



## **MRI-Simmons Prototype Overview – 2024 Spring Doublebase**

**Circulation:** 10,340,634 (a network of 26 publications)      **Projected Audience:** 31,022,000  
**Publishing Frequency:** Monthly

**Editorial Overview:** For over sixty-five years, *American MainStreet Publications*<sup>TM</sup> have influenced rural American families across the nation and have been an integral part of their daily lives. No other group of magazines offers the unique bond of loyalty and trust that these magazines have with their audiences, as evidenced by their superior reader engagement numbers.

*American MainStreet*<sup>TM</sup> readers are the publications' owners: the magazine subscribers cooperatively own the publications, and, therefore, they have a vested interest in their success and a direct influence on their editorial content. Distributed to the owner/members of rural electric cooperatives, the *American MainStreet*<sup>TM</sup> lifestyle publications include editorial that is relevant to the reader's community and rural lifestyle, covering topics such as local events, home improvement, gardening, travel, food\recipes and important electric cooperative news.

**Subscriber Profile:** Reader Study conducted by MRI-Simmons, published June 2022.

- **Methodology:** In 2021, *American MainStreet Publications*<sup>TM</sup> engaged MRI-Simmons to conduct a through-the-mail network study of the readers of their publications. 18 publications participated in the study. In late January 2022, MRI-Simmons mailed to each n<sup>th</sup>-selected name a packet consisting of a four-page questionnaire, a postage-paid return envelope addressed to MRI-Simmons, a \$1 cash incentive, and a cover letter from the Publisher / Editor or some other prominent title emphasizing the need for cooperation in completing the questionnaire. A follow-up mailing in early March 2022 was made with an additional \$1 cash incentive. As of May 6, 2022, a total of 3,778 respondents were collected for tabulation, with a response rate of 22.5%.
- **Subscriber Study Profile:** Male 46%; Female 54%; Median Age: 65.4; Age 50+: 84%; Age 35-64: 46%; Any College +: 75%; Married: 66%, Employed: 42%, Median HHI: \$74,800; South Census Region: 77%.

### **Prototype Development Process:**

- Reviewed all *American MainStreet Publications*<sup>TM</sup> editorial, circulation and distribution methods.
- Estimated *American MainStreet Publications*<sup>TM</sup> demographics by using 2022 subscriber study results.
- Developed and compared estimated demographics with possible host publications reported in the 2024 Spring Doublebase MRI-Simmons survey.
- Chose *Southern Living* (50%) and *The Family Handyman* (50%) as host titles with additional weights applied to Women (55%), South Census Region (75%), HHI \$75,000+ (49.5%) and Lot Size 3+ Acres (25%) to bring the prototype profile into alignment with the reader.
- Recommended Reader-Per-Copy (RPC) of **3.00**, combined with an *American MainStreet Publications*<sup>TM</sup> circulation of **10,340,634**, for a resulting estimated total audience of **31,022,000**.

### • **Projected *American MainStreet Publications*<sup>TM</sup> Reader Profile:**

- Female: 55%; Male: 45%
- 35+: 85%, 50+: 64%, Median Age: 58.3 years
- Any College+: 60%
- Married: 62%, Children: 30%
- Employed: 50%
- HHI \$75,000+: 50%, Median HHI: \$74,313
- Census Region – Southeast 46%, Southwest 21%
- County Size B/C/D: 74%

The *American MainStreet Publications*<sup>TM</sup> Prototype is available on MEMRI, Nielsen/IMS Clear Decisions and Telmar

Please contact **Mark Adeszko at AMP 512-441-5200** or **Debbie Kaplan at Diamond Media Research 914-471-3454** with any questions you may have.