

readership

MAGAZINES HAVE CONSUMER **IMPACT**,
LIKE NO OTHER MEDIUM.

Consumers have a bond with their favorite magazines. It's this relationship with the editorial product that enhances the credibility of the advertising environment, causing consumers to take action.

- Our average subscriber reads and refers to each issue **3.7x**.
- Subscribers spend **60 minutes** with each issue.
- **96%** of subscribers have taken action as a result of reading *Cincinnati Magazine*.*

(Actions include buying a product, visiting a website, visiting a specific store or selecting a restaurant.)

- **261,480** readers in the greater Cincinnati/MSA read *Cincinnati Magazine*.**

*Mediamark Research Inc., Oct 2008

**The Media Audit, Jul-Aug 2009, Cumulative

Take advantage of *Cincinnati Magazine* to reach the right prospects & to garner a greater return on your advertising investment.

Wantedness (def.): That consumers invest their hard-earned money to purchase their favorite magazine is perhaps the truest gauge of the unique relationship between a magazine and its readers.

