

# One of America's Favorite Magazines



### Audience Measurement

From the Involvement Index based on MRI research to proprietary work by top media agencies, everyone seeks high reader engagement.

*Guideposts* is:

- Ranked No. 1 as “One of America’s Favorite Magazines” for women and adults.
- Ranked No. 1 by women in the Average Rating Score based on MRI.

### Circulation Vitality

A healthy pink sheet means readers have a strong interest in a magazine and are willing to pay for it. *Guideposts* maintains clean AAM statements on a 1,500,000 rate base.

- 75% renewal rate—consistently one of the highest reported among monthlies.

### Editorial Content—A Magazine that Engages

*Guideposts’* unique first-person true stories motivate and engage our audience.

- Over 70% of the average issue is editorial, making *Guideposts* an exceptional showcase for advertising.

#### How Readers Rate *Guideposts*

	Women	Adults
Favorite Magazine	#1	#1
Average Rating Score	#1	#3
Reader Involvement	#1	#2
Average Time Spent Reading	#1	#1
Read 3+ days	#2	#1

Source: 2015 MRI Doublebase; 6/30/15 AAM



**Guideposts audience enjoys a wide array of beverages.**



<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
Used 1+ Quarts Fresh Milk in Past 7 Days	65%	161
Used Non Frozen Orange Juice in an Average Day	34%	156
Used Tomato & Vegetable Juices in an Average Day	16%	195
Used Regular Tea in an Average Day	43%	185
Used Ground Coffee in an Average Day	48%	189
Used Powdered Fruit & Soft Drinks in Past 7 Days	21%	188
Used Other Fruit Juices & Drinks in an Average Day	32%	145
Used Soft Drinks, Not Diet, in Past 7 Days	24%	152
Used Diet Cola/Soft Drinks in Past 7 Days	25%	182
Used Bottled Water & Seltzer in Past 7 Days	42%	137
Used Drink Additives & Hot Cocoa	22%	186

Source: 2015 MRI Doublebase

**Engaging.**

**Inspiring.**

**Moving.**



**Guideposts consumers enjoy “spreading the fun” of food.**



<b>Base: Adults, Women who in the Past 6 Months*...</b>	<b>% Comp.</b>	<b>Index</b>
<b>Food</b>		
Used Table Syrup & Molasses	53%	159
Used Honey	34%	166
Used Jams & Jellies	55%	160
Used Sugar	69%	158
Used Artificial Sweeteners	32%	218
Used Mustard Jars or Squeeze Bottles	63%	164
Used Ketchup/Catsup Bottles/Jars	67%	160
Used Seasoning & Spices	56%	158
Used Mayonnaise & Mayo Type Salad Dressing Jars	68%	165
Used Bottled or Packaged Salad Dressings	61%	157
Used Salsa or Picante Sauce	39%	148
<b>Disposable</b>		
Used Facial Tissue	65%	184
Used Paper Towels	74%	159
Used Paper Napkins	51%	169
Used Disposable Cups	38%	178
Used Disposable Plates in Past 12 Months	52%	172
Used Plastic Garbage Bags & Trash Can Liners	72%	159
Used Plastic Sandwich/Food Storage/Freezer Bags	68%	164
Used Plastic-Type Kitchen Wrap in Past 7 Days	53%	178
Used Aluminum Foil in Past 7 Days	68%	155

Source: 2015 MRI Doublebase

\* In the past 6 months unless otherwise noted.

**Engaging.**

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**Moving.**



**Guideposts consumers enjoy cooking and baking.**



<b>Base: Adults, Women who in the Past 12 months*...</b>	<b>% Comp.</b>	<b>Index</b>
Baked	28%	160
Entertained Friends at Home	33%	161
Shopped at Food Stores in Past 6 Months	74%	156
Shopped Warehouse/Club Stores in Past 6 Months	31%	139
Made 2+ Grocery Shopping Trips in Average Week	34%	154
Prepared Food from Scratch in Past 30 Days	45%	179
<b>Food Attitudes/Activities (Agree)</b>		
I Try to Eat Healthy and Pay Attention To My Nutrition	71%	158
During a Given Week, I Cook Meals Frequently	61%	149
Dinners in My Home are Usually Planned Ahead of Time	56%	162
Frozen Dinners are a Convenient Alternative For A Meal	38%	158
I Indulge My Cravings For Sweets	51%	149
I Try to Eat a Healthy Breakfast Every Day	59%	163
When I Find a Food I Like, I Typically Recommend It to People I Know	63%	162

Source: 2015 MRI Doublebase

\* In the past 12 months unless otherwise noted.

**Engaging.**

**Inspiring.**

**Moving.**



**Guideposts consumers seek out remedies for a healthy life.**



<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
Used Non-Prescription Remedy in Past 12 Months		
For Any Ailment	37%	183
Bought a Non-Prescription Drug/OTC in Past 12 Months		
as a Result of Healthcare Advertising	11%	208
Bought Non-Prescription Drugs/OTC in Past 6 Months At		
Discount Store	21%	231
Drug Store	20%	147
Grocery Store	12%	145
Used in the Past 6 Months		
Pain Relieving Rubs/Liquids	22%	170
Headache Remedies & Pain Relievers	69%	158
Cold, Sinus & Allergy Remedies	44%	165
Sleeping Aids & Snore Relief	11%	184
Laxatives	21%	222
Heartburn/Indigestion, Gas & Diarrhea Remedies	42%	180
Nasal Sprays	19%	205
Eye Wash & Drops	32%	191
Cough/Sore Throat Drops (Non-Prescription)	45%	171
Cough Syrup/Suppressant (Non-Prescription)	27%	153
Hemorrhoid Remedies	9%	211
Personally Wear Any Prescription Eyeglasses	41%	198
Amount Spent on Eyeglasses in Past 12 Months		
\$200+	15%	217

Source: 2015 MRI Doublebase

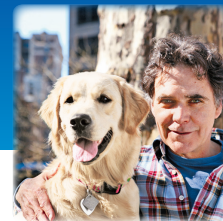
**Engaging.**

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**Pets are family members in *Guideposts* homes.**



<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
<b>Total Adults</b>		
Have a Cat or Dog	47%	160
Used Flea & Tick Care Products for Dogs & Cats in Past Year	34%	162
Any Trips to Veterinarian in Past 12 Months	35%	157
Bought Flea Control Products through Veterinarian in Past 12 Months	12%	169
<b>Dogs</b>		
<b>Total Number of Dogs: 3,169,000</b>		
Have any Dogs	34%	145
Have 2+ Dogs	16%	161
<b>Used in Past 6 Months</b>		
Dog Food—Treats/Canned/Packaged Dry	32%	145
Canned/Wet Dog Food	14%	162
Packaged Dry Dog Food	33%	148
Dog Biscuits or Treats	28%	154
<b>Cats</b>		
<b>Total Number of Cats: 2,726,000</b>		
Have any Cats	26%	199
Have 2+ Cats	13%	208
<b>Used in Past 6 Months</b>		
Cat Food—Treats/Canned/Packaged Dry	24%	197
Cat Treats	14%	208
Canned/Wet Cat Food	14%	199
Packaged Dry Cat Food	23%	190
Cat Litter	20%	187

Source: 2015 MRI Doublebase

**Engaging.**

**Inspiring.**

**Moving.**



**Guideposts consumers seek medicines to improve their lives.**



<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
Have been a Primary Caregiver/Caretaker in the Last 12 Months	9%	191
Have/Had Any Ailments in the Last 12 Months		
Allergy/Hay Fever	18%	201
Anxiety/Panic	9%	176
Arthritis/Rheumatoid	9%	291
Arthritis/Osteoarthritis	16%	329
Asthma	7%	207
Backache	23%	183
Chronic/Severe Pain	6%	273
Cold Sores	6%	188
Constipation	10%	197
Depression	12%	206
Diabetes	8%	287
Dry Eyes	12%	204
Hair Loss	5%	231
Heart Attack/Heart Disease	6%	394
Heartburn/Acid Reflux	17%	222
High Cholesterol	18%	293
Hypertension/High Blood Pressure	23%	273
Insomnia	9%	214
Irritable Bowel Syndrome	5%	221
Migraine	7%	145
Nail Fungus	4%	249
Obesity/Overweight	11%	201
Overactive Bladder	5%	313

Source: 2015 MRI Doublebase

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**Engaging.**

**Inspiring.**

**Moving.**

<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
<b>Have/Had Any Ailments in the Last 12 Months (continued)</b>		
Sinus Congestion/Headache	15%	204
Urinary Tract Infection	5%	169
Wrinkles	10%	257
<b>Obtained Info About an Ailment or Prescription Through</b>		
Magazine Advertisement	6%	301
Doctor/Health Care Professional	45%	211
Pamphlets or Brochures	5%	278
Pharmacist	14%	265
Online/Internet Site	11%	163
Average Out of Pocket Amount Spent Per Month on Prescription Medicine: \$100+	9%	270
Number of Prescriptions Filled for Self in Past 30 Days: 4+	22%	291
<b>Where Prescription was Filled in the Last 12 Months</b>		
Drug Store/Pharmacy	42%	194
Supermarket	10%	228
Discount/Department Store	6%	247
Mail Order	10%	246
Any Doctor's Visits in the Last 12 Months	71%	168
<b>Health Attitudes (Agree)</b>		
I Go to the Doctor Regularly for Check-ups	70%	170
In General, I Feel I Eat Right	66%	158
I'm Often First to Try the Most Advanced Medicines	18%	139
I Prefer Popular Brand-Name Drugs, Even if They Cost More	28%	159
Medication has Improved the Quality of My Life	61%	188

Source: 2015 MRI Doublebase





**Guideposts consumers enjoy a wide variety of snacks.**

<b>Base: Adults, Women who in the Past 30 Days*...</b>	<b>% Comp.</b>	<b>Index</b>
Used Nuts	56%	177
Used Cookies (Ready to Eat)	50%	154
Used Doughnuts (Ready to Eat)	33%	169
Used Gelatin & Gelatin Desserts	30%	210
Used Snack Cakes	26%	163
Used Crackers	64%	164
Used Corn, Tortilla Chips, Other Chips & Cheese Snacks	50%	156
Used Popping Corn & Popcorn Snacks	45%	162
Used Breakfast, Cereal and Granola bars (2+ bars)	34%	140
Used Dried Fruit in Past 6 Months	34%	189
Used Ice Cream, Ice Milk, Sherbet	59%	163

Source: 2015 MRI Doublebase

\* In the past 30 days unless otherwise noted.

**Engaging.**

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**Moving.**



**The Power of a Trusted Relationship**



<b>Base: Total Adults</b>	<b>% Comp.</b>	<b>Index</b>
Total Audience: 5,000,000		
Gender		
Female	79%	153
Male	21%	43
Age		
Age 25 - 54	30%	56
Age 35+	93%	134
Age 50+	80%	182
Median Age: 62		
Median Household Income: \$46,940		
County Size		
B, C or D County	76%	130

Source: 2015 MRI Doublebase



**Guideposts Female Audience: Turning Inspiration into Action**



<b>Base: Total Women</b>	<b>% Comp.</b>	<b>Index</b>
Total Women: 3,960,000		
Age		
25 – 54	29%	56
35+	94%	133
50+	81%	178
Median Age: 62		
Median Household Income: \$43,637		
County Size		
B, C or D County	77%	131

Source: 2015 MRI Doublebase

**Engaging.**

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**Moving.**



**Guideposts consumers are going places.**

<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
Took Domestic Trip in Past Year	42%	156
Spent 7+ Nights Away on Domestic Trip in Past Year	14%	209
Spent \$1,500+ on Domestic Vacations in Past Year	9%	140
Any Domestic Vacation/Personal Trips in Past Year		
Means of Domestic Travel – Personal Vehicle	24%	192
Go to Beach on Domestic Vacation	8%	179
Go Shopping on Domestic Vacation	9%	134
Go Sightseeing on Domestic Vacation	10%	143
500+ Miles Travelled from Home (Round Trip)	26%	162
Took a Cruise in Past 3 Years	8%	184
Took 3+ Domestic Round Trips in Past Year		
Travel Attitudes (Agree)	49%	176
I'd Rather Take a Few Weekend Vacations Than One Long Vacation	46%	173
Group Tours Are Fun and A Good Way to Meet People	56%	152
When I Learn About A Great Vacation, I Typically Recommend It to People I Know	50%	146
Packaged Deals Are Great, Because I Don't Have To Plan Out The Details Too Much	30%	150
I Prefer Guided Tours to Traveling Independently	56%	193
I'd rather travel in the U.S. than to a Foreign Location	15%	157

Source: 2015 MRI Doublebase

**Engaging.**

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**Guideposts consumers have healthy, active lives.**



<b>Base: Adults, Women who...</b>	<b>% Comp.</b>	<b>Index</b>
Used Vitamin & Dietary Supplements in Past 7 Days	50%	184
Engaged in Regular Physical Fitness Program	20%	157
Currently Controlling Diet	41%	193
Reason for Diet Control		
Maintain Weight	12%	180
Weight Loss	16%	182
Blood Sugar Level	12%	298
Cholesterol Level	13%	317
Salt Restriction	6%	329
When Dieting, Buy Foods Specifically Labeled As		
Low Cholesterol	8%	275
Fat Free	13%	205
High Fiber	12%	252
High Protein	7%	177
Low Sodium	13%	223
Low Carb	7%	195
Natural or Organic	13%	139
Diet Control Method Used		
Exercise Program	7%	166
Vitamin Supplements Improve One's Health	67%	163

Source: 2015 MRI Doublebase

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