



AUDIENCE:

Your advertising ROI depends on it.

PAID CIRCULATION

Phoenix Home & Garden magazine delivers the most sought-after magazine audience: active, engaged readers who month after month pay for a subscription or single copy at the newsstand. Smart marketers know that a publication that reaches vested consumers provides the best opportunity to maximize return on their advertising investment.

Total Average Monthly Paid and Verified Circulation: **86,185**

Average Paid and Verified Subscribers: **76,204**

Average Paid Single-Copy Sales: **9,981**

Estimated Monthly Total Readership: **224,081****

AUDITED PUBLICATION

Phoenix Home & Garden magazine voluntarily subjects its circulation figures to independent verification by the world's premier auditing organization - the Audit Bureau of Circulations (ABC). Ask your account executive for a copy of our ABC Publisher's Statement.



NEWSSTANDS

Newsstand shoppers are active, highly sought-after consumers. Buying on impulse, they devour the magazines that grab their attention at grocery, drug and bookstore check-outs. Phoenix Home & Garden magazine and PHOENIX magazine offer you the only viable local options for capturing this important audience. We even invest in in-store audio promotions to prompt single copy sales.

MASSIVE NEWSSTAND DISTRIBUTION + CHART-TOPPING SALES

Cities West Publishing has strategically invested in circulation staff and promotions that allow us to maximize our newsstand footprint. On sale at more than 1,000 retail locations, Phoenix Home & Garden magazine successfully outsells most national magazines at local newsstands. Find Phoenix Home & Garden magazine in check-out pockets at the following retailers:

Albertson's
A.J.'s Fine Foods
Basha's
Barnes & Noble
Borders
Costco
CVS
Fresh & Easy

Fry's
Fry's Marketplace
Fry's Electronics
Home Depot
La Grande Orange
Lowe's
Safeway
Sam's Club

Sky Harbor Airport
Sprouts
Sunflower Markets
Target
Wal-Mart
Walgreens
Whole Foods

MPA The Association of Magazine Media is the source for researched, valid information on advertising trends and magazine effectiveness. Its 2001/2012 Magazine Media Factbook can be explored at magazinemediainfactbook.org, however, below are key facts that underscore the power, reach and effectiveness of an advertising campaign within a dynamic, audited, 100% paid magazine like *Phoenix Home & Garden*.

1. EVERYONE LOVES MAGAZINES

Magazine audiences are growing in all age groups and are growing faster than television and newspapers. The number of magazine readers has grown over the past five years: 93% of adults overall are magazine readers; 96% of adults under age 35; 97% of adults under age 24. *Source: GfK MRI, Fall 2006-2010*

2. MAGAZINES REACH AUDIENCES FAST... FASTER EVEN THAN TELEVISION

The top 25 magazines deliver considerably more rating points than the top 25 primetime television shows. *Sources: Carat Insight; Nielsen, 9/09-5/10 (regularly scheduled, primetime programs); GfK MRI, Fall 2010; GfK MRI Twelvetplus, 2010*

3. MAGAZINE MEDIA ENGAGES READERS

Magazines continue to score significantly higher than television and the internet in key engagement dimensions including ad receptivity, trustworthiness, life enhancing characteristics, social interactivity and inspirational attributes. Furthermore, when consumers read magazines they are much less likely to engage in other media or succumb to outside distractions. *Sources: Experian Simmons Multi-Media Engagement Study, Spring 2010; BIGresearch Simultaneous Media Usage Study, 2010*

4. CONSUMERS VALUE AND TRUST MAGAZINE ADVERTISEMENTS; MAGAZINES SUPPLY CREDIBILITY

Consumers show a more positive attitude toward magazine advertisement than toward advertisement framed within other media. They consider magazine advertising far more “helpful or interesting” than ads in any other electronic medium including television, e-mail and website banner ads. Furthermore, consumers—even young consumers—feel that magazine advertising is more useful, credible, and is less repetitive and “inconvenient.”

Magazines rank #1 out of 16 media for consumers having a positive and credible impression of advertising, and #2 only to video games for consumers enjoying the content at the time they saw the advertisement. *Sources: GfK MRI, Fall 2010; Time Inc. “Storytelling in a Multiplatform World,” 2008*

5. MAGAZINES BUILD BUZZ, COMPLEMENT THE WEB, SPUR WEB TRAFFIC AND SEARCH

Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories. Our readers are considered “Super Influential Consumers,” with “Super Influentials” defined as the people who have great experience in a given product area and whose advice on a specific category (such as automotive, personal finance, food, technology, vacation travel) is trusted by friends and family members. Magazines complement the web in reaching social networkers, whom marketers increasingly favor to generate word-of-mouth. Magazines lead other media in influencing consumers to start a search online, ranking at or near the top by gender as well as across all age groups. *Sources: GfK MRI, Fall 2010; BIGresearch Simultaneous Media Usage Study, December 2010*



Reading is an intimate, involving experience, which is one reason the average reader spends **42 MINUTES** reading each issue.



PHOTO BY ART HOLEMAN

6. CONSUMERS WELCOME AND ACT ON MAGAZINE ADVERTISING

Advertising recall—a measure of ad effectiveness for magazines—has grown 11% over the last 5 years. Furthermore, 53% of those recalling ads took action as a result of seeing that specific ad. 58% of surveyed readers agree that ads are particularly enjoyable when related to content and 60% agree that ads allow for more detailed information. Furthermore, larger unit sizes, color and premium position increase ad response.

Sources: GfK MRI, Fall 2010; "THE CONVERSATION" conducted on behalf of Hearst by Russell Research, 2010; Affinity's VISTA Norms, 1/09-12/10; GfK MRI Starch Advertising Research, 12/09-12/10

7. MAGAZINES IMPROVE ADVERTISING ROI, RANK #1 IN DRIVING PURCHASE INTENT

Magazines most consistently generate a favorable cost per impact throughout the purchase funnel (aided brand awareness, ad awareness, message association, brand favorability, purchase consideration/intent). Magazines are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent. Magazines lead in cost efficiency for brand awareness; generate a superior cost per impact for brand familiarity; yield a far more efficient cost per impact than television or online for purchase intent. Sources: Marketing Evolution 2008; Dynamic Logic, 2009 Primary Source: MPA--The Association of Magazine Media, 2011 Magazine Media Factbook

Why is *Phoenix Home & Garden* magazine's vast
PAID AND
AUDITED
circulation so important?

A group of magazines from the City and Regional Magazine Association commissioned a study to answer the question: "If a publisher distributes a free magazine—even a very expensive looking free magazine—to prospective readers who have neither asked for it nor expressed an interest in it, will it be read and valued?"

The results: "Free distribution magazines—no matter how expensive looking—**prove significantly less likely to be read and less valued than magazines that are paid for or requested.**"

"The net of it is, people don't read free magazines, so how can they value them? That to me is the end of the story." -Bob Shullman, Senior Vice President at Monroe Mendelsohn Research as quoted in *Ad Age MediaWorks*.