



Spring 2021 Technical Guide

Click on a section below

Sample Completion

Sample Distribution

Statistical Efficiency of Key Demographics

Distribution of Final Weights

Sample Allocation - Top 13 Markets

Demo/Media Data Ascription

Digital Edition Screen Only Ascription

Product Booklet Ascription

Psychographic Ascription

Reliability of Results

Newspaper Distributed Magazines

Newspaper Groups

Magazine Group Composition

Frequency of Publication

Median Age, HH Income, and IE Income

In-Home/Primary Audiences

Unweighted and Projected Audiences and Estimated Tolerances

Audiences by Wave

Unweighted and Weighted Demographics

Definitions of Media Quintiles

Data Adjustment Procedures

AdMeasure Modeling for "Ad Noting" and "Actions Taken"

Methodology

MRI-Simmons Spring 2021 Technical Guide
Spring 2021 Sample Completion

The recovery sample is shown in the following tables:

| SAMPLE DISPOSITION - Online | TOTAL HOUSEHOLDS | MEN | WOMEN |
|--|-----------------------------|------------|--------------|
| Total Sample Households Initially Selected | 442305 | 243450 | 198855 |
| Less: Undeliverable | 64196 | 35122 | 29074 |
| Media Affiliates | 154 | 95 | 59 |
| Media Affiliates Estimate of Eligible Sample (Completes & Non-completes) | 1574 | 867 | 707 |
| Total Eligible Households [A] | 377955 | 208233 | 169722 |
| Total Eligible Households Adjusted for Media Affiliation | 376535 | 207461 | 169074 |
| Less: Designated Gender | 3282 | 1872 | 1410 |
| No Internet or smartphone | 334 | 208 | 126 |
| Greater than 24 hours | 773 | 423 | 350 |
| Less than 25 minutes | 986 | 540 | 446 |
| Other rejected interviews | 69 | 42 | 27 |
| Total Completed Interviews | 36838 | 18293 | 18545 |

| <u>WEIGHTED RESPONSE RATE</u>² | MEDIA INTERVIEWS | PRODUCT BOOKLET RESPONSE RATE³ |
|--|-----------------------------|--|
| NEW YORK | 8.23% | 3.15% |
| LOS ANGELES | 8.75% | 3.42% |
| CHICAGO | 10.39% | 4.40% |
| PHILADELPHIA | 9.41% | 3.64% |
| SAN FRANCISCO | 8.87% | 3.48% |
| BOSTON | 10.84% | 4.11% |
| HOUSTON | 7.37% | 2.76% |
| WASHINGTON D.C. | 10.78% | 4.01% |
| ATLANTA | 9.61% | 3.57% |
| DALLAS | 9.41% | 3.37% |
| MIAMI | 8.18% | 3.21% |
| PHOENIX | 10.96% | 4.45% |
| SAN ANTONIO | 8.51% | 3.21% |
| NON TOP 13 | 10.68% | 4.46% |
| TOTAL | 10.17% | 4.13% |

¹Per agreement with the MRC, the response rates shown below are calculated on **only** the initially assigned clusters and the online sample. Additional interviews conducted in added clusters are also included in the study. In addition, the sample disposition uses only unweighted counts; the response rate calculations are made on weighted counts using the probability of selection within market.

²The weighted response rate is based on the initially assigned sample clusters and online sample. Weights are applied which reflect the relative probability of selection within market (see Sample Design on pages 1-5 in the Methodology section of Tech Guide). The individual market response rates and the response rate for the balance of the U.S. are based solely on these differential weights. The overall U.S. response rate reflects the differential sizes (number of households) of the thirteen media markets and the balance of the U.S.

³The calculation for the product booklet response rates are made on weighted counts using the probability of selection within market.

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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 | 8.8% | 12.0% | 10.1% | 11.2% |
| 25-34 | 16.5% | 18.7% | 19.2% | 17.4% |
| 35-44 | 18.9% | 16.7% | 19.3% | 16.1% |
| 45-49 | 8.4% | 8.1% | 8.6% | 8.0% |
| 50-54 | 9.2% | 8.1% | 9.1% | 8.0% |
| 55-64 | 17.6% | 16.4% | 17.5% | 16.9% |
| 65+ | 20.7% | 19.9% | 16.2% | 22.5% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| HHI | | | | |
| Less than \$10,000 | 3.1% | 3.3% | 4.7% | 4.6% |
| \$10,000-19,999 | 2.5% | 4.8% | 4.3% | 6.9% |
| \$20,000-29,999 | 4.1% | 5.9% | 5.6% | 7.5% |
| \$30,000-39,999 | 5.5% | 7.1% | 6.5% | 7.7% |
| \$40,000-49,999 | 6.0% | 7.0% | 7.1% | 7.3% |
| \$50,000-74,999 | 17.0% | 17.3% | 18.6% | 16.7% |
| \$75,000-99,999 | 15.5% | 14.1% | 14.3% | 13.2% |
| \$100,000+ | 46.2% | 40.4% | 38.9% | 36.2% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-Simmons Spring 2021 Technical Guide

Comparison of Sample Distribution Before and After Balancing

| | Men (%) | | Women (%) | |
|---|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| Education | | | | |
| Graduated College | 48.2% | 32.8% | 48.3% | 34.6% |
| Attended College | 30.1% | 26.5% | 32.3% | 28.8% |
| Graduated H.S. | 17.3% | 29.7% | 15.8% | 26.8% |
| Did Not Graduate H.S. | 4.4% | 11.0% | 3.6% | 9.9% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| New Census Occupation | | | | |
| Not Employed | 30.4% | 36.0% | 38.1% | 47.3% |
| Professional and Related Occupations | 19.3% | 12.6% | 21.8% | 16.1% |
| Management, Business and Financial Operations | 15.8% | 12.4% | 13.2% | 9.1% |
| Sales and Office Occupations | 10.4% | 9.4% | 15.2% | 13.7% |
| Natural Resources, Construction and Maintenance | 8.0% | 10.3% | 0.6% | 0.5% |
| Other Employed | 16.1% | 19.3% | 11.1% | 13.2% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Census Region | | | | |
| North East | 18.4% | 17.4% | 18.0% | 17.7% |
| Midwest | 23.5% | 21.0% | 22.9% | 20.7% |
| South | 35.8% | 38.0% | 37.1% | 38.5% |
| West | 22.4% | 23.6% | 22.0% | 23.0% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-Simmons Spring 2021 Technical Guide
Comparison of Sample Distribution Before and After Balancing

| | Men (%) | | Women (%) | |
|-------------------------------------|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| County Size | | | | |
| County Size A | 42.5% | 42.2% | 42.8% | 42.4% |
| County Size B | 30.6% | 29.8% | 30.6% | 30.0% |
| County Size C | 14.7% | 14.5% | 14.8% | 14.5% |
| County Size D | 12.2% | 13.5% | 11.8% | 13.2% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Marital Status | | | | |
| Never Married | 24.2% | 32.1% | 25.7% | 26.3% |
| Now Married | 65.6% | 54.7% | 56.6% | 51.3% |
| Other | 10.2% | 13.3% | 17.7% | 22.4% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Household Size | | | | |
| Household Size: 1 | 8.4% | 13.6% | 10.1% | 15.5% |
| Household Size: 2+ | 91.6% | 86.4% | 89.9% | 84.5% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Respondent Classified Race | | | | |
| White Only | 78.7% | 72.7% | 77.2% | 72.1% |
| Black/African American Only | 5.4% | 11.7% | 7.3% | 12.8% |
| Other Race/Multiple Classifications | 15.8% | 15.6% | 15.5% | 15.2% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

MRI-Simmons Spring 2021 Technical Guide
Comparison of Sample Distribution Before and After Balancing

| | Men (%) | | Women (%) | |
|--|---------------------|--------------------|---------------------|--------------------|
| | Before Balancing | After Balancing | Before Balancing | After Balancing |
| Respondent Hispanic | | | | |
| Hispanic | 10.9% | 17.0% | 11.5% | 16.1% |
| Non-Hispanic | 89.1% | 83.0% | 88.5% | 83.9% |
| | 100.0% | 100.0% | 100.0% | 100.0% |
| Respondent Language Spoken Personally at Home | | | | |
| Non-Hispanic | 89.1% | 83.0% | 88.5% | 83.9% |
| Hispanic - Only English | 4.3% | 3.0% | 4.4% | 2.6% |
| Hispanic - Mostly English, but Some Spanish | 3.3% | 4.2% | 3.7% | 4.1% |
| Hispanic - Both or Other | 0.7% | 1.3% | 0.7% | 1.2% |
| Hispanic - Mostly Spanish, but Some English | 1.6% | 3.9% | 1.6% | 3.5% |
| Hispanic - Only Spanish | 1.0% | 4.7% | 1.0% | 4.8% |
| | 100.0% | 100.0% | 100.0% | 100.0% |

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

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Statistical Efficiency of Key Demographics

| Variable | Male Effective Sample Size | Female Effective Sample Size |
|-----------------------------|---------------------------------------|---|
| 18-24 | 1026 | 1025 |
| 25-34 | 2150 | 2268 |
| 35-44 | 2132 | 2048 |
| 45-49 | 897 | 868 |
| 50-54 | 892 | 919 |
| 55-64 | 1883 | 1960 |
| 65+ | 2282 | 2144 |
| Didn't Graduate High School | 692 | 582 |
| Graduated High School | 2367 | 2133 |
| Attended College | 3804 | 3935 |
| Graduated College | 6473 | 6221 |
| <\$20K | 753 | 1068 |
| \$20-50K | 1858 | 2303 |
| \$50-75K | 1903 | 2002 |
| \$75-100K | 1708 | 1554 |
| \$100K or more | 5090 | 4190 |
| Hispanic, Only English | 615 | 496 |
| Hispanic, Mostly English | 532 | 501 |
| Hispanic, Both or Other | 113 | 119 |
| Hispanic, Mostly Spanish | 298 | 270 |
| Hispanic, Only Spanish | 268 | 259 |

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DISTRIBUTION OF FINAL WEIGHTS

| Weights in Thousands | Number of Respondents | % | Cumulative % |
|---------------------------------|----------------------------------|--------------|---------------------|
| 0-0.99 | 6155 | 12.5 | 12.5 |
| 1.00-1.99 | 9877 | 20.1 | 32.6 |
| 2.00-2.99 | 7459 | 15.2 | 47.8 |
| 3.00-3.99 | 5537 | 11.3 | 59.0 |
| 4.00-4.99 | 4035 | 8.2 | 67.2 |
| 5.00-5.99 | 3138 | 6.4 | 73.6 |
| 6.00-6.99 | 2344 | 4.8 | 78.4 |
| 7.00-7.99 | 1899 | 3.9 | 82.2 |
| 8.00-8.99 | 1384 | 2.8 | 85.0 |
| 9.00-9.99 | 1114 | 2.3 | 87.3 |
| 10.00-14.99 | 3035 | 6.2 | 93.5 |
| 15.00-19.99 | 1355 | 2.8 | 96.2 |
| 20.00-24.99 | 695 | 1.4 | 97.6 |
| 25.00-29.99 | 829 | 1.7 | 99.3 |
| 30.00+ | 331 | 0.7 | 100.0 |
| TOTAL | 49187 | 100.0 | |

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

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**SAMPLE ALLOCATION - TOP THIRTEEN MARKETS
UNWEIGHTED VS. WEIGHTED
PERCENTAGES**

| | UNWEIGHTED PERCENTAGE | WEIGHTED PERCENTAGE |
|------------------|--------------------------|------------------------------|
| | TOTAL ----- | TOTAL IN (000'S) ----- |
| Base: Total | 49187 | 252819 |
| Market ----- | | |
| New York | 9.88 | 6.72 |
| Los Angeles | 6.42 | 5.82 |
| Chicago | 6.47 | 2.97 |
| Philadelphia | 5.30 | 2.51 |
| San Francisco | 3.88 | 2.38 |
| Boston | 3.61 | 2.10 |
| Houston | 3.82 | 2.20 |
| Washington D.C. | 3.70 | 2.18 |
| Atlanta | 3.98 | 2.17 |
| Dallas/Ft. Worth | 3.74 | 2.44 |
| Miami | 2.58 | 2.08 |
| Phoenix | 1.84 | 1.73 |
| San Antonio | 0.99 | 0.85 |

MRI-Simmons Spring 2021 Technical Guide

Demo/Media Data Ascription

MRI ascribes “no answers” to Personal Interview questions to provide the most complete database of our respondents. This is normally a nominal amount but can, on occasion, reach a percentage or greater than 5% of the total responses. Listed below are the instances (per Wave) when these responses exceeded this 5% threshold.

WAVE 83

| Question # | Question | Total Responses | Ascribed Responses | Ascription Rate |
|---------------------|--|-----------------|--------------------|-----------------|
| Demographics | | | | |
| 73 | Respondent - Company Size | 10,001 | 1,104 | 11.04% |
| 78 | Respondent - IEI | 15,772 | 1,857 | 11.77% |
| 85 | Household - HHI | 23,964 | 4,484 | 18.71% |
| 87 | Household - Market Value of Owned Home | 17,027 | 2,710 | 15.92% |
| 90 | Household - Net Worth | 23,964 | 7,193 | 30.02% |

WAVE 84

| Question # | Question | Total Responses | Ascribed Responses | Ascription Rate |
|---------------------|--|-----------------|--------------------|-----------------|
| Demographics | | | | |
| 73 | Respondent - Company Size | 10,398 | 1,183 | 11.38% |
| 78 | Respondent - IEI | 15,001 | 1,877 | 12.51% |
| 85 | Household - HHI | 29,027 | 4,541 | 15.64% |
| 87 | Household - Market Value of Owned Home | 14,658 | 2,797 | 19.08% |
| 90 | Household - Net Worth | 17,793 | 7,430 | 41.76% |

MRI-Simmons Spring 2021 Technical Guide

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 |

MRI-Simmons Spring 2021 Technical Guide

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.

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Product Booklet Ascription

A more detailed description of the product booklet ascription procedure utilized by MRI-Simmons can be found in the Technical Guide. The procedure is employed to ascribe data to respondents who completed a personal interview but who failed to complete a product book. The incidence of ascription is shown for Spring 2021 below.

| | <i>Total Number</i> | <i>Percent of Total</i> |
|--------------------------|---------------------|-------------------------|
| In-Tab Booklets | 49,187 | 100% |
| Returned Booklets | 19,629 | 39.9% |
| Ascribed Booklets | 29,558 | 60.1% |

MRI-Simmons Spring 2021 Technical Guide

RELIABILITY OF RESULTS

The estimates obtained in this, as in all sample surveys, are subject to sampling errors or sampling tolerances. As of Fall 2007, sample tolerance calculations are based on the jackknife 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.

MRI-Simmons Spring 2021 Technical Guide

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 5th was established as the deadline for MRI-Simmons to receive the list. Any changes that were brought to our attention after this date were not included.

MRI-Simmons Spring 2021 Technical Guide

Parade

| | |
|-------------------------------------|----|
| Anniston Star | AL |
| Athens News Courier | AL |
| Birmingham News | AL |
| Cullman Times | AL |
| Decatur Daily | AL |
| Dothan Eagle | AL |
| Florence Times Daily | 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 |
| Batesville Daily Guard | AR |
| Baxter Bulletin | AR |
| Camden News | AR |
| Conway Log Cabin Democrat | AR |
| Fort Smith Times Record | AR |
| Jonesboro Sun | AR |
| Northwest Arkansas Democrat-Gazette | AR |
| Paragould Daily Press | AR |
| Pine Bluff Commercial | AR |
| Russellville Courier | AR |
| Searcy Daily Citizen | 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 |
| Mohave Valley Daily News | AZ |
| Prescott Daily Courier | AZ |
| Sierra Vista Herald | 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 |
| Grass Valley Union | 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 |

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| | |
|--------------------------------|----|
| Marin Independent Journal | CA |
| Merced Sun-Star | CA |
| Modesto Bee | CA |
| 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 |
| Redlands Daily Facts | 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 |
| Fort Morgan Times | CO |
| Grand Junction Daily Sentinel | CO |
| Greeley Tribune | CO |
| La Junta Tribune-Democrat | CO |
| Longmont Daily Times-Call | CO |
| Loveland Reporter-Herald | CO |
| Montrose Daily Press | CO |
| Pueblo Chieftain | CO |

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| | |
|--|----|
| Sterling Journal-Advocate | CO |
| 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 |
| Key West Citizen | 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 |
| Vero Beach Press-Journal | FL |
| Winter Haven News Chief | FL |
| Albany Herald | GA |
| Athens Banner-Herald | GA |
| Atlanta Journal-Constitution | GA |

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| | |
|---------------------------------|----|
| Augusta Chronicle | GA |
| Brunswick News | GA |
| Carrollton Times-Georgian | GA |
| Cartersville Daily Tribune News | GA |
| Columbus Ledger-Enquirer | GA |
| Dalton Daily Citizen | GA |
| Douglas County Sentinel | GA |
| Griffin Daily News | GA |
| Henry Daily Herald Weekend | GA |
| Macon Telegraph | GA |
| Marietta Daily Journal | GA |
| Milledgeville Union Recorder | GA |
| Moultrie Observer | GA |
| Newnan Times-Herald | GA |
| Rockdale Citizen | GA |
| Rome News Tribune | GA |
| Savannah Morning News | GA |
| Thomasville Times-Enterprise | GA |
| Tifton Gazette | GA |
| Valdosta Daily Times | GA |
| Ames Tribune | IA |
| Cedar Rapids Gazette | IA |
| Cherokee Chronicle Times | IA |
| Clinton Herald | IA |
| Council Bluffs Daily Nonpareil | IA |
| Creston News Advertiser | IA |
| Davenport Quad City Times | IA |
| Des Moines Register | IA |
| Fort Dodge Messenger | IA |
| Iowa City Press-Citizen | IA |
| Le Mars Daily Sentinel | IA |
| Marshalltown Times-Republican | IA |
| Mason City Globe-Gazette | IA |
| Newton Daily News | IA |
| Oskaloosa Herald | IA |
| Ottumwa Courier | IA |
| Sioux City Journal | IA |
| Waterloo Courier | IA |
| Boise Idaho Statesman | ID |
| Bonner County Daily Bee | ID |
| Coeur D'Alene Press | 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 |
| Aurora Beacon-News | IL |
| Belleville News-Democrat | IL |
| Bloomington Pantagraph | IL |
| Canton Daily Ledger | IL |

MRI-Simmons Spring 2021 Technical Guide

| | |
|------------------------------------|----|
| Carbondale Southern Illinoisan | IL |
| Carmi Times | IL |
| Champaign News-Gazette | IL |
| Chicago Daily Herald | IL |
| Chicago SouthtownStar | IL |
| Chicago Sun-Times | IL |
| Chicago Tribune | IL |
| Crystal Lake Northwest Herald | IL |
| Danville Commercial News | IL |
| Decatur Herald & Review | IL |
| DeKalb Daily Chronicle | IL |
| Edwardsville Intelligencer | IL |
| Effingham Daily News | IL |
| Freeport Journal-Standard | IL |
| Galesburg Register-Mail | IL |
| Jacksonville Journal Courier | IL |
| Joliet Herald-News | IL |
| Kankakee Daily Journal | IL |
| Kewanee Star-Courier | IL |
| La Salle News Tribune | IL |
| Lake County News-Sun | 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 |
| Sauk Valley Sunday | IL |
| Springfield State Journal-Register | IL |
| Anderson Herald Bulletin | IN |
| Bedford Times-Mail | IN |
| Bloomington Herald-Times | IN |
| Brazil Times | IN |
| Columbus Republic | IN |
| Connersville News-Examiner | IN |
| Elkhart Truth | IN |
| Evansville Courier & Press | IN |
| Fort Wayne Journal Gazette | IN |
| Frankfort Times | IN |
| Franklin Daily Journal | IN |
| Gary Post-Tribune | IN |
| Goshen News | IN |
| Greencastle Banner Graphic | IN |
| Greene County Daily World | IN |
| Greenfield Daily Reporter | IN |
| Greensburg Daily News | IN |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---------------------------------|----|
| Huntington Herald-Press | IN |
| Indianapolis Star | IN |
| Jeffersonville News and Tribune | IN |
| Kokomo Tribune | IN |
| La Porte Herald-Argus | IN |
| Lafayette Journal and Courier | IN |
| Lebanon Reporter | IN |
| Logansport Pharos Tribune | IN |
| Marion Chronicle-Tribune | IN |
| Martinsville Reporter-Times | IN |
| Michigan City News-Dispatch | IN |
| Muncie Star Press | IN |
| Munster Times | IN |
| New Castle Courier-Times | IN |
| Peru Tribune | IN |
| Richmond Palladium-Item | IN |
| Rochester Sentinel | IN |
| Seymour Tribune | IN |
| Shelbyville News | IN |
| South Bend Tribune | IN |
| Terre Haute Tribune-Star | IN |
| Vincennes Sun-Commercial | IN |
| Wabash Plain Dealer | IN |
| Dodge City Globe | KS |
| Garden City Telegram | KS |
| Hays Daily News | KS |
| Hutchinson News | KS |
| Lawrence Journal-World | KS |
| Leavenworth Times | 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 |
| Henderson Gleaner | KY |
| Hopkinsville Kentucky New Era | 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 |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---------------------------------|----|
| Somerset Commonwealth-Journal | KY |
| Abbeville Meridional | LA |
| Baton Rouge Advocate | LA |
| Crowley Post-Signal | LA |
| DeRidder Beauregard Daily News | LA |
| Hammond Daily Star | LA |
| Houma Courier | LA |
| Lafayette Daily Advertiser | LA |
| Lake Charles American Press | LA |
| Leesville Daily Leader | LA |
| Monroe News-Star | LA |
| Morgan City Daily Review | 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 |
| 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 |
| Benton Harbor Herald-Palladium | MI |
| Big Rapids Pioneer | MI |
| Cheboygan Daily Tribune | MI |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---------------------------------------|----|
| Coldwater Daily Reporter | MI |
| Detroit Free Press | MI |
| Flint Journal | MI |
| Grand Haven Tribune | MI |
| Grand Rapids Press | MI |
| Hillsdale Daily News | MI |
| Holland Sentinel | MI |
| Huron Daily Tribune | 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 |
| 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 |
| Faribault Daily News | MN |
| Hibbing Daily Tribune | MN |
| Mankato Free Press | MN |
| Minneapolis Star Tribune | MN |
| New Ulm Journal | MN |
| Owatonna People's Press | MN |
| Rochester Post-Bulletin | MN |
| St. Cloud Times | MN |
| St. Paul Pioneer Press | MN |
| Virginia Mesabi Daily News | MN |
| West Central Tribune | MN |
| Winona Daily News | MN |
| Camdenton Lake Sun | MO |
| Cape Girardeau Southeast Missourian | MO |
| Chillicothe Constitution-Tribune | MO |
| Columbia Daily Tribune | MO |
| Fulton Sun | MO |
| Hannibal Courier-Post | MO |
| Independence Examiner | MO |
| Jefferson City News Tribune | MO |

MRI-Simmons Spring 2021 Technical Guide

| | |
|--|----|
| Joplin Globe | MO |
| Kansas City Star | MO |
| Kirksville Daily Express | MO |
| Maryville Daily Forum | 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 |
| Corinth Daily Corinthian | MS |
| 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 |
| Dunn Daily Record | NC |
| Durham Herald-Sun | NC |
| Elizabeth City Daily Advance | NC |
| Fayetteville Observer | NC |
| Forest City Daily Courier | NC |
| Gastonia Gaston Gazette | NC |
| Goldsboro News-Argus | NC |
| Greensboro News & Record | NC |
| Greenville Daily Reflector | NC |
| Henderson Daily Dispatch | NC |
| Hendersonville Times-News | NC |
| Hickory Daily Record | NC |
| High Point Enterprise | NC |
| Jacksonville Daily News | NC |
| Kinston Free Press | NC |
| Lenoir News-Topic | NC |
| Lexington Dispatch | NC |
| Marion McDowell News | NC |

MRI-Simmons Spring 2021 Technical Guide

| | |
|----------------------------------|----|
| Morganton News Herald | NC |
| Mount Airy News | NC |
| New Bern Sun-Journal | NC |
| Raleigh News & Observer | NC |
| Roanoke Rapids Daily Herald | NC |
| Rocky Mount Telegram | NC |
| Sanford Herald | NC |
| Shelby Star | NC |
| Statesville Record and Landmark | NC |
| Wilmington Star-News | NC |
| Wilson Daily Times | 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 |
| Wahpeton Breckinridge Daily News | ND |
| 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 |

MRI-Simmons Spring 2021 Technical Guide

| | |
|----------------------------------|----|
| 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 |
| 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 |
| Hornell Spectator | NY |
| Hudson Register Star | NY |
| Ithaca Journal | NY |
| Kingston Daily Freeman | NY |
| Little Falls Evening Times | 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 |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---------------------------------------|----|
| Chillicothe Gazette | OH |
| Cincinnati Enquirer | OH |
| Circleville Herald | OH |
| Cleveland Plain Dealer | OH |
| Columbus Dispatch | OH |
| Coshocton Tribune | OH |
| Dayton Daily News | OH |
| 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 |
| Logan Daily News | OH |
| Lorain Morning Journal | OH |
| Mansfield News Journal | OH |
| Marion Star | OH |
| Massillon Independent | 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 |
| Bartlesville Examiner-Enterprise | OK |
| Claremore Daily Progress | OK |
| Enid News & Eagle | OK |
| Lawton Constitution | OK |
| McAlester News-Capital & Democrat | OK |
| Muskogee Phoenix | OK |
| Norman Transcript | OK |
| Oklahoma City Oklahoman | OK |
| Shawnee News-Star | OK |
| Stillwater Newspress | OK |
| Tahlequah Daily Press | OK |
| Tulsa World | OK |
| Woodward News | OK |
| Bend Bulletin | OR |
| Coos Bay World | OR |
| Eugene Register-Guard | OR |
| Klamath Falls Herald & News | OR |

MRI-Simmons Spring 2021 Technical Guide

| | |
|----------------------------------|----|
| Medford Mail Tribune | OR |
| Mid-Valley Sunday | OR |
| Ontario Argus Observer | OR |
| Pendleton East Oregonian | OR |
| 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 |
| Greensburg Tribune-Review | PA |
| Hanover Evening Sun | PA |
| Hazleton Standard-Speaker | PA |
| Honesdale Wayne Independent | PA |
| Indiana Gazette | 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 |
| Sayre Morning Times | 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 |
| 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 |
| Williamsport Sun-Gazette | PA |
| York Sunday News | PA |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---------------------------------|----|
| Newport Daily News | RI |
| 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 |
| Capital Journal | SD |
| Huron Plainsman | SD |
| Mitchell Daily Republic | SD |
| Rapid City Journal | SD |
| Sioux Falls Argus Leader | SD |
| Watertown Public Opinion | SD |
| Athens Daily Post-Athenian | TN |
| 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 |
| Sevierville Mountain Press | TN |
| Shelbyville Times-Gazette | TN |
| Abilene Reporter-News | TX |
| Amarillo Globe-News | TX |
| Athens Daily Review | TX |
| Austin American-Statesman | TX |
| Baytown Sun | TX |
| Beaumont Enterprise | TX |
| Brownsville El Nuevo Herald | TX |
| Brownsville Herald | TX |
| Brownwood Bulletin | TX |
| Bryan-College Station Eagle | TX |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---------------------------------|----|
| Clute Facts | TX |
| Corpus Christi Caller-Times | TX |
| Dallas Briefing | TX |
| Dallas Morning News | TX |
| Del Rio News Herald | TX |
| Denton Record-Chronicle | TX |
| Desoto Focus Daily News | TX |
| El Paso Times | TX |
| Fort Worth Star-Telegram | TX |
| Gainesville Daily Register | TX |
| Galveston County Daily News | 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 |
| Longview News-Journal | TX |
| Lubbock Avalanche-Journal | TX |
| Lufkin Daily News | TX |
| Marshall News Messenger | TX |
| McAllen Monitor | TX |
| Midland Reporter-Telegram | TX |
| Nacogdoches Sunday Sentinel | TX |
| New Braunfels Herald-Zeitung | 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 |
| Seguin Gazette-Enterprise | 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 |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---|----|
| Martinsville Bulletin | VA |
| 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 |
| Everett Herald | WA |
| Kennewick Tri City Herald | WA |
| Kitsap Sun | WA |
| Longview Daily News | WA |
| Moses Lake Columbia Basin Herald | 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 |
| Janesville Gazette | WI |
| Kenosha News | WI |
| La Crosse Tribune | WI |
| Manitowoc Two Rivers Herald Times Reporter | WI |
| Marinette Eagle Herald | 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 |
| Bluefield Daily Telegraph | WV |
| Charleston Gazette Mail | WV |

MRI-Simmons Spring 2021 Technical Guide

| | |
|---|----|
| Clarksburg Exponent Telegram | WV |
| Fairmont Times-West Virginian | WV |
| Huntington Herald-Dispatch | 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 |
| Gillette News-Record | WY |
| Laramie Daily Boomerang | WY |
| Riverton Ranger | WY |
| Rock Springs Daily Rocket-Miner | WY |

MRI-Simmons Spring 2021 Technical Guide

SPRING 2021 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.

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 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
MEN'S HEALTH
THE PIONEER WOMAN MAGAZINE
POPULAR MECHANICS
PREVENTION
ROAD & TRACK
RUNNER'S WORLD
TOWN & COUNTRY
VERANDA
WOMAN'S DAY
WOMEN'S HEALTH

HEARST MEN'S GROUP

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

MOTORTREND GROUP

MOTORTREND
HOT ROD
FOUR WHEELER

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

MRI-Simmons Spring 2021 Technical Guide

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. |
| 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. |
| Cigar Aficionado | Bi-Monthly | Published 5 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. |
| Diabetes Self-Management | Quarterly | 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. |
| Family Handyman | Bi-Monthly | Published 8 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. |
| Game & Fish | Monthly | Published 10 times a year. |
| Golf Digest | Bi-Monthly | Published 8 times a year. |
| Golf Magazine | Bi-Monthly | Published 8 times a year. |
| Good Housekeeping | Monthly | Published 10 times a year. |
| GQ | 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. |
| House Beautiful | Bi-Monthly | Published 8 times a year. |

MRI-Simmons Spring 2021 Technical Guide

| <u>MAGAZINE</u> | <u>MEASURED AS</u> | <u>ACTUALLY</u> |
|----------------------------|--------------------|----------------------------|
| Hunting | Bi-Monthly | Published 8 times a year. |
| In-Fisherman | Bi-Monthly | Published 7 times a year. |
| Inc. | Bi-Monthly | Published 7 times a year. |
| Magnolia Journal | Quarterly | Published 4 times a year. |
| Marie Claire | Bi-Monthly | Published 7 times a year. |
| Martha Stewart Living | Monthly | Published 10 times a year. |
| Men's Health | Monthly | Published 9 times a year. |
| National Geographic Kids | Monthly | Published 10 times a year. |
| The New York Magazine | Bi-Weekly | Published 23 times a year. |
| The New Yorker | Weekly | Published 47 times a year. |
| Outside | Bi-Monthly | Published 8 times a year. |
| People en Español | Monthly | Published 9 times a year. |
| The Pioneer Woman Magazine | Quarterly | 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. |
| This Old House | Quarterly | Published 4 times a year. |
| TIME | Bi-Weekly | Published 25 times a year. |
| Town & Country | Monthly | Published 9 times a year. |
| Traditional Home | Quarterly | Published 4 times a year. |
| Vanity Fair | Monthly | Published 10 times a year. |
| VFW Magazine | Monthly | Published 9 times a year. |
| WebMD Magazine | Bi-Monthly | Published 4 times a year. |
| Wine Spectator | Tri-Weekly | Published 13 times a year. |
| Woman's Day | Monthly | Published 10 times a year. |
| Women's Health | Monthly | Published 10 times a year. |

MRI-Simmons Spring 2021 Technical Guide

Audiences (000) By Wave

| | ADULTS | | MEN | | WOMEN | |
|------------------------------|---------|---------|---------|---------|---------|---------|
| | WAVE 83 | WAVE 84 | WAVE 83 | WAVE 84 | WAVE 83 | WAVE 84 |
| | | | | | | |
| TOTAL | 126221 | 126598 | 60959 | 61147 | 65262 | 65451 |
| AARP The Magazine | 17741 | 18541 | 7228 | 7600 | 10513 | 10941 |
| Allrecipes &! | 2909 | 2965 | 759 | 738 | 2150 | 2226 |
| Allure | 1509 | 1591 | 213 | 233 | 1296 | 1358 |
| American Hunter | 1271 | 1399 | 1021 | 1040 | 250 | 359 |
| American Legion | 1264 | 1498 | 812 | 915 | 452 | 583 |
| American Rifleman | 1932 | 2380 | 1604 | 1919 | 328 | 461 |
| American Way | 394 | 415 | 257 | 233 | 137 | 182 |
| Architectural Digest | 1097 | 1319 | 469 | 544 | 628 | 775 |
| The Atlantic | 732 | 931 | 402 | 502 | 330 | 429 |
| Bassmaster | 906 | 924 | 693 | 676 | 213 | 248 |
| Better Homes & Gardens | 11716 | 11807 | 2586 | 2694 | 9129 | 9113 |
| Bicycling | 507 | 427 | 329 | 253 | 178 | 174 |
| Birds & Blooms | 1981 | 1961 | 570 | 575 | 1411 | 1386 |
| Bloomberg Businessweek | 593 | 642 | 407 | 444 | 186 | 198 |
| Boating | 579 | 618 | 451 | 472 | 128 | 146 |
| Bon Appetit | 2521 | 2736 | 831 | 948 | 1690 | 1789 |
| Car and Driver | 2561 | 2104 | 2287 | 1782 | 274 | 322 |
| Chicago Tribune (Sunday) | 617 | 538 | 272 | 278 | 346 | 260 |
| Cigar Aficionado | 549 | 536 | 408 | 425 | 141 | 111 |
| Conde Nast Package (Gr) | 17075 | 18815 | 6298 | 6726 | 10777 | 12089 |
| Conde Nast Traveler | 1230 | 1215 | 497 | 518 | 733 | 696 |
| Consumer Reports | 5235 | 5964 | 2626 | 3210 | 2609 | 2755 |
| Cooking with Paula Deen | 566 | 462 | 59 | 86 | 507 | 376 |
| Cosmopolitan | 4585 | 4175 | 844 | 839 | 3741 | 3336 |
| Costco Connection | 14470 | 15065 | 6329 | 6662 | 8141 | 8403 |
| Country | 1037 | 1085 | 375 | 334 | 662 | 751 |
| Country Living | 3365 | 3426 | 850 | 858 | 2514 | 2568 |
| Country Sampler | 695 | 800 | 155 | 147 | 540 | 653 |
| Diabetes Self-Management &! | 1199 | 970 | 522 | 419 | 678 | 551 |
| Discover | 1499 | 1653 | 860 | 840 | 639 | 812 |
| Ducks Unlimited | 692 | 686 | 537 | 543 | 155 | 143 |
| EatingWell | 2293 | 2239 | 627 | 571 | 1666 | 1667 |
| The Economist | 782 | 978 | 527 | 565 | 255 | 413 |
| Elle | 1901 | 1848 | 254 | 344 | 1647 | 1504 |
| Elle Decor | 890 | 673 | 195 | 128 | 696 | 544 |
| Entertainment Weekly | 3855 | 4207 | 1540 | 1551 | 2315 | 2656 |
| Entrepreneur | 865 | 1102 | 430 | 501 | 435 | 601 |
| Esquire | 835 | 1066 | 538 | 572 | 296 | 494 |
| Essence | 2704 | 3173 | 592 | 1027 | 2112 | 2146 |
| Family Handyman | 2330 | 2070 | 1472 | 1328 | 859 | 741 |
| First For Women | 719 | 954 | 59 | 61 | 660 | 893 |
| Food & Wine | 2501 | 2709 | 943 | 965 | 1558 | 1744 |
| Food Network Magazine | 4728 | 4639 | 1483 | 1481 | 3245 | 3158 |
| Forbes | 1932 | 2382 | 1166 | 1439 | 766 | 943 |
| Fortune % | 694 | 759 | 468 | 452 | 225 | 307 |
| Game & Fish ^ | 824 | 870 | 700 | 702 | 124 | 168 |
| Game Informer | 3096 | 3165 | 2270 | 2272 | 825 | 893 |
| Golf Digest % | 1417 | 1482 | 1092 | 1077 | 324 | 404 |
| Golf Magazine % | 1534 | 1728 | 1157 | 1220 | 377 | 509 |
| Golfweek | 673 | 649 | 510 | 452 | 162 | 198 |
| Good Housekeeping | 5330 | 6119 | 787 | 974 | 4543 | 5145 |
| GQ (Gentlemen's Quarterly) | 1638 | 1919 | 1198 | 1276 | 440 | 643 |
| Guideposts % | 1654 | 1807 | 450 | 633 | 1205 | 1174 |
| Guns & Ammo | 3015 | 3112 | 2419 | 2424 | 596 | 688 |
| Harper's Bazaar | 931 | 1066 | 192 | 157 | 739 | 908 |
| Harvard Business Review | 445 | 369 | 205 | 177 | 240 | 192 |
| Health | 1783 | 2078 | 599 | 848 | 1185 | 1230 |
| Hearst Design Group (Gr) | 3117 | 2938 | 633 | 566 | 2484 | 2372 |
| Hearst Magazine Group (Gr) | 50546 | 49719 | 17076 | 16121 | 33470 | 33598 |
| Hearst Men's Group (Gr) | 10092 | 9548 | 8423 | 7536 | 1668 | 2012 |
| HGTV Magazine | 3590 | 3610 | 1162 | 1157 | 2428 | 2453 |
| Hot Rod | 1315 | 1403 | 1155 | 1141 | 160 | 262 |
| House Beautiful | 1742 | 1707 | 281 | 315 | 1460 | 1392 |
| Hunting | 645 | 837 | 580 | 687 | 65 | 149 |
| In-Fisherman | 923 | 852 | 767 | 614 | 157 | 238 |
| InStyle | 2521 | 2134 | 411 | 325 | 2111 | 1809 |
| In Touch | 1151 | 1093 | 356 | 263 | 795 | 830 |
| Inc. | 282 | 489 | 192 | 235 | 90 | 253 |
| Kiplinger's Personal Finance | 816 | 932 | 487 | 572 | 329 | 359 |
| Los Angeles Times (Sunday) | 697 | 900 | 294 | 485 | 402 | 415 |
| Magnolia Journal &! | 2353 | 2660 | 454 | 545 | 1899 | 2115 |

% Magazine is now a bi-monthly and was measured as a monthly in Waves 83-84.

&! Magazine is quarterly and was measured as a bi-monthly in Waves 83-84.

^ Prior to Wave 78, Game & Fish was measured as two separate, but related titles (Game & Fish and Sportsman) whose circulations were reported as a single publication.

^! Sportsman circulation is currently limited to Texas only and Sportsman readership is no longer included in the audience estimate beginning with Wave 78.

^! Additionally, issues from Texas are not included in listed circulation.

[] Men's Journal is now a bi-monthly and was measured as a monthly in Wave 83.

#! Sports Illustrated is now a tri-weekly and was measured as a bi-weekly in Wave 83.

@! Time is now a bi-weekly and was measured as a weekly in Waves 83-84.

- Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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MRI-Simmons Spring 2021 Technical Guide

Audiences (000) By Wave

| | ADULTS | | MEN | | WOMEN | |
|--------------------------------------|---------|---------|---------|---------|---------|---------|
| | WAVE 83 | WAVE 84 | WAVE 83 | WAVE 84 | WAVE 83 | WAVE 84 |
| | | | | | | |
| TOTAL | 126221 | 126598 | 60959 | 61147 | 65262 | 65451 |
| Marie Claire % | 946 | 768 | 96 | 94 | 850 | 674 |
| Martha Stewart Living | 2560 | 2872 | 501 | 493 | 2059 | 2378 |
| Maxim | 1028 | 543 | 717 | 378 | 312 | 165 |
| Men's Health | 3498 | 3466 | 3032 | 2776 | 465 | 690 |
| Men's Journal [] | 957 | 1201 | 849 | 950 | 108 | 251 |
| Midwest Living | 1221 | 880 | 351 | 213 | 870 | 667 |
| Mother Earth News | 756 | 1126 | 351 | 495 | 405 | 632 |
| MotorTrend | 1862 | 1872 | 1667 | 1587 | 195 | 285 |
| MotorTrend Group (Gr) | 3898 | 3895 | 3495 | 3210 | 444 | 685 |
| National Enquirer | 1256 | 1371 | 435 | 648 | 821 | 723 |
| National Geographic | 9008 | 9214 | 4579 | 4549 | 4429 | 4665 |
| National Geographic Kids | 2550 | 2520 | 739 | 928 | 1811 | 1592 |
| National Wildlife | 1347 | 1713 | 700 | 739 | 647 | 974 |
| New York Magazine | 698 | 841 | 322 | 323 | 376 | 519 |
| New York Times (Daily) | 2240 | 2594 | 1123 | 1231 | 1117 | 1362 |
| New York Times (Sunday) | 2657 | 3042 | 1328 | 1408 | 1329 | 1634 |
| The New Yorker | 1640 | 1955 | 785 | 852 | 855 | 1103 |
| OK! | 965 | 880 | 264 | 284 | 701 | 597 |
| Outdoor Sportsman Trophy Group (Gr) | 5408 | 5672 | 4466 | 4429 | 942 | 1243 |
| Outside | 1101 | 1173 | 599 | 593 | 502 | 580 |
| Parade Carrier Newspapers = | 22096 | 21949 | 10426 | 10256 | 11670 | 11693 |
| Parents | 2412 | 2247 | 625 | 549 | 1787 | 1698 |
| Parents Latina | 669 | 422 | 149 | 118 | 521 | 304 |
| People | 11533 | 10763 | 3763 | 3124 | 7770 | 7639 |
| People en Espanol | 2961 | 2301 | 1168 | 915 | 1793 | 1386 |
| The Pioneer Woman Magazine &! | 1823 | 1875 | 415 | 287 | 1408 | 1388 |
| Popular Mechanics | 2214 | 2075 | 1735 | 1682 | 480 | 393 |
| Prevention | 1317 | 1401 | 378 | 321 | 940 | 1080 |
| Psychology Today | 896 | 1231 | 369 | 482 | 528 | 749 |
| Reader's Digest | 6503 | 6163 | 2537 | 2230 | 3967 | 3933 |
| Real Simple | 2822 | 2922 | 452 | 466 | 2370 | 2456 |
| Reminisce | 616 | 957 | 283 | 352 | 333 | 605 |
| Road & Track | 983 | 837 | 831 | 725 | 153 | 112 |
| Rolling Stone | 2472 | 3321 | 1462 | 1676 | 1010 | 1644 |
| Runner's World | 617 | 627 | 295 | 322 | 322 | 305 |
| Salt Water Sportsman | 529 | 497 | 426 | 319 | 103 | 178 |
| The Saturday Evening Post | 358 | 415 | 124 | 189 | 234 | 226 |
| Scientific American | 912 | 981 | 527 | 562 | 385 | 419 |
| Shape | 1490 | 1362 | 262 | 245 | 1228 | 1117 |
| Ski | 496 | 552 | 251 | 351 | 245 | 201 |
| Smithsonian | 2807 | 3069 | 1352 | 1523 | 1455 | 1546 |
| Southern Living | 5730 | 5321 | 1384 | 1169 | 4346 | 4152 |
| Sports Illustrated #! | 4213 | 4864 | 3247 | 3664 | 966 | 1200 |
| Star | 1243 | 1246 | 384 | 384 | 859 | 863 |
| Taste of Home | 4607 | 4205 | 893 | 768 | 3714 | 3437 |
| Tennis | 331 | 378 | 132 | 255 | 199 | 123 |
| Texas Monthly | 996 | 1245 | 566 | 593 | 430 | 652 |
| This Old House &! | 2052 | 2013 | 1116 | 1006 | 935 | 1008 |
| Time @! | 4725 | 4990 | 2201 | 2335 | 2524 | 2655 |
| Town & Country | 940 | 914 | 366 | 280 | 574 | 634 |
| Traditional Home &! | 756 | 949 | 156 | 179 | 600 | 770 |
| Travel + Leisure | 1998 | 2122 | 811 | 809 | 1188 | 1313 |
| Trusted Media Brands, Inc. Grp. (Gr) | 17074 | 16441 | 6129 | 5587 | 10945 | 10854 |
| TV Guide Magazine | 3018 | 2739 | 1357 | 1056 | 1661 | 1683 |
| Us Weekly | 3135 | 2940 | 785 | 918 | 2350 | 2022 |
| USA Today | 1609 | 1569 | 770 | 795 | 839 | 774 |
| Vanity Fair | 2564 | 2653 | 755 | 665 | 1810 | 1987 |
| Veranda | 575 | 558 | 157 | 123 | 418 | 436 |
| VFW Magazine | 733 | 631 | 536 | 421 | 197 | 209 |
| Vogue | 3525 | 4290 | 632 | 958 | 2894 | 3332 |
| Wall Street Journal | 1590 | 1823 | 902 | 979 | 688 | 845 |
| Washington Post (Sunday) | 509 | 400 | 197 | 165 | 312 | 235 |
| WebMD Magazine | 2654 | 2340 | 967 | 761 | 1687 | 1579 |
| THE WEEK | 804 | 772 | 400 | 424 | 404 | 348 |
| Wine Spectator | 798 | 992 | 438 | 480 | 360 | 512 |
| Wired | 1350 | 1137 | 919 | 732 | 431 | 406 |
| Woman's Day | 4791 | 3620 | 445 | 299 | 4346 | 3321 |
| Woman's World | 1849 | 2261 | 210 | 226 | 1639 | 2035 |
| Women's Health | 2913 | 3686 | 221 | 445 | 2692 | 3241 |
| Yankee | 612 | 639 | 167 | 307 | 444 | 332 |
| Yoga Journal | 568 | 857 | 108 | 208 | 460 | 649 |

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= Circulation and audience estimates only reflect daily or Sunday/weekend carrier newspapers.

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MRI-Simmons Spring 2021 Technical Guide

| | ADULTS | | MEN | | WOMEN | | FEMALE PRINCIPAL SHOPPERS | | PROFESSIONAL MANAGERIAL | |
|-------------------------------|------------------|-----------------|------------------|-----------------|------------------|-----------------|---------------------------------|-----------------|----------------------------|-----------------|
| | UNWGT ('000) | PROJ ('000) | UNWGT ('000) | PROJ ('000) | UNWGT ('000) | PROJ ('000) | UNWGT ('000) | PROJ ('000) | UNWGT ('000) | PROJ ('000) |
| Total U.S. | 49187 | 252819 | 24496 | 122106 | 24691 | 130713 | 19290 | 97981 | 17683 | 63546 |
| Life Cycle | | | | | | | | | | |
| Respondent 18-34: | | | | | | | | | | |
| One-Person Household | 1689 | 5310 | 816 | 2961 | 873 | 2349 | 873 | 2349 | 933 | 2457 |
| Now Married, No Children | 1899 | 7327 | 1068 | 3699 | 831 | 3628 | 625 | 2691 | 1043 | 3231 |
| Now Married, Youngest Under 6 | 2648 | 12938 | 1249 | 5402 | 1399 | 7536 | 1143 | 6104 | 1118 | 3972 |
| Now Married, Youngest 6-17 | 452 | 2383 | 211 | 980 | 241 | 1402 | 184 | 1083 | 140 | 493 |
| Balance | 8810 | 46899 | 4350 | 24497 | 4460 | 22402 | 2107 | 8618 | 2478 | 9029 |
| Respondent 35-49: | | | | | | | | | | |
| One-Person Household | 1615 | 5657 | 766 | 3320 | 849 | 2337 | 849 | 2337 | 867 | 2370 |
| Now Married, No Children | 1720 | 9025 | 867 | 4015 | 853 | 5010 | 672 | 3847 | 816 | 3274 |
| Now Married, Youngest Under 6 | 2640 | 11831 | 1564 | 6594 | 1076 | 5237 | 838 | 4152 | 1410 | 4887 |
| Now Married, Youngest 6-11 | 2209 | 10428 | 1188 | 5177 | 1021 | 5251 | 843 | 4443 | 1123 | 4102 |
| Now Married, Youngest 12-17 | 1389 | 8027 | 659 | 3563 | 730 | 4464 | 625 | 3856 | 667 | 3101 |
| Balance | 3405 | 16759 | 1313 | 7646 | 2092 | 9113 | 1832 | 7602 | 1409 | 5157 |
| Respondent 50 or Older: | | | | | | | | | | |
| One-Person Household | 5133 | 24234 | 1952 | 9344 | 3181 | 14890 | 3181 | 14890 | 1247 | 3577 |
| Now Married, No Children | 10508 | 61762 | 6037 | 31168 | 4471 | 30593 | 3439 | 23760 | 2705 | 11167 |
| Now Married, With Children | 1834 | 10108 | 1213 | 6152 | 621 | 3956 | 482 | 2931 | 786 | 3027 |
| Balance | 3236 | 20133 | 1243 | 7588 | 1993 | 12544 | 1597 | 9319 | 941 | 3701 |

MRI-Simmons Spring 2021 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 | 4+ | 66.0% | 8.5 | 6+ | 61.6% | 11.0 |
| Quintile II | 3 | 20.4% | 2.6 | 3-5 | 22.5% | 4.0 |
| Quintile III | 2 | 8.5% | 1.1 | 2 | 10.3% | 1.8 |
| Quintile IV | 1 | 5.0% | 0.6 | 1 | 5.6% | 1.0 |
| Quintile V | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |
| Top ½ (Heavy) | 2+ | 91.1% | 4.7 | 2+ | 90.4% | 6.4 |
| Bottom ½ (Light) | 0-1 | 8.9% | 0.5 | 0-1 | 9.6% | 0.7 |

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 | 12+ | 86.2% | 26.4 | 12+ | 85.3% | 24.9 |
| Quintile II | 1-11 | 13.8% | 4.2 | 1-11 | 14.7% | 4.3 |
| 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% | 12.2 | 1+ | 100.0% | 11.7 |
| 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 | 41+ | 60.0% | 77.4 | 40+ | 62.2% | 71.6 |
| Quintile II | 21-40 | 23.0% | 29.6 | 20-39 | 22.1% | 25.5 |
| Quintile III | 11-20 | 11.5% | 14.8 | 10-19 | 10.9% | 12.5 |
| Quintile IV | 1-10 | 5.6% | 7.2 | 1-9 | 4.8% | 5.5 |
| Quintile V | 0 | 0.0% | 0.1 | 0 | 0.0% | 0.0 |
| Top ½ (Heavy) | 15+ | 89.9% | 46.4 | 15+ | 90.8% | 41.9 |
| Bottom ½ (Light) | 0-14 | 10.1% | 5.2 | 0-14 | 9.2% | 4.2 |

MRI- Simmons Spring 2021 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 | 31+ | 60.6% | 62.0 | 31+ | 61.8% | 56.5 |
| Quintile II | 16-30 | 23.2% | 23.7 | 16-30 | 22.7% | 20.8 |
| Quintile III | 10-15 | 11.4% | 11.7 | 10-15 | 11.6% | 10.6 |
| Quintile IV | 1-9 | 4.8% | 5.0 | 1-9 | 3.9% | 3.6 |
| Quintile V | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |
| Top ½ (Heavy) | 11+ | 90.3% | 37.0 | 11+ | 90.7% | 33.2 |
| Bottom ½ (Light) | 0-10 | 9.7% | 4.0 | 0-10 | 9.3% | 3.4 |

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 | 103+ | 47.2% | 148.7 | 108+ | 46.4% | 156.3 |
| Quintile II | 66-102 | 26.0% | 81.7 | 69-107 | 25.4% | 85.8 |
| Quintile III | 40-65 | 16.5% | 51.9 | 44-68 | 16.4% | 55.1 |
| Quintile IV | 16-39 | 8.9% | 28.1 | 21-43 | 9.6% | 32.3 |
| Quintile V | 0-15 | 1.4% | 4.3 | 0-20 | 2.2% | 7.3 |
| Top ½ (Heavy) | 52+ | 82.4% | 103.8 | 55+ | 81.0% | 109.1 |
| Bottom ½ (Light) | 0-51 | 17.6% | 22.1 | 0-54 | 19.0% | 25.6 |

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 | 126+ | 60.9% | 261.0 | 125+ | 63.5% | 218.9 |
| Quintile II | 75-125 | 22.8% | 98.0 | 44-124 | 21.3% | 73.4 |
| Quintile III | 29-74 | 10.9% | 46.8 | 28-43 | 10.1% | 35.0 |
| Quintile IV | 15-28 | 4.5% | 19.3 | 6-27 | 4.2% | 14.5 |
| Quintile V | 0-14 | 0.8% | 3.6 | 0-5 | 0.9% | 3.2 |
| Top ½ (Heavy) | 44+ | 90.4% | 155.0 | 29+ | 90.8% | 125.3 |
| Bottom ½ (Light) | 0-43 | 9.6% | 16.5 | 0-28 | 9.2% | 12.7 |

MRI- Simmons Spring 2021 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 | 33+ | 44.1% | 40.3 | 36+ | 42.2% | 41.8 |
| Quintile II | 24-32 | 30.7% | 28.1 | 25-35 | 30.1% | 29.8 |
| Quintile III | 12-23 | 18.5% | 16.9 | 14-24 | 19.2% | 19.0 |
| Quintile IV | 1-11 | 6.6% | 6.1 | 3-13 | 8.2% | 8.1 |
| Quintile V | 0 | 0.0% | 0.0 | 0-2 | 0.4% | 0.4 |
| Top ½ (Heavy) | 17+ | 85.6% | 31.3 | 20+ | 83.3% | 33.0 |
| Bottom ½ (Light) | 0-16 | 14.4% | 5.2 | 0-19 | 16.7% | 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 | 52.5+ | 43.3% | 59.9 | 50.0+ | 42.4% | 59.0 |
| Quintile II | 24.6-52.4 | 28.4% | 39.3 | 24.6-49.9 | 28.1% | 39.0 |
| Quintile III | 20.5-24.5 | 16.9% | 23.4 | 20.6-24.5 | 16.9% | 23.5 |
| Quintile IV | 8.5-20.4 | 9.3% | 12.8 | 9.0-20.5 | 9.9% | 13.7 |
| Quintile V | 0-8.4 | 2.3% | 3.1 | 0-8.9 | 2.7% | 3.8 |
| Top ½ (Heavy) | 24.5+ | 80.5% | 44.6 | 24.5+ | 79.3% | 44.1 |
| Bottom ½ (Light) | 0-24.4 | 19.5% | 10.8 | 0-24.4 | 20.7% | 11.5 |

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 | 22.5+ | 63.0% | 35.4 | 24.5+ | 57.1% | 39.9 |
| Quintile II | 9.1-22.4 | 23.7% | 13.3 | 10.6-24.4 | 25.5% | 17.8 |
| Quintile III | 3.8-9.0 | 10.6% | 6.0 | 5.3-10.5 | 12.1% | 8.5 |
| Quintile IV | 0.1-3.7 | 2.6% | 1.5 | 1.8-5.2 | 4.9% | 3.4 |
| Quintile V | 0 | 0.0% | 0.0 | 0-1.7 | 0.5% | 0.3 |
| Top ½ (Heavy) | 5.3+ | 93.2% | 20.9 | 9.0+ | 89.7% | 25.1 |
| Bottom ½ (Light) | 0-5.2 | 6.8% | 1.5 | 0-8.9 | 10.3% | 2.9 |

Social Media quintiles are based on total adults.

MRI- Simmons Spring 2021 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) | 6+ | 61.9% | 9.3 | 6+ | 61.5% | 9.5 |
| Tercile II (Medium) | 3-5 | 27.2% | 4.1 | 3-5 | 27.4% | 4.2 |
| Tercile III (Light) | 1-2 | 10.8% | 1.6 | 1-2 | 11.2% | 1.7 |
| Non-Viewers | 0 | 0.0% | 0.0 | 0 | 0.0% | 0.0 |

Tercile codes are available for Daytime TV. For this medium the appropriate quantitative measure was developed, and respondents with a zero value (i.e. non-viewers or non-users) were excluded. Respondents with a non-zero value were divided into three equal terciles, requiring the random assignment of a single frequency level into two adjacent terciles. Terciles were developed separately for men and women. Also shown is the share of Volume and average Penetration for each tercile.

MRI- Simmons Spring 2021
Block Group HH Income Quintiles
Median Income Range for Adults

| Block Group HH Income Quintile | Range - Adults |
|-----------------------------------|------------------|
| Quintile I | 118,000+ |
| Quintile II | 73,001 – 117,999 |
| Quintile III | 46,000 - 73,000 |
| Quintile IV | 23,001 – 45,999 |
| Quintile V | 23,000 or less |

MRI-SIMMONS SPRING 2021 TECHNICAL GUIDE

DATA ADJUSTMENT PROCEDURES

Ski Adjustment

| Publication | Spring 2021 Total Projected Readers Before Ascription | Spring 2021 Total Projected Readers After Ascription | Spring 2021 Increased Total Projected Readers as a Result of Ascription |
|--------------------|--|---|--|
| Ski | 1,048,000 | 1,544,000 | 47% |

Because Ski is published 8 times annually, a unique ascription procedure is applied to them in every Spring interviewing wave (i.e., odd numbered waves). Since issues are not published between July and August for Ski, claimed readership during this interviewing period cannot reflect levels obtained when the magazines are published regularly. The ascription procedure involves adjusting the audience numbers by using the responses to the frequency question (*On the average, out of 4 issues that are published, how many issues of MAGAZINE, do you read or look into? Is it 0, 1, 2, 3, 4?*) to account for the interviewing period when issues are not published. The following levels adjust each response accordingly: .125 (for a 0 out of 4 issues response), .25 (for a 1 out of 4 issues response), .50 (for a 2 out of 4 issues response), .75 (for a 3 out of 4 issues response), and 1 (for a 4 out of 4 issues response).

MRI-Simmons Spring 2021 Technical Guide AdMeasure Modeling for “Ad noting” and “Actions taken”

The modeling of **AdMeasure** “ad noting” and “actions taken” scores to the MRI-Simmons 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 2021 syndicated release, the issues measured in **AdMeasure** between May and October of 2020 were used to tabulate the target scores used in the modeling of Wave 83 respondents and the issues measured in **AdMeasure** between November of 2020 and April of 2021 were used to tabulate the target scores used in the modeling of Wave 84 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.