



**Survey: Readers Rate National Geographic No. 1 in Print and Online**  
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By [Marrecca Fiore](#)

The 2006 PReSS Survey conducted by [Monroe Mendelsohn Research](#) released last week showed readers find National Geographic and its Web site to be No. 1. The print publication of the magazine out-ranked the other 135 publications survey in terms of best overall quality, informative, differs from other magazines of the same type, and quality photos/illustrations.

Its Web site beat out 40 other publication sites with an average of 99.2 percent of the 19,000 adults surveyed saying the Web site is entertaining, informative and something the look forward to visiting, according to the MMR statistics, which were released Friday of last week.

The latest survey was the first-ever to poll readers on their new media habits including national publications Web sites, general audience Web sites and cable TV networks. A total of 250 print, cable TV and Internet media brands were included in the survey. Bob Shullman, senior vice president of MMR and the survey's architect, said the new categories were added to help advertisers better understand the consumer relationship to all media platforms.

In the publication Web site category, *Martha Stewart Living* and *Parenting* were tops with women, with an average of 97 percent of respondents saying they look forward to visiting the Web sites and find them entertaining and informative.

*BusinessWeek, Sports Illustrated and Sporting News* were tops with men, and food Web sites, such as *Gourmet, Food & Wine* and *Cooking Light* are very popular with both sexes, with 100 percent of men giving *Gourmet* and *Food & Wine* positive ratings.

On the print side, *New York Magazine, Guideposts, Smithsonian* and *Traditional Home* received high ratings from both sexes with an average of between 94 and 96 percent of respondents giving the magazines positive ratings.

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