

Circulation: **9,442,145** | Audience: **28,326,435** | Publishing Frequency: **Monthly**

Editorial Overview:

For over sixty-five years, American MainStreet Publications' (AMP) have influenced rural American families across the nation, and 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.

AMP 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 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 GfK MRI, published February 2016.

Methodology:

In June of 2015, AMP engaged GfK MRI to conduct a through-the-mail network study of the readers of their publications. 16 publications participated in the study. GfK MRI mailed to each nth-selected name a packet consisting of a four-page questionnaire, a postage-paid return envelope addressed to GfK MRI, a \$1 cash incentive, and a cover letter from the Publisher or Editor emphasizing the need for cooperation in completing the questionnaire. With each mailing, an entry for a drawing was offered to readers with the chance to win an iPad Mini. A total of 3,703 respondents were collected for tabulation, with a response rate of 29.2%.

Projected Reader Profile	
Women	55%
Men	45%
Median Age	55.7
Adults 35+	85%
Adults 50+	60%
Married	66%
Children	32%
Employed	51%
Any College+	60%
Median HHI	\$65,096
HHI \$75,000+	44%
County Size C/D	41%
Census Region - Southeast	46%
Census Region - Southwest	22%

Prototype Development Process:

- Reviewed all AMP's editorial, circulation and distribution methods
- Estimated AMP demographics by using 2016 subscriber study results.
- Developed and compared estimated demographics with possible host publications reported in the 2017 GfK-MRI Doublebase survey
- Chose Southern Living (50%) and The Family Handyman (50%) as host titles with additional weights applied to Women (55%), South Census Region (75%), and Lot Size 1+ Acres (30%) to align the prototype profile with the reader profile.
- Recommended a Reader Per Copy of 3.00, combined with an American MainStreet Publications circulation of 9,442,145, for a resulting estimated total audience of 28,326,435.

The **American MainStreet Publications** Prototype is available on: MEMRI, Nielsen/IMS Clear Decisions & 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.