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Special Notice to Clients: Weighting for Spanish Language Capability

Beginning with Wave 64 (the second wave of the Spring 2011 Report), GfK MRI has added the question asking “language personally spoken in the home” to its set of variables used in the sample balancing algorithm. Respondents are classified into one of five mutually exclusive classifications. They are:

- Speaks only English
- Speaks mostly English, but some Spanish
- Speaks mostly Spanish, but some English
- Speaks only Spanish
- Speaks both equally or other language

The weighting is only applied to Hispanic respondents in the survey.

GfK MRI is using the most recent Nielsen universe estimates for these categories in the sample balancing algorithm. Nielsen is considered to be the standard for establishing language propensities among Hispanics.

The Media Rating Council (MRC) Guidelines require accredited companies to communicate the expected impact of this change on audience ratings and sampling efficiency. To comply with that standard, the following table shows the approximate impact on print audience levels for a single year’s estimates (based on an analysis of Spring 2011 data):

	Number Of Publications	% of Total Publications	% Relative Change
	5	2.31%	+2.00% or greater
	6	2.78%	+1.00 to +1.99%
	29	13.43%	0.00 to +0.99%
	83	38.43%	0.00 to -0.99%
	60	27.78%	-1.00 to -1.99%
	26	12.04%	-2.00 to -2.99%
	7	3.24%	-3.00% or greater
Total	216	100.00%	

The expected relative changes, while generally extremely small, reflect the increased weights given to Spanish dominant respondents who are generally less likely to read English language magazines. Additionally, it is reasonable to assume that any media brand that reaches disproportionately more Spanish dominant Hispanics than English dominant Hispanics would experience some audience increase with the introduction of this sample balancing variable. The opposite effect is likely for those media brands that attract disproportionately more English dominant Hispanics than they do Spanish dominant Hispanics.

Our analysis of the effect on effective sample size reveals that there is an approximate loss of 1% in statistical efficiency.

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* A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION

Prior to Wave 48, the MRI questionnaire and product booklet were only available in English. When the selected respondent within a household was not able to participate in an English language interview, attempts were made to make use of a translator. This translator might have been a family member, a neighbor or the interviewer. If it was not possible to find an individual to carry out this translation, no interview was conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study prior to Wave 48 was limited to Spanish speaking individuals who are English language capable or who live in households with at least one English language capable individual. We believe that the partial use of bi-lingual interviewers or neighbors resulted in an extension of this covered population to a larger portion of the non-English language capable population. However, because these individuals are not always present, we have chosen to be conservative in our coverage descriptions. As a result, we define the Spanish language population (prior to W48) to be Spanish language individuals who are English language capable or who live in households with at least one English language capable individual.

Beginning with Wave 48, the MRI questionnaire and product booklet are available in both English and Spanish. When the selected respondent within a household is not able to participate in an English language interview, a Spanish language capable interviewer will administer the interview in Spanish, using Spanish-language materials or, a non-Spanish-language capable interviewer will attempt to use an intermediary (also using Spanish language materials). This intermediary may be a family member, a neighbor, etc. If a Spanish-language capable interviewer is not available in the area, and it is not possible to find an intermediary, no interview is conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study (beginning in Wave 48) is limited to the availability of Spanish-speaking interviewers or to the presence of at least one English language capable intermediary.

* A NOTICE ABOUT NEW RACE CLASSIFICATION

Beginning with the 2000 Census, the race question allowed for multi-classification (i.e. a person may claim to be two or more races). MRI implemented this question change in W48. For this reason choices under the new definition will add to greater than 100 percent. In addition, prior to the 2000 Census, Hispanics who claimed to be a race other than "White" were predominantly reassigned to a "White" race classification. This is no longer the case. Beginning with Wave 48 in the Spring 2003 report, MRI post-stratified race using the new census race definitions and questions. This post-stratification entailed classifying respondents as "White Only," "Black/African American Only," or "Other Race" (which included respondents claiming to be Asian, American Indian or Alaska Native, or respondents who claimed to be of two or more races.)

* A NOTICE ABOUT NEW OCCUPATION CLASSIFICATION

Beginning with the 2000 Census, the revised Standard Occupation Classification System was employed to code Census occupational data. Beginning with the Fall 2004 report, MRI is releasing these new occupational codes. The old occupational codes are no longer available because of the break in trend between the two coding structures. (See note to clients accompanying release of Fall 2004 report or go to <http://mrisimmons.com> and select "Client Resources"; "Understanding the Survey"; "Client Notices".)

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DISTRIBUTION OF FINAL WEIGHTS

Weights in Thousands	Number of Respondents	%	Cumulative %
0-0.99	2277	8.2	8.2
1.00-1.99	3239	11.7	20.0
2.00-2.99	2863	10.4	30.3
3.00-3.99	2472	8.9	39.3
4.00-4.99	2185	7.9	47.2
5.00-5.99	1863	6.7	53.9
6.00-6.99	1460	5.3	59.2
7.00-7.99	1211	4.4	63.6
8.00-8.99	1084	3.9	67.5
9.00-9.99	928	3.4	70.8
10.00-14.99	3242	11.7	82.6
15.00-19.99	1773	6.4	89.0
20.00-24.99	980	3.5	92.5
25.00-29.99	603	2.2	94.7
30.00+	1464	5.3	100.0
TOTAL	27644	100.0	

*Totals in table may not equal 100% due to rounding

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SPRING 2020 MAGAZINE GROUPS

The composition of the magazine groups at the time of reporting is as shown below. The audiences reported for these groups are the gross audiences in all instances.

BONNIER MAGAZINE NETWORK

BOATING
FIELD & STREAM
FLYING
OUTDOOR LIFE
POPULAR SCIENCE
SALT WATER SPORTSMAN
YACHTING

BONNIER MARINE AND AVIATION GROUP

BOATING
FLYING
SALT WATER SPORTSMAN
YACHTING

BONNIER OUTDOOR GROUP

FIELD & STREAM
OUTDOOR LIFE

CONDÉ NAST PACKAGE

ALLURE
ARCHITECTURAL DIGEST
BON APPÉTIT
CONDÉ NAST TRAVELER
GQ (GENTLEMEN'S QUARTERLY)
THE NEW YORKER
VANITY FAIR
VOGUE
WIRED

HEARST DESIGN GROUP

ELLE DÉCOR
HOUSE BEAUTIFUL
VERANDA

HEARST MEN'S GROUP

CAR AND DRIVER
ESQUIRE
MEN'S HEALTH
POPULAR MECHANICS
ROAD & TRACK

HEARST MAGAZINE GROUP

BICYCLING
CAR AND DRIVER
COSMOPOLITAN
COUNTRY LIVING
ELLE
ELLE DÉCOR
ESQUIRE
FOOD NETWORK MAGAZINE
GOOD HOUSEKEEPING
HARPER'S BAZAAR
HGTV MAGAZINE
HOUSE BEAUTIFUL
MARIE CLAIRE
MEN'S HEALTH
O, THE OPRAH MAGAZINE
POPULAR MECHANICS
PREVENTION
ROAD & TRACK
RUNNER'S WORLD
TOWN & COUNTRY
VERANDA
WOMAN'S DAY
WOMEN'S HEALTH

THE OUTDOOR SPORTSMAN TROPHY GROUP

GAME & FISH
GUNS & AMMO
HUNTING
IN-FISHERMAN

TRUSTED MEDIA BRANDS, INC. GROUP

BIRDS AND BLOOMS
COUNTRY
FAMILY HANDYMAN
READER'S DIGEST
REMINISCE
TASTE OF HOME

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FREQUENCY OF PUBLICATION

There are instances of alterations in the frequency of publication either by adding or dropping issues in specified time periods. This should be borne in mind when using the data.

<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
Allure	Monthly	Published 11 times a year.
Architectural Digest	Monthly	Published 11 times a year.
Arthritis Today	Bi-Monthly	Published 5 times a year.
The Atlantic	Monthly	Published 10 times a year.
Bassmaster	Bi-Monthly	Published 8 times a year.
Bloomberg Businessweek	Weekly	Published 42 times a year.
Boating	Monthly	Published 9 times a year.
Bon Appetit	Monthly	Published 10 times a year.
Boy's Life	Monthly	Published 9 times a year.
Car and Driver	Monthly	Published 10 times a year.
Conde Nast Traveler	Bi-Monthly	Published 8 times a year.
Cooking with Paula Deen	Bi-Monthly	Published 7 times a year.
Country Living	Monthly	Published 10 times a year.
Departures	Bi-Monthly	Published 7 times a year.
Diabetic Living	Bi-Monthly	Published 4 times a year.
Discover	Bi-Monthly	Published 8 times a year.
EatingWell	Monthly	Published 10 times a year.
The Economist	Weekly	Published 50 times a year.
Elle Decor	Monthly	Published 10 times a year.
Entrepreneur	Bi-Monthly	Published 8 times a year.
Esquire	Monthly	Published 6 times a year.
Essence	Bi-Monthly	Published 6 times a year.
Family Handyman	Bi-Monthly	Published 8 times a year.
Field & Stream	Bi-Monthly	Published 4 times a year.
First for Women	Tri-Weekly	Published 17 times a year.
Food Network Magazine	Monthly	Published 10 times a year.
Forbes	Bi-Monthly	Published 7 times a year.
Fortune	Monthly	Published 11 times a year.
Game & Fish	Monthly	Published 10 times a year.
Golf Digest	Monthly	Published 11 times a year.

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<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
Golf Magazine	Monthly	Published 11 times a year.
Golfweek	Monthly	Published 7 times a year.
Good Housekeeping	Monthly	Published 10 times a year.
GQ	Monthly	Published 10 times a year.
Guideposts	Monthly	Published 10 times a year.
Harper's Bazaar	Monthly	Published 10 times a year.
Health	Monthly	Published 10 times a year.
HGTV Magazine	Monthly	Published 10 times a year.
Hot Rod	Monthly	Published 11 times a year.
House Beautiful	Monthly	Published 8 times a year.
Hunting	Bi-Monthly	Published 8 times a year.
Inc.	Bi-Monthly	Published 7 times a year.
In-Fisherman	Bi-Monthly	Published 7 times a year.
Magnolia Journal	Bi-Monthly	Published 4 times a year.
Marie Claire	Monthly	Published 10 times a year.
Martha Stewart Living	Monthly	Published 10 times a year.
Men's Health	Monthly	Published 10 times a year.
Men's Journal	Monthly	Published 10 times a year.
MotorTrend	Monthly	Published 11 times a year.
National Geographic Kids	Monthly	Published 10 times a year.
The New Yorker	Weekly	Published 47 times a year.
Outdoor Life	Bi-Monthly	Published 4 times a year.
Outside	Bi-Monthly	Published 8 times a year.
People en Español	Monthly	Published 9 times a year.
Popular Mechanics	Bi-Monthly	Published 6 times a year.
Popular Science	Bi-Monthly	Published 4 times a year.
Reader's Digest	Monthly	Published 10 times a year.
Road & Track	Monthly	Published 10 times a year.
Salt Water Sportsman	Monthly	Published 9 times a year.
Shape	Monthly	Published 10 times a year.
Ski	Monthly	Published 4 times a year.
Smithsonian	Monthly	Published 10 times a year.
Southern Living	Monthly	Published 11 times a year.
Sports Illustrated	Tri-Weekly	Published 16 times a year.
Time	Weekly	Published 44 times a year.

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<u>MAGAZINE</u>	<u>MEASURED AS</u>	<u>ACTUALLY</u>
Town & Country	Monthly	Published 9 times a year.
TV Guide Magazine	Bi-Weekly	Published 26 times a year.
VFW Magazine	Monthly	Published 10 times a year.
WebMD Magazine	Bi-Monthly	Published 8 times a year.
Wine Spectator	Tri-Weekly	Published 14 times a year.
Wired	Monthly	Published 11 times a year.
Woman's Day	Monthly	Published 10 times a year.
Women's Health	Monthly	Published 10 times a year.

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NEWSPAPER DISTRIBUTED MAGAZINE

The estimates for the following newspaper distributed magazine is based on the readers of the appropriate carriers.

Parade Carrier Newspapers

The current carrier list was used to construct the estimates for the magazine specified above. In order to meet the tabulation schedule, March 20th was established as the deadline for MRI to receive the list. Any changes that were brought to our attention after this date were not included.

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Parade

Anniston Star	AL
Athens News Courier	AL
Cullman Times	AL
Dothan Eagle	AL
Gadsden Times	AL
Huntsville Times	AL
Mobile Press-Register	AL
Montgomery Advertiser	AL
Opelika-Auburn News	AL
Talladega Daily Home	AL
Tuscaloosa News	AL
Baxter Bulletin	AR
Camden News	AR
Conway Log Cabin Democrat	AR
Fort Smith Times Record	AR
Magnolia Banner-News	AR
Northwest Arkansas Democrat-Gazette	AR
Pine Bluff Commercial	AR
South Arkansas News	AR
Arizona Daily Star	AZ
Arizona Republic	AZ
Flagstaff Arizona Daily Sun	AZ
Kingman Daily Miner	AZ
Lake Havasu Today's News-Herald	AZ
Prescott Daily Courier	AZ
Sun City Daily News-Sun	AZ
Yuma Sun	AZ
Bakersfield Californian	CA
Chico Enterprise-Record	CA
East Bay Times	CA
Eureka Times-Standard	CA
Fairfield Daily Republic	CA
Fresno Bee	CA
Hanford Sentinel	CA
Inland Valley Daily Bulletin	CA
Lake County Record-Bee	CA
Long Beach Press-Telegram	CA
Los Angeles Daily News	CA
Los Angeles Times	CA
Marin Independent Journal	CA
Merced Sun-Star	CA
Modesto Bee	CA

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Monterey County Herald	CA
Napa Valley Register	CA
Orange County Register	CA
Palm Springs Desert Sun	CA
Palmdale Antelope Valley Press	CA
Pasadena Star-News	CA
Porterville Recorder	CA
Press-Dispatch	CA
Red Bluff Daily News	CA
Redding Record Searchlight	CA
Ridgecrest Daily Independent	CA
Riverside Press-Enterprise	CA
Sacramento Bee	CA
San Bernardino Sun	CA
San Diego Union-Tribune	CA
San Francisco Chronicle	CA
San Gabriel Valley Tribune	CA
San Jose Mercury News	CA
San Luis Obispo Tribune	CA
Santa Barbara News-Press	CA
Santa Clarita Signal	CA
Santa Cruz Sentinel	CA
Santa Maria Times	CA
Santa Rosa Press Democrat	CA
Siskiyou Daily News	CA
Stockton Record	CA
Torrance Daily Breeze	CA
Ukiah Daily Journal	CA
Vacaville Reporter	CA
Vallejo Times-Herald	CA
Ventura County Star	CA
Visalia Times Delta	CA
Whittier Daily News	CA
Woodland Daily Democrat	CA
Boulder Daily Camera	CO
Canon City Daily Record	CO
Colorado Springs Gazette	CO
Denver Post	CO
Fort Collins Coloradoan	CO
Grand Junction Daily Sentinel	CO
Longmont Daily Times-Call	CO
Loveland Reporter-Herald	CO
Montrose Daily Press	CO
Pueblo Chieftain	CO

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Trinidad Chronicle-News	CO
Bridgeport Connecticut Post	CT
Danbury News-Times	CT
Greenwich Time	CT
Hartford Courant	CT
Manchester Journal Inquirer	CT
Meriden-Wallingford Record-Journal	CT
Middletown Press	CT
New Britain Herald Press	CT
New Haven Register	CT
New London Day	CT
Norwich Bulletin	CT
Stamford Advocate	CT
Torrington Register Citizen	CT
Waterbury Republican	CT
Washington Post	DC
Delaware State News (Dover)	DE
Wilmington News Journal	DE
Bradenton Herald	FL
Crystal River Citrus County Chronicle	FL
Daytona Beach News-Journal	FL
Florida Times-Union	FL
Fort Myers News-Press	FL
Fort Pierce Tribune	FL
Fort Walton Northwest Florida Daily News	FL
Gainesville Sun	FL
Lakeland Ledger	FL
Leesburg Daily Commercial	FL
Melbourne Florida Today	FL
Miami Herald	FL
Naples Daily News	FL
Ocala Star-Banner	FL
Orlando Sentinel	FL
Palm Beach Post	FL
Panama City News Herald	FL
Pensacola News Journal	FL
Sarasota Herald-Tribune	FL
Sebring Highlands Today	FL
South Florida Sun Sentinel	FL
St. Augustine Record	FL
Stuart News	FL
Tallahassee Democrat	FL
Tampa Bay Times	FL
The Villages Daily Sun	FL

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Vero Beach Press-Journal	FL
Albany Herald	GA
Athens Banner-Herald	GA
Atlanta Journal-Constitution	GA
Augusta Chronicle	GA
Columbus Ledger-Enquirer	GA
Dalton Daily Citizen	GA
Macon Telegraph	GA
Milledgeville Union Recorder	GA
Moultrie Observer	GA
Savannah Morning News	GA
Thomasville Times-Enterprise	GA
Tifton Gazette	GA
Valdosta Daily Times	GA
Ames Tribune	IA
Cedar Rapids Gazette	IA
Clinton Herald	IA
Council Bluffs Daily Nonpareil	IA
Davenport Quad City Times	IA
Des Moines Register	IA
Fort Dodge Messenger	IA
Iowa City Press-Citizen	IA
Marshalltown Times-Republican	IA
Mason City Globe-Gazette	IA
Oskaloosa Herald	IA
Ottumwa Courier	IA
Sioux City Journal	IA
Waterloo Courier	IA
Boise Idaho Statesman	ID
Idaho Falls Post-Register	ID
Lewiston Morning Tribune	ID
Nampa Idaho Press-Tribune	ID
Pocatello Idaho State Journal	ID
Twin Falls Times-News	ID
Alton Telegraph	IL
Belleville News-Democrat	IL
Bloomington Pantagraph	IL
Canton Daily Ledger	IL
Carbondale Southern Illinoisan	IL
Carmi Times	IL
Champaign News-Gazette	IL
Chicago Tribune	IL
Danville Commercial News	IL
Decatur Herald & Review	IL

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Edwardsville Intelligencer	IL
Effingham Daily News	IL
Freeport Journal-Standard	IL
Galesburg Register-Mail	IL
Jacksonville Journal Courier	IL
Kankakee Daily Journal	IL
Kewanee Star-Courier	IL
Macomb Journal	IL
Moline Dispatch	IL
Monmouth Daily Review Atlas	IL
Olney Daily Mail	IL
Ottawa Times	IL
Pekin Daily Times	IL
Peoria Journal Star	IL
Pontiac Daily Leader	IL
Quincy Herald Whig	IL
Rock Island Argus	IL
Rockford Register Star	IL
Springfield State Journal-Register	IL
Anderson Herald Bulletin	IN
Bedford Times-Mail	IN
Bloomington Herald-Times	IN
Columbus Republic	IN
Evansville Courier & Press	IN
Fort Wayne Journal Gazette	IN
Franklin Daily Journal	IN
Goshen News	IN
Greenfield Daily Reporter	IN
Greensburg Daily News	IN
Indianapolis Star	IN
Jeffersonville News and Tribune	IN
Kokomo Tribune	IN
Lafayette Journal and Courier	IN
Lebanon Reporter	IN
Logansport Pharos Tribune	IN
Martinsville Reporter-Times	IN
Muncie Star Press	IN
Munster Times	IN
Richmond Palladium-Item	IN
Seymour Tribune	IN
South Bend Tribune	IN
Terre Haute Tribune-Star	IN
Vincennes Sun-Commercial	IN
Dodge City Globe	KS

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Garden City Telegram	KS
Hays Daily News	KS
Hutchinson News	KS
Lawrence Journal-World	KS
Manhattan Mercury	KS
McPherson Sentinel	KS
Newton Kansan	KS
Ottawa Herald	KS
Pittsburg Morning Sun	KS
Salina Journal	KS
Topeka Capital-Journal	KS
Wichita Eagle	KS
Ashland Independent	KY
Bowling Green Daily News	KY
Corbin Times-Tribune	KY
Elizabethtown News-Enterprise	KY
Glasgow Daily Times	KY
Henderson Gleaner	KY
Kentucky Enquirer	KY
Lexington Herald-Leader	KY
Louisville Courier-Journal	KY
Madisonville Messenger	KY
Maysville Ledger Independent	KY
Owensboro Messenger-Inquirer	KY
Paducah Sun	KY
Richmond Register	KY
Somerset Commonwealth-Journal	KY
Baton Rouge Advocate	LA
DeRidder Beauregard Daily News	LA
Houma Courier	LA
Lafayette Daily Advertiser	LA
Lake Charles American Press	LA
Leesville Daily Leader	LA
Monroe News-Star	LA
New Orleans Times-Picayune	LA
Shreveport Times	LA
Sulphur Southwest Daily News	LA
Boston Globe	MA
Brockton Enterprise	MA
Cape Cod Times	MA
Fall River Herald News	MA
Fitchburg Sentinel & Enterprise	MA
Framingham MetroWest Daily News	MA
Gloucester Daily Times	MA

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Lowell Sun	MA
Milford Daily News	MA
New Bedford Standard-Times	MA
Newburyport Daily News	MA
North Andover Eagle-Tribune	MA
Pittsfield Berkshire Eagle	MA
Quincy Patriot Ledger	MA
Salem News	MA
Springfield Republican	MA
Taunton Daily Gazette	MA
Worcester Telegram & Gazette	MA
Annapolis Capital	MD
Baltimore Sun	MD
Carroll County Times	MD
Cumberland Times-News	MD
Easton Star Democrat	MD
Frederick News-Post	MD
Hagerstown Herald-Mail	MD
Salisbury Daily Times	MD
Augusta Kennebec Journal	ME
Bangor Daily News	ME
Lewiston Sun-Journal	ME
Maine Telegram	ME
Adrian Daily Telegram	MI
Battle Creek Enquirer	MI
Bay City Times	MI
Big Rapids Pioneer	MI
Cheboygan Daily Tribune	MI
Coldwater Daily Reporter	MI
Detroit Free Press	MI
Flint Journal	MI
Grand Rapids Press	MI
Hillsdale Daily News	MI
Holland Sentinel	MI
Huron Daily Tribune	MI
Ionia Sentinel Standard	MI
Jackson Citizen Patriot	MI
Kalamazoo Gazette	MI
Lansing State Journal	MI
Livingston County Daily Press & Argus	MI
Macomb Daily	MI
Manistee News Advocate	MI
Marquette Mining Journal	MI
Midland Daily News	MI

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Monroe News	MI
Mount Pleasant Morning Sun	MI
Muskegon Chronicle	MI
Oakland Press	MI
Petoskey News-Review	MI
Port Huron Times Herald	MI
Royal Oak Daily Tribune	MI
Saginaw News	MI
Sault Sainte Marie Evening News	MI
Sturgis Journal	MI
Traverse City Record-Eagle	MI
Bemidji Pioneer	MN
Brainerd Daily Dispatch	MN
Crookston Daily Times	MN
Duluth News-Tribune	MN
Mankato Free Press	MN
Minneapolis Star Tribune	MN
New Ulm Journal	MN
Rochester Post-Bulletin	MN
St. Cloud Times	MN
St. Paul Pioneer Press	MN
West Central Tribune	MN
Winona Daily News	MN
Camdenton Lake Sun	MO
Cape Girardeau Southeast Missourian	MO
Chillicothe Constitution-Tribune	MO
Fulton Sun	MO
Hannibal Courier-Post	MO
Jefferson City News Tribune	MO
Joplin Globe	MO
Kansas City Star	MO
Kirksville Daily Express	MO
Mexico Ledger	MO
Moberly Monitor-Index & Democrat	MO
Neosho Daily News	MO
Park Hills Daily Journal	MO
Rolla Daily News	MO
Sedalia Democrat	MO
Springfield News-Leader	MO
St. Joseph News-Press	MO
St. Louis Post-Dispatch	MO
West Plains Daily Quill	MO
Biloxi-Gulfport Sun Herald	MS
Columbus Commercial Dispatch	MS

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Greenville Delta Democrat-Times	MS
Greenwood Commonwealth	MS
Jackson Clarion-Ledger	MS
McComb Enterprise-Journal	MS
Meridian Star	MS
Northeast Mississippi Daily Journal (Tupelo)	MS
Billings Gazette	MT
Bozeman Daily Chronicle	MT
Butte-Anaconda Montana Standard	MT
Helena Independent Record	MT
Kalispell Daily Inter Lake	MT
Missoula Missoulian	MT
Asheboro Courier-Tribune	NC
Asheville Citizen-Times	NC
Burlington Times-News	NC
Charlotte Observer	NC
Durham Herald-Sun	NC
Elizabeth City Daily Advance	NC
Fayetteville Observer	NC
Gastonia Gaston Gazette	NC
Goldsboro News-Argus	NC
Greensboro News & Record	NC
Greenville Daily Reflector	NC
Hendersonville Times-News	NC
Hickory Daily Record	NC
Jacksonville Daily News	NC
Kinston Free Press	NC
Marion McDowell News	NC
Morganton News Herald	NC
Mount Airy News	NC
New Bern Sun-Journal	NC
Raleigh News & Observer	NC
Rocky Mount Telegram	NC
Shelby Star	NC
Statesville Record and Landmark	NC
Wilmington Star-News	NC
Winston-Salem Journal	NC
Bismarck Tribune	ND
Devils Lake Journal	ND
Dickinson Press	ND
Fargo Forum	ND
Grand Forks Herald	ND
Jamestown Sun	ND
Minot Daily News	ND

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Beatrice Daily Sun	NE
Columbus Telegram	NE
Grand Island Independent	NE
Kearny Hub	NE
Lincoln Journal Star	NE
Norfolk Daily News	NE
North Platte Telegraph	NE
Omaha World-Herald	NE
Scottsbluff Star-Herald	NE
York News-Times	NE
Keene Sentinel	NH
New Hampshire News	NH
Portsmouth Herald	NH
Asbury Park Press	NJ
Atlantic City Press	NJ
Bergen County Record	NJ
Bridgewater Courier News	NJ
Burlington County Times	NJ
Camden Courier-Post	NJ
Jersey Journal	NJ
Morristown Daily Record	NJ
New Brunswick Home News Tribune	NJ
Newark Star-Ledger	NJ
Newton New Jersey Herald	NJ
Passaic Herald-News	NJ
South Jersey Times	NJ
Trenton Times	NJ
Trenton Trentonian	NJ
Vineland Daily Journal	NJ
Alamogordo Daily News	NM
Albuquerque Journal	NM
Carlsbad Current-Argus	NM
Clovis News Journal	NM
Farmington Daily Times	NM
Hobbs News-Sun	NM
Las Cruces Sun-News	NM
Roswell Daily Record	NM
Elko Daily Free Press	NV
Las Vegas Review-Journal	NV
Reno Gazette-Journal	NV
Albany Times Union	NY
Auburn Citizen	NY
Batavia Daily News	NY
Binghamton Press & Sun-Bulletin	NY

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Buffalo News	NY
Canandaigua Daily Messenger	NY
Catskill Daily Mail	NY
Corning Leader	NY
Elmira Star-Gazette	NY
Finger Lakes Times	NY
Glens Falls Post-Star	NY
Gloversville Leader-Herald	NY
Herkimer Evening Telegram	NY
Hornell Spectator	NY
Hudson Register Star	NY
Ithaca Journal	NY
Kingston Daily Freeman	NY
Lockport Union-Sun & Journal	NY
Long Island Newsday	NY
Malone Telegram	NY
Middletown Record	NY
New York Daily News	NY
Niagara Gazette	NY
Oneida Daily Dispatch	NY
Oneonta Daily Star	NY
Plattsburgh Press-Republican	NY
Poughkeepsie Journal	NY
Rochester Democrat and Chronicle	NY
Saratoga Springs Saratogian	NY
Staten Island Advance	NY
Syracuse Post-Standard	NY
Troy Record	NY
Utica Observer-Dispatch	NY
Watertown Daily Times	NY
White Plains Journal News	NY
Akron Beacon Journal	OH
Ashland Times-Gazette	OH
Ashtabula Star-Beacon	OH
Athens Messenger	OH
Bucyrus Telegraph-Forum	OH
Cambridge Daily Jeffersonian	OH
Canton Repository	OH
Chillicothe Gazette	OH
Cincinnati Enquirer	OH
Cleveland Plain Dealer	OH
Columbus Dispatch	OH
Coshocton Tribune	OH
Dayton Daily News	OH

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Defiance Crescent-News	OH
Dover-New Philadelphia Times Reporter	OH
East Liverpool Review	OH
Elyria Chronicle-Telegram	OH
Findlay Courier	OH
Fostoria Review Times	OH
Fremont News Messenger	OH
Hamilton Journal-News	OH
Lancaster Eagle-Gazette	OH
Lima News	OH
Lisbon Morning Journal	OH
Lorain Morning Journal	OH
Mansfield News Journal	OH
Marion Star	OH
Newark Advocate	OH
Port Clinton News-Herald	OH
Salem News	OH
Sandusky Register	OH
Springfield News-Sun	OH
Toledo Blade	OH
Warren Tribune Chronicle	OH
Willoughby News-Herald	OH
Wooster Daily Record	OH
Zanesville Times Recorder	OH
Ardmore Daily Ardmoreite	OK
Claremore Daily Progress	OK
Enid News & Eagle	OK
McAlester News-Capital & Democrat	OK
Muskogee Phoenix	OK
Norman Transcript	OK
Oklahoma City Oklahoman	OK
Stillwater Newspress	OK
Tahlequah Daily Press	OK
Tulsa World	OK
Woodward News	OK
Astoria Daily Astorian	OR
Bend Bulletin	OR
Coos Bay World	OR
Eugene Register-Guard	OR
Klamath Falls Herald & News	OR
Medford Mail Tribune	OR
Mid-Valley Sunday	OR
Ontario Argus Observer	OR
Pendleton East Oregonian	OR

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Portland Oregonian	OR
Salem Statesman Journal	OR
Allentown Morning Call	PA
Beaver County Times	PA
Bedford Daily Gazette	PA
Bucks County Courier Times	PA
Carlisle Sentinel	PA
Chambersburg Public Opinion	PA
Delaware County Daily Times	PA
Doylestown Intelligencer	PA
Du Bois Tri-County Sunday	PA
Easton Express-Times	PA
Erie Times-News	PA
Gettysburg Times	PA
Hanover Evening Sun	PA
Hazleton Standard-Speaker	PA
Honesdale Wayne Independent	PA
Huntingdon Daily News	PA
Johnstown Tribune-Democrat	PA
Lancaster News	PA
Latrobe Bulletin	PA
Lebanon Daily News	PA
Meadville Tribune	PA
New Castle News	PA
Norristown Times Herald	PA
Philadelphia Inquirer	PA
Pittsburgh Post-Gazette	PA
Pocono Record	PA
Pottstown Mercury	PA
Pottsville Republican & Herald	PA
Reading Eagle	PA
Scranton Times	PA
Shamokin-Mount Carmel News-Item	PA
Sharon Herald	PA
State College Centre Daily Times	PA
Sunbury Daily Item	PA
Towanda Daily Review	PA
Tyrone Daily Herald	PA
Uniontown Herald-Standard	PA
Washington Observer-Reporter	PA
Waynesboro Record Herald	PA
West Chester Daily Local News	PA
Wilkes-Barre Times Leader	PA
Wilkes-Barre Voice	PA

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Williamsport Sun-Gazette	PA
York Sunday News	PA
Providence Journal	RI
Aiken Standard	SC
Anderson Independent-Mail	SC
Charleston Post and Courier	SC
Columbia State	SC
Florence Morning News	SC
Greenville News	SC
Greenwood Index Journal	SC
Hilton Head Island Packet	SC
Myrtle Beach Sun News	SC
Orangeburg Times and Democrat	SC
Rock Hill Herald	SC
Spartanburg Herald-Journal	SC
Sumter Item	SC
Aberdeen American News	SD
Mitchell Daily Republic	SD
Rapid City Journal	SD
Sioux Falls Argus Leader	SD
Watertown Public Opinion	SD
Chattanooga Times Free Press	TN
Clarksville Leaf Chronicle	TN
Cleveland Daily Banner	TN
Columbia Daily Herald	TN
Dyersburg State Gazette	TN
Greeneville Sun	TN
Jackson Sun	TN
Johnson City Press	TN
Kingsport Times-News	TN
Knoxville News-Sentinel	TN
Maryville-Alcoa Daily Times	TN
Memphis Commercial Appeal	TN
Morristown Citizen Tribune	TN
Murfreesboro Daily News Journal	TN
Nashville Tennessean	TN
Oak Ridger	TN
Shelbyville Times-Gazette	TN
Abilene Reporter-News	TX
Amarillo Globe-News	TX
Athens Daily Review	TX
Austin American-Statesman	TX
Beaumont Enterprise	TX
Brownsville El Nuevo Heraldo	TX

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Brownsville Herald	TX
Brownwood Bulletin	TX
Bryan-College Station Eagle	TX
Corpus Christi Caller-Times	TX
Dallas Morning News	TX
Denton Record-Chronicle	TX
El Paso Times	TX
Fort Worth Star-Telegram	TX
Gainesville Daily Register	TX
Greenville Herald-Banner	TX
Harlingen Valley Morning Star	TX
Houston Chronicle	TX
Huntsville Item	TX
Jacksonville Daily Progress	TX
Kerrville Daily Times	TX
Killeen Daily Herald	TX
Laredo Morning Times	TX
Lubbock Avalanche-Journal	TX
McAllen Monitor	TX
Midland Reporter-Telegram	TX
Odessa American	TX
Palestine Herald-Press	TX
Paris News	TX
Plainview Daily Herald	TX
San Angelo Standard-Times	TX
San Antonio Express-News	TX
Temple Daily Telegram	TX
Texarkana Gazette	TX
Tyler Courier-Times-Telegraph	TX
Victoria Advocate	TX
Waco Tribune-Herald	TX
Waxahachie Daily Light	TX
Wichita Falls Times Record News	TX
Logan Herald Journal	UT
Provo Daily Herald	UT
St. George Spectrum	UT
Bristol Herald-Courier	VA
Charlottesville Daily Progress	VA
Culpeper Star-Exponent	VA
Danville Register & Bee	VA
Fredericksburg Free Lance-Star	VA
Harrisonburg Daily News-Record	VA
Lynchburg News & Advance	VA
Martinsville Bulletin	VA

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Newport News Daily Press	VA
Norfolk Virginian-Pilot	VA
Petersburg Progress-Index	VA
Richmond Times-Dispatch	VA
Roanoke Times	VA
Staunton News Leader	VA
Waynesboro News Virginian	VA
Winchester Star	VA
Bennington Banner	VT
Brattleboro Weekend Reformer	VT
Burlington Free Press	VT
Bellingham Herald	WA
Ellensburg Daily Record	WA
Kennewick Tri City Hearld	WA
Kitsap Sun	WA
Longview Daily News	WA
Olympia Olympian	WA
Seattle Times	WA
Skagit Valley Herald	WA
Spokane Spokesman-Review	WA
Tacoma News Tribune	WA
Vancouver Columbian	WA
Walla Walla Union Bulletin	WA
Wenatchee World	WA
Yakima Herald-Republic	WA
Appleton Post-Crescent	WI
Baraboo News-Republic/South Central Wisconsin	WI
Beaver Dam Daily Citizen	WI
Central Wisconsin Sunday	WI
Chippewa Falls Herald	WI
Eau Claire Leader-Telegram	WI
Fond Du Lac Reporter	WI
Green Bay Press Gazette	WI
Kenosha News	WI
La Crosse Tribune	WI
Manitowoc Two Rivers Herald Times Reporter	WI
Milwaukee Journal Sentinel	WI
Oshkosh Northwestern	WI
Portage Daily Register	WI
Racine Journal Times	WI
Sheboygan Press	WI
Wausau Daily Herald	WI
Wisconsin State Journal	WI
Beckley Register Herald	WV

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Bluefield Daily Telegraph	WV
Charleston Gazette Mail	WV
Clarksburg Exponent Telegram	WV
Fairmont Times-West Virginian	WV
Martinsburg Journal	WV
Mineral Daily News-Tribune and Mountain Echo (Keyser)	WV
Morgantown Dominion-Post	WV
Parkersburg News and Sentinel	WV
Wheeling News-Register	WV
Casper Star Tribune	WY
Cheyenne Wyoming Tribune-Eagle	WY
Laramie Daily Boomerang	WY
Rock Springs Daily Rocket-Miner	WY

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RELIABILITY OF RESULTS

The estimates obtained in this, as in all sample surveys, are subject to sampling errors or sampling tolerances. As of Fall 2006, sample tolerance calculations are based on the jack-knife replication formula (please see Client Notices and Technical Guide for further detail). These are the measures of the expected differences between survey estimates based on the sample and what would have been obtained had the entire universe been surveyed. These tolerances are used as a measure of the reliability of the results. They are dependent for the most part on the following two factors:

(1) Size of sample. Larger samples and larger estimates have smaller relative tolerances and alternatively, smaller samples and smaller estimates have larger relative tolerances.

(2) Variation or lack of variation in the distribution of the measured item. Phenomena that are equally distributed tend to have smaller tolerances than those characterized by distribution peaks and troughs.

A table showing the sample tolerances for media audiences for adults, men and women is included. These are two sigma tolerances and should be read as follows: "In 95% of these types of samples the value obtained by the sample will differ by no more than plus or minus the specified tolerance from the value obtained in a full survey." Tolerances for other demographic groups can be approximated by using the following procedure.

(1) Compute the ratio of the table tolerance to its corresponding audience.

(2) Depending upon the relative size of the demographic group, multiply this ratio by the appropriate factor in the table below.

(3) Multiply the resultant by the audience of the desired demographic group. This is the two sigma tolerance for that audience.

<u>RELATIVE SIZE OF DEMOGRAPHIC GROUP</u>	<u>FACTOR</u>
50%	1.41
40%	1.58
30%	1.83
20%	2.24
10%	3.16
5%	4.47

In as much as tolerances tend to become quite large for small populations, users should consider using a more generalized audience number with corresponding greater reliability than a more detailed and precise estimate with less reliability.

Estimates involving geographic characteristics have considerably larger tolerances than other demographic factors, since geographic variation is based on the number and dispersion of clusters, while the variations of other demographics are based on the number and dispersion of respondents.

**GFK MRI Spring 2020
Definition of Media Quintiles**

Magazines

Number of reported magazines for which respondent read the average issue based on probabilities, computed on a monthly basis (weeklies weighted by 4, monthlies weighted by 1, and so forth).

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	5+	68.8%	11.6	8+	64.4%	15.9
Quintile II	3-4	20.0%	3.6	4-7	21.4%	5.6
Quintile III	2	7.8%	1.5	2-3	10.2%	2.7
Quintile IV	1	3.4%	0.6	1	3.8%	1.1
Quintile V	0	0.0%	0.0	0	0.3%	0.1
Top ½ (Heavy)	2+	94.1%	6.7	3+	91.8%	9.5
Bottom ½ (Light)	0-1	5.9%	0.4	0-2	8.2%	0.8

Newspapers

Number of newspapers read in an average 28-day period developed from a weighted average of daily newspapers read in a week (weighted by 4) and the number of Sunday papers read in 4 weeks (weighted by 1), based on the number of issues of newspapers respondent reported reading for each of the two periods.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	11+	85.7%	24.9	11+	87.5%	24.5
Quintile II	1-10	14.3%	4.1	1-10	12.5%	3.5
Quintile III	0	0.0%	0.0	0	0.0%	0.0
Quintile IV	0	0.0%	0.0	0	0.0%	0.0
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	1+	100.0%	11.6	1+	100.0%	11.2
Bottom ½ (Light)	0	0.0%	0.0	0	0.0%	0.0

Radio/Audio Weekdays

Number of half hours listened to Monday to Friday all day, developed from the average number of half hours listened to on an average day times five.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	45+	61.3%	81.0	40+	64.3%	71.5
Quintile II	21-44	22.5%	29.7	16-39	21.4%	23.9
Quintile III	11-20	10.8%	14.3	10-15	10.2%	11.3
Quintile IV	1-10	5.3%	7.0	1-9	4.1%	4.6
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	15+	90.5%	47.7	11+	91.4%	40.7
Bottom ½ (Light)	0-14	9.5%	5.0	0-10	8.6%	3.8

**GFK MRI Spring 2020
Definition of Media Quintiles**

Radio/Audio Primetime

Number of half hours listened to Monday to Friday, 6am-7pm, developed from the average number of half hours listened to on an average day times five.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	36+	62.0%	66.1	30+	64.1%	57.2
Quintile II	16-35	22.8%	24.3	11-29	22.0%	19.7
Quintile III	10-15	10.8%	11.5	6-10	10.9%	9.8
Quintile IV	1-9	4.4%	4.7	1-5	3.1%	2.8
Quintile V	0	0.0%	0.0	0	0.0%	0.0
Top ½ (Heavy)	11+	90.9%	38.8	10+	91.6%	32.8
Bottom ½ (Light)	0-10	9.1%	3.9	0-9	8.4%	3.0

TV – Total

Number of half hours viewed per week for all time periods, developed from a weighted average of the number of half hours viewed on an average day. TV Quintiles include any and all TV watching and, thus, include cable, satellite and other viewing.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	95+	48.4%	143.3	106+	47.2%	156.9
Quintile II	60-94	25.3%	75.2	68-105	25.3%	83.7
Quintile III	38-59	16.1%	47.8	42-67	16.4%	54.2
Quintile IV	14-37	8.9%	26.3	20-41	9.3%	30.9
Quintile V	0-13	1.3%	3.8	0-19	1.8%	6.1
Top ½ (Heavy)	48+	82.7%	98.1	55+	81.6%	108.3
Bottom ½ (Light)	0-47	17.3%	20.5	0-54	18.4%	24.4

Outdoor

Number of miles driven in town, city or suburb as driver or passenger in a car or truck in the past week.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	201+	56.5%	284.4	126+	63.6%	244.7
Quintile II	76-200	26.6%	134.3	44-125	22.3%	85.5
Quintile III	43-75	11.7%	59.0	28-43	9.6%	36.7
Quintile IV	15-42	4.3%	21.5	6-27	3.7%	14.2
Quintile V	0-14	0.8%	4.2	0-5	0.8%	3.2
Top ½ (Heavy)	75+	90.6%	182.6	43+	91.5%	140.5
Bottom ½ (Light)	0-74	9.4%	18.9	0-42	8.5%	13.0

**GFK MRI Spring 2020
Definition of Media Quintiles**

TV Prime Time

Number of half hours viewed per week for the day part.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	36+	44.7%	41.3	38+	41.7%	42.2
Quintile II	24-35	31.8%	29.3	27-37	30.7%	31.1
Quintile III	11-23	17.8%	16.5	14-26	19.4%	19.6
Quintile IV	1-10	5.7%	5.3	3-13	7.9%	8.1
Quintile V	0	0.0%	0.0	0-2	0.3%	0.3
Top ½ (Heavy)	16+	87.2%	32.2	20+	83.7%	33.9
Bottom ½ (Light)	0-15	12.8%	4.7	0-19	16.3%	6.6

Internet

Number of hours used in an average week.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	48.5+	46.2%	58.9	48.5+	45.7%	56.9
Quintile II	24.6-48.4	27.4%	35.0	24.6-48.4	27.3%	34.0
Quintile III	14.6-24.5	17.3%	22.0	14.6-24.5	17.4%	21.6
Quintile IV	5.3-14.5	7.8%	10.0	6.0-14.5	8.0%	9.9
Quintile V	0-5.2	1.3%	1.6	0-5.9	1.5%	1.9
Top ½ (Heavy)	22.5+	83.0%	42.3	22.5+	82.6%	41.1
Bottom ½ (Light)	0-22.4	17.0%	8.7	0-22.4	17.4%	8.6

Beginning with the Fall 09 report, Internet quintiles are based on time spent (i.e. number of hours used in an average week). Prior to Fall 09, Internet quintiles were based on number of times used in a typical month. Beginning with the FALL 04 report, Internet quintiles are based on total adults. Prior to FALL 04, Internet quintiles were based on Internet users.

#Social Media

Number of hours used in an average week.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Quintile I	19.0+	65.5%	31.8	22.6+	60.1%	37.2
Quintile II	6.8-18.9	22.8%	11.1	10.5-22.5	24.4%	15.1
Quintile III	2.3-6.7	9.7%	4.7	4.8-10.4	11.7%	7.2
Quintile IV	1.0-2.2	2.0%	1.0	0.3-4.7	3.9%	2.4
Quintile V	0	0.0%	0.0	0-0.2	0.0%	0.0
Top ½ (Heavy)	4.8+	94.1%	18.3	6.8+	91.6%	22.7
Bottom ½ (Light)	0-4.7	5.9%	1.1	0-6.7	8.4%	2.1

Social Media quintiles are based on total adults.

Wave 82 Only

**GFK MRI Spring 2020
Definition of Media Quintiles**

TV Daytime

Number of half hours viewed in an average weekday between 9am and 4pm.

	Men			Women		
	Range	Share of Volume	Average Penetration	Range	Share of Volume	Average Penetration
Tercile I (Heavy)	7+	61.4%	9.9	7+	60.3%	10.3
Tercile II (Medium)	3-6	27.9%	4.5	4-6	28.1%	4.8
Tercile III (Light)	1-2	10.7%	1.7	1-3	11.5%	2.0
Non-Viewers	0	0.0%	0.0	0	0.0%	0.0

**GFK MRI Spring 2020
Block Group HH Income Quintiles
Median Income Range for Adults**

Block Group HH Income Quintile	Range - Adults
Quintile I	119,001+
Quintile II	76,001 – 118,999
Quintile III	46,000 - 76,000
Quintile IV	24,000 – 45,999
Quintile V	23,000 or less

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xi Unweighted and Projected Audiences ('000) and Estimated Tolerances (JackKnife)

	Adults			Men			Women		
	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance
Total U.S.	27644	251393	-	13828	121465	-	13816	129928	-
AARP The Magazine	5403	36818	1523	2464	14992	887	2939	21826	1134
Allrecipes <>	1157	7243	1097	281	1343	434	876	5900	838
Allure	1030	3765	564	157	303	170	873	3462	459
American Hunter	581	3058	731	456	2525	690	125	533	198
American Legion	531	2826	388	373	2151	299	158	675	126
American Rifleman	759	4733	962	642	3917	783	117	816	374
American Way	847	5355	453	441	1743	242	406	1592	396
Architectural Digest	757	2425	446	312	880	401	445	1545	329
Arthritis Today & %	492	2809	725	146	664	387	346	2145	468
The Atlantic	642	1918	442	345	1010	390	297	908	265
Bassmaster	442	2659	776	351	1995	476	91	664	454
Better Homes & Gardens	4764	28528	1015	1179	5530	679	3585	22998	971
Bicycling	330	1402	492	230	925	400	100	478	269
Birds & Blooms	808	4787	548	239	1139	247	569	3648	461
Bloomberg Businessweek	717	1740	387	451	1192	252	266	548	260
Boating	447	1546	367	341	1285	347	106	261	74
Bon Appetit	1509	6200	1046	535	2038	375	974	4162	775
Bonnier Magazine Network (Gr)	4631	23166	2111	3414	17401	1392	1217	5765	956
Bonnier Marine and Aviation (Gr)	1211	4363	943	895	3118	727	316	1244	358
Bonnier Outdoor Group (Gr)	2131	13303	1242	1581	10117	768	550	3186	617
Boys' Life	363	1469	339	192	739	280	171	730	177
Car and Driver	1350	6262	669	1164	5487	477	186	775	224
Chicago Tribune (Sunday)	362	1435	414	201	768	387	161	667	176
Cigar Aficionado	322	1324	472	251	1013	341	71	311	183
Condé Nast Package (Gr)	11332	40570	2602	4394	14431	1807	6938	26138	1209
Condé Nast Traveler	959	3064	486	454	1395	433	505	1679	289
Consumer Reports	2384	10022	837	1321	5098	796	1063	4924	582
Cooking with Paula Deen	428	2756	619	104	375	228	324	2381	555
Cosmopolitan	2065	11354	1252	447	1762	638	1618	9592	1116
Costco Connection	4201	26067	1307	2053	10875	1016	2148	15193	827
Country	576	3114	669	207	966	288	369	2148	486
Country Living	1992	10496	1129	543	2357	709	1449	8139	706
Country Sampler	378	2149	639	92	199	183	286	1950	560
Diabetes Forecast	557	3931	853	225	1162	474	332	2769	499
Diabetes Self-Management	641	4555	788	243	1411	387	398	3144	548
Diabetic Living & %	657	4975	936	232	1476	462	425	3499	812
Discover @	1109	5304	838	587	2749	429	522	2555	629
Ducks Unlimited	338	2077	465	241	1439	402	97	638	247
EatingWell	1275	5753	743	338	1152	371	937	4601	611
The Economist	940	1981	465	594	1251	254	346	730	299
Elle	1115	3925	487	197	406	232	918	3519	570
Elle Decor	586	2129	648	143	480	204	443	1649	595
Entertainment Weekly @ %	1982	9230	988	833	3334	525	1149	5896	723
Entrepreneur	789	3039	566	434	1657	278	355	1381	467
Esquire <	705	2156	520	447	1232	342	258	925	301
Essence <	950	4964	540	254	1189	241	696	3774	501
Family Handyman %	892	4664	791	602	3002	616	290	1663	353
Field & Stream & %	1120	7905	802	879	6177	495	241	1727	413
First For Women	480	2702	406	54	133	182	426	2569	447
Food & Wine	1721	7301	734	690	2639	435	1031	4662	600
Food Network Magazine	2092	11186	1080	671	3164	450	1421	8022	784
Forbes <	1513	5753	880	900	3599	549	613	2154	537
Fortune	769	2275	519	492	1398	340	277	877	315
Game & Fish ^	559	3239	698	435	2465	588	124	774	282
Game Informer	1015	8570	1014	693	6291	852	322	2279	455
Golf Digest	879	4099	555	685	3159	399	194	940	246
Golf Magazine	951	4532	506	734	3412	273	217	1119	349
Golfweek <	441	1651	281	339	1201	256	102	450	247
Good Housekeeping	2896	16436	896	511	2038	381	2385	14398	823
GQ (Gentlemen's Quarterly)	1126	4311	568	758	3378	519	368	932	265
Guidesposts	692	4495	513	238	1097	299	454	3398	442
Guns & Ammo	1217	7913	1242	1020	6628	1053	197	1285	403
Harper's Bazaar	806	2382	398	176	442	180	630	1940	287
Health	1496	7153	941	540	2545	648	956	4607	693
Hearst Design Group (Gr)	1969	7242	1353	442	1325	417	1527	5917	1132
Hearst Magazine Group (Gr)	29585	140797	5521	10066	41453	3365	19519	99344	4246
Hearst Men's Group (Gr)	5786	25428	1709	4719	21291	1412	1067	4137	630
HGTV Magazine	1832	9611	735	583	2692	514	1249	6919	488
Hot Rod	668	3720	548	542	2967	437	126	753	260
House Beautiful <	1066	4235	744	205	681	240	861	3554	572
Hunting	450	2542	328	367	2038	382	83	504	296
In-Fisherman	445	2563	348	370	2177	326	75	386	206
InStyle	1429	5589	770	249	608	224	1180	4981	694
In Touch	1003	3742	528	210	648	260	793	3094	521
Inc.	433	1244	277	260	815	261	173	429	234

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MRI-Simmons Spring 2020 Technical Guide

Unweighted and Projected Audiences ('000) and Estimated Tolerances (JackKnife) xii

	Adults			Men			Women		
	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance	Unwgt	Proj ('000)	Tolerance
Total U.S.	27644	251393	-	13828	121465	-	13816	129928	-
Kiplinger's Personal Finance	497	1488	210	319	857	177	178	631	239
Los Angeles Times (Sunday)	222	1262	235	112	559	185	110	703	247
Magnolia Journal &&	998	5747	790	233	1098	508	765	4650	496
Marie Claire	687	2083	321	86	161	135	601	1921	272
Martha Stewart Living	1504	6655	638	277	812	243	1227	5843	642
Maxim	656	2935	604	471	2152	513	185	783	261
Men's Health	1945	9710	656	1584	8232	740	361	1477	321
Men's Journal	746	2801	498	633	2501	595	113	299	122
Midwest Living	542	2756	232	195	728	198	347	2028	351
Mother Earth News	442	2845	627	197	1132	321	245	1713	466
MotorTrend	1095	5277	700	946	4638	619	149	639	230
National Enquirer	982	4152	455	425	1699	436	557	2453	411
National Geographic	4623	25837	1181	2471	13215	774	2152	12622	904
National Geographic Kids	1086	6439	1057	352	1788	547	734	4652	664
National Wildlife	976	4862	581	507	2551	488	469	2311	497
New York Magazine	901	2557	551	396	1148	469	505	1409	242
New York Times (Daily)	488	3074	737	260	1486	526	228	1588	459
New York Times (Sunday)	684	4380	970	353	2111	453	331	2269	714
The New Yorker	1591	4420	526	787	2086	389	804	2334	485
O, The Oprah Magazine	1739	8377	815	272	1045	259	1467	7332	687
OK!	735	2646	526	178	527	191	557	2119	434
Outdoor Life &&	1011	5398	662	702	3939	482	309	1459	319
Outdoor Sportsman Trophy Group (Gr)	2671	16257	1943	2192	13308	1534	479	2949	681
Outside	686	3226	649	426	1964	583	260	1262	499
Parade Carrier Newspapers =	5047	40222	1967	2584	18964	1341	2463	21258	1187
Parents	1277	7900	891	252	903	237	1025	6917	910
Parents Latina	255	1598	403	69	388	314	186	1211	387
People	6293	29652	1605	2136	8568	875	4157	21084	1427
People en Espanol	934	6415	932	333	2416	833	601	3999	629
Popular Mechanics <	1175	4991	528	987	4341	418	188	650	293
Popular Science &&	1289	5500	906	938	4166	611	351	1335	395
Prevention	928	4430	629	223	884	396	705	3547	531
Psychology Today	761	3689	625	306	1483	375	455	2206	468
Reader's Digest	2714	16116	550	1119	5727	426	1595	10389	564
Real Simple	1433	5660	533	257	849	269	1176	5011	473
Reminisce	302	1802	558	115	538	208	187	1264	504
Road & Track	611	2309	470	537	1998	438	74	310	179
Rolling Stone	1869	8751	1195	1028	5297	928	841	3454	570
Runner's World	414	1788	396	221	892	290	193	896	356
Salt Water Sportsman	286	1196	457	210	807	274	76	389	236
The Saturday Evening Post	359	1741	367	155	785	262	204	956	212
Scientific American	797	2334	577	490	1275	350	307	1060	307
Shape	842	3421	825	143	431	212	699	2990	779
Ski	238	1160	446	155	677	306	83	483	199
Smithsonian	1649	6158	1098	882	3115	613	767	3042	741
Southern Living	2675	14191	522	723	2990	445	1952	11201	361
Sports Illustrated #1	3038	15111	1548	2206	11511	1031	832	3600	605
Star	1022	4224	570	286	999	275	736	3225	581
Sunset @	801	3321	498	317	1124	280	484	2196	401
Taste of Home	1718	11264	1000	381	2049	444	1337	9215	846
Tennis	255	1262	269	146	613	292	109	649	249
Texas Monthly	604	2415	465	321	1350	404	283	1065	348
This Old House	1075	4865	943	570	2336	516	505	2529	605
Time	3572	13217	1294	1842	6770	1114	1730	6446	578
Town & Country	848	2562	384	286	747	183	562	1815	347
Traditional Home &&	736	3516	468	199	650	231	537	2866	486
Travel + Leisure	1651	5932	519	752	2619	528	899	3313	452
Trusted Media Brands, Inc. Grp. (Gr)	7010	41747	1778	2663	13421	1142	4347	28326	1696
TV Guide Magazine	1420	8107	714	629	3129	453	791	4978	642
Us Weekly	2225	8681	777	675	2293	502	1550	6389	621
USA Today	290	2732	715	183	1650	602	107	1082	314
Vanity Fair	1622	5693	406	456	1261	371	1166	4432	280
Veranda	317	879	246	94	164	78	223	715	239
VFW Magazine	327	1513	338	234	1139	226	93	374	252
Vogue	1946	8182	860	420	1281	362	1526	6901	623
Wall Street Journal	452	2771	625	302	1728	449	150	1044	364
Washington Post (Sunday)	216	898	330	106	381	223	110	517	204
WebMD Magazine	1593	7883	1053	688	2868	546	905	5016	921
Wine Spectator	760	2592	345	408	1496	358	352	1096	179
Wired	792	2510	402	515	1820	249	277	690	226
Woman's Day	2215	12610	854	202	669	365	2013	11942	812
Woman's World	1052	5129	734	118	290	213	934	4839	786
Women's Health	1871	9484	1065	257	652	235	1614	8832	1058
Yankee	305	1230	449	153	554	247	152	676	255
Yoga Journal @	423	1748	447	105	436	306	318	1311	399

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MRI-Simmons Spring 2020 Technical Guide

xiii MEDIAN AGE, HOUSEHOLD INCOME AND INDIVIDUAL EMPLOYMENT INCOME

	MEDIAN AGE			MEDIAN HOUSEHOLD INCOME			MEDIAN INDIVIDUAL EMPLOYMENT INCOME		
	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN
Total U.S.	47.4	46.5	48.3	75,572	80,403	71,381	44,930	53,403	37,751
AARP The Magazine	65.5	65.5	65.4	70,169	77,747	65,095	45,148	56,423	39,889
Allrecipes <	50.3	49.5	50.5	68,610	79,566	66,047	40,079	50,667	37,574
Allure	44.2	33.3	44.7	75,784	41,831	80,699	41,256	29,786	41,784
American Hunter	53.7	54.5	51.5	78,729	79,879	73,257	53,102	54,114	42,623
American Legion	68.0	69.9	63.3	65,135	63,639	69,045	50,881	53,220	39,825
American Rifleman	55.7	56.4	50.8	81,186	83,144	76,576	55,867	58,293	36,523
American Way	45.3	46.4	44.4	137,650	147,138	125,815	76,825	90,535	62,359
Architectural Digest	53.9	51.2	55.4	118,844	146,537	93,597	73,508	97,041	48,751
Arthritis Today %	66.6	67.8	66.2	46,644	60,758	43,121	31,063	49,435	26,313
The Atlantic	52.4	47.2	58.5	86,757	96,807	73,493	60,865	55,175	63,950
Bassmaster	50.7	53.6	42.6	62,326	67,304	51,658	44,087	51,054	28,414
Better Homes & Gardens	55.6	55.0	55.7	70,927	82,789	68,952	41,872	54,272	38,006
Bicycling	49.5	49.5	49.5	85,769	89,953	80,397	56,324	65,464	31,022
Birds & Blooms	62.8	65.8	61.9	59,248	72,711	54,748	38,290	61,597	35,493
Bloomberg Businessweek	51.2	49.7	52.3	127,015	140,654	100,105	62,177	83,131	40,073
Boating	54.9	57.4	46.0	88,559	86,582	104,394	59,359	85,868	33,721
Bon Appetit	51.3	50.6	51.6	92,831	110,968	84,954	51,275	66,087	45,247
Bonnier Magazine Network (Gr)	49.9	51.2	46.7	73,535	79,640	55,402	49,916	55,139	32,629
Bonnier Marine and Aviation (Gr)	53.0	55.4	46.7	84,378	91,485	54,664	54,828	64,738	29,259
Bonnier Outdoor Group (Gr)	49.8	50.6	48.0	68,971	74,121	54,185	48,985	52,937	35,191
Boys' Life	46.0	49.0	41.9	106,507	110,834	101,063	55,080	69,856	33,331
Car and Driver	49.8	50.2	47.5	82,125	84,975	68,791	55,833	58,227	40,801
Chicago Tribune (Sunday)	53.0	47.3	55.6	89,125	86,078	92,667	43,382	45,659	40,139
Cigar Aficionado	47.5	48.7	43.8	129,450	135,751	74,945	77,534	85,122	30,276
Conde Nast Package (Gr)	47.7	46.5	48.4	88,268	99,366	82,382	48,217	61,612	43,023
Conde Nast Traveler	55.0	55.5	54.7	118,457	117,263	119,681	66,765	82,880	58,022
Consumer Reports	64.5	64.3	64.7	95,723	97,567	94,065	60,761	72,625	43,564
Cooking with Paula Deen	49.8	53.2	49.5	50,594	47,926	50,897	31,201	41,826	29,612
Cosmopolitan	39.3	39.0	39.4	71,053	72,951	70,642	34,911	52,524	31,846
Costco Connection	52.6	52.2	53.0	112,535	121,305	106,612	66,587	79,766	52,574
Country	59.2	58.7	59.4	51,964	65,015	46,509	30,417	49,293	26,928
Country Living	55.5	51.7	56.3	66,636	74,034	65,195	37,574	54,599	33,935
Country Sampler	56.5	64.4	56.0	57,236	47,057	60,621	26,034	50,665	26,660
Diabetes Forecast	61.3	63.3	60.2	45,438	59,548	38,201	24,700	44,153	22,384
Diabetes Self-Management	60.4	59.7	60.7	46,255	59,681	39,889	30,051	46,363	24,228
Diabetic Living %	57.8	58.9	57.4	56,814	62,489	53,539	36,485	48,785	30,987
Discover @	46.1	46.4	45.5	57,638	69,919	47,303	34,422	45,531	26,894
Ducks Unlimited	41.0	38.2	49.0	84,216	84,417	83,957	43,956	51,644	26,040
EatingWell	54.0	50.6	54.9	71,217	90,591	66,911	45,150	68,367	40,399
The Economist	42.6	40.2	49.6	135,809	142,294	101,154	71,317	74,605	53,731
Elle	43.9	37.4	44.6	70,634	61,519	71,247	40,958	51,538	40,648
Elle Decor	53.3	50.7	54.2	73,362	63,656	76,714	42,866	53,288	40,548
Entertainment Weekly @\$	44.9	44.1	45.2	66,814	66,996	66,731	39,681	48,968	36,710
Entrepreneur	43.7	43.0	44.7	81,794	104,461	65,119	49,244	55,532	41,504
Esquire <	50.9	50.8	51.0	80,966	91,954	63,739	56,056	68,870	47,380
Essence <	47.5	44.1	48.8	61,046	77,608	57,976	43,300	60,106	38,905
Family Handyman %	56.3	56.4	56.1	72,908	73,586	71,106	48,968	55,842	39,095
Field & Stream %	50.0	50.4	49.1	71,203	75,653	56,574	48,941	52,223	39,278
First For Women	57.7	52.9	58.1	70,383	252,155	68,898	34,911	156,559	34,007
Food & Wine	49.3	49.2	49.3	93,024	117,917	84,639	53,653	71,608	46,401
Food Network Magazine	45.2	43.9	46.0	68,954	79,576	63,899	38,881	54,227	34,670
Forbes <	41.8	39.8	43.8	96,656	99,700	92,637	51,307	57,217	44,505
Fortune	52.5	53.3	51.6	90,679	98,031	76,688	63,055	67,666	50,113
Game & Fish ^	51.0	52.3	48.5	58,960	58,662	59,856	39,969	42,266	28,153
Game Informer	31.5	29.8	36.0	69,457	69,580	68,796	35,416	35,359	35,699
Golf Digest	56.9	56.1	61.0	109,791	112,063	104,564	67,603	69,687	56,014
Golf Magazine	56.9	57.6	54.6	99,743	104,127	87,567	66,512	74,152	33,421
Golfweek <	56.3	57.6	52.7	91,405	99,763	83,117	54,481	58,532	37,755
Good Housekeeping	60.0	59.4	60.0	69,677	79,392	68,609	41,709	57,317	39,737
GQ (Gentlemen's Quarterly)	39.5	39.4	40.0	83,587	95,303	56,820	45,195	50,108	32,137
Guideposts	63.0	61.1	63.5	57,889	72,317	53,188	43,403	63,312	41,499
Guns & Ammo	42.6	43.6	38.4	76,168	78,341	68,239	50,498	52,979	32,806
Harper's Bazaar	46.7	48.9	46.2	60,922	49,821	61,817	37,015	39,091	36,654
Health	52.7	49.8	54.0	55,429	58,929	52,883	40,083	48,420	31,191
Hearst Design Group (Gr)	59.6	55.4	60.6	72,346	64,477	74,756	45,703	51,961	44,637
Hearst Magazine Group (Gr)	52.3	49.1	53.8	73,087	84,214	69,326	43,498	57,818	37,403
Hearst Men's Group (Gr)	49.2	49.3	48.9	85,381	89,398	64,998	56,841	59,199	40,884
HiTV Magazine	49.2	43.9	51.4	84,354	91,210	81,618	40,191	58,183	36,856
Hot Rod	45.2	45.9	42.4	62,950	57,533	82,169	41,102	42,893	34,466
House Beautiful <	62.9	57.4	63.7	69,985	64,932	71,421	44,090	45,237	42,950
Hunting	50.6	52.5	35.2	66,947	67,490	66,051	49,654	52,224	26,277
In-Fisherman	54.3	55.8	45.4	63,389	69,798	45,506	47,810	50,810	36,238
InStyle	45.8	45.4	45.9	87,463	93,594	86,745	45,106	60,277	43,211
In Touch	38.4	35.2	39.1	68,395	71,016	67,461	35,910	31,820	36,744
Inc.	43.6	44.7	39.8	94,112	110,656	60,428	68,627	80,777	44,079

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	MEDIAN AGE			MEDIAN HOUSEHOLD INCOME			MEDIAN INDIVIDUAL EMPLOYMENT INCOME		
	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN	ADULTS	MEN	WOMEN
Total U.S.	47.4	46.5	48.3	75,572	80,403	71,381	44,930	53,403	37,751
Kiplinger's Personal Finance	61.7	63.7	59.6	107,889	111,115	98,473	85,482	97,807	58,873
Los Angeles Times (Sunday)	56.1	58.9	54.8	103,345	100,665	105,716	61,438	68,405	52,806
Magnolia Journal &&	51.5	48.7	52.2	104,411	122,991	100,154	47,915	79,522	34,921
Marie Claire	46.1	29.9	47.4	78,575	65,837	80,530	39,609	40,081	39,583
Martha Stewart Living	56.1	55.6	56.3	72,206	90,402	69,828	46,410	48,807	45,858
Maxim	42.3	41.8	44.3	67,642	71,370	52,651	47,736	50,617	33,586
Men's Health	45.8	45.9	44.5	88,474	91,758	70,566	55,039	57,201	33,995
Men's Journal	44.7	43.6	50.5	89,486	91,771	71,918	55,586	56,561	51,569
Midwest Living	57.7	56.7	58.0	67,101	56,637	68,824	47,852	55,004	47,034
Mother Earth News	55.5	56.1	54.9	54,710	67,553	48,414	37,740	60,073	20,556
MotorTrend	48.3	49.0	43.2	83,527	87,301	64,648	54,129	57,444	35,434
National Enquirer	54.3	50.7	57.1	57,172	49,836	61,875	34,865	34,798	35,077
National Geographic	48.0	47.2	48.9	75,838	82,004	70,416	43,153	49,478	34,512
National Geographic Kids	38.7	39.8	38.3	75,612	82,037	73,257	41,356	63,128	33,139
National Wildlife	38.0	36.7	39.2	57,627	62,642	52,375	35,291	39,299	28,658
New York Magazine	45.6	46.1	44.7	75,273	81,752	69,396	49,072	55,048	42,630
New York Times (Daily)	48.5	51.1	47.3	103,658	119,199	86,440	60,164	70,477	38,751
New York Times (Sunday)	50.9	49.5	52.7	114,693	117,599	112,028	57,476	71,528	46,805
The New Yorker	52.1	48.6	54.3	96,523	97,289	95,636	54,048	68,082	44,554
O, The Oprah Magazine	54.6	42.4	55.6	71,002	77,841	70,234	44,281	52,974	43,310
OK!	39.7	38.3	40.0	69,843	59,605	71,589	36,269	33,967	36,747
Outdoor Life &&	49.4	50.8	45.9	65,630	71,888	52,275	49,021	54,230	30,694
Outdoor Sportsman Trophy Group (Gr) Outside	47.5	49.0	41.0	69,562	72,225	62,710	47,068	50,296	30,142
Parade Carrier Newspapers =	42.5	43.8	39.0	79,963	90,368	55,378	46,539	51,803	30,984
Parents	59.5	57.6	61.1	72,647	80,080	66,548	44,991	55,426	37,088
Parents Latina	39.7	43.5	39.2	66,190	72,755	65,368	35,328	55,755	33,353
People	40.9	38.8	41.9	59,514	67,281	54,017	29,471	37,177	27,322
People en Espanol	50.4	50.4	50.3	75,058	73,555	75,787	42,095	51,909	38,431
Popular Mechanics <	44.7	47.1	43.4	54,544	53,019	56,124	31,406	37,232	27,477
Popular Science &&	52.2	52.0	54.2	80,303	85,145	56,146	59,309	61,475	30,774
Prevention	46.9	48.6	40.9	80,365	87,637	59,354	49,240	54,286	35,123
Psychology Today	59.1	55.5	60.0	69,053	73,138	68,148	43,377	45,982	42,644
Reader's Digest	47.8	49.7	44.9	70,676	71,346	69,792	47,805	59,112	43,008
Real Simple	60.1	58.3	61.0	64,572	70,011	61,192	42,168	49,929	35,861
Reminisce	56.1	58.5	55.8	101,529	119,029	99,524	59,538	110,762	55,375
Road & Track	69.7	70.8	69.1	46,857	46,301	47,311	34,668	41,586	29,478
Rolling Stone	55.2	55.0	56.6	96,822	99,480	45,277	64,247	63,752	67,381
Runner's World	37.9	36.7	39.8	68,727	74,458	59,134	36,825	40,062	33,546
Salt Water Sportsman	42.8	41.7	43.4	114,672	142,244	93,839	65,355	86,181	42,471
The Saturday Evening Post	47.8	50.8	42.2	65,103	89,873	28,729	49,428	55,256	31,642
Scientific American	65.4	61.2	67.4	44,376	51,423	38,656	29,756	53,720	22,219
Shape	56.4	56.4	56.5	106,425	115,730	100,928	49,658	76,729	37,155
SKI	47.9	47.0	48.0	93,251	96,191	92,875	50,148	51,017	49,874
Smithsonian	52.0	50.6	52.9	88,462	116,101	54,381	60,452	67,933	34,632
Southern Living	60.1	59.5	60.5	87,522	95,148	81,095	51,030	59,156	38,584
Sports Illustrated #!	57.2	58.1	57.1	71,128	79,032	69,385	41,113	57,888	37,742
Star	45.6	45.8	44.9	81,998	83,973	75,372	47,188	50,959	33,783
Sunset @	46.7	43.7	48.1	56,494	49,196	57,585	34,371	33,521	34,926
Taste of Home	61.1	59.0	61.9	108,277	117,937	99,330	64,190	79,039	51,490
Tennis	56.7	55.5	57.1	70,932	92,842	67,935	41,663	64,815	36,565
Texas Monthly	48.8	49.8	44.6	75,195	58,751	85,166	34,716	36,558	28,532
This Old House	53.5	56.5	46.4	94,095	98,392	87,766	53,489	60,917	44,116
Time	55.3	55.3	55.3	78,096	97,115	63,815	54,348	74,592	39,686
Town & Country	49.3	48.6	50.1	79,801	86,284	73,211	48,666	57,056	40,036
Traditional Home &&	55.8	52.4	56.6	62,918	51,173	68,261	35,400	46,758	31,145
Travel + Leisure	56.5	53.9	56.9	87,677	102,100	85,203	46,047	58,674	40,674
Trusted Media Brands, Inc. Grp. (Gr)	54.5	55.0	54.0	107,269	104,584	110,062	63,150	81,439	49,781
TV Guide Magazine	59.5	58.5	59.9	64,810	71,278	61,526	41,670	54,452	35,053
Us Weekly	53.7	49.5	55.6	52,746	58,383	48,723	30,305	35,302	27,734
USA Today	39.7	39.3	39.8	81,425	69,314	85,405	39,921	48,121	38,766
Vanity Fair	45.2	46.4	43.7	76,786	106,476	44,580	44,709	61,694	32,366
Veranda	50.4	51.3	49.9	77,271	81,916	75,733	44,556	48,769	42,200
VFW Magazine	59.0	60.3	58.9	86,842	64,664	91,673	67,120	82,674	59,840
Vogue	67.0	69.3	59.2	64,488	62,817	70,067	68,204	82,079	51,999
Wall Street Journal	43.3	41.4	43.7	75,519	75,663	75,494	39,415	46,209	37,942
Washington Post (Sunday)	57.2	55.1	62.1	113,749	122,809	89,896	74,663	95,973	38,456
WebMD Magazine	56.5	55.1	58.5	120,788	115,368	127,205	77,502	75,202	78,774
Wine Spectator	53.3	53.4	53.3	67,522	69,933	65,863	44,586	57,216	39,325
Wired	50.3	52.1	48.7	129,100	133,896	120,903	77,907	89,967	55,613
Woman's Day	46.0	45.2	50.6	106,448	106,396	106,607	62,647	69,385	50,331
Woman's World	40.6	60.3	60.7	63,961	82,364	62,800	38,299	73,476	37,253
Women's Health	59.0	54.3	59.2	62,421	95,311	61,317	36,306	58,443	34,843
Yankee	48.6	50.5	48.5	70,717	74,917	70,213	38,051	50,649	36,375
Yoga Journal @	61.3	62.4	60.6	71,996	72,951	70,333	30,776	57,970	23,889
	47.9	50.6	47.1	51,040	50,584	51,213	32,328	42,451	30,727

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MRI-Simmons Spring 2020 Technical Guide

XV

	IN-HOME AUDIENCES						PRIMARY AUDIENCES					
	ADULTS		MEN		WOMEN		ADULTS		MEN		WOMEN	
	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
AARP The Magazine	4646	31350	2120	12733	2526	18617	4523	30579	2073	12386	2450	18193
Allrecipes <>	597	3650	138	745	459	2905	378	2356	121	576	257	1780
Allure	392	1536	82	177	310	1359	287	1332	85	146	202	1186
American Hunter	291	1647	235	1325	56	321	261	1287	198	980	63	307
American Legion	405	2213	294	1672	111	541	410	2122	299	1622	111	500
American Rifleman	493	2897	427	2440	66	457	437	2780	374	2329	63	452
American Way	31	45	14	18	17	27	-	-	-	-	-	-
Architectural Digest	312	1019	148	399	164	620	304	1119	142	493	162	627
Arthritis Today & %	194	1154	60	278	134	876	163	851	60	292	103	559
The Atlantic	317	1011	153	468	164	543	224	834	125	444	99	390
Bassmaster	137	1058	107	780	30	278	120	876	99	657	21	219
Better Homes & Gardens	2230	13356	573	2481	1657	10875	1947	12124	562	2443	1385	9681
Bicycling	139	573	85	400	54	174	122	487	83	329	39	158
Birds & Blooms	451	2834	142	856	309	1977	288	1917	85	575	203	1342
Bloomberg Businessweek	343	886	214	607	129	279	309	814	183	535	126	279
Boating	190	584	135	490	55	93	90	164	61	133	29	31
Bon Appetit	761	3227	278	1126	483	2101	476	2711	179	1020	297	1691
Bonnier Magazine Network (Gr)	1474	7338	1031	5243	443	2095	978	4004	656	2821	322	1183
Bonnier Marine and Aviation (Gr)	438	1436	332	1097	106	339	290	588	205	469	85	120
Bonnier Outdoor Group (Gr)	621	3947	412	2756	209	1190	395	2181	255	1471	140	710
Boys' Life	237	1102	104	496	133	606	218	1032	105	483	113	549
Car and Driver	436	2111	348	1725	88	386	357	1847	273	1502	84	345
Chicago Tribune (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
Cigar Aficionado	156	623	107	441	49	182	122	473	84	341	38	132
Condé Nast Package (Gr)	4756	17798	1935	6631	2821	11167	3379	14766	1510	5942	1869	8823
Condé Nast Traveler	361	1256	166	550	195	706	353	1146	165	500	188	646
Consumer Reports	1583	6865	856	3262	727	3603	1443	6604	711	3176	672	3428
Cooking with Paula Deen	156	1011	53	157	103	854	97	328	40	65	57	262
Cosmopolitan	702	3926	188	700	514	3226	729	4065	184	763	545	3302
Costco Connection	3780	23078	1882	9742	1898	13336	3746	23017	1887	9899	1859	13118
Country	217	1254	78	417	139	837	190	886	70	267	120	620
Country Living	768	4218	219	1068	549	3150	431	2320	131	603	300	1718
Country Sampler	143	722	53	117	90	605	108	391	32	40	76	351
Diabetes Forecast	186	1264	91	538	95	726	158	935	78	359	80	576
Diabetes Self-Management	227	1485	98	561	129	924	136	775	59	274	77	501
Diabetic Living & %	250	1801	98	572	152	1229	166	869	72	274	94	595
Discover @	331	1547	186	854	145	693	148	491	83	279	65	212
Ducks Unlimited	176	1054	125	700	51	355	161	999	110	654	51	345
EatingWell	640	2773	177	518	463	2256	562	2504	170	561	392	1943
The Economist	556	1261	341	804	215	457	367	881	227	570	140	311
Elle	395	1408	91	174	304	1234	343	1376	89	194	254	1182
Elle Decor	210	835	75	225	135	610	202	874	59	244	143	630
Entertainment Weekly @\$	637	3187	295	1156	342	2031	477	2568	213	1060	264	1508
Entrepreneur	260	1092	142	509	118	582	232	925	127	424	105	501
Esquire <	226	720	146	395	80	325	258	801	162	470	96	330
Essence <	420	2322	90	331	330	1991	339	1824	86	366	253	1458
Family Handyman %	566	3003	366	1838	200	1165	358	2205	206	1316	152	890
Field & Stream & %	328	2350	215	1676	113	675	197	1312	123	862	74	450
First For Women	227	1497	37	91	190	1406	162	903	14	21	148	882
Food & Wine	798	3292	321	1255	477	2037	404	1810	156	683	248	1127
Food Network Magazine	1049	5182	338	1375	711	3807	545	3229	199	921	346	2308
Forbes <	509	2160	315	1435	194	725	269	1294	156	840	113	454
Fortune	291	1043	194	600	97	443	259	1111	176	711	83	400
Game & Fish ^	230	1378	168	962	62	416	125	583	84	419	41	164
Game Informer	790	6609	532	4783	258	1825	780	6550	519	4664	261	1886
Golf Digest	477	2117	324	1434	153	684	438	1941	302	1316	136	625
Golf Magazine	465	2103	329	1441	136	661	434	2045	284	1348	150	697
Golfweek <	194	699	133	389	61	310	106	210	60	129	46	81
Good Housekeeping	1384	8103	231	986	1153	7117	1010	6480	211	912	799	5568
GQ (Gentlemen's Quarterly)	364	1571	227	1207	137	364	314	1382	199	1066	115	316
Guidesbooks	467	3424	154	775	313	2649	331	2375	118	678	213	1697
Guns & Ammo	481	3231	382	2540	99	691	155	603	117	470	38	133
Harper's Bazaar	224	849	55	169	169	679	196	819	54	142	142	676
Health	455	1887	166	551	289	1337	418	1627	158	546	260	1082
Hearst Design Group (Gr)	810	3236	231	608	579	2628	688	2690	206	610	482	2080
Hearst Magazine Group (Gr)	11719	57521	3913	15386	7806	42135	8752	44860	3150	13132	5602	31728
Hearst Men's Group (Gr)	2053	8772	1563	6771	490	2000	1669	7896	1216	6151	453	1745
HGTV Magazine	812	4520	243	1203	569	3317	435	2519	151	791	284	1728
Hot Rod	200	1407	144	942	56	465	141	764	102	554	39	210
House Beautiful <	447	1924	94	275	353	1649	308	1309	88	234	220	1075
Hunting	172	1060	127	709	45	352	101	264	74	203	27	61
In-Fisherman	148	1033	105	847	43	186	92	277	58	232	34	45
InStyle	482	1948	73	149	409	1799	424	1719	73	157	351	1562
In Touch	250	889	56	159	194	730	136	301	38	76	98	225
Inc.	122	371	79	252	43	119	140	456	75	292	65	163

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MRI-Simmons Spring 2020 Technical Guide

	IN-HOME AUDIENCES						PRIMARY AUDIENCES					
	ADULTS		MEN		WOMEN		ADULTS		MEN		WOMEN	
	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Kiplinger's Personal Finance	321	1095	197	577	124	518	295	984	188	532	107	452
Los Angeles Times (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
Magnolia Journal &&	471	3025	146	639	325	2386	335	2172	119	522	216	1650
Marie Claire	204	607	52	54	152	554	212	625	52	47	160	578
Martha Stewart Living	707	3274	147	368	560	2906	590	2762	149	387	441	2375
Maxim	167	793	124	540	43	253	151	452	113	324	38	128
Men's Health	717	3314	543	2517	174	798	517	2903	371	2241	146	662
Men's Journal	251	865	198	739	53	125	238	814	189	697	49	117
Midwest Living	260	1425	67	285	193	1139	206	1167	55	221	151	946
Mother Earth News	199	1465	78	531	121	934	138	747	65	336	73	411
MotorTrend	303	1927	260	1587	43	340	244	1514	192	1227	52	287
National Enquirer	153	701	58	275	95	426	137	354	44	103	93	251
National Geographic	1985	10131	987	4642	998	5489	723	4206	359	2023	364	2183
National Geographic Kids	618	3602	212	1045	406	2557	268	1283	105	397	163	886
National Wildlife	340	1560	137	611	203	949	194	700	83	267	111	433
New York Magazine	274	783	142	370	132	413	247	691	112	297	135	394
New York Times (Daily)	337	1776	177	829	160	946	176	946	87	447	89	499
New York Times (Sunday)	503	2964	261	1450	242	1514	279	1945	133	972	146	973
The New Yorker	798	2318	375	1062	423	1256	525	1911	283	903	242	1007
O, The Oprah Magazine	771	4102	99	410	672	3692	618	3279	129	391	489	2888
OK!	183	659	30	92	153	568	115	299	32	30	83	269
Outdoor Life &&	293	1596	197	1081	96	516	198	869	132	609	66	259
Outdoor Sportsman Trophy Group (Gr)	1031	6701	782	5057	249	1644	473	1727	333	1323	140	404
Outside	169	918	98	528	71	390	162	819	95	481	67	338
Parade Carrier Newspapers =	4703	36314	2404	16916	2299	19398	-	-	-	-	-	-
Parents	531	3127	123	381	408	2746	474	2739	108	319	366	2421
Parents Latina	43	394	17	144	26	249	49	323	17	125	32	198
People	1953	9355	664	2633	1289	6722	1036	6164	356	1691	680	4473
People en Espanol	220	2048	76	815	144	1232	143	954	48	369	95	584
Popular Mechanics <	441	1631	338	1335	103	297	352	1559	263	1280	89	279
Popular Science &&	415	1955	287	1389	128	566	293	1235	196	881	97	353
Prevention	420	1843	97	256	323	1587	228	791	59	139	169	653
Psychology Today	233	1106	104	431	129	675	165	471	62	169	103	302
Reader's Digest	1378	8792	545	2790	833	6002	743	5817	270	1922	473	3894
Real Simple	756	3357	156	415	600	2941	624	2949	165	422	459	2527
Reminisce	206	1328	71	376	135	952	153	1079	52	349	101	730
Road & Track	233	995	188	800	45	195	185	787	147	658	38	129
Rolling Stone	547	2957	289	1681	258	1276	253	1088	137	675	116	412
Runner's World	221	943	105	414	116	529	226	907	107	411	119	496
Salt Water Sportsman	77	345	59	237	18	108	56	155	37	106	19	50
The Saturday Evening Post	164	753	61	246	103	506	124	417	55	163	69	254
Scientific American	370	1050	230	597	140	453	179	496	103	255	76	241
Shape	384	1810	81	258	303	1552	356	1754	52	180	304	1574
Ski	120	555	83	336	37	219	109	434	77	294	32	140
Smithsonian	901	3508	477	1691	424	1818	781	3472	403	1714	378	1759
Southern Living	1228	6978	368	1577	860	5401	757	5015	240	1279	517	3736
Sports Illustrated #1	1180	6225	851	4636	329	1589	881	5042	582	3615	299	1427
Star	240	1079	66	152	174	927	189	589	56	124	133	465
Sunset @	334	1663	137	545	197	1118	280	1474	121	521	159	953
Taste of Home	862	5791	203	1173	659	4618	528	3631	140	890	388	2741
Tennis	154	701	79	269	75	432	152	758	85	295	67	463
Texas Monthly	269	994	130	498	139	496	162	493	83	272	79	220
This Old House	472	2141	256	1025	216	1116	312	1489	161	694	151	795
Time	1269	4595	689	2364	580	2232	809	3764	436	1822	373	1942
Town & Country	308	770	132	253	176	517	238	767	87	179	151	588
Traditional Home &&	276	1569	78	327	198	1242	259	1349	81	313	178	1036
Travel + Leisure	678	2583	374	1194	304	1389	375	1915	171	847	204	1068
Trusted Media Brands, Inc. Grp. (Gr)	3680	23002	1405	7451	2275	15552	2260	15535	823	5319	1437	10216
TV Guide Magazine	760	4698	336	1780	424	2918	461	2526	185	908	276	1619
Us Weekly	598	2353	195	672	403	1681	597	2433	210	682	387	1751
USA Today	113	1021	73	648	40	373	105	875	69	559	36	316
Vanity Fair	632	2495	229	632	403	1864	426	2018	168	578	258	1440
Veranda	153	476	62	107	91	369	178	507	59	132	119	375
VFW Magazine	221	1192	176	913	45	279	232	1169	175	899	57	270
Vogue	694	3005	149	514	545	2491	388	1955	110	393	278	1562
Wall Street Journal	313	1627	200	936	113	692	264	1320	176	793	88	528
Washington Post (Sunday)	-	-	-	-	-	-	-	-	-	-	-	-
WebMD Magazine	272	1366	138	509	134	857	174	1002	74	371	100	631
Wine Spectator	355	1281	207	741	148	540	224	720	117	419	107	302
Wired	442	1371	281	965	161	406	306	1193	179	844	127	349
Woman's Day	899	5547	446	1811	346	811	651	4462	81	326	570	4136
Woman's World	458	2522	48	168	410	2354	271	961	66	86	205	875
Women's Health	561	2921	97	199	464	2722	411	2147	111	224	300	1924
Yankee	152	686	73	275	79	411	112	496	49	197	63	299
Yoga Journal @	193	754	60	232	133	522	125	387	23	54	102	333

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MRI-Simmons Spring 2020 Technical Guide

Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 81	WAVE 82	WAVE 81	WAVE 82	WAVE 81	WAVE 82
TOTAL	125522	125871	60657	60808	64865	65063
AARP The Magazine	18513	18306	7733	7260	10780	11046
Allrecipes <	3523	3721	721	622	2802	3098
Allure	1901	1864	119	183	1782	1681
American Hunter	1628	1431	1358	1167	269	264
American Legion	1471	1355	1154	997	317	358
American Rifleman	2369	2364	2062	1855	307	509
American Way	1985	1350	988	755	998	594
Architectural Digest	1274	1151	455	425	820	725
Arthritis Today &*	1808	1001	434	230	1374	771
The Atlantic	971	947	478	532	493	415
Bassmaster	1635	1024	1234	761	401	262
Better Homes & Gardens	15787	12741	2973	2557	12814	10184
Bicycling	752	650	547	378	205	272
Birds & Blooms	2396	2391	433	706	1963	1685
Bloomberg Businessweek	688	1052	464	728	224	324
Boating	949	597	786	499	162	98
Bon Appetit	3147	3053	855	1184	2293	1869
Bonnier Magazine Network (Gr)	13188	9978	10051	7349	3137	2628
Bonnier Marine and Aviation (Gr)	2512	1850	1832	1286	680	564
Bonnier Outdoor Group (Gr)	7751	5552	5911	4206	1840	1346
Boys' Life	769	700	371	368	398	332
Car and Driver	3664	2598	3289	2198	375	400
Chicago Tribune (Sunday)	582	853	275	493	307	360
Cigar Aficionado	721	603	572	441	149	162
Conde Nast Package (Gr)	21708	18861	7458	6973	14250	11888
Conde Nast Traveler	1952	1112	913	471	1038	641
Consumer Reports	4561	5461	2287	2811	2274	2650
Cooking with Paula Deen	1625	1130	256	119	1370	1011
Cosmopolitan	6545	4809	806	956	5739	3853
Costco Connection	12535	13532	5273	5602	7262	7931
Country	1645	1469	554	412	1090	1058
Country Living	6136	4360	1518	839	4618	3521
Country Sampler	1108	1041	139	60	969	982
Diabetes Forecast	2597	1334	783	379	1814	955
Diabetes Self-Management	2912	1643	894	517	2018	1126
Diabetic Living &*	2900	2075	834	643	2066	1432
Discover @	2983	2322	1490	1259	1493	1062
Ducks Unlimited	1200	877	940	499	260	378
EatingWell	3015	2737	646	506	2370	2231
The Economist	903	1078	612	640	292	438
Elle	2025	1900	208	198	1817	1702
Elle Decor	980	1149	164	316	816	832
Entertainment Weekly @*	4189	5042	1575	1759	2614	3283
Entrepreneur	1710	1329	994	664	717	665
Esquire <	997	1159	619	613	378	546
Essence <	2401	2563	495	694	1906	1869
Family Handyman %	2473	2191	1771	1231	702	961
Field & Stream &*	4794	3111	3725	2452	1068	659
First For Women	1628	1074	87	46	1541	1028
Food & Wine	3887	3414	1290	1350	2597	2065
Food Network Magazine	6129	5057	1785	1379	4344	3678
Forbes <	2805	2949	1909	1690	895	1259
Fortune	1076	1198	676	722	401	476
Game & Fish ^	1815	1424	1418	1047	397	377
Game Informer	5143	3427	3807	2483	1335	944
Golf Digest	2335	1764	1902	1257	433	507
Golf Magazine	2496	2036	1970	1442	525	594
Golfweek <	1058	594	771	431	287	163
Good Housekeeping	8983	7453	1018	1020	7965	6433
GQ (Gentlemen's Quarterly)	2371	1940	1859	1519	512	421
Guideposts	2174	2321	464	633	1709	1688
Guns & Ammo	4085	3828	3375	3253	710	575
Harper's Bazaar	1326	1056	169	273	1157	783
Health	4112	3041	1438	1108	2674	1934
Hearst Design Group (Gr)	3637	3605	623	703	3014	2903
Hearst Magazine Group (Gr)	76731	64066	22533	18919	54198	45146
Hearst Men's Group (Gr)	13939	11489	11820	9471	2119	2018
HGTV Magazine	5137	4474	1352	1340	3785	3134
Hot Rod	2071	1649	1641	1326	430	323
House Beautiful <	2211	2024	359	323	1852	1702
Hunting	1500	1042	1262	776	239	265
In-Fisherman	1760	803	1481	696	279	107
InStyle	3049	2540	338	270	2711	2270
In Touch	2370	1372	508	140	1863	1232
Inc.	614	630	434	381	180	249

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Audiences (000) By Wave

	ADULTS		MEN		WOMEN	
	WAVE 81	WAVE 82	WAVE 81	WAVE 82	WAVE 81	WAVE 82
TOTAL	125522	125871	60657	60808	64865	65063
Kiplinger's Personal Finance	676	812	420	437	256	376
Los Angeles Times (Sunday)	651	611	249	310	402	301
Magnolia Journal &&	2698	3049	528	570	2171	2479
Marie Claire	1130	953	86	75	1044	877
Martha Stewart Living	3589	3066	483	329	3106	2737
Maxim	1655	1280	1208	944	447	336
Men's Health	5269	4441	4437	3795	831	646
Men's Journal	1771	1029	1589	913	183	117
Midwest Living	1507	1249	420	307	1086	942
Mother Earth News	1576	1269	655	478	921	792
MotorTrend	3151	2126	2858	1780	293	346
National Enquirer	2448	1704	979	720	1469	984
National Geographic	14234	11603	7269	5946	6965	5657
National Geographic Kids	3535	2905	873	915	2662	1990
National Wildlife	3098	1764	1719	832	1379	932
New York Magazine	1437	1120	539	609	898	512
New York Times (Daily)	1161	1913	636	850	525	1063
New York Times (Sunday)	2107	2273	974	1138	1134	1135
The New Yorker	2350	2071	1135	951	1215	1120
O, The Oprah Magazine	4486	3892	487	558	3999	3333
OK!	1379	1267	317	210	1062	1057
Outdoor Life &#	2957	2441	2185	1754	772	687
Outdoor Sportsman Trophy Group (Gr)	9160	7097	7535	5773	1625	1324
Outside	1786	1440	1098	866	688	575
Parade Carrier Newspapers =	18971	21252	8660	10304	10311	10948
Parents	4567	3333	529	454	4038	2879
Parents Latina	1016	582	296	91	720	491
People	16583	13069	4778	3789	11805	9280
People en Espanol	3624	2791	1319	1097	2306	1694
Popular Mechanics <	2847	2144	2448	1893	399	251
Popular Science &#	2925	2575	2308	1858	617	718
Prevention	2535	1895	517	366	2018	1528
Psychology Today	2246	1443	931	553	1315	891
Reader's Digest	8455	7661	3092	2635	5363	5026
Real Simple	3059	2601	292	357	2767	2244
Reminisce	999	803	247	290	752	512
Road & Track	1162	1147	1027	972	135	175
Rolling Stone	5399	3352	3125	2171	2274	1180
Runner's World	1037	751	518	373	518	378
Salt Water Sportsman	540	657	427	380	112	277
The Saturday Evening Post	1008	734	447	339	561	395
Scientific American	1198	1136	571	704	627	433
Shape	1820	1601	166	265	1654	1336
Ski	718	442	409	267	309	174
Smithsonian	3276	2882	1591	1525	1685	1357
Southern Living	7803	6389	1523	1467	6280	4921
Sports Illustrated #1	8843	6268	6644	4866	2199	1401
Star	2233	1991	596	403	1637	1588
Sunset @	1618	1703	476	649	1142	1054
Taste of Home	5976	5288	961	1088	5015	4199
Tennis	757	505	455	158	302	347
Texas Monthly	1188	1228	667	683	520	545
This Old House	2508	2357	1111	1225	1397	1132
Time	6723	6493	3447	3323	3276	3170
Town & Country	1453	1109	449	298	1004	811
Traditional Home &#	2012	1504	371	280	1641	1225
Travel + Leisure	2983	2949	1244	1375	1739	1574
Trusted Media Brands, Inc. Grp. (Gr)	21944	19803	7059	6362	14885	13441
TV Guide Magazine	4555	3552	1847	1282	2708	2269
Us Weekly	5134	3547	1342	951	3792	2596
USA Today	1153	1579	731	919	422	660
Vanity Fair	2873	2821	648	613	2225	2208
Veranda	446	433	100	64	346	369
VFW Magazine	764	749	570	569	194	181
Vogue	4695	3487	611	670	4083	2817
Wall Street Journal	1262	1509	880	847	381	662
Washington Post (Sunday)	465	433	159	222	306	211
WebMD Magazine	3925	3958	1536	1331	2389	2627
Wine Spectator	1502	1089	810	686	692	403
Wired	1146	1364	862	958	284	406
Woman's Day	6330	6280	251	417	6079	5862
Woman's World	2884	2245	159	131	2725	2114
Women's Health	5151	4333	378	273	4772	4059
Yankee	697	533	327	227	370	306
Yoga Journal @	1027	721	231	205	796	515

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	ADULTS		MEN		WOMEN		FEMALE PRINCIPAL SHOPPERS		PROFESSIONAL MANAGERIAL	
	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Total U.S.	27644	251393	13828	121465	13816	129928	11647	103080	8641	63765
Men	13828	121465	13828	121465	-	-	-	-	4381	30928
Women	13816	129928	-	-	13816	129928	11647	103080	4260	32837
Male Principal Shoppers	6701	52460	6701	52460	-	-	-	-	2037	13242
Female Principal Shoppers	11647	103080	-	-	11647	103080	11647	103080	3623	27230
Working Women	8235	72339	-	-	8235	72339	6908	57773	4260	32837
Parent	7958	71772	3627	31448	4331	40324	3796	34354	3447	25252
Graduated College	12096	82438	6122	38888	5974	43550	5098	35799	6511	45142
Attended College	8785	70312	4199	32505	4586	37807	3823	29331	1680	12900
Graduated High School	5109	71536	2626	36288	2483	35248	2080	27523	405	5137
Did Not Graduate High School	1654	27107	881	13784	773	13323	646	10429	45	586
Age 18-24	1991	29407	1059	14781	932	14627	466	6865	302	3516
25-34	4153	45301	2039	22695	2114	22506	1785	18501	1627	14957
35-44	5026	41074	2442	20236	2584	20838	2242	17416	2299	15913
45-54	4658	41381	2337	20214	2321	21167	2032	18012	2016	14071
55-64	5067	41987	2579	19955	2488	22032	2147	18600	1663	11241
65 or Over	6749	52242	3372	23584	3377	28659	2975	23586	734	4068
18-34	6144	74709	3098	37476	3046	37233	2251	25466	1929	18473
18-49	13471	136395	6700	67804	6771	68591	5502	52091	5248	41604
25-54	13837	127756	6818	63145	7019	64611	6059	54029	5942	44941
Working Full Time	14240	122923	8114	70102	6126	52821	5187	42632	7327	54835
Part-time	3505	31832	1396	12314	2109	19518	1721	15140	1314	8931
Not Employed	9899	96639	4318	39049	5581	57589	4739	45308	-	-
Professional	5015	36781	2335	15941	2680	20839	2282	17428	5015	36781
Mgmt./Bus./Finan. Ops.	3626	26985	2046	14986	1580	11998	1341	9802	3626	26985
Sales/Office Occs.	3394	30534	1373	11896	2021	18638	1669	14375	-	-
Nat. Res./Constr./Maint.	1516	13642	1400	12867	116	774	99	612	-	-
Other Employed	4194	46813	2356	26725	1838	20089	1517	15556	-	-
H/D Income \$100,000 or More	10944	91684	6177	47017	4767	44667	3762	33257	5535	40982
\$75,000 - 99,999	3676	34808	1913	17497	1763	17312	1453	13445	1157	9497
\$60,000 - 74,999	2872	24598	1357	12225	1515	12373	1284	9641	698	4844
\$50,000 - 59,999	2100	17984	966	8778	1134	9207	997	7546	447	2655
\$40,000 - 49,999	2154	18321	991	8706	1163	9615	1014	7909	348	2207
\$30,000 - 39,999	1908	19564	856	8991	1052	10574	934	8943	206	1635
\$20,000 - 29,999	1678	18148	665	7778	1013	10370	929	8855	128	1029
Under \$20,000	2312	26285	903	10473	1409	15812	1274	13482	122	916
Census Region: North East	5941	44317	2912	21238	3029	23079	2554	18172	1994	12517
Midwest	5291	52563	2698	25544	2593	27020	2190	21784	1629	14139
South	10415	95993	5121	46022	5294	49971	4484	39893	3118	22123
West	5997	58520	3097	28662	2900	29858	2419	23231	1900	14986
County Size A	15247	106179	7635	51156	7612	55024	6326	42229	5394	31021
B	6700	74830	3354	36040	3346	38790	2855	31285	1936	18335
C	3101	36448	1533	17670	1568	18778	1337	15137	793	7967
D	2596	33936	1306	16599	1290	17336	1129	14429	518	6442
Metropolitan CBSA	25184	216625	12605	104458	12579	112166	10563	88323	8143	57328
Micropolitan CBSA/Unassigned	2460	34769	1223	17007	1237	17762	1084	14758	498	6438
Never Married	6971	72641	3572	38682	3399	33960	2637	23197	2009	16061
Now Married	14420	132814	8031	66328	6389	66487	5250	54258	5249	40371
All Others	6253	45938	2225	16456	4028	29482	3760	25625	1383	7334
Household Size: 1 Person	6071	36450	2650	16377	3421	20073	3421	20073	1515	7344
2 Persons	9651	82494	5151	41142	4500	41352	3663	33082	2691	19705
3 or 4 Persons	8851	91555	4496	44040	4355	47515	3400	35203	3421	27240
5 or More Persons	3071	40894	1531	19906	1540	20988	1163	14723	1014	9477
Children By Age: Any	9388	93007	4419	42884	4969	50123	4123	38916	3711	27878
Under 2 Years	1430	16238	679	6681	751	9558	605	7331	526	4515
2-5 Years	3098	31468	1466	13968	1632	17500	1381	13938	1178	8969
6-11 Years	4474	43868	2018	19832	2456	24036	2077	19163	1728	12746
12-17 Years	4643	46278	2147	21603	2496	24675	2046	18762	1785	13268
White (inc. mult. class.)	20893	187503	10492	90859	10401	96644	8787	77635	6713	50586
Black (inc. mult. class.)	3258	32555	1451	14940	1917	17616	1576	14000	804	6979
Other (inc. mult. class.)	4306	37213	2296	18341	2010	18872	1612	13830	1386	7669
Spanish Speaking	3357	42941	1743	21626	1614	21315	1320	16140	832	7085
IEI \$50,000 or More	9474	69230	5943	43673	3531	25557	2992	21049	6235	43606
\$40,000 - 49,999	1907	16946	904	8439	1003	8507	859	7005	784	6468
\$30,000 - 39,999	1905	19786	879	9827	1026	9959	880	8049	564	5067
\$25,000 - 29,999	900	9817	396	4663	504	5154	439	4299	211	1888
\$20,000 - 24,999	912	9567	353	4099	559	5468	485	4659	208	1744
\$10,000 - 19,999	1396	15854	548	6324	848	9530	696	7366	314	2487
Under \$10,000	1251	13554	487	5389	764	8165	557	5345	325	2505
Wage Earner Status: Sole	6657	42714	3531	24855	3126	17858	2942	16272	3212	17388
Primary	5261	50554	3463	32163	1798	18391	1432	14776	2826	23292
Secondary	5827	61487	2516	25398	3311	36089	2534	26725	2603	23086
Number of Children: 1	3809	38864	1813	18452	1996	20411	1621	15296	1471	11529
2	3578	32216	1717	14979	1861	17237	1558	13508	1544	10879
3 or More	2001	21927	889	9453	1112	12475	944	10113	696	5470
Home Owned	19501	165848	10007	80415	9494	85433	7864	66505	6607	47075
Value of Home \$500,000+	4409	26696	2397	13249	2012	13447	1626	10070	1999	10990
\$200,000 - \$499,999	9609	76826	5016	38254	4593	38572	3791	30130	3468	25588
\$100,000 - \$199,999	3900	41456	1869	19860	2031	21596	1728	17032	972	8795
Under \$100,000	1583	20870	725	9053	858	11818	719	9273	168	1701

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	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)	UNWGT	PROJ ('000)
Total U.S.	27644	251393	13828	121465	13816	129928	11647	103080	8641	63765
Life Cycle										
Respondent 18-34:										
One-Person Household	808	5452	467	3173	341	2280	341	2280	322	2036
Now Married, No Children	586	5898	305	2879	281	3019	226	2377	309	2818
Now Married, Youngest Under 6	1081	12749	491	5485	590	7264	499	6094	429	4121
Now Married, Youngest 6-17	215	3455	94	1472	121	1983	101	1632	53	655
Balance	3454	47154	1741	24467	1713	22687	1084	13083	816	8844
Respondent 35-49:										
One-Person Household	866	5157	468	3104	398	2053	398	2053	353	1798
Now Married, No Children	852	8772	459	4531	393	4241	334	3724	392	3142
Now Married, Youngest Under 6	1486	11937	845	6205	641	5732	541	4671	759	5268
Now Married, Youngest 6-11	1373	11000	684	5139	689	5861	591	5026	714	5039
Now Married, Youngest 12-17	843	8034	403	3590	440	4445	375	3836	419	3407
Balance	1907	16787	743	7760	1164	9027	1012	7315	682	4477
Respondent 50 or Older:										
One-Person Household	4196	24447	1605	9332	2591	15116	2591	15116	767	3125
Now Married, No Children	6792	59224	3970	30052	2822	29172	2258	23225	1649	11612
Now Married, With Children	1192	11745	780	6976	412	4769	325	3673	525	4109
Balance	1993	19582	773	7302	1220	12280	971	8976	452	3114

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SAMPLE ALLOCATION - TOP THIRTEEN MARKETS
UNWEIGHTED VS. WEIGHTED
PERCENTAGES

	UNWEIGHTED PERCENTAGE	WEIGHTED PERCENTAGE
	TOTAL	TOTAL
	-----	IN (000'S) -----
Base: Total	27644	251393
Market		

New York	9.11	6.76
Los Angeles	6.38	5.84
Chicago	5.94	2.98
Philadelphia	5.15	2.52
San Francisco	3.73	2.38
Boston	2.79	2.10
Houston	3.67	2.19
Washington D.C.	4.24	2.17
Atlanta	4.00	2.16
Dallas/Ft. Worth	3.86	2.42
Miami	2.56	2.08
Phoenix	2.21	1.72
San Antonio	1.26	0.85

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Age				
18-24	13.2%	12.2%	10.4%	11.3%
25-34	17.3%	18.7%	17.4%	17.4%
35-44	16.3%	16.7%	18.4%	16.0%
45-49	7.8%	8.3%	8.3%	8.1%
50-54	8.0%	8.3%	8.5%	8.2%
55-64	16.8%	16.4%	17.2%	17.0%
65+	20.7%	19.4%	19.9%	22.1%
	100.0%	100.0%	100.0%	100.0%
HHI				
Less than \$10,000	3.6%	3.6%	4.5%	4.8%
\$10,000-19,999	4.5%	5.1%	6.1%	7.4%
\$20,000-29,999	5.9%	6.4%	7.5%	8.0%
\$30,000-39,999	7.8%	7.4%	8.3%	8.1%
\$40,000-49,999	8.6%	7.2%	9.3%	7.4%
\$50,000-74,999	19.2%	17.3%	21.4%	16.6%
\$75,000-99, 999	14.2%	14.4%	12.9%	13.3%
\$100,000+	36.3%	38.7%	30.0%	34.4%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Education				
Graduated College	32.8%	32.0%	33.4%	33.5%
Attended College	33.5%	26.8%	37.1%	29.1%
Graduated H.S.	24.6%	29.9%	21.7%	27.1%
Did Not Graduate H.S.	9.2%	11.4%	7.8%	10.3%
	100.0%	100.0%	100.0%	100.0%
New Census Occupation				
Not Employed	31.5%	32.1%	39.7%	44.3%
Professional and Related Occupations	13.7%	13.1%	17.3%	16.0%
Management, Business and Financial Operations	10.5%	12.3%	9.2%	9.2%
Sales and Office Occupations	10.1%	9.8%	15.6%	14.4%
Natural Resources, Construction and Maintenance	12.4%	10.6%	1.1%	0.6%
Other Employed	21.8%	22.0%	17.1%	15.5%
	100.0%	100.0%	100.0%	100.0%
Census Region				
North East	17.4%	17.5%	17.8%	17.8%
Midwest	21.0%	21.0%	20.8%	20.8%
South	37.9%	37.9%	38.4%	38.5%
West	23.6%	23.6%	23.0%	23.0%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

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Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
County Size				
County Size A	40.6%	42.1%	40.8%	42.4%
County Size B	30.0%	29.7%	31.0%	29.9%
County Size C	14.5%	14.5%	13.9%	14.5%
County Size D	14.9%	13.7%	14.3%	13.3%
	100.0%	100.0%	100.0%	100.0%
Marital Status				
Never Married	32.4%	31.8%	27.0%	26.1%
Now Married	53.4%	54.6%	50.0%	51.2%
Other	14.2%	13.6%	23.0%	22.7%
	100.0%	100.0%	100.0%	100.0%
Household Size				
Household Size: 1	12.7%	13.5%	13.0%	15.5%
Household Size: 2+	87.3%	86.5%	87.0%	84.6%
	100.0%	100.0%	100.0%	100.0%
Respondent Classified Race				
White Only	69.0%	72.9%	69.3%	72.3%
Black/African American Only	12.2%	11.7%	13.4%	12.7%
Other Race/Multiple Classifications	18.9%	15.4%	17.3%	15.0%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

MRI-Simmons Spring 2020 Technical Guide

Comparison of Sample Distribution Before and After Balancing

	Men(%)		Women(%)	
	Before Balancing	After Balancing	Before Balancing	After Balancing
Respondent Hispanic				
Hispanic	15.0%	16.9%	14.9%	16.0%
Non-Hispanic	85.0%	83.1%	85.1%	84.1%
	100.0%	100.0%	100.0%	100.0%
Respondent Language Spoken Personally at Home				
Non-Hispanic	85.0%	83.1%	84.9%	83.6%
Hispanic - Only English	4.3%	3.0%	4.0%	2.8%
Hispanic - Mostly English, but Some Spanish	4.7%	4.0%	4.9%	3.9%
Hispanic - Both or Other	0.3%	1.4%	0.4%	0.9%
Hispanic - Mostly Spanish, but Some English	3.5%	3.8%	3.6%	4.1%
Hispanic - Only Spanish	2.2%	4.6%	2.3%	4.8%
	100.0%	100.0%	100.0%	100.0%

*Totals in tables may not equal 100% due to rounding

MRI-SIMMONS SPRING 2020 TECHNICAL GUIDE

DATA ADJUSTMENT PROCEDURES

Ski Adjustment

Publication	Spring 2020 Total Projected Readers Before Ascription	Spring 2020 Total Projected Readers After Ascription	Spring 2020 Increased Total Projected Readers as a Result of Ascription
Ski	1,148,000	1,601,000	39%

MRI-Simmons Spring 2020 Technical Guide Statistical Efficiency of Key Demographics

Variable	Male Effective Sample Size	Female Effective Sample Size
18-24	546	495
25-34	959	979
35-44	1029	1096
45-49	439	482
50-54	470	483
55-64	1050	1087
65+	1364	1470
Didn't Graduate High School	465	426
Graduated High School	1396	1299
Attended College	1808	2073
Graduated College	2376	2508
<\$20K	442	681
\$20-50K	1104	1387
\$50-75K	980	1063
\$75-100K	820	779
\$100K or more	2421	2087
Hispanic, Only English	222	217
Hispanic, Mostly English	226	245
Hispanic, Both or Other	32	19
Hispanic, Mostly Spanish	176	198
Hispanic, Only Spanish	141	148

MRI-Simmons Spring 2020 Technical Guide AdMeasure Modeling for “Ad noting” and “Actions taken”

The modeling of **AdMeasure** “ad noting” and “actions taken” scores to the GfK MRI syndicated respondent database is undertaken on a wave by wave basis, individually by publication. It begins with the tabulation of these scores across all issues of each publication measured during the time the specific wave of the syndicated National Study is in the field. For the Spring 2020 syndicated release, the issues measured in **AdMeasure** between May and October of 2019 were used to tabulate the target scores used in the modeling of Wave 81 respondents and the issues measured in **AdMeasure** between November of 2019 and April of 2020 were used to tabulate the target scores used in the modeling of Wave 82 respondents.

The “ad noting” score or target for each publication is the average score across all ads in all issues measured during the targeted time frame. The “ad noting” score is the percentage of readers of the publication (in **AdMeasure**, all respondents are readers) that note the average ad. The “actions taken” score is the percentage of readers that on average have taken any action after noting an ad. These targets are tabulated within gender (men & women), frequency of reading (3 or 4 of 4 issues & less than 3 of 4 issues), “where read “(in home & out of home) and age (18-34, 35-54 & 55 plus) resulting in 24 mutually exclusive targets encompassing all readers for each publication. These targets are then input into the modeling software along with the syndicated respondent database and all relevant publication specific information (i.e., reader, where read & frequency definitions). Within each publication, the software identifies the appropriate base for each of the 24 defined cells (readers when assigning “ad noting” and “ad noters” when assigning “actions taken”) and assigns positive responses for “noting” or “taking action,” respectively, to respondents within each cell until the accumulated projected total is approximately equal to the desired targets in the cell. After the initial pass through each of the 24 cells, additional iterations take place where cells are combined hierarchically (in the order mentioned above) until the overall target is reached or until the maximum 16 passes are exhausted. So, for the second pass the age variable is dropped and assignments are made within the 8 remaining cells. For the third pass the “where read” variable is dropped and the age variable is added back resulting in 12 cells. The process of dropping and adding back variables continues until completion. At each stage, the actual assignments are made using a two-step procedure. The first step utilizes a random “weighted nth” algorithm which attempts to reach approximately 90% of the target. The second step uses a “best sum” algorithm to identify the group of respondents whose accumulated weights comes closest to the remainder target. The list of available respondents is put into high-to-low weight sequence prior to the selection procedure.

MRI-SIMMONS SPRING 2020 TECHNICAL GUIDE

Modeling Cable Networks/Streaming Services Hours Viewed Past 7 Days (Wave 82 Online Survey Only)

MRI-Simmons has implemented a modeling process for the Wave 82 online survey since the number of “Hours Watched Past 7 Days” for cable networks and streaming services was not asked in the online survey. This measure has been added to the Wave 83 online survey.

In order to model hours watched for each network, MRI-Simmons used a combination of Nielsen People Meter (NPM) data and MRI-Simmons respondents from Wave 81 and Wave 82. For cable networks or streaming services where NPM data was not available, modeling was performed using only MRI-Simmons Wave 81 and Wave 82 in-person data.

Below is the process employed to impute the number of “Hours watched TV in the Past 7 Days” for each of the reported cable networks and streaming services:

1. Using NPM for February and April 2020 we determined the average viewing minutes for TV viewers (Note: this was done for the approximately 120 networks measured in common by MRI-Simmons and Nielsen). The ratio of April to February served as the scaling factor for the modeled minutes.
2. We then selected in-person interview respondents from Wave 81 and Wave 82 with 1+ hours of viewing to develop a linear regression model where the cable/streaming viewing hours for the network/service is the dependent variable and a variety of demographics (Gender, Age, HHI, HHLD Size, Geography, Education, etc.) and the other cable/streaming services constituted the independent variables.
3. Respondents who had Past 7 Day Viewing were selected and the viewing hours for each cable network/streaming service in turn were predicted and adjusted as follows:
 - a) Any predicted hours less than 1 were set to 1 (occurred occasionally)
 - b) For those cable networks/streaming services where a Nielsen scaling factor was available (#1 above) scale the predicted hours by that factor.
 - c) Any predicted hours exceeding 99 were set to 99.
4. Respondents who had no viewing or Last 30 Day viewing only were not changed.

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Digital edition screen only ascription

The sequence of the relevant magazine readership questions asked in the personal interview of the syndicated study for each publication is as follows:

Everyone	... Read or looked into in the last 6 months on any platform ... screen question
If screened	... Number of issues read of the average four ... frequency question
	... Read in the last publication period ... readership question
If read	... Printed on paper or any electronic version ... version read
If read electronic	... digital edition or other ... type of electronic version

With this sequence, we are unable to directly calculate an estimate of digital edition screeners **who are not digital edition readers in the last publication period**. Without any additional digital edition screeners, digital edition turnovers are zero, making it impossible to calculate the net reach of more than one issue of the digital edition. In addition, since the **screen question** specifically includes reading on any platform print turnovers would be too high if all non-reader screeners were treated as screeners. Our solution is twofold. First we drop all non-readers who answered “website only” to the **frequency question** and secondly we assign digital screens to some number of non-digital edition electronic readers modeled to correspond to the theoretical readership by frequency answer within gender. For illustration we’ll look at the magazine question responses for Sports Illustrated from wave 77. The table below shows the screens by frequency group in total and separately for respondents that answered “electronic” and not “print” to the “version read” question.

Frequency	total screens		exclusive electronic screens		all other screens	
	respondents	projected	respondents	projected	respondents	projected
0 of 4	337	3,079,020	16	78,420	321	3,000,600
1 of 4	939	9,632,880	90	914,470	849	8,718,410
2 of 4	605	5,967,790	119	1,092,450	486	4,875,340
3 of 4	329	3,373,030	92	692,930	237	2,680,100
4 of 4	569	6,002,390	130	1,600,350	439	4,402,040
website only	417	4,493,050			417	4,493,050
totals	3,196	32,548,160	447	4,378,620	2,749	28,169,540

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We calculate a target projected number for digital edition screen only respondents by assuming that the actual digital edition readership within frequency group occurs at the theoretical levels.

Frequency	digital edition reads	target digital edition screen only	read/screen
0 of 4	0	0	
1 of 4	123,380	370,140	0.25
2 of 4	54,610	54,610	0.5
3 of 4	76,720	25,573	0.75
4 of 4	18,336	0	1
totals	273,046	450,323	

The ascription is actually performed by utilizing the same proprietary software used to ascribed average ad noting scores and actions taken levels from our Ad Measure study to the syndicated study. Respondents eligible to be ascribed as digital screeners only come from the group of exclusive electronic readers that are not digital edition readers. As described above, the 417 “website only” screeners are not included as either print or digital screeners in our releasable data file thereby having no effect on reach and frequency calculations.