

# Affinity

Media Insights Through Innovation

## AMS Digital Magazine Scorecard

### Readers Rank Most Effective Digital Magazine Brands

**New York, NY, August 3, 2011** – As consumers’ media habits continue to evolve, magazine publishers are aggressively leveraging a host of digital channels to extend the reach of their brands and to offer agencies expanded advertising opportunities.

According to Affinity’s American Magazine Study, more than 81 million consumers are regular visitors of magazine Websites, over 33 million are accessing magazine content and advertising through mobile devices like smartphones, eReaders and tablet PCs, and more than 27 million actively visit magazine-branded social media sites. But which magazine brands are doing the best job in the digital space?

Affinity’s semi-annual AMS Digital Magazine Scorecard ranks more than 170 digital magazine brands for a variety of attributes that include the “Most Trusted”, “Most Entertaining”, “Most Useful” and “Most Innovative” digital magazine brands.

AMS Digital Magazine Scorecard rankings are based on the percent of a magazine’s digital audience that cites the brand as their preferred source of information for each of the attributes measured. Digital readers include a magazine’s Website and social network visitors, electronic subscribers, and consumers accessing a magazine’s content through mobile devices.

### Top Ranking Digital Magazine Brands

<b>Most Trusted</b>	<u>Rank</u>	<b>Most Entertaining</b>	<u>Rank</u>
WebMD the Magazine	1	Maxim	1
The Economist	2	Entertainment Weekly	2
Guideposts	3	People Magazine	3
Smithsonian	4	OK! Weekly	4
Harvard Business Review	5	Us Weekly	5

  

<b>Most Useful</b>	<u>Rank</u>	<b>Most Innovative</b>	<u>Rank</u>
Cooking Light	1	Dwell	1
Taste of Home	2	Popular Science	2
Arthritis Today	3	Architectural Digest	3
Food Network Magazine	4	Wired	4
Gardening-How-To	5	Mother Earth News	5

<b>Most Believable</b>	<u>Rank</u>	<b>Most Topical</b>	<u>Rank</u>
Guideposts	1	The Atlantic	1
Smithsonian	2	The Economist	2
National Geographic	3	Time	3
WebMD the Magazine	4	Sierra	4
Scientific American	5	The Week	5
<b>Most Informative</b>	<u>Rank</u>	<b>Most Inspiring</b>	<u>Rank</u>
Diabetes Forecast	1	Guideposts	1
WebMD the Magazine	2	O, The Oprah Magazine	2
Arthritis Today	3	Dwell	3
The Economist	4	Runner's World	4
Kiplinger's Personal Finance	5	Yoga Journal	5
<b>Most Authoritative</b>	<u>Rank</u>	<b>Most Enjoyable</b>	<u>Rank</u>
The Economist	1	Playboy	1
Harvard Business Review	2	Maxim	2
Smithsonian	3	Game Informer	3
Scientific American	4	Essence	4
Flying	5	Cooking With Paula Deen	5
<b>Most Interesting</b>	<u>Rank</u>		
Smithsonian	1		
Audubon Magazine	2		
Scientific American	3		
The Atlantic	4		
Popular Science	5		

*Source: American Magazine Study, Spring 2011; Digital platforms measured include magazine Websites, social networks, mobile magazine apps and other digital delivery; Online audience estimates provided by comScore, Inc.*

**About Affinity's American Magazine Study** AMS employs a contemporary, Web-based methodology to survey more than 60,000 consumers annually. AMS is the industry's only source for total magazine brand readership across print and digital channels, including magazine Websites, social networks, electronic subscriptions and the growing number of apps designed for smartphones, eReaders, tablet PCs and other mobile devices. (Using a state-of-the-art calibration process, Web audience estimates provided by comScore, Inc. have been integrated into Affinity's American Magazine Study.)

**About Affinity LLC** Affinity is a media research firm specializing in magazine audience measurement and accountability tracking. Affinity's products include ProofReader (campaign pre-testing), The American Magazine Study (print and digital magazine audience measurement), and the VISTA Service (in-market effectiveness of print and digital magazine ads). Company Web site: [www.AffinityResearch.net](http://www.AffinityResearch.net).