



# 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 issue  GO TO Q. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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 READER

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

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

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?



- One  Two  Three  Four  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  GO TO Q. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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.

### PRIMARY READER

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

## 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  Four of four
- **Where read** (check all that apply)  At home  While traveling  At work  Commuting to and from work  Some other place
- **Age**  12-17  18-24  25-34  35-49  50-54  55-64  65 and over
- **Sex**  male  female

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?



- One  Two  Three  Four  Five  Six or more

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?

- Bought single issue  GO TO Q. 2
- Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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 READER

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

## 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

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

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?



- One  Three  Five   
 Two  Four  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?

- Bought single issue  GO TO Q. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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.

### PRIMARY READER

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

## 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 four  Three of four  Four of four
- **Where read** (check all that apply)  At home  While traveling  At work  Commuting to and from work  Some other place
- **Age**  12-17  18-24  25-34  35-49  50-54  55-64  65 and over
- **Sex**  male  female

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?

- One  Two  Three  Four  Five  Six or more

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

please go to next page



# 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?**

- Bought single issue GO TO Q. 2
- Subscribe at this address

1a. If by subscription, is this publication subscription in your name?

YES       NO

1b. How long have you been a subscriber?

Less than 3 months     6 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 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.**

<b>PRIMARY READER</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None <input type="checkbox"/> One of four	<input type="checkbox"/> Two of four <input type="checkbox"/> Three of four	<input type="checkbox"/> Four of four
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home <input type="checkbox"/> While traveling	<input type="checkbox"/> At work <input type="checkbox"/> Commuting to and from work	<input type="checkbox"/> Some other place
	• <b>Age</b>	<input type="checkbox"/> 12-17 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and over		
	• <b>Sex</b>	<input type="checkbox"/> male <input type="checkbox"/> female		

**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.**

<b>PERSON 2</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None <input type="checkbox"/> One of four	<input type="checkbox"/> Two of four <input type="checkbox"/> Three of four	<input type="checkbox"/> Four of four
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home <input type="checkbox"/> While traveling	<input type="checkbox"/> At work <input type="checkbox"/> Commuting to and from work	<input type="checkbox"/> Some other place
	• <b>Age</b>	<input type="checkbox"/> 12-17 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and over		
	• <b>Sex</b>	<input type="checkbox"/> male <input type="checkbox"/> female		

<b>PERSON 3</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None <input type="checkbox"/> One of four	<input type="checkbox"/> Two of four <input type="checkbox"/> Three of four	<input type="checkbox"/> Four of four
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home <input type="checkbox"/> While traveling	<input type="checkbox"/> At work <input type="checkbox"/> Commuting to and from work	<input type="checkbox"/> Some other place
	• <b>Age</b>	<input type="checkbox"/> 12-17 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and over		
	• <b>Sex</b>	<input type="checkbox"/> male <input type="checkbox"/> female		

<b>PERSON 4</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None <input type="checkbox"/> One of four	<input type="checkbox"/> Two of four <input type="checkbox"/> Three of four	<input type="checkbox"/> Four of four
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home <input type="checkbox"/> While traveling	<input type="checkbox"/> At work <input type="checkbox"/> Commuting to and from work	<input type="checkbox"/> Some other place
	• <b>Age</b>	<input type="checkbox"/> 12-17 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and over		
	• <b>Sex</b>	<input type="checkbox"/> male <input type="checkbox"/> female		

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

Yes  No

**4a. If yes, by how many others?**

One  Two  Three  Four  Five  Six or more

**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 GO TO Q. 2
- Subscribe at this address

*1a. If by subscription, is this publication subscription in your name?*

YES       NO

*1b. How long have you been a subscriber?*

Less than 3 months     6 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 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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> 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.**

**PERSON 2**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?**      Yes     No



- 4a. If yes, by how many others?**
- One       Three       Five
- Two       Four       Six or more

**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  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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 READER

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

## 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.

### PERSON 2

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

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?



- One  Three  Five   
 Two  Four  Six or more

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?

- Bought single issue  GO TO Q. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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

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

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

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?

- One  Three  Five   
 Two  Four  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
- Subscribe at this address

*1a. If by subscription, is this publication subscription in your name?*

YES       NO

*1b. How long have you been a subscriber?*

Less than 3 months     6 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 four issues of GQ you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.**

**PRIMARY READER**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

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

- Yes  No

**4a. If yes, by how many others?**



- One  Three  Five
- Two  Four  Six or more

**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?

- Bought single issue  GO TO Q. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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:  None  One of four  Two of four  Three of four  Four of four
- **Where read** (check all that apply)  At home  At work  Some other place  
 While traveling  Commuting to and from work
- **Age**  12-14  15-17  18-24  25-29  30-34  35-39  40-49  50-54  55-64  65+
- **Sex**  male  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.

### PERSON 2

- **Issues read** out of last four:  None  One of four  Two of four  Three of four  Four of four
- **Where read** (check all that apply)  At home  At work  Some other place  
 While traveling  Commuting to and from work
- **Age**  12-14  15-17  18-24  25-29  30-34  35-39  40-49  50-54  55-64  65+
- **Sex**  male  female

### PERSON 3

- **Issues read** out of last four:  None  One of four  Two of four  Three of four  Four of four
- **Where read** (check all that apply)  At home  At work  Some other place  
 While traveling  Commuting to and from work
- **Age**  12-14  15-17  18-24  25-29  30-34  35-39  40-49  50-54  55-64  65+
- **Sex**  male  female

### PERSON 4

- **Issues read** out of last four:  None  One of four  Two of four  Three of four  Four of four
- **Where read** (check all that apply)  At home  At work  Some other place  
 While traveling  Commuting to and from work
- **Age**  12-14  15-17  18-24  25-29  30-34  35-39  40-49  50-54  55-64  65+
- **Sex**  male  female

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?

- One  Three  Five   
 Two  Four  Six or more

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
- Subscribe at this address

*1a. If by subscription, is this publication subscription in your name?*

YES       NO

*1b. How long have you been a subscriber?*

Less than 3 months     6 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 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 READER**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

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

Yes  No

**4a. If yes, by how many others?**

One  Three  Five   
Two  Four  Six or more

**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 GO TO Q. 2
- Subscribe at this address

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

1b. How long have you been a subscriber?  
 Less than 3 months     6 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 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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> 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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?      Yes    No

### 4a. If yes, by how many others?



- One       Three       Five   
 Two       Four       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  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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

- |   |  |   |   |
|---|--|---|---|
| • <b>Issues read</b><br>out of last four:     | <input type="checkbox"/> None            | <input type="checkbox"/> Two of four                | <input type="checkbox"/> Four of four     |
|   | <input type="checkbox"/> One of four     | <input type="checkbox"/> Three of four              |   |
| • <b>Where read</b><br>(check all that apply) | <input type="checkbox"/> At home         | <input type="checkbox"/> At work                    | <input type="checkbox"/> Some other place |
|   | <input type="checkbox"/> While traveling | <input type="checkbox"/> Commuting to and from work |   |
| • <b>Age</b>                                  | <input type="checkbox"/> 12-17           | <input type="checkbox"/> 18-24                      | <input type="checkbox"/> 25-34            |
|   | <input type="checkbox"/> 35-49           | <input type="checkbox"/> 50-54                      | <input type="checkbox"/> 55-64            |
|   | <input type="checkbox"/> 65 and over     |   |   |
| • <b>Sex</b>                                  | <input type="checkbox"/> male            | <input type="checkbox"/> 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.

### PERSON 2

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

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?

- One  Three  Five   
 Two  Four  Six or more

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



please go to next page



# 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. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 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 READER

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

## 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

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

### PERSON 3

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

### PERSON 4

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

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?

- One  Three  Five   
 Two  Four  Six or more

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

please go to next page



# 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.* ► **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 USA TODAY that you read or looked into?**

- Bought single issue GO TO Q. 2
- Received complimentary copy while traveling (at a hotel, in an airplane, etc.) GO TO Q. 2
- Subscribe at this address

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

1b. *How long have you been a subscriber?*  
 Less than 3 months     6 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.**

**PRIMARY READER**

<b>• Issues read</b> out of last five:	<input type="checkbox"/> None	<input type="checkbox"/> Two of five	<input type="checkbox"/> Four of five
	<input type="checkbox"/> One of five	<input type="checkbox"/> Three of five	<input type="checkbox"/> Five of five
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**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**

<b>• Issues read</b> out of last five:	<input type="checkbox"/> None	<input type="checkbox"/> Two of five	<input type="checkbox"/> Four of five
	<input type="checkbox"/> One of five	<input type="checkbox"/> Three of five	<input type="checkbox"/> Five of five
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last five:	<input type="checkbox"/> None	<input type="checkbox"/> Two of five	<input type="checkbox"/> Four of five
	<input type="checkbox"/> One of five	<input type="checkbox"/> Three of five	<input type="checkbox"/> Five of five
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last five:	<input type="checkbox"/> None	<input type="checkbox"/> Two of five	<input type="checkbox"/> Four of five
	<input type="checkbox"/> One of five	<input type="checkbox"/> Three of five	<input type="checkbox"/> Five of five
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?**      Yes     No

**4a. If yes, by how many others?**

One	<input type="checkbox"/>	Three	<input type="checkbox"/>	Five	<input type="checkbox"/>
Two	<input type="checkbox"/>	Four	<input type="checkbox"/>	Six or more	<input type="checkbox"/>

**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?**

- Bought single issue GO TO Q. 2
- Subscribe at this address

*1a. If by subscription, is this publication subscription in your name?*

YES       NO

*1b. How long have you been a subscriber?*

Less than 3 months     6 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 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.**

**PRIMARY READER**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

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

Yes  No

**4a. If yes, by how many others?**

One  Three  Five   
Two  Four  Six or more

**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. 2
- Subscribe at this address

*1a. If by subscription, is this publication subscription in your name?*

YES       NO

*1b. How long have you been a subscriber?*

Less than 3 months     6 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 four issues of Vogue you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.**

**PRIMARY READER**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

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

Yes  No

**4a. If yes, by how many others?**



One  Three  Five   
Two  Four  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?

- Bought single issue  GO TO Q. 2  
 Subscribe at this address 

1a. If by subscription, is this publication subscription in your name?

- YES  NO

1b. How long have you been a subscriber?

- Less than 3 months  6 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 The Wall Street Journal you have read or looked into. Then, please indicate where you typically read this publication, and your age and sex.

### PRIMARY READER

- |   |  |   |   |
|---|--|---|---|
| • <b>Issues read</b><br>out of last five:     | <input type="checkbox"/> None            | <input type="checkbox"/> Two of five                | <input type="checkbox"/> Four of five     |
|   | <input type="checkbox"/> One of five     | <input type="checkbox"/> Three of five              | <input type="checkbox"/> Five of five     |
| • <b>Where read</b><br>(check all that apply) | <input type="checkbox"/> At home         | <input type="checkbox"/> At work                    | <input type="checkbox"/> Some other place |
|   | <input type="checkbox"/> While traveling | <input type="checkbox"/> Commuting to and from work |   |
| • <b>Age</b>                                  | <input type="checkbox"/> 12-17           | <input type="checkbox"/> 18-24                      | <input type="checkbox"/> 25-34            |
|   | <input type="checkbox"/> 35-49           | <input type="checkbox"/> 50-54                      | <input type="checkbox"/> 55-64            |
|   | <input type="checkbox"/> 65 and over     |   |   |
| • <b>Sex</b>                                  | <input type="checkbox"/> male            | <input type="checkbox"/> female                     |   |

## 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

- |   |  |   |   |
|---|--|---|---|
| • <b>Issues read</b><br>out of last five:     | <input type="checkbox"/> None            | <input type="checkbox"/> Two of five                | <input type="checkbox"/> Four of five     |
|   | <input type="checkbox"/> One of five     | <input type="checkbox"/> Three of five              | <input type="checkbox"/> Five of five     |
| • <b>Where read</b><br>(check all that apply) | <input type="checkbox"/> At home         | <input type="checkbox"/> At work                    | <input type="checkbox"/> Some other place |
|   | <input type="checkbox"/> While traveling | <input type="checkbox"/> Commuting to and from work |   |
| • <b>Age</b>                                  | <input type="checkbox"/> 12-17           | <input type="checkbox"/> 18-24                      | <input type="checkbox"/> 25-34            |
|   | <input type="checkbox"/> 35-49           | <input type="checkbox"/> 50-54                      | <input type="checkbox"/> 55-64            |
|   | <input type="checkbox"/> 65 and over     |   |   |
| • <b>Sex</b>                                  | <input type="checkbox"/> male            | <input type="checkbox"/> female                     |   |

### PERSON 3

- |   |  |   |   |
|---|--|---|---|
| • <b>Issues read</b><br>out of last five:     | <input type="checkbox"/> None            | <input type="checkbox"/> Two of five                | <input type="checkbox"/> Four of five     |
|   | <input type="checkbox"/> One of five     | <input type="checkbox"/> Three of five              | <input type="checkbox"/> Five of five     |
| • <b>Where read</b><br>(check all that apply) | <input type="checkbox"/> At home         | <input type="checkbox"/> At work                    | <input type="checkbox"/> Some other place |
|   | <input type="checkbox"/> While traveling | <input type="checkbox"/> Commuting to and from work |   |
| • <b>Age</b>                                  | <input type="checkbox"/> 12-17           | <input type="checkbox"/> 18-24                      | <input type="checkbox"/> 25-34            |
|   | <input type="checkbox"/> 35-49           | <input type="checkbox"/> 50-54                      | <input type="checkbox"/> 55-64            |
|   | <input type="checkbox"/> 65 and over     |   |   |
| • <b>Sex</b>                                  | <input type="checkbox"/> male            | <input type="checkbox"/> female                     |   |

### PERSON 4

- |   |  |   |   |
|---|--|---|---|
| • <b>Issues read</b><br>out of last five:     | <input type="checkbox"/> None            | <input type="checkbox"/> Two of five                | <input type="checkbox"/> Four of five     |
|   | <input type="checkbox"/> One of five     | <input type="checkbox"/> Three of five              | <input type="checkbox"/> Five of five     |
| • <b>Where read</b><br>(check all that apply) | <input type="checkbox"/> At home         | <input type="checkbox"/> At work                    | <input type="checkbox"/> Some other place |
|   | <input type="checkbox"/> While traveling | <input type="checkbox"/> Commuting to and from work |   |
| • <b>Age</b>                                  | <input type="checkbox"/> 12-17           | <input type="checkbox"/> 18-24                      | <input type="checkbox"/> 25-34            |
|   | <input type="checkbox"/> 35-49           | <input type="checkbox"/> 50-54                      | <input type="checkbox"/> 55-64            |
|   | <input type="checkbox"/> 65 and over     |   |   |
| • <b>Sex</b>                                  | <input type="checkbox"/> male            | <input type="checkbox"/> female                     |   |

## 4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work? Yes No

## 4a. If yes, by how many others?

- One  Three  Five   
 Two  Four  Six or more

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?

- |   |  |
|---|--|
| <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> 1 to 2 years      |
| <input type="checkbox"/> 3 to 6 months      | <input type="checkbox"/> 2 to 3 years      |
| <input type="checkbox"/> 6 months to 1 year | <input type="checkbox"/> 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.

<b>PRIMARY READER</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four						
		<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four							
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place						
		<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work							
• <b>Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-59	<input type="checkbox"/> 60-64	<input type="checkbox"/> 65-69	<input type="checkbox"/> 70-74	<input type="checkbox"/> 75+
• <b>Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female								

## 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 REMEDY Magazine they have read or looked into. Then indicate where they typically read this publication, and their age and sex.

<b>PERSON 2</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four						
		<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four							
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place						
		<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work							
• <b>Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-59	<input type="checkbox"/> 60-64	<input type="checkbox"/> 65-69	<input type="checkbox"/> 70-74	<input type="checkbox"/> 75+
• <b>Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female								

<b>PERSON 3</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four						
		<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four							
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place						
		<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work							
• <b>Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-59	<input type="checkbox"/> 60-64	<input type="checkbox"/> 65-69	<input type="checkbox"/> 70-74	<input type="checkbox"/> 75+
• <b>Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female								

<b>PERSON 4</b>	• <b>Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four						
		<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four							
	• <b>Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place						
		<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work							
• <b>Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-59	<input type="checkbox"/> 60-64	<input type="checkbox"/> 65-69	<input type="checkbox"/> 70-74	<input type="checkbox"/> 75+
• <b>Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female								

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

Yes  No

## 4a. If yes, by how many others?

One  Three  Five   
Two  Four  Six or more

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?**

- Bought single issue GO TO Q. 2
- Subscribe at this address

*1a. If by subscription, is this publication subscription in your name?*

YES       NO

*1b. How long have you been a subscriber?*

Less than 3 months     6 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 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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> 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**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 3**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**PERSON 4**

<b>• Issues read</b> out of last four:	<input type="checkbox"/> None	<input type="checkbox"/> Two of four	<input type="checkbox"/> Four of four
	<input type="checkbox"/> One of four	<input type="checkbox"/> Three of four	
<b>• Where read</b> (check all that apply)	<input type="checkbox"/> At home	<input type="checkbox"/> At work	<input type="checkbox"/> Some other place
	<input type="checkbox"/> While traveling	<input type="checkbox"/> Commuting to and from work	
<b>• Age</b>	<input type="checkbox"/> 12-17	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-34
	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 and over		
<b>• Sex</b>	<input type="checkbox"/> male	<input type="checkbox"/> female	

**4. (IF EMPLOYED) Is your copy of this publication read by anyone else at work?**      Yes     No

**4a. If yes, by how many others?**

- One       Three       Five
- Two       Four       Six or more

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