



## The Affluentials Are Still With Us

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Whatever the challenges may be for retaining audience share against other media, the magazine industry still has a pretty solid lock on the affluent classes, according to the latest survey by **Ipsos Mendelsohn**. In the annual survey of the media and buying habits of households making over \$100,000 a year, Ipsos found this group consumes 8 different print publications. In fact, as the income level rises, so does readership. Those in the low affluent ranks (\$100,000 - \$149,000) read about 15.8 magazine issues over an unspecified measured period, while that number ratchets up to 18.8 issues for those earning over \$150,000 and then again to 25.5 for \$250,000 and above. Print brands can capture that same patterns online and on mobile. Ipsos figures showed that the lower affluentials clocked about 21.8 hours per week online, while the topmost end were on for 27.4 hours. Same story on mobile where 40% of the affluent classes use their cell phones to access the Internet, more than double most estimates for general WAP use. Again, the mobile Internet use escalates along with wallet size. More than half (57%) of those making over \$250,000 use their phones to access Web data.

If magazines want to extend the conversation with the upscale audiences they continue to retain, then emerging media apparently is the place to be.