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Be Rich and Multiply: Mags For Affluent Readers Soar

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THE NUMBER OF MAGAZINES TARGETING affluent consumers increased fivefold between 1997 and 2007, according to the *Standard Periodical Directory* released Monday by Oxbridge Communications. From a starting base of 90 titles in 1997, the field grew to 456 by the beginning of 2007. Money talks.

Deborah Striplin, editorial director of the *Standard Periodical Directory*, says: "We've seen tremendous growth in niche publications, including affluent publications, with new titles such as *X-ology*, covering technology and affluent lifestyle in Southeast Michigan, and *Enclave*, which features luxury homes in various upscale locations."

The survey's results are in line with the most recent Mendelsohn Affluent Survey--an annual study investigating the habits of Americans with income exceeding \$85,000 a year, published in September 2006. That survey found that affluent Americans are reading more magazines than they did a year ago.

The news for print publications was especially encouraging, according to Mitch Lurin, the president of Mendelsohn, who led the study. In September, Lurin remarked: "This is a year where all you hear is doom and gloom. Ad pages are going down, subscriptions are going down, newsstand is going down--all these heavy-hearted things. But among affluent Americans, magazine readership is as healthy as it's always been."

Not surprisingly, the Mendelsohn survey found big upswings for publications--specifically, a concentration among marine titles. Thus, *Boating* readership jumped 40%, *Motor Boating* climbed 27%, *Continental* was up 45.5%, *Ski* was up 33% and *Yachting* was up 55.6%.

This positive result, however, was tempered by another finding from Monroe Mendelsohn, suggesting that regional luxury magazines delivered free to wealthy consumers often go unread