## Allure Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Allure that you read or looked into?


Bought single issueSubscribe at this address
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months6 months to 1 year2 to 3 years
$\square 3$ to 6 months
1 to 2 years More than 3 years
2. Please indicate how many of the last four issues of Allure you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY | • Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| READER | out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
|  | $\bullet$ Where read | $\square$ At home | $\square$ At work |  |  |
|  | (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
|  | $\cdot$ Age $\quad \square 12-17$ | $\square$ 18-24 | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ |
|  | $\bullet$ Sex $\quad \square$ male | $\square$ female | $\square 55-64$ | $\square 65$ and over |  |

3. There may be other people who read your copy of Allure. Please ask them to indicate how many of the last four issues of Allure they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

PERSON 2

| - Issues read out of last four: | $\square$ None One of four | Two of four <br> $\square$ Three of four | $\square$ Four of four |
| :---: | :---: | :---: | :---: |
| - Where read (check all that apply) | $\square$ At home While traveling | $\square$ At work Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 $\quad \square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |
| - Issues read out of last four: | None One of four | Two of four Three of four | $\square$ Four of four |
| - Where read (check all that apply) | $\square$ At home While traveling | At work Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 $\quad \square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |

## PERSON 4

| - Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :--- | :--- | :--- | :--- | :--- |
| out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
| - Where read | $\square$ At home | $\square$ At work |  |  |
| (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
| - Age $\quad \square$ 12-17 | $\square$ 18-24 | $\square$ 25-34 | $\square$ 35-49 | $\square 50-54$ |
| - Sex $\quad \square$ male | $\square$ female |  | $\square 55-64$ | $\square 65$ and over |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square \quad$ No

| One | $\square$ | Three | $\square$ |
| :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ |

Five
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Architectural Digest Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Architectural Digest that you read or looked into?


Bought single issue 几ङ GO TO Q. 2
$\square$ Subscribe at this address $\square$ 『
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months | $\square 6$ months to 1 year | $\square 2$ to 3 years |
| :--- | :--- | :--- |
| $\square 3$ to 6 months | $\square 1$ to 2 years | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of Architectural Digest you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of Architectural Digest. Please ask them to indicate how many of the last four issues of Architectural Digest they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: | None One of four | Two of four Three of four |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) | At home While traveling | At work Commuting to | rom work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |
| PERSON 3 | - Issues read out of last four: | None One of four | Two of fourThree of four |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to and from work |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |
| PERSON 4 | - Issues read out of last four: | None One of four | Two of fourThree of four |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to and from work |  | $\square$ Some other place |
|  | - Age $\quad \square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?

Yes $\square$ No $\qquad$
4a. If yes, by how many others?

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Bon Appetit Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Bon Appetit that you read or looked into?
$\square$ Bought single issue $\square$ GOTO Q. 2
$\square$ Subscribe at this address $\square$ B
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months | $\square 6$ months to 1 year | $\square 2$ to 3 years |
| :--- | :--- | :--- |
| $\square 3$ to 6 months | $\square 1$ to 2 years | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of Bon Appetit you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY <br> READER | - Issues read <br> out of last four: | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\bullet$ Where read | $\square$ One of four | $\square$ Three of four |  |  |
|  | (check all that apply) | $\square$ At home | $\square$ At work |  |  |
|  | $\bullet$ Age $\quad \square 12-17$ | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
|  | $\bullet$ Sex $\quad \square$ male | $\square$ female | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ |

3. There may be other people who read your copy of Bon Appetit. Please ask them to indicate how many of the last four issues of Bon Appetit they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) | $\square$ At home While traveling |  | $\square$ At work | $\square$ Commuting to and from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 3 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | $\square$ At home While traveling | At work |  | from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 4 | - Issues read out of last four: | None One of four | $\square$ Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | $\square$ At home While traveling | At work |  | from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work? $\quad$ Yes $\square$ No $\square$

| One | $\square$ | Three | $\square$ |
| :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ |

Five
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Bride's Magazine Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an "X" in the box or writing in on the line provided. In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Bride's Magazine that you read or looked into?
$\square$ Bought single issue $\square \mathfrak{F}$ GO TO Q. 2
$\square$ Subscribe at this address
1a. If by subscription, is this publication subscription in your name?
$\square$ YES $\quad \square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months | $\square 6$ months to 1 year | $\square 2$ to 3 years |
| :--- | :--- | :--- |
| $\square 3$ to 6 months | $\square 1$ to 2 years | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of Bride's Magazine you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of Bride's Magazine. Please ask them to indicate how many of the last four issues of Bride's Magazine they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) | $\square$ At home While traveling | $\square$ At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 3 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | $\square$ At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 4 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | $\square$ At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square$ No

| One | $\square$ | Three | $\square$ |
| :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ |

Five
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Condé Nast Traveler Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Condé Nast Traveler that you read or looked into?
$\square$ Bought single issue $\square$ GO TO Q. 2
$\square$ Subscribe at this address $\square \boldsymbol{\beta} \quad$ 1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months |  |  |
| :--- | :--- | :--- |
| $\square 6$ months to 1 year | $\square 2$ to 3 years |  |
| $\square 3$ to months | $\square 1$ to 2 years | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of Condé Nast Traveler you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY <br> READER | • Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
|  | $\bullet$ Where read | $\square$ At home | $\square$ At work |  |  |
|  | (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
|  | $\bullet$ Age $\quad \square 12-17$ | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ |
|  | $\bullet$ Sex $\quad \square$ male | $\square$ female | $\square 55-64$ | $\square 65$ and over |  |

3. There may be other people who read your copy of Condé Nast Traveler. Please ask them to indicate how many of the last four issues of Condé Nast Traveler they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

## PERSON 2

| - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: |
| - Where read (check all that apply) | At home While traveling | $\square$ Commuting to and from work |  |  | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |  |  |
| - Issues read out of last four: | None One of four |  | of four e of four |  | $\square$ Four of four |
| - Where read (check all that apply) | $\square$ At home While traveling |  | ork muting to | rom work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |  |  |

## PERSON 4

| - Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :--- | :--- | :--- | :--- | :--- |
| out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
| - Where read | $\square$ At home | $\square$ At work |  |  |
| (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
| - Age $\quad \square$ 12-17 | $\square$ 18-24 | $\square$ 25-34 | $\square$ 35-49 | $\square 50-54$ |
| - Sex $\quad \square$ male | $\square$ female |  | $\square 55-64$ | $\square 65$ and over |

4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?

Yes $\square \quad$ No

4a. If yes, by how many others?

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Details Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an "X" in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Details that you read or looked into?


Bought single issue $\mathbb{\square}$ GO TO Q. 2Subscribe at this address
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months6 months to 1 year2 to 3 years
$\square 3$ to 6 months
1 to 2 years $\square$ More than 3 years
2. Please indicate how many of the last four issues of Details you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY READER | - Issues read out of last four: <br> - Where read (check all that apply) |  | ne of four | Two of fourThree of four |  |  | Four of fourSome other place |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | home <br> hile traveling | At workCommuting to and from work |  |  |  |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |

3. There may be other people who read your copy of Details. Please ask them to indicate how many of the last four issues of Details they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square \quad$ No $\square$

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Glamour Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Glamour that you read or looked into?


Bought single issue $[$ GO TO Q. 2
$\square$ Subscribe at this address $\square$
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months | $\square 6$ months to 1 year | $\square 2$ to 3 years |
| :--- | :--- | :--- |
| $\square 3$ to 6 months | $\square 1$ to 2 years | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of Glamour you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY | • Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| READER | out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
|  | $\bullet$ Where read | $\square$ At home | $\square$ At work |  |  |
|  | (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
|  | $\cdot$ Age $\quad \square 12-17$ | $\square$ 18-24 | $\square 25-34$ | $\square 35-49$ | $\square 50-54$ |
|  | $\bullet$ Sex $\quad \square$ male | $\square$ female | $\square 55-64$ | $\square 65$ and over |  |
|  |  |  |  |  |  |

3. There may be other people who read your copy of Glamour. Please ask them to indicate how many of the last four issues of Glamour they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work? $\quad$ Yes $\square$ No $\square$

| One | $\square$ | Three | $\square$ |
| :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ |

Five $\quad \square$
Six or more $\quad \square$
All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Gourmet Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Gourmet that you read or looked into?
$\square$ Bought single issue $\square$ GO TO Q. 2
$\square$ Subscribe at this address $\square$ B
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months $\square$ 6 months to 1 year 1 to 2 years2 to 3 years 3 to 6 months路
$\square$ More than 3 years
2. Please indicate how many of the last four issues of Gourmet you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY READER | - Issues read out of last four: <br> - Where read (check all that apply) |  | ne of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | home <br> hile traveling | $\square$ At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |

3. There may be other people who read your copy of Gourmet. Please ask them to indicate how many of the last four issues of Gourmet they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: |  | ne of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) |  | home <br> hile traveling | At work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |
| PERSON 3 | - Issues read out of last four: | NoneOne of four |  | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) |  | home hile traveling | At work |  | $\square$ Commuting to and from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |
| PERSON 4 | - Issues read out of last four: | NoneOne of four |  | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At homeWhile traveling |  | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square$ No $\qquad$

Five
Six or more
$\square$
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## GQ Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of GQ that you read or looked into?


Bought single issue $[$ GO TO Q. 2
$\square$ Subscribe at this address $\square$
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months6 months to 1 year2 to 3 years
$\square$ to 6 months1 to 2 years More than 3 years
2. Please indicate how many of the last four issues of GQ you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.
$\left.\begin{array}{cccccc}\begin{array}{c}\text { PRIMARY } \\ \text { READER }\end{array} & \begin{array}{l}\text { • Issues read } \\ \text { out of last four: }\end{array} & \square \text { None } & \square \text { Two of four } & \square \text { Four of four } \\ & \bullet \text { Where read } & \square \text { One of four } & \square \text { Three of four } & \\ & \text { (check all that apply) } & \square \text { At home } & \square \text { At work } & \square \text { Shile traveling } & \square \text { Commuting to and from work }\end{array}\right]$
3. There may be other people who read your copy of GQ. Please ask them to indicate how many of the last four issues of GQ they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: |  | ne of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) |  | home <br> hile traveling | At work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |
| PERSON 3 | - Issues read out of last four: | NoneOne of four |  | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) |  | home hile traveling | At work |  | $\square$ Commuting to and from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |
| PERSON 4 | - Issues read out of last four: | NoneOne of four |  | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At homeWhile traveling |  | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square$ No $\square$

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Mademoiselle Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing it on the line provided. $>$ In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Mademoiselle that you read or looked into?
$\square$ Bought single issue ■ङ GO TO Q. 2
$\square$ Subscribe at this address $\square$ B
1a. If by subscription, is this publication subscription in your name?
$\square$ YES $\quad \square$ NO
1b. How long have you been a subscriber?Less than 3 months6 months to 1 year 1 to 2 years2 to 3 years 3 to 6 months
More than 3 years元
2. Please indicate how many of the last four issues of Mademoiselle you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY READER | - Issues read out of last four: <br> - Where read (check all that apply) | None <br> $\square$ One of four | Two of four Three of four |  $\square$ Four of four <br> drom work $\square$ Some other place |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | At home While traveling | Commuting to and from work |  |  |  |
|  | - Age $\quad \square 12-14 \quad \square$ 15-17 $\quad \square$ 18-24 <br> - Sex $\quad \square$ male $\quad \square$ female |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

3. There may be other people who read your copy of Mademoiselle. Please ask them to indicate how many of the last four issues of Mademoiselle they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?

Yes $\square$ No

4a. If yes, by how many others?

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Men's Health Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Men's Health that you read or looked into?


Bought single issue $[$ GO TO Q. 2
$\square$ Subscribe at this address $\square$

1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months6 months to 1 year 1 to 2 years2 to 3 years 3 to 6 months路
2. Please indicate how many of the last four issues of Men's Health you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY <br> READER | • Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
|  | $\bullet$ Where read | $\square$ At home | $\square$ At work |  |  |
|  | (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
|  | $\bullet$ Age $\quad \square 12-17$ | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ |
|  | $\bullet$ Sex $\quad \square$ male | $\square$ female | $\square 55-64$ | $\square 65$ and over |  |

3. There may be other people who read your copy of Men's Health. Please ask them to indicate how many of the last four issues of Men's Health they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 3 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 4 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | $\square$ At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square \quad$ No $\square$

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Scientific American Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Scientific American that you read or looked into?


Bought single issue $\square \Im$ GO TO Q. 2
$\square$ Subscribe at this address $\square$ 『
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months |  |  |
| :--- | :--- | :--- |
| $\square 3$ to 6 months | $\square 1$ tonths to 1 year | $\square 2$ to 3 years |
| $\square$ More than 3 years |  |  |

2. Please indicate how many of the last four issues of Scientific American you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY READER | - Issues read out of last four: <br> - Where read (check all that apply) |  | ne <br> ne of four |  | of four ef four |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | home <br> hile traveling |  | ork muting to | rom work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square$ 35-49 | $\square$ 50-54 | $\square$ 55-64 | $\square 65$ and over |
|  | $\square$ male $\quad \square$ female | $\square$ female |  |  |  |  |  |

3. There may be other people who read your copy of Scientific American. Please ask them to indicate how many of the last four issues of Scientific American they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

## PERSON 2

$\square$ Two of four
$\square$ Four of four

Some other place
$\square$ Two of four
$\square$ Four of four
Three of four
$\square$ At work Commuting to and from work
$\square 35-4$

- $\square$ $\square$ 50-54
$\square$

55-64
$\square 65$ and over

- Age $\square$ 12-17

18-24
$\square$ 25-34
female
$\square$ At home $\square$ While traveling

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square \quad$ No $\qquad$

Five
Six or more
$\square$
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Self Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an "X" in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Self that you read or looked into?


Bought single issue $[$ GO TO Q. 2
$\square$ Subscribe at this address $\square$
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months $\square$ 6 months to 1 year 1 to 2 years2 to 3 years 3 to 6 months dore than 3 years
$\qquad$
2. Please indicate how many of the last four issues of Self you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY READER | - Issues read out of last four: <br> - Where read (check all that apply) |  | e of four | Two of fourThree of four |  |  | Four of fourSome other place |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | home <br> hile traveling | At workCommuting to and from work |  |  |  |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square$ 35-49 | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |

3. There may be other people who read your copy of Self. Please ask them to indicate how many of the last four issues of Self they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square$ No $\square$

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## TV Guide Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of TV Guide that you read or looked into?


Bought single issue $[$ GO TO Q. 2Subscribe at this address
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months $\square$ 6 months to 1 year2 to 3 years 3 to 6 months
1 to 2 yearsMore than 3 years
2. Please indicate how many of the last four issues of TV Guide you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY <br> READER | • Issues read | $\square$ None | $\square$ Two of four | $\square$ Four of four |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | out of last four: | $\square$ One of four | $\square$ Three of four |  |  |
|  | $\bullet$ Where read | $\square$ At home | $\square$ At work |  |  |
|  | (check all that apply) | $\square$ While traveling | $\square$ Commuting to and from work | $\square$ Some other place |  |
|  | $\bullet$ Age $\quad \square 12-17$ | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ |
|  | $\bullet$ Sex $\quad \square$ male | $\square$ female | $\square 55-64$ | $\square 65$ and over |  |

3. There may be other people who read your copy of TV Guide. Please ask them to indicate how many of the last four issues of TV Guide they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

PERSON 2

| - Issues read out of last four: | None One of four | Two of four Three of four | $\square$ Four of four |
| :---: | :---: | :---: | :---: |
| - Where read (check all that apply) | At home While traveling | At work Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 $\quad \square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male |  |  |  |
| - Issues read out of last four: | None One of four | Two of four Three of four | $\square$ Four of four |
| - Where read (check all that apply) | $\square$ At home While traveling | At work Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 $\quad \square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |

## PERSON 4

| - Issues read | $\square$ None |
| :--- | :--- |
| out of last four: | $\square$ One of four |
| - Where read | $\square$ At home |
| (check all that apply) | $\square$ While traveling |
| - Age $\quad \square$ 12-17 | $\square$ 18-24 |
| - Sex $\quad \square$ male | $\square$ female |

$\square$ Two of four
$\square$ Three of four
$\square$ At work
$\square$ Commuting to and from work
$\square$ Four of four
$\square$ Some other place
PERSON 3Two of four
$\square$ Four of four
$\square$ Some other place

## USA TODAY Reader Survey

> Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $\quad$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. D Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided. $>$ In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

## 1. How did you obtain the last copy of USA TODAY that you read or looked into?



Bought single issue
$\square$ Received complimentary copy while traveling (at a hotel, in an airplane, etc.) [JF GO TO Q. 2Subscribe at this address
1a. If by subscription, is this publication subscription in your name?

$\square$ NO
1b. How long have you been a subscriber?Less than 3 months6 months to 1 year 2 to 3 years 3 to 6 months
1 to 2 years More than 3 years
2. Please indicate how many of the last five issues of USA TODAY you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of USA TODAY. Please ask them to indicate how many of the last five issues of USA TODAY they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last five: <br> - Where read (check all that apply) | None One of five | Two of fiveThree of five |  |  | Four of five Five of five |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\square$ At home While traveling | $\square$ At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 3 | - Issues read out of last five: | None One of five | Two of fiveThree of five |  |  | Four of five Five of five |
|  | - Where read (check all that apply) | $\square$ At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 4 | - Issues read out of last five: | None One of five | Two of fiveThree of five |  |  | Four of five Five of five |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to |  | from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square \quad$ No $\square$

| One | $\square$ | Three | $\square$ |
| :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ |

Five
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Vanity Fair Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Vanity Fair that you read or looked into?
$\square$ Bought single issue $\square$ GO TO Q. 2
$\square$ Subscribe at this address $\square$ B
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months $\square$ 6 months to 1 year2 to 3 years
$\square 3$ to 6 months
1 to 2 years More than 3 years
2. Please indicate how many of the last four issues of Vanity Fair you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of Vanity Fair. Please ask them to indicate how many of the last four issues of Vanity Fair they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 3 | - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At home While traveling | At work |  | from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 4 | - Issues read out of last four: | $\square$ None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square$ No $\square$

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Vogue Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Vogue that you read or looked into?


Bought single issue $[$ GO TO Q. 2Subscribe at this address
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?

| $\square$ Less than 3 months | $\square 6$ months to 1 year | $\square 2$ to 3 years |
| :--- | :--- | :--- |
| $\square 3$ to 6 months | $\square 1$ to 2 years | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of Vogue you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of Vogue. Please ask them to indicate how many of the last four issues of Vogue they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

PERSON 2

| - Issues read out of last four: | None One of four | Two of four Three of four | $\square$ Four of four |
| :---: | :---: | :---: | :---: |
| - Where read (check all that apply) | At home While traveling | At work Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 $\quad \square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |
| - Issues read out of last four: | None One of four | Two of four Three of four | $\square$ Four of four |
| - Where read (check all that apply) | $\square$ At home While traveling | At work Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 $\quad \square$ 50-54 $\quad \square$ 55-64 | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |


4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work? $\quad$ Yes $\square$ No $\square$

| One | $\square$ | Three | $\square$ |
| :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ |

Five
Six or more

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## The Wall Street Journal Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing it on the line provided. In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of The Wall Street Journal that you read or looked into?
$\square$ Bought single issue $\square$ GO TO Q. 2
$\square$ Subscribe at this address $\square$
1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months6 months to 1 year 1 to 2 years2 to 3 years 3 to 6 months
$\qquad$
2. Please indicate how many of the last five issues of The Wall Street Journal you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of The Wall Street Journal. Please ask them to indicate how many of the last five issues of The Wall Street Journal they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

| PERSON 2 | - Issues read out of last five: | None One of five | Two of fiveThree of five |  |  | Four of five Five of five |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) | At home While traveling | $\square$ At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 3 | - Issues read out of last five: | None One of five | Two of fiveThree of five |  |  | Four of five Five of five |
|  | - Where read (check all that apply) | At home While traveling | $\square$ At work |  | $\square$ Commuting to and from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square$ 55-64 | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |
| PERSON 4 | - Issues read out of last five: | None One of five | Two of fiveThree of five |  |  | Four of five Five of five |
|  | - Where read (check all that apply) | At home While traveling | At workCommuting to |  | from work | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square$ 35-49 | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |

4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?

Yes $\square$ No $\qquad$

4a. If yes, by how many others?

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## REMEDY Magazine Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. Please indicate each of your answers by placing an " $X$ " in the box or writing it on the line provided. In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

## 1. How long have you been a subscriber?

| $\square$ Less than 3 months | $\square 1$ to 2 years |
| :--- | :--- |
| $\square 3$ to 6 months | $\square 2$ to 3 years |
| $\square 6$ months to 1 year | $\square$ More than 3 years |

2. Please indicate how many of the last four issues of REMEDY Magazine you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

3. There may be other people who read your copy of REMEDY Magazine. Please ask them to indicate how many of the last four issues of


## PERSON 2



## PERSON 4


4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?

Yes $\square$No

4a. If yes, by how many others?

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

## Food \& Wine Reader Survey

Who should answer this survey? The primary reader of a publication is the person at this address who typically spends the most time reading the publication. $>$ If you are the primary reader of this publication, please answer the following survey. If someone else at this address is, then please ask that person to complete this survey. $>$ Please indicate each of your answers by placing an " $X$ " in the box or writing in on the line provided.

In this survey, "your household" refers to all persons living with you regardless of whether or not they are relatives.

1. How did you obtain the last copy of Food \& Wine that you read or looked into?
$\square$ Bought single issue $\square$ GO TO Q. 2
$\square$ Subscribe at this address $\square \bar{\xi}$

1a. If by subscription, is this publication subscription in your name?
$\square$ YES
$\square$ NO

1b. How long have you been a subscriber?Less than 3 months $\square$ 6 months to 1 year 1 to 2 years2 to 3 years 3 to 6 months More than 3 years
2. Please indicate how many of the last four issues of Food \& Wine you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

| PRIMARY READER | - Issues read out of last four: |  | None <br> $\square$ One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | - Where read (check all that apply) |  | At home While traveling | At workCommuting to and from work |  |  | $\square$ Some other place |
|  | - Age $\square$ 12-17 | $\square 18-24$ | $\square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
|  | - Sex $\square$ male | $\square$ female |  |  |  |  |  |

3. There may be other people who read your copy of Food \& Wine. Please ask them to indicate how many of the last four issues of Food \& Wine they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

PERSON 2

| - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| :---: | :---: | :---: | :---: | :---: | :---: |
| - Where read (check all that apply) | $\square$ At home While traveling | $\square$ Commuting to and from work |  |  | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |  |  |
| - Issues read out of last four: | None One of four | Two of fourThree of four |  |  | $\square$ Four of four |
| - Where read (check all that apply) | At home While traveling | At work |  | $\square$ Commuting to and from work | $\square$ Some other place |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 | $\square 35-49$ | $\square 50-54$ | $\square 55-64$ | $\square 65$ and over |
| - Sex $\square$ male | $\square$ female |  |  |  |  |

## PERSON 4

| - Issues read out of last four: | None One of four |
| :---: | :---: |
| - Where read (check all that apply) | At home While traveling |
| - Age $\square$ 12-17 | $\square$ 18-24 $\quad \square$ 25-34 |
| - Sex $\square$ male | $\square$ female |

$\square$ Two of four
$\square$ Three of four
$\square$ At work
$\square$ Commuting to and from work
$\square$ Four of four
$\square$ Some other place
4. (IF EMPLOYED) Is your copy of this publication read by anyone

4a. If yes, by how many others? else at work?

Yes $\square \quad$ No $\square$

| One | $\square$ | Three | $\square$ | Five | $\square$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Two | $\square$ | Four | $\square$ | Six or more | $\square$ |

All remaining questions should be completed by the primary reader (the person who spends the most time reading this publication).

