

Circulation: **10,363,074** | Audience: **31,089,000** | 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 MRI-Simmons, published January 2019.

## Methodology:

In 2018, American MainStreet Publications engaged MRI-Simmons to conduct a through-the-mail network study of the readers of their publications. 19 publications participated in the study. In September 2018, MRI-Simmons mailed to each nth-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 total of 5,018 respondents were collected for tabulation, with a response rate of 27.8%.

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.

## Projected Reader Profile

Women	55%
Men	45%
Median Age	58.9
Adults 35+	86%
Adults 50+	68%
Married	62%
Children	30%
Employed	45%
Any College+	60%
Median HHI	\$66,308
HHI \$75,000+	43%
County Size B/C/D	75%
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 2019 subscriber study results.
- Developed and compared estimated demographics with possible host publications reported in the 2021 MRI-Simmons 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%), HHI \$75,000, 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 10,363,074, for a resulting estimated total audience of 31,089,000.