

## luxury goods



**Looking  
to enrich ad  
success?**

## Affluent luxury goods buyers use magazines most

Spending in Past Year (Index)	Magazines	TV	Internet	Radio
Spent \$1,000+ on Fine Watches	<b>171</b>	120	124	101
Spent \$5,000+ on Fine Jewelry	<b>164</b>	99	117	112
Spent \$3,000+ on Women's Apparel & Accessories	<b>148</b>	113	123	120
Spent \$2,000+ on Men's Apparel & Accessories	<b>145</b>	112	122	119
Spent \$3,000+ on Personal Care & Wellness	<b>151</b>	103	121	115
Spent \$5,000+ on Vacation Outside the U.S.	<b>149</b>	99	117	106
Spent \$5,000+ on Vacation Within the U.S.	<b>136</b>	109	114	110
Own Premium Luxury Car – Bought New	<b>149</b>	124	83	76
Any Cruise (14+ Days) in Past 3 Years	<b>136</b>	124	111	108

Base: Top Tercile of Usage for Each Medium. Note: Newspapers not measured.  
Source: 2009 Mendelsohn Affluent Survey, Heads of Household, HHI \$100,000+

## Magazines #1 in influencing apparel/clothing purchases

Top Four of 17 Media That Influence Apparel/Clothing Purchase (by Age and Category)

	Total Adults	Age 18–24	Age 25–34
<b>Magazines</b>	<b>24%</b>	<b>Magazines 31%</b>	<b>Magazines 32%</b>
Email Advertising	22	Email Advertising 27	Email Advertising 29
Broadcast TV	22	Broadcast TV 24	Broadcast TV 26
Newspaper	21	Internet Advertising 22	Internet Advertising 20

Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), 2009

## Magazine readers and web users outpace other media in influencing luxury goods purchases across multiple categories

Super Influential Consumers (Index)	Magazines	Newspaper	Radio	TV	Internet
Fashion/Clothes	<b>153</b>	102	115	89	136
Fashion/Shoes	<b>157</b>	102	110	93	139
Beauty	<b>154</b>	113	125	94	175
Household Furnishings	<b>146</b>	108	118	96	145
Interior Decorating	<b>138</b>	106	118	82	145
Alcoholic Beverages	<b>145</b>	109	111	71	175
Shopping	<b>140</b>	97	114	107	161

Base: Top Quintile of Usage for Each Medium.  
Source: MRI Spring, 2009. Super Influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Download the most current fact sheets from multiple categories, view case studies and get more information at [www.magazine.org/advertising](http://www.magazine.org/advertising).

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