign Trip past 3 years</i>	<i>Average spent foreign vacation past year</i>
CRMA*	202	194	\$2,818
Conde Nast Traveler	219	207	\$2,856
Architectural Digest	185	177	\$2,767
Travel and Leisure	188	184	\$2843
Vanity Fair	147	152	\$2,476
Midwest Living	101	114	\$2,395
New Yorker	180	172	\$3,085
Sunset	157	153	\$2.697
Southern Living	98	98	\$2,597
Town & Country	115	124	\$2,692

* Created as 1/2 Conde Nast Traveler and 1/2 Architectural Digest. Based on circulation of 3,459,900 and 4-C cost of \$395,615
Source: MRI Doublebase

Consumer Characteristics: Travel

	<i>Took domestic vacation past year</i>	<i>Average spent domestic past year</i>	<i>Took cruise past 3 years</i>
CRMA*	142	\$1,913	192
Conde Nast Traveler	142	\$2,000	237
Architectural Digest	139	\$1,814	150
Travel and Leisure	133	\$1,896	199
Vanity Fair	117	\$1,683	122
Midwest Living	143	\$1,592	125
New Yorker	132	\$1,733	165
Sunset	129	\$1,709	154
Southern Living	129	\$1,632	122
Town & Country	113	\$1,636	137

* Created as 1/2 Conde Nast Traveler and 1/2 Architectural Digest. Based on circulation of 3,459,900 and 4-C cost of \$395,615

Source: MRI Doublebase

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Source: MRI Doublebase

Consumer Characteristics: Financial/Liquor

	<i>Used broker past year</i>	<i>Own securities worth \$50,000+</i>	<i>Drink alcoholic beverages other than beer/wine</i>
CRMA*	193	205	146
Conde Nast Traveler	203	213	149
Architectural Digest	178	191	139
Travel and Leisure	165	171	128
Vanity Fair	104	112	130
Midwest Living	113	157	116
New Yorker	181	207	124
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Town & Country	116	103	115

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Source: MRI Doublebase

The Nation's **Most Affluent** Publications

Hemispheres (United)
Wall Street Journal
American Way
Delta Sky
Attache (US Air)
Barron's
Continental
SW Spirit
Forbes
Kiplinger's Personal Finance
Architectural Digest
CRMA
Fortune
Business Week
Conde Nast Traveler

* Source: MRI Doublebase

CRMA Audience vs. National Magazine

Good Housekeeping	24,675,000
CRMA	18,160,000
House & Garden	13,440,000
Southern Living	13,854,000
House Beautiful	5,561,000
Vanity Fair	5,408,000
Travel and Leisure	4,735,000
Traditional Home	4,019,000
Town and Country	3,837,000
New Yorker	3,467,000
Conde Nast Traveler	3,336,000
Metropolitan Home	3,037,000
Midwest Living	2,923,000
Elle Decor	1,782,000

* Source: Doublebase Mediamark Research Inc.



Readership Per Copy is High!

House & Garden	16.33
Country Home	7.68
House Beautiful	6.21
Good Housekeeping	5.42
CRMA	5.25
Better Homes & Gardens	5.05
Metropolitan Home	4.94
Women's Day	4.93
Traditional Home	4.87
Home	4.47
Elle Décor	3.82
Midwest Living	3.46
Ladies' Home Journal	3.40



CRMA Duplication is Low!

Some Examples...

Better Homes & Gardens	2%
Home	2%
Ladies' Home Journal	2%
Traditional Home	2%
Country Home	3%
House & Garden	3%
Midwest Living	3%
Women's Day	4%



Erdos & Morgan:

A Study of

Local Influence and Involvement



Principle Findings

INFLUENTIALS

Better than 8 of every 10 (82.6%) local opinion leaders report reading one or more of the last four issues of their city magazine.

77.1% are Top Management.

Median HHI is \$273,100 and one in three (33.7%) have an HHI in excess of \$400,000.

Principle Findings

SUBSCRIBERS:

Nearly nine of every 10 subscribers (87.4%) read at least 3 of the past 4 issues.

Average income is \$145,100.

All report spending significant amounts of money in the past year for an item such as a luxury car, jewelry, home decorating or remodeling, vacation travel, sports or fitness equipment or investments.

Documentation

ABC/BPA Audits in Major Markets

MRI Subscriber Studies

MRI National Audience Prototype

Media Audit/Scarborough for Local

Market Measurements