

TITLE CONFUSION: THE IMPACT OF RESPONSE ERROR ON COMPETITIVE PAIRS

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INTRODUCTION

Researchers continually confront the issue of response error in all surveys they design. A respondent's inability to answer a question accurately may arise for several reasons. Among them are poorly or ambiguously worded questions, cognitive difficulties in accessing the required information to respond correctly or insufficient stimuli to assist the respondent's ability to answer accurately. Magazine researchers have faced one particular salient response error issue: title confusion.

It has been argued that title confusion **may** profoundly impact the audience estimates of competitive magazines and their respective demographic profiles. Title confusion is a phenomenon that potentially occurs when respondents are uncertain about their readership of magazines, specifically when confronted by similarly titled magazines and/or magazines with similar content. This uncertainty, in turn, can lead to misclaiming of readership with the potential of impacting a magazine's position within a competitive set. Title confusion's importance to magazine researchers is further reflected in the substantial attention devoted to this issue throughout the past symposia, (Brown, 1999). Discussions have centered on grouping similar magazines, presentation order, using verbal vs. visual stimuli, using logos vs. covers and even the color of the visual stimuli. While many papers have addressed this issue, this paper and the companion piece present a large-scale quantitative examination of the existence of title confusion and of its impact on twelve (12) pairs of competing magazines. This paper addresses the potential impact of differential survey treatments on minimizing title confusion, specifically evaluating the effect, if any, on the relative audience sizes of the pairs of competing, similarly named magazines included in this study.

This paper addresses three particular questions:

- When two different types of screener stimuli are presented (covers and logos vs. logos only), are there any differences in absolute and relative read levels between potentially confused pairs of magazines?
- For potentially confused titles, is there a difference in readership levels when titles appear (for the screening process) on the same page vs. different pages?
- When respondents are asked to "reconfirm" their readership claims, is there a difference in comparative readership levels based on this reconfirmation?

Our analysis centers on the argument that the cause of dramatic readers-per-copy differences between potentially confused magazines is solely the result of confusion. Don McGlathery clearly stated this position:

Why then the disparity in readers-per-copy? Examination of the absolute screen in levels and analysis of the disproportionate shares among the smaller circulation member of the pair suggests the culprit is title confusion. (McGlathery, 1993)

The research is further based on contentions that using covers, showing potentially confused magazine pairs simultaneously and/or the subsequent reconfirming of readership claims serve, in some manner or form, to reduce "confused" respondents' readership claims and to alter the relationship between competitive pairs of magazines. Specifically, we examine whether any of these procedures, singularly or in combination, substantially changes the relationship between twelve pairs of potentially confused magazines.

BACKGROUND

While many have examined title confusion, Don McGlathery's seminal paper (McGlathery, 1993) presented the most compelling theory of title confusion's impact on claimed readership levels between pairs of potentially confused titles. McGlathery builds a theory driven by the dynamics of the questions asked of respondents to establish their magazine readership. In his paper, McGlathery set out an important argument based on two observations. First, that the phenomenon of title confusion is more likely to impact more casual readers of magazines "because their involvement with the publication is on a more superficial basis." **Second, that title confusion benefits the smaller title in paired sets of theoretically confused titles, especially in terms of readers-per-copy (RPC).** These two observations are related in that the first observation influences the second through the screen-in question.

The screen-in question, McGlathery appropriately asserts, helps to eliminate non-readers and to reduce the overall burden of the interview. McGlathery writes:

the screen-in levels have the predominant effect on audience levels. It is suggested that once a respondent screens-in on a title, he is semi-committed as a reader. Even if he is confused, a predictable percentage will answer positively to the reading question. To a large part, it is these “phantom” reads which contribute to the extraordinary high readers-per-copy, particularly for smaller titles in similar pairs (emphasis added).

Titles with larger circulations will be less impacted by this phenomenon simply because it takes more of these “phantom reads” to move the needle. A corollary explanation is that confused respondents will randomly choose between two similar titles with radically different circulations, thereby attributing more readers-per-copy to the smaller circulation title. This theory will be the focus of much of the analysis presented later in this paper.

McGlathery utilized both MRI and Nielsen Home Scan data from the time to exemplify his arguments. He used ten pairs and three triplets of similar magazine titles in his discussion to illustrate his hypotheses. Some of the pairs of titles that he included in his paper are also included in this study conducted by MRI.

At the same conference, Claude Heimann (Heimann, 1993) presented a rather different perspective on title confusion. While Claude’s paper supported Don’s assertion that irregular readers are more susceptible to title confusion, he also contended that confusion did not appear to have a substantial effect on recent reading estimates. Mr. Heimann drew his conclusions from a relatively small quantitative study and he did not pursue any larger scale research in this area.

Virginia Cable and Valentine Appel (Cable and Appel, 2001) presented their paper on title confusion at the 2001 World Wide Readership Symposium in Venice. This paper was based on a study conducted online that grouped similar titles together, rather than randomly, in order to explore whether this would reduce confusion. Magazine logos were used as the recall stimulus in this study. The authors assumed a reduction in audience numbers based on the idea that proximal placement of potentially confused titles would minimize confusion. This was not borne out in the data. In fact, the study showed that when similar titles were grouped together, their audience numbers actually increased. The MRI study introduced in this paper mimics some of the design elements of this 2001 study, but addresses the impact of title confusion very differently.

There are a number of other Symposia papers that addressed title confusion and contributed in some manner or form to the design of this study. While there remains disagreement about how best to confront title confusion, MRI eventually adopted three of the recommended procedures: using covers along with logos as stimuli, showing competitive magazines simultaneously and providing respondents an opportunity to reconsider their earlier answer.

PILOT TEST DECISIONS

MRI began its exploration with a pilot phase in order to examine two issues – incentives and variations of the response options for the screen-in question. There were three incentives tested in this pilot: the standard pool¹, \$1 or \$5. A respondent was made aware of the incentive within the initial e-mailed survey invitation.

The goal of this pilot was to obtain 500 completed surveys for each of the three incentive options. Once this quota had been achieved for each group, the pilot study was complete. Comparing the response rates of these three incentive groups showed two not surprising outcomes. First, the higher the incentive the fewer invitations we needed to send out. And second, and not unrelated to the first point, the higher the incentive the higher response rate achieved (7.2%, 10% and 11.8%, respectively). Based on these results, we decided to implement the \$1 incentive for the full study. The greatest benefit to response occurred when the respondent was offered some cash incentive, \$1, instead of the standard pool. Also, because one of the primary objectives of the full study was to obtain large numbers of completed surveys, the \$5 incentive was not a viable option.

The second testing element included in this pilot involved the response options available to respondents in the screen-in question. The question was whether to replicate a previous online test conducted that employed a “yes only” response for the magazines included or to replicate the MRI Syndicated Study and build in a “yes-not sure-no” response. Ultimately, because our goal in the full study was to explore title confusion, the decision was made to employ the “yes-not sure-no” response. The central argument for this decision was that any information that might help in understanding the phenomenon of title confusion was important. Uncertainty can be related to confusion, so our ability to isolate the levels of certainty on the screen question could potentially give us more information.

STUDY METHODOLOGY

The MRI Title Confusion Study was fielded in the early part of 2005 over the course of nine days (1/24/05 through 2/1/05). The study was administered online. Survey Sampling Inc.’s Survey Spot online panel was utilized as the sample for this study. This sampling frame had been used in previous studies conducted by MRI (see Frankel, Baim, Galin, Leonard, 2003).

¹ The pool is the standard incentive offered by SSI to its respondents, especially in cases of short surveys. The pool is an opportunity for the respondent to have his/her name included in a monthly drawing for cash and other prizes.

Forty-eight (48) magazines were included in this study -- 12 pairs of potentially confused titles and twenty-four (24) filler titles. The filler titles were selected to minimize the potential for confusion between them and the 12 potentially confused pairs. The 48 titles were placed on eight screens (six titles on each screen). All respondents saw the same 48 titles.

The following twelve pairs of potentially confused titles were included in the study:

PC Magazine –PC World
Men’s Health –Men’s Fitness
Time – Newsweek
Country Home – Country Living
Soap Opera Digest – Soap Opera Weekly
House & Garden – Better Homes and Gardens
Conde Nast Traveler – Travel & Leisure
Baby Talk – American Baby
Golf Digest – Golf Magazine
Forbes – Fortune
Parents – Parenting
Woman’s Day – Family Circle

The selection of these pairs was based on the combined similarity of their names and editorial content. We also tried to include a number of the pairs originally examined by McGlathery. In addition, the first seven of the twelve paired magazines listed above have dramatically different circulation sizes, thus providing the basis for testing the hypothesis about RPC differences between potentially confused pairs.

The study design maximized the ability to test two treatment conditions:

- I. Two recall stimuli: logos versus covers and logos (See Appendix 1 for sample screens)
- II. Three types of page positioning: placing potentially confused pairs always on the same screen, always on different screens, and random assignment – some pairs on the same screen and others on different screens

These two conditions were combined in a full factorial design to form six distinct treatment groups or combinations: (See Appendix 2 for a more detailed description of each treatment group):

- Logo only stimulus/random screen assignment (Treatment Group 1)
- Logo only stimulus/same screen assignment (Treatment Group 2)
- Logo only stimulus/different screen assignment (Treatment Group 3)
- Logo and cover stimuli/random screen assignment (Treatment Group 4)
- Logo and cover stimuli/same screen assignment (Treatment Group 5)
- Logo and cover stimuli/different screen assignment (Treatment Group 6)

A third important component of this study involved a reconfirmation of any potentially confused pairs at the end of the survey (based on screening in at least one of the pair with the first screen question). This reconfirmation question was included in all six of the treatment groups detailed above. (See Appendix 3 for sample survey screen)

Each respondent was sent an e-mail invitation that included notification of a dollar to be sent to the individual after they completed the survey. To participate, an individual clicked the link within their invitation and they were immediately taken to the survey. The survey began with the screen question and included the frequency of reading and recency of reading question, mimicking the MRI personal interview. Respondents who indicated that they had read or looked into a title in the most recent publication period were then asked a series of qualitative questions, again mimicking the MRI personal interview. Then the respondent was re-asked the screen question for any potentially confused pairs and, as mentioned above, this only occurred for pairs in which the respondent had originally screened in at least one of the titles. The reconfirmation question was asked separately for each potentially confused pair. Magazine titles were represented with their textual title in this question. If a respondent did not screen in any of the potentially confused titles, then the reconfirmation question was not asked at all. Finally, the respondent provided information for several key demographics before completing the survey.

Survey invitations were staggered throughout the course of the field period. A reminder email was sent to each respondent who had not completed a survey two days after the initial invitation was mailed out.

SAMPLE SIZES AND WEIGHTING

A quota of 7,500 completes was established for each of the six treatment groups (50-50 split between male and female). A total of 432,000 invitations were sent out to unique e-mail addresses. After 9 days, our target number of completes was achieved; in fact we received slightly more, and the field was closed. A total of 46,798 respondents completed surveys in this study. The response rate achieved in this study was 10.8%. The individual treatment sample sizes are shown in Table 1:

Table 1
Total Number of Completed Surveys By Treatment Group

	Total Number of Completes
Treatment Group 1	7,778
Treatment Group 2	7,835
Treatment Group 3	7,807
Treatment Group 4	7,784
Treatment Group 5	7,814
Treatment Group 6	7,780

Each sample was weighted to conform to the total population and key demographic estimates from MRI's Fall 2004 study.

STUDY FINDINGS

The study design allowed for several different analyses of the potential impact of title confusion on competitive sets of magazines. The primary analysis concentrates on changes in audience levels and RPC brought about by efforts to reduce confusion. It is predicated on the hypotheses that cover and/or same-screen stimuli reduce confusion.

Tables 2-7 show the average-issue audience ratings for the 12-paired magazines in each of the treatment groups along with comparisons to their respective estimates from MRI's Fall 2004 study.² These tables clearly show that web surveys obtain substantially larger audiences for the measured magazines of interest than is captured in the national study. At the same time, the web survey also generated substantial RPC differences between potentially confused titles. For example, PC World and Men's Fitness have almost twice the RPC than do their direct competitors (PC Magazine and Men's Health, respectively).

We then compared the RPC ratios between the 12 magazine pairs, using logos as the control condition and covers/logos as the experimental condition. If covers serve to reduce confusion, the covers/logos treatments should have produced substantial changes in the RPC ratios between potentially confused pairs, with the larger circulation magazine benefiting from the more informative cover stimulus. (McGlathery's hypothesis was that title confusion was **the major variable** in explaining the different RPC levels of potentially confused titles.) While we present all 12 comparisons (Tables 8-10), only seven are pairs of magazines with dramatically different circulation levels. (These pairs are shown first in all the tables and are shaded in gray. In addition, the larger circulation title is noted with an asterisk.) We would expect the larger circulation magazine to show a significant improvement in RPC compared to its competitors when covers were used as a prompt. We conducted one-tailed significance tests³ of the differences in RPC ratios of the seven paired titles for all three screen treatments (i.e., same screen, different screen and random screen, respectively). The shaded cells in the last column of these tables indicate the change in the RPC ratio was in the expected direction. Only 9 of the 21 comparisons were in the expected direction. Most importantly, only 2 of the 21 comparisons were statistically significant (indicated when the shaded differences are bolded) and neither of these statistically significant changes materially impacted the substantial RPC advantage held by the smaller circulation title.⁴

The next comparisons assessed the impact of screen positioning on title confusion and relative RPCs. It has been generally accepted that grouping titles reduces title confusion by eliminating order effect and by informing respondents, at the same time, that different magazines share very similar names. In the same screen treatment groups (logos and covers/logos), We ensured that any pair of potentially confused titles always appeared on the same screen. In the different screen groups, we ensured that similar titles **never** appeared on the same screen (different screen treatment for either logos or covers/logos). Using these assumptions, we once again posited that the larger circulation magazine in a confused pair would substantially improve its RPC ratio against the smaller circulation title when titles were shown on the same screen. Tables 11 and 12 show the RPC ratio changes between the same screen and different screen treatment groups. Consistent with our analysis of cover stimuli, we found that providing respondents with similar titles on the same screen did not materially change the RPC relationship between respective pairs. Only 5 of the 14 comparisons were in the hypothesized direction and only one of these changes was statistically significant.⁵

² MRI's accompanying paper addresses issues regarding the differences between the results of these web surveys and MRI's national study and the limitations of generalizing from internet-based studies.

³ We used jackknife replicates to calculate sampling errors and conduct significance tests. While some of the results from these statistical tests showed significance, the actual changes did not bring the RPCs close to parity.

⁴ For example, PC World (the smaller circulation magazine) still retained a 6 RPC edge over PC Magazine, its larger circulation competitor, in one instance where the RPC ratio change was significant. In the other statistically significant case, House & Garden had an almost 4:1 RPC advantage even when covers were used as stimuli.

⁵ This finding does not mean grouping titles may be advantageous. It does suggest strongly that rotating the order of potentially confused titles does not produce substantially different overall results from the grouping procedure.

We then compared the interaction of covers and same screen stimuli on reducing title confusion's potential impact on RPC differences by contrasting the same screen-covers/logos treatment group with the random-logos treatment group for these seven magazine pairs (Table 13). Once again, this analysis failed to support the RPC hypothesis. Only 2 of the 7 ratios showed an improvement for the larger of the two potentially confused titles and neither ratio change was statistically significant.

Perhaps the most direct examination of the title confusion hypothesis was our analysis of the difference in RPC ratios between the respondent's initial claimed readership and his/her reconfirmation readership claims. As discussed above, we introduced a reconfirmation question for any respondent who screened in to one or both of a pair of potentially confused titles. This line of questioning followed suggestions (e.g., Heimann) that providing respondents an opportunity to reconsider their original answers can substantially reduce confusion. Tables 14-19 show the change in RPC ratios between the original and reconfirmed readership claims for each of the six treatment groups, respectively. Unlike the earlier comparisons, the tables indicate that 38 of the 42 RPC ratio changes were in the expected direction. (Reconfirmed RPCs tended to be consistently lower than originally claimed RPCs). In addition, 23 of these were statistically significant. While it appears the reconfirmation question may most effectively measure some degree of confusion, **it must be clearly noted that these statistically significant ratio changes are hardly substantial. We do find statistical significance, but there is no evidence that these changes bring the potentially confused pairs closer to RPC parity.**

SUMMARY AND CONCLUSIONS

This research explored title confusion's potentially differential impact on competitive publications. Based on prior research, we examined three approaches to "reducing" title confusion with the focus on whether these approaches impact competitive positioning. Neither the use of covers nor the simultaneous showing of potentially confused titles had any statistically significant or substantial effect on the competing titles. The introduction of a reconfirmation question appeared to generate more statistically significant changes, but there appeared to be little impact on the RPC differential between paired titles. It is distinctly possible that other survey treatments might better identify confusion, or that findings of a web-based survey cannot be generalized to other modes. Despite these caveats, we believe this research addresses critical assumptions about the role of title confusion in readership surveys and provides one of the largest quantitative examinations of this much-debated issue.

REFERENCES

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Claude Heimann, "Iatrogenic Confusion in Readership Surveys," Worldwide Readership Symposium: San Francisco, 1993.

Martin Frankel, Julian Baim, Michal Galin, Michelle Leonard, "Measurement of Magazine Readership Via the Internet," Worldwide Readership Symposium: Boston, 2003.

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Table 2
Average Issue Audience Ratings, Circulation and RPC by Title
Treatment Group 1 – Random Page Logo (Total Population: 213,454,000)

Magazine Title	Rating (Title Confusion Study Data)	Circulation (MRI, Fall 2004 Pocketpiece)	Readers-Per-Copy (Title Confusion Study Data)	Readers-Per-Copy (MRI, Fall 2004 Pocketpiece)
<i>PC MAGAZINE</i>	7.15	1,206	12.66	4.27
<i>PC WORLD</i>	10.54	1,048	21.46	4.52
<i>BABY TALK</i>	4.59	1,991	4.92	2.61
<i>AMERICAN BABY</i>	5.80	1,982	6.25	3.30
<i>GOLF DIGEST</i>	4.07	1,511	5.75	3.70
<i>GOLF MAGAZINE</i>	4.09	1,403	6.22	4.02
<i>MEN'S HEALTH</i>	8.16	1,647	10.57	5.15
<i>MEN'S FITNESS</i>	5.52	612	19.26	9.15
<i>FORTUNE</i>	3.84	920	8.91	4.11
<i>FORBES</i>	4.42	935	10.10	4.91
<i>TIME</i>	14.89	4,174	7.62	5.06
<i>NEWSWEEK</i>	12.61	3,202	8.40	6.10
<i>COUNTRY HOME</i>	8.44	1,260	14.29	6.42
<i>COUNTRY LIVING</i>	10.36	1,700	13.01	6.70
<i>PARENTS</i>	8.87	2,189	8.64	6.73
<i>PARENTING</i>	6.79	2,284	6.34	4.43
<i>SOAP OPERA DIGEST</i>	5.45	551	21.13	9.52
<i>SOAP OPERA WEEKLY</i>	4.18	238	37.52	17.73
<i>HOUSE & GARDEN</i>	11.86	912	27.75	15.23
<i>BETTER HOMES AND GARDENS</i>	23.87	7,678	6.64	4.97
<i>CONDE NAST TRAVELER</i>	3.64	773	10.04	4.45
<i>TRAVEL & LEISURE</i>	6.42	1,058	12.95	4.43
<i>WOMAN'S DAY</i>	17.81	4,145	9.17	4.95
<i>FAMILY CIRCLE</i>	17.07	4,482	8.13	4.78

Table 3
Average Issue Audience Ratings, Circulation and RPC by Title
Treatment Group 2 – Same Page Logo (Total Population: 213,454,000)

Magazine Title	Rating (Title Confusion Study Data)	Circulation (MRI, Fall 2004 Pocketpiece)	Readers-Per-Copy (Title Confusion Study Data)	Readers-Per-Copy (MRI, Fall 2004 Pocketpiece)
<i>PC MAGAZINE</i>	8.25	1,206	14.60	4.27
<i>PC WORLD</i>	11.64	1,048	23.70	4.52
<i>BABY TALK</i>	4.73	1,991	5.07	2.61
<i>AMERICAN BABY</i>	6.39	1,982	6.89	3.30
<i>GOLF DIGEST</i>	3.64	1,511	5.14	3.70
<i>GOLF MAGAZINE</i>	3.78	1,403	5.74	4.02
<i>MEN'S HEALTH</i>	8.46	1,647	10.97	5.15
<i>MEN'S FITNESS</i>	5.90	612	20.57	9.15
<i>FORTUNE</i>	3.86	920	8.95	4.11
<i>FORBES</i>	4.47	935	10.19	4.91
<i>TIME</i>	14.95	4,174	7.64	5.06
<i>NEWSWEEK</i>	13.62	3,202	9.08	6.10
<i>COUNTRY HOME</i>	7.86	1,260	13.33	6.42
<i>COUNTRY LIVING</i>	9.47	1,700	11.89	6.70
<i>PARENTS</i>	9.08	2,189	8.86	6.73
<i>PARENTING</i>	7.08	2,284	6.61	4.43
<i>SOAP OPERA DIGEST</i>	4.59	551	17.77	9.52
<i>SOAP OPERA WEEKLY</i>	3.28	238	29.41	17.73
<i>HOUSE & GARDEN</i>	10.91	912	25.53	15.23
<i>BETTER HOMES AND GARDENS</i>	24.04	7,678	6.68	4.97
<i>CONDE NAST TRAVELER</i>	4.04	773	11.16	4.45
<i>TRAVEL & LEISURE</i>	5.10	1,058	10.29	4.43
<i>WOMAN'S DAY</i>	18.77	4,145	9.66	4.95
<i>FAMILY CIRCLE</i>	18.31	4,482	8.72	4.78

Table 4
Average Issue Audience Ratings, Circulation and RPC by Title
Treatment Group 3 – Different Page Logo (Total Population: 213,454,000)

Magazine Title	Rating (Title Confusion Study Data)	Circulation (MRI, Fall 2004 Pocketpiece)	Readers-Per-Copy (Title Confusion Study Data)	Readers-Per-Copy (MRI, Fall 2004 Pocketpiece)
<i>PC MAGAZINE</i>	8.15	1,206	14.43	4.27
<i>PC WORLD</i>	11.00	1,048	22.40	4.52
<i>BABY TALK</i>	4.97	1,991	5.33	2.61
<i>AMERICAN BABY</i>	6.64	1,982	7.15	3.30
<i>GOLF DIGEST</i>	3.92	1,511	5.54	3.70
<i>GOLF MAGAZINE</i>	4.48	1,403	6.82	4.02
<i>MEN'S HEALTH</i>	8.98	1,647	11.64	5.15
<i>MEN'S FITNESS</i>	6.53	612	22.78	9.15
<i>FORTUNE</i>	3.59	920	8.33	4.11
<i>FORBES</i>	3.36	935	7.67	4.91
<i>TIME</i>	14.72	4,174	7.53	5.06
<i>NEWSWEEK</i>	12.40	3,202	8.27	6.10
<i>COUNTRY HOME</i>	8.74	1,260	14.80	6.42
<i>COUNTRY LIVING</i>	10.20	1,700	12.81	6.70
<i>PARENTS</i>	9.38	2,189	9.15	6.73
<i>PARENTING</i>	8.33	2,284	7.78	4.43
<i>SOAP OPERA DIGEST</i>	5.36	551	20.78	9.52
<i>SOAP OPERA WEEKLY</i>	3.91	238	35.08	17.73
<i>HOUSE & GARDEN</i>	13.17	912	30.82	15.23
<i>BETTER HOMES AND GARDENS</i>	25.77	7,678	7.16	4.97
<i>CONDE NAST TRAVELER</i>	3.58	773	9.88	4.45
<i>TRAVEL & LEISURE</i>	6.19	1,058	12.49	4.43
<i>WOMAN'S DAY</i>	18.12	4,145	9.33	4.95
<i>FAMILY CIRCLE</i>	17.80	4,482	8.48	4.78

Table 5
Average Issue Audience Ratings, Circulation and RPC by Title
Treatment Group 4 – Random Page Covers and Logo (Total Population: 213,454,000)

Magazine Title	Rating (Title Confusion Study Data)	Circulation (MRI, Fall 2004 Pocketpiece)	Readers-Per-Copy (Title Confusion Study Data)	Readers-Per-Copy (MRI, Fall 2004 Pocketpiece)
<i>PC MAGAZINE</i>	9.39	1,206	16.63	4.27
<i>PC WORLD</i>	11.15	1,048	22.71	4.52
<i>BABY TALK</i>	5.76	1,991	6.18	2.61
<i>AMERICAN BABY</i>	6.62	1,982	7.13	3.30
<i>GOLF DIGEST</i>	4.88	1,511	6.90	3.70
<i>GOLF MAGAZINE</i>	4.75	1,403	7.22	4.02
<i>MEN'S HEALTH</i>	8.84	1,647	11.46	5.15
<i>MEN'S FITNESS</i>	5.96	612	20.78	9.15
<i>FORTUNE</i>	4.14	920	9.61	4.11
<i>FORBES</i>	5.57	935	12.73	4.91
<i>TIME</i>	15.10	4,174	7.72	5.06
<i>NEWSWEEK</i>	13.95	3,202	9.30	6.10
<i>COUNTRY HOME</i>	9.33	1,260	15.81	6.42
<i>COUNTRY LIVING</i>	10.61	1,700	13.32	6.70
<i>PARENTS</i>	9.47	2,189	9.23	6.73
<i>PARENTING</i>	8.39	2,284	7.84	4.43
<i>SOAP OPERA DIGEST</i>	5.05	551	19.56	9.52
<i>SOAP OPERA WEEKLY</i>	4.09	238	36.68	17.73
<i>HOUSE & GARDEN</i>	10.93	912	25.58	15.23
<i>BETTER HOMES AND GARDENS</i>	23.48	7,678	6.53	4.97
<i>CONDE NAST TRAVELER</i>	4.84	773	13.35	4.45
<i>TRAVEL & LEISURE</i>	6.57	1,058	13.25	4.43
<i>WOMAN'S DAY</i>	19.16	4,145	9.87	4.95
<i>FAMILY CIRCLE</i>	19.86	4,482	9.46	4.78

Table 6
Average Issue Audience Ratings, Circulation and RPC by Title
Treatment Group 5 – Same Page Covers and Logo (Total Population: 213,454,000)

Magazine	Rating	Circulation	Readers-Per-Copy	Readers-Per-Copy
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Title	(Title Confusion Study Data)	(MRI, Fall 2004 Pocketpiece)	(Title Confusion Study Data)	(MRI, Fall 2004 Pocketpiece)
<i>PC MAGAZINE</i>	7.49	1,206	13.27	4.27
<i>PC WORLD</i>	9.64	1,048	19.63	4.52
<i>BABY TALK</i>	5.83	1,991	6.25	2.61
<i>AMERICAN BABY</i>	6.90	1,982	7.43	3.30
<i>GOLF DIGEST</i>	4.75	1,511	6.71	3.70
<i>GOLF MAGAZINE</i>	4.85	1,403	7.38	4.02
<i>MEN'S HEALTH</i>	8.79	1,647	11.39	5.15
<i>MEN'S FITNESS</i>	6.25	612	21.78	9.15
<i>FORTUNE</i>	4.40	920	10.22	4.11
<i>FORBES</i>	5.16	935	11.78	4.91
<i>TIME</i>	15.86	4,174	8.11	5.06
<i>NEWSWEEK</i>	14.28	3,202	9.52	6.10
<i>COUNTRY HOME</i>	11.16	1,260	18.90	6.42
<i>COUNTRY LIVING</i>	11.63	1,700	14.61	6.70
<i>PARENTS</i>	9.84	2,189	9.60	6.73
<i>PARENTING</i>	7.85	2,284	7.34	4.43
<i>SOAP OPERA DIGEST</i>	4.98	551	19.31	9.52
<i>SOAP OPERA WEEKLY</i>	3.37	238	30.25	17.73
<i>HOUSE & GARDEN</i>	11.34	912	26.54	15.23
<i>BETTER HOMES AND GARDENS</i>	25.71	7,678	7.15	4.97
<i>CONDE NAST TRAVELER</i>	5.19	773	14.32	4.45
<i>TRAVEL & LEISURE</i>	6.47	1,058	13.05	4.43
<i>WOMAN'S DAY</i>	22.40	4,145	11.53	4.95
<i>FAMILY CIRCLE</i>	21.27	4,482	10.13	4.78

Table 7
Average Issue Audience Ratings, Circulation and RPC by Title
Treatment Group 6 – Different Page Covers and Logo (Total Population: 213,454,000)

Magazine Title	Rating (Title Confusion Study Data)	Circulation (MRI, Fall 2004 Pocketpiece)	Readers-Per-Copy (Title Confusion Study Data)	Readers-Per-Copy (MRI, Fall 2004 Pocketpiece)
<i>PC MAGAZINE</i>	9.34	1,206	16.53	4.27
<i>PC WORLD</i>	12.02	1,048	24.48	4.52
<i>BABY TALK</i>	5.88	1,991	6.30	2.61
<i>AMERICAN BABY</i>	6.43	1,982	6.93	3.30
<i>GOLF DIGEST</i>	5.01	1,511	7.08	3.70
<i>GOLF MAGAZINE</i>	4.75	1,403	7.23	4.02
<i>MEN'S HEALTH</i>	9.51	1,647	12.32	5.15
<i>MEN'S FITNESS</i>	7.51	612	26.19	9.15
<i>FORTUNE</i>	4.12	920	9.57	4.11
<i>FORBES</i>	4.62	935	10.53	4.91
<i>TIME</i>	14.95	4,174	7.64	5.06
<i>NEWSWEEK</i>	13.59	3,202	9.06	6.10
<i>COUNTRY HOME</i>	9.48	1,260	16.06	6.42
<i>COUNTRY LIVING</i>	10.93	1,700	13.72	6.70
<i>PARENTS</i>	9.37	2,189	9.13	6.73
<i>PARENTING</i>	9.10	2,284	8.50	4.43
<i>SOAP OPERA DIGEST</i>	5.57	551	21.58	9.52
<i>SOAP OPERA WEEKLY</i>	4.61	238	41.34	17.73
<i>HOUSE & GARDEN</i>	10.85	912	25.39	15.23
<i>BETTER HOMES AND GARDENS</i>	23.45	7,678	6.52	4.97
<i>CONDE NAST TRAVELER</i>	5.49	773	15.15	4.45
<i>TRAVEL & LEISURE</i>	7.00	1,058	14.12	4.43
<i>WOMAN'S DAY</i>	19.89	4,145	10.24	4.95
<i>FAMILY CIRCLE</i>	19.48	4,482	9.28	4.78

Table 8
RPC Ratio Comparisons Between Logos and Covers
Random Screen Groups

	Readers Per Copy		RPC Ratios		Difference: Logo - Cover
	Random Page Logo RPC	Random Page Cover RPC	Random Page Logo	Random Page Cover	
<i>PC Magazine</i> *	12.66	16.63	169	137	33
<i>PC World</i>	21.46	22.71			
<i>Men's Health</i> *	10.57	11.46	182	181	1
<i>Men's Fitness</i>	19.26	20.78			
<i>Time</i> *	7.62	7.72	110	120	-10
<i>Newsweek</i>	8.40	9.30			
<i>Country Home</i>	14.29	15.81	91	84	7
<i>Country Living</i> *	13.01	13.32			
<i>Soap Opera Digest</i> *	21.13	19.56	178	187	-10
<i>Soap Opera Weekly</i>	37.52	36.68			
<i>House & Garden</i>	27.75	25.58	24	26	-2
<i>Better Homes and Gardens</i> *	6.64	6.53			
<i>Conde Nast Traveler</i>	10.04	13.35	129	99	30
<i>Travel & Leisure</i> *	12.95	13.25			
<i>Baby Talk</i>	4.92	6.18	127	115	12
<i>American Baby</i>	6.25	7.13			
<i>Golf Digest</i>	5.75	6.90	108	105	3
<i>Golf Magazine</i>	6.22	7.22			
<i>Fortune</i>	8.91	9.61	113	132	-19
<i>Forbes</i>	10.10	12.73			
<i>Parents</i>	8.64	9.23	73	85	-12
<i>Parenting</i>	6.34	7.84			
<i>Woman's Day</i>	9.17	9.87	89	96	-7
<i>Family Circle</i>	8.13	9.46			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 9
RPC Ratio Comparisons Between Logos and Covers
Same Screen Groups

	Readers Per Copy		RPC Ratios		<i>Difference: Logo - Cover</i>
	Same Page Logo RPC	Same Page Cover RPC	Same Page Logo	Same Page Cover	
<i>PC Magazine</i> *	14.60	13.27	162	148	14
<i>PC World</i>	23.70	19.63			
<i>Men's Health</i> *	10.97	11.39	188	191	-4
<i>Men's Fitness</i>	20.57	21.78			
<i>Time</i> *	7.64	8.11	119	117	1
<i>Newsweek</i>	9.08	9.52			
<i>Country Home</i>	13.33	18.90	89	77	12
<i>Country Living</i> *	11.89	14.61			
<i>Soap Opera Digest</i> *	17.77	19.31	166	157	9
<i>Soap Opera Weekly</i>	29.41	30.25			
<i>House & Garden</i>	25.53	26.54	26	27	-1
<i>Better Homes and Gardens</i> *	6.68	7.15			
<i>Conde Nast Traveler</i>	11.16	14.32	92	91	1
<i>Travel & Leisure</i> *	10.29	13.05			
<i>Baby Talk</i>	5.07	6.25	136	119	17
<i>American Baby</i>	6.89	7.43			
<i>Golf Digest</i>	5.14	6.71	112	110	2
<i>Golf Magazine</i>	5.74	7.38			
<i>Fortune</i>	8.95	10.22	114	115	-1
<i>Forbes</i>	10.19	11.78			
<i>Parents</i>	8.86	9.60	75	76	-2
<i>Parenting</i>	6.61	7.34			
<i>Woman's Day</i>	9.66	11.53	90	88	2
<i>Family Circle</i>	8.72	10.13			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 10
RPC Ratio Comparisons Between Logos and Covers
Different Screen Groups

	Readers Per Copy		RPC Ratios		Difference: Logo - Cover
	Different Page Logo RPC	Different Page Cover RPC	Different Page Logo	Different Page Cover	
<i>PC Magazine</i> *	14.43	16.53	155	148	7
<i>PC World</i>	22.40	24.48			
<i>Men's Health</i> *	11.64	12.32	196	213	-17
<i>Men's Fitness</i>	22.78	26.19			
<i>Time</i> *	7.53	7.64	110	119	-9
<i>Newsweek</i>	8.27	9.06			
<i>Country Home</i>	14.80	16.06	87	85	1
<i>Country Living</i> *	12.81	13.72			
<i>Soap Opera Digest</i> *	20.78	21.58	169	192	-23
<i>Soap Opera Weekly</i>	35.08	41.34			
<i>House & Garden</i>	30.82	25.39	23	26	-2
<i>Better Homes and Gardens</i> *	7.16	6.52			
<i>Conde Nast Traveler</i>	9.88	15.15	126	93	33
<i>Travel & Leisure</i> *	12.49	14.12			
<i>Baby Talk</i>	5.33	6.30	134	110	24
<i>American Baby</i>	7.15	6.93			
<i>Golf Digest</i>	5.54	7.08	123	102	21
<i>Golf Magazine</i>	6.82	7.23			
<i>Fortune</i>	8.33	9.57	92	110	-18
<i>Forbes</i>	7.67	10.53			
<i>Parents</i>	9.15	9.13	85	93	-8
<i>Parenting</i>	7.78	8.50			
<i>Woman's Day</i>	9.33	10.24	91	91	0
<i>Family Circle</i>	8.48	9.28			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 11
RPC Ratio Comparisons Between Screen Groups
Same Vs. Different (Logos)

	Readers Per Copy		RPC Ratios		
	Same Page Logo RPC	Different Page Logo RPC	Same Page Logo	Different Page Logo	Difference: Same Page – Different Page
<i>PC Magazine</i> *	14.60	14.43	162	155	7
<i>PC World</i>	23.70	22.40			
<i>Men's Health</i> *	10.97	11.64	188	196	-8
<i>Men's Fitness</i>	20.57	22.78			
<i>Time</i> *	7.64	7.53	119	110	9
<i>Newsweek</i>	9.08	8.27			
<i>Country Home</i>	13.33	14.80	89	87	3
<i>Country Living</i> *	11.89	12.81			
<i>Soap Opera Digest</i> *	17.77	20.78	166	169	-3
<i>Soap Opera Weekly</i>	29.41	35.08			
<i>House & Garden</i>	25.53	30.82	26	23	3
<i>Better Homes and Gardens</i> *	6.68	7.16			
<i>Conde Nast Traveler</i>	11.16	9.88	92	126	-34
<i>Travel & Leisure</i> *	10.29	12.49			
<i>Baby Talk</i>	5.07	5.33	136	134	2
<i>American Baby</i>	6.89	7.15			
<i>Golf Digest</i>	5.14	5.54	112	123	-11
<i>Golf Magazine</i>	5.74	6.82			
<i>Fortune</i>	8.95	8.33	114	92	22
<i>Forbes</i>	10.19	7.67			
<i>Parents</i>	8.86	9.15	75	85	-10
<i>Parenting</i>	6.61	7.78			
<i>Woman's Day</i>	9.66	9.33	90	91	-1
<i>Family Circle</i>	8.72	8.48			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 12
RPC Ratio Comparisons Between Screen Groups
Same Vs. Different (Covers)

	Readers Per Copy		RPC Ratios		
	Same Page Cover RPC	Different Page Cover RPC	Same Page Cover	Different Page Cover	Difference: Same Page – Different Page
<i>PC Magazine</i> *	13.27	16.53	148	148	0
<i>PC World</i>	19.63	24.48			
<i>Men's Health</i> *	11.39	12.32	191	213	-21
<i>Men's Fitness</i>	21.78	26.19			
<i>Time</i> *	8.11	7.64	117	119	-1
<i>Newsweek</i>	9.52	9.06			
<i>Country Home</i>	18.90	16.06	77	85	-8
<i>Country Living</i> *	14.61	13.72			
<i>Soap Opera Digest</i> *	19.31	21.58	157	192	-35
<i>Soap Opera Weekly</i>	30.25	41.34			
<i>House & Garden</i>	26.54	25.39	27	26	1
<i>Better Homes and Gardens</i> *	7.15	6.52			
<i>Conde Nast Traveler</i>	14.32	15.15	91	93	-2
<i>Travel & Leisure</i> *	13.05	14.12			
<i>Baby Talk</i>	6.25	6.30	119	110	9
<i>American Baby</i>	7.43	6.93			
<i>Golf Digest</i>	6.71	7.08	110	102	8
<i>Golf Magazine</i>	7.38	7.23			
<i>Fortune</i>	10.22	9.57	115	110	5
<i>Forbes</i>	11.78	10.53			
<i>Parents</i>	9.60	9.13	76	93	-17
<i>Parenting</i>	7.34	8.50			
<i>Woman's Day</i>	11.53	10.24	88	91	-3
<i>Family Circle</i>	10.13	9.28			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 13
RPC Ratio Comparisons Between Cover and Logo Groups
Same/Cover Vs. Random/Logo

	Readers Per Copy		RPC Ratios		Difference: Same Page – Different Page
	Random Page Logo RPC	Same Page Cover RPC	Random Page Logo	Same Page Cover	
<i>PC Magazine</i> *	12.66	13.27	169	148	22
<i>PC World</i>	21.46	19.63			
<i>Men's Health</i> *	10.57	11.39	182	191	-9
<i>Men's Fitness</i>	19.26	21.78			
<i>Time</i> *	7.62	8.11	110	117	-7
<i>Newsweek</i>	8.40	9.52			
<i>Country Home</i>	14.29	18.90	91	77	14
<i>Country Living</i> *	13.01	14.61			
<i>Soap Opera Digest</i> *	21.13	19.31	178	157	21
<i>Soap Opera Weekly</i>	37.52	30.25			
<i>House & Garden</i>	27.75	26.54	24	27	-3
<i>Better Homes and Gardens</i> *	6.64	7.15			
<i>Conde Nast Traveler</i>	10.04	14.32	129	91	38
<i>Travel & Leisure</i> *	12.95	13.05			
<i>Baby Talk</i>	4.92	6.25	127	119	8
<i>American Baby</i>	6.25	7.43			
<i>Golf Digest</i>	5.75	6.71	108	110	-2
<i>Golf Magazine</i>	6.22	7.38			
<i>Fortune</i>	8.91	10.22	113	115	-2
<i>Forbes</i>	10.10	11.78			
<i>Parents</i>	8.64	9.60	73	76	-3
<i>Parenting</i>	6.34	7.34			
<i>Woman's Day</i>	9.17	11.53	89	88	1
<i>Family Circle</i>	8.13	10.13			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 14
RPC Ratio Comparisons Between Original Read and Reconfirm (Random Page Logo)

	Readers Per Copy		RPC Ratios		Difference: Logo - Logo
	Read Random Page Logo RPC	Reconfirm Random Page Logo RPC	Read Random Page Logo	Reconfirm Random Page Logo	
<i>PC Magazine</i> *	12.66	11.31	169	162	8
<i>PC World</i>	21.46	18.31			
<i>Men's Health</i> *	10.57	9.64	182	167	15
<i>Men's Fitness</i>	19.26	16.11			
<i>Time</i> *	7.62	7.37	110	110	1
<i>Newsweek</i>	8.40	8.08			
<i>Country Home</i>	14.29	11.55	91	98	-7
<i>Country Living</i> *	13.01	11.28			
<i>Soap Opera Digest</i> *	21.13	19.35	178	177	0
<i>Soap Opera Weekly</i>	37.52	34.29			
<i>House & Garden</i>	27.75	22.41	24	27	-3
<i>Better Homes and Gardens</i> *	6.64	6.10			
<i>Conde Nast Traveler</i>	10.04	8.55	129	136	-7
<i>Travel & Leisure</i> *	12.95	11.64			
<i>Baby Talk</i>	4.92	4.23	127	127	0
<i>American Baby</i>	6.25	5.39			
<i>Golf Digest</i>	5.75	4.77	108	111	-3
<i>Golf Magazine</i>	6.22	5.31			
<i>Fortune</i>	8.91	8.37	113	111	2
<i>Forbes</i>	10.10	9.33			
<i>Parents</i>	8.64	7.03	73	75	-1
<i>Parenting</i>	6.34	5.26			
<i>Woman's Day</i>	9.17	8.68	89	89	0
<i>Family Circle</i>	8.13	7.71			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 15
RPC Ratio Comparisons Between Original Read and Reconfirm (Random Page Cover)

	Readers Per Copy		RPC Ratios		Difference: Cover - Cover
	Read Random Page Cover RPC	Reconfirm Random Page Cover RPC	Read Random Page Cover	Reconfirm Random Page Cover	
<i>PC Magazine</i> *	16.63	15.04	137	130	6
<i>PC World</i>	22.71	19.58			
<i>Men's Health</i> *	11.46	10.56	181	177	4
<i>Men's Fitness</i>	20.78	18.71			
<i>Time</i> *	7.72	7.34	120	119	1
<i>Newsweek</i>	9.30	8.76			
<i>Country Home</i>	15.81	12.77	84	89	-5
<i>Country Living</i> *	13.32	11.40			
<i>Soap Opera Digest</i> *	19.56	17.37	187	193	-5
<i>Soap Opera Weekly</i>	36.68	33.45			
<i>House & Garden</i>	25.58	21.03	26	29	-4
<i>Better Homes and Gardens</i> *	6.53	6.19			
<i>Conde Nast Traveler</i>	13.35	10.93	99	110	-11
<i>Travel & Leisure</i> *	13.25	12.01			
<i>Baby Talk</i>	6.18	5.83	115	108	7
<i>American Baby</i>	7.13	6.31			
<i>Golf Digest</i>	6.90	5.92	105	106	-1
<i>Golf Magazine</i>	7.22	6.26			
<i>Fortune</i>	9.61	8.70	132	138	-6
<i>Forbes</i>	12.73	12.03			
<i>Parents</i>	9.23	7.86	85	87	-2
<i>Parenting</i>	7.84	6.85			
<i>Woman's Day</i>	9.87	9.45	96	94	2
<i>Family Circle</i>	9.46	8.88			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 16
RPC Ratio Comparisons Between Original Read and Reconfirm (Same Page Logo)

	Readers Per Copy		RPC Ratios		Difference: Logo - Logo
	Read Same Page Logo RPC	Reconfirm Same Page Logo RPC	Read Same Page Logo	Reconfirm Same Page Logo	
<i>PC Magazine</i> *	14.60	13.19	162	155	7
<i>PC World</i>	23.70	20.43			
<i>Men's Health</i> *	10.97	10.04	188	189	-2
<i>Men's Fitness</i>	20.57	19.02			
<i>Time</i> *	7.64	7.42	119	114	5
<i>Newsweek</i>	9.08	8.47			
<i>Country Home</i>	13.33	11.21	89	91	-2
<i>Country Living</i> *	11.89	10.22			
<i>Soap Opera Digest</i> *	17.77	15.97	166	173	-8
<i>Soap Opera Weekly</i>	29.41	27.69			
<i>House & Garden</i>	25.53	22.19	26	28	-2
<i>Better Homes and Gardens</i> *	6.68	6.25			
<i>Conde Nast Traveler</i>	11.16	9.25	92	105	-13
<i>Travel & Leisure</i> *	10.29	9.74			
<i>Baby Talk</i>	5.07	4.56	136	133	3
<i>American Baby</i>	6.89	6.08			
<i>Golf Digest</i>	5.14	4.67	112	110	2
<i>Golf Magazine</i>	5.74	5.11			
<i>Fortune</i>	8.95	8.17	114	114	0
<i>Forbes</i>	10.19	9.34			
<i>Parents</i>	8.86	7.81	75	76	-2
<i>Parenting</i>	6.61	5.95			
<i>Woman's Day</i>	9.66	9.34	90	89	1
<i>Family Circle</i>	8.72	8.32			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 17
RPC Ratio Comparisons Between Original Read and Reconfirm (Same Page Cover)

	Readers Per Copy		RPC Ratios		Difference: Cover - Cover
	Read Same Page Cover RPC	Reconfirm Same Page Cover RPC	Read Same Page Cover	Reconfirm Same Page Cover	
<i>PC Magazine</i> *	13.27	12.05	148	142	6
<i>PC World</i>	19.63	17.12			
<i>Men's Health</i> *	11.39	10.59	191	187	4
<i>Men's Fitness</i>	21.78	19.79			
<i>Time</i> *	8.11	7.87	117	116	1
<i>Newsweek</i>	9.52	9.13			
<i>Country Home</i>	18.90	16.10	77	80	-2
<i>Country Living</i> *	14.61	12.83			
<i>Soap Opera Digest</i> *	19.31	17.59	157	155	2
<i>Soap Opera Weekly</i>	30.25	27.23			
<i>House & Garden</i>	26.54	23.26	27	29	-2
<i>Better Homes and Gardens</i> *	7.15	6.70			
<i>Conde Nast Traveler</i>	14.32	12.02	91	102	-11
<i>Travel & Leisure</i> *	13.05	12.27			
<i>Baby Talk</i>	6.25	5.83	119	119	0
<i>American Baby</i>	7.43	6.96			
<i>Golf Digest</i>	6.71	6.27	110	105	5
<i>Golf Magazine</i>	7.38	6.60			
<i>Fortune</i>	10.22	9.70	115	116	-1
<i>Forbes</i>	11.78	11.29			
<i>Parents</i>	9.60	8.68	76	77	-1
<i>Parenting</i>	7.34	6.71			
<i>Woman's Day</i>	11.53	11.10	88	88	0
<i>Family Circle</i>	10.13	9.74			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 18
RPC Ratio Comparisons Between Original Read and Reconfirm (Different Page Logo)

	Readers Per Copy		RPC Ratios		Difference: Logo - Logo
	Read Different Page Logo RPC	Reconfirm Different Page Logo RPC	Read Different Page Logo	Reconfirm Different Page Logo	
<i>PC Magazine</i> *	14.43	12.93	155	148	7
<i>PC World</i>	22.40	19.13			
<i>Men's Health</i> *	11.64	10.76	196	187	8
<i>Men's Fitness</i>	22.78	20.16			
<i>Time</i> *	7.53	7.35	110	107	3
<i>Newsweek</i>	8.27	7.86			
<i>Country Home</i>	14.80	11.64	87	96	-10
<i>Country Living</i> *	12.81	11.21			
<i>Soap Opera Digest</i> *	20.78	19.51	169	163	6
<i>Soap Opera Weekly</i>	35.08	31.76			
<i>House & Garden</i>	30.82	24.86	23	27	-4
<i>Better Homes and Gardens</i> *	7.16	6.72			
<i>Conde Nast Traveler</i>	9.88	8.65	126	135	-9
<i>Travel & Leisure</i> *	12.49	11.67			
<i>Baby Talk</i>	5.33	5.06	134	130	4
<i>American Baby</i>	7.15	6.59			
<i>Golf Digest</i>	5.54	4.78	123	127	-4
<i>Golf Magazine</i>	6.82	6.07			
<i>Fortune</i>	8.33	7.90	92	92	0
<i>Forbes</i>	7.67	7.24			
<i>Parents</i>	9.15	7.54	85	89	-4
<i>Parenting</i>	7.78	6.74			
<i>Woman's Day</i>	9.33	8.97	91	91	0
<i>Family Circle</i>	8.48	8.16			

Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

** Title with the larger circulation in pair*

Shaded differences indicate expected directionality

Statistically significant differences are bolded

Table 19
RPC Ratio Comparisons Between Original Read and Reconfirm (Different Page Cover)

	Readers Per Copy		RPC Ratios		Difference: Cover - Cover
	Read Different Page Cover RPC	Reconfirm Different Page Cover RPC	Read Different Page Cover	Reconfirm Different Page Cover	
<i>PC Magazine</i> *	16.53	14.96	148	135	13
<i>PC World</i>	24.48	20.26			
<i>Men's Health</i> *	12.32	11.39	213	196	16
<i>Men's Fitness</i>	26.19	22.35			
<i>Time</i> *	7.64	7.24	119	118	1
<i>Newsweek</i>	9.06	8.52			
<i>Country Home</i>	16.06	12.38	85	91	-5
<i>Country Living</i> *	13.72	11.22			
<i>Soap Opera Digest</i> *	21.58	19.49	192	181	11
<i>Soap Opera Weekly</i>	41.34	35.21			
<i>House & Garden</i>	25.39	19.47	26	31	-6
<i>Better Homes and Gardens</i> *	6.52	6.12			
<i>Conde Nast Traveler</i>	15.15	13.64	93	98	-5
<i>Travel & Leisure</i> *	14.12	13.35			
<i>Baby Talk</i>	6.30	5.50	110	115	-5
<i>American Baby</i>	6.93	6.30			
<i>Golf Digest</i>	7.08	6.34	102	106	-4
<i>Golf Magazine</i>	7.23	6.73			
<i>Fortune</i>	9.57	8.86	110	110	1
<i>Forbes</i>	10.53	9.70			
<i>Parents</i>	9.13	7.52	93	98	-5
<i>Parenting</i>	8.50	7.38			
<i>Woman's Day</i>	10.24	9.68	91	91	0
<i>Family Circle</i>	9.28	8.77			

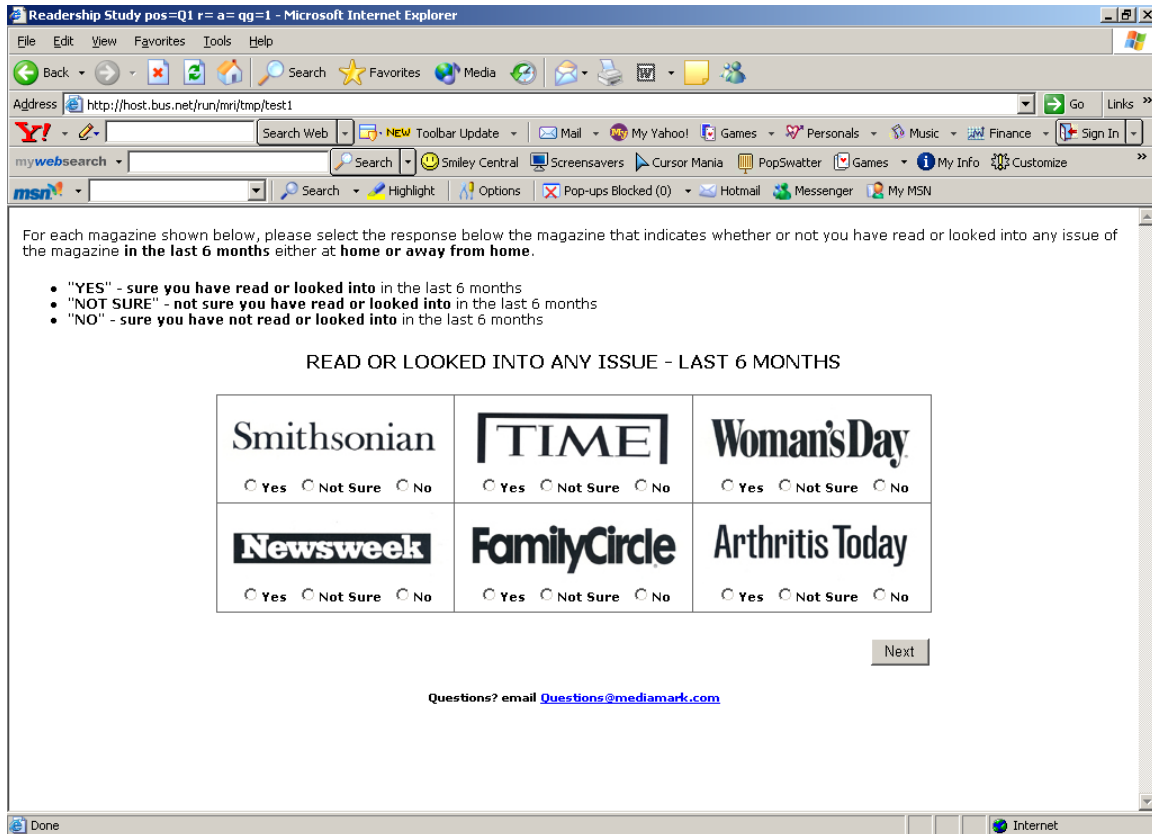
Ratio is calculated by dividing the RPC of the second title by the RPC of the first title

* Title with the larger circulation in pair

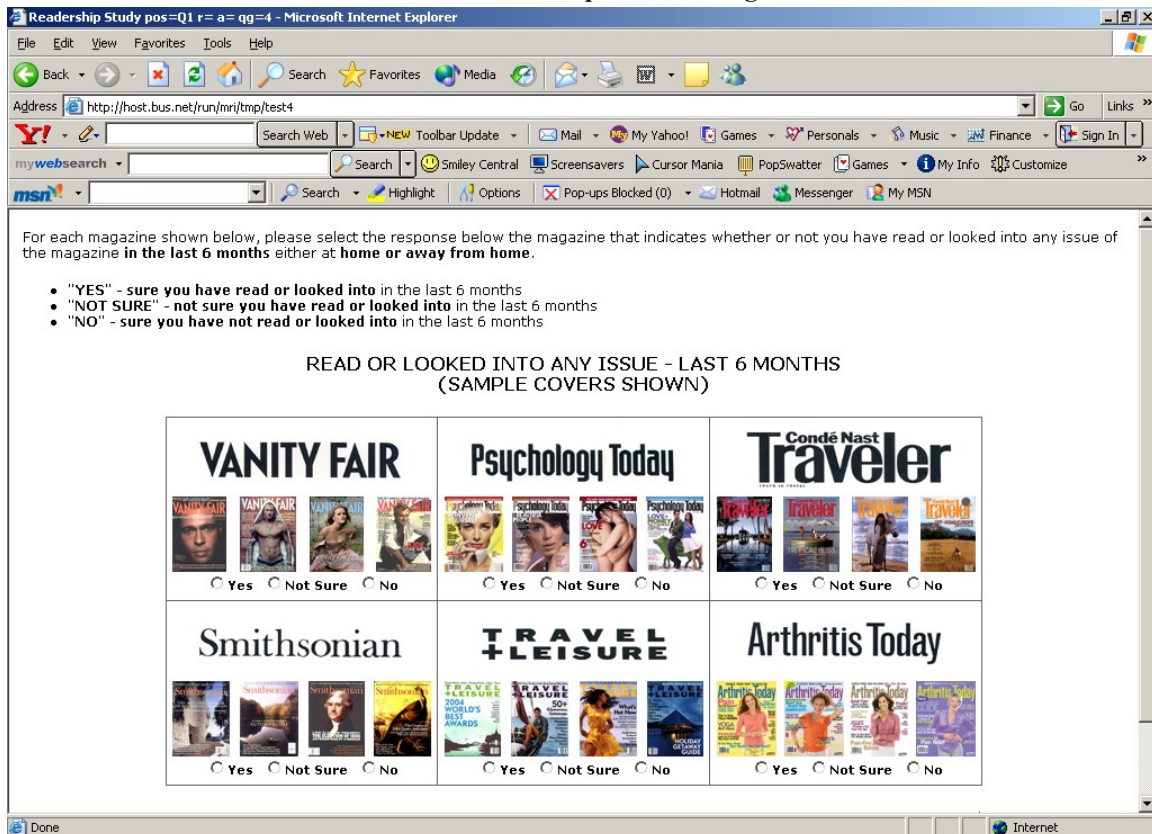
Shaded differences indicate expected directionality

Statistically significant differences are bolded

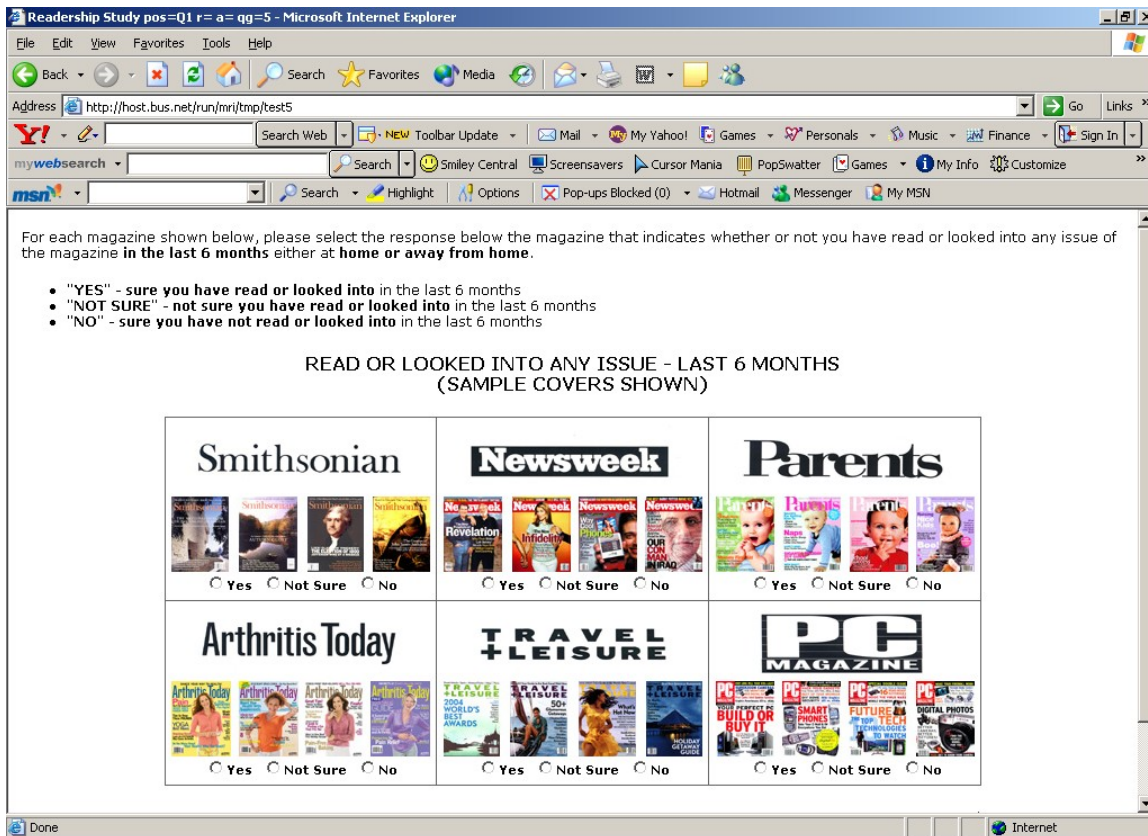
Appendix 1 Examples of Web Screens Treatment Group 2 – Same Page Logo



Treatment Group 5 – Same Page Covers



Treatment Group 6 – Different Page, Covers



Appendix 2 Description of Each Treatment Group

- Treatment Group 1** – *RANDOM PAGE LOGO* – For each respondent, a random selection of six of the twelve potentially confused pairs were placed on same pages, while the other six were separated onto different pages; logos used to represent magazine
- Treatment Group 2** – *SAME PAGE LOGO* - Potentially confused pairs always placed on same screen; logos used to represent magazine
- Treatment Group 3** – *DIFFERENT PAGE LOGO* - Potentially confused pairs always separated onto different screens; logos used to represent magazine
- Treatment Group 4** – *RANDOM PAGE COVER* - For each respondent, a random selection of six of the twelve potentially confused pairs were placed on same pages, while the other six were separated onto different pages; logos and four recent color covers used to represent magazine
- Treatment Group 5** – *SAME PAGE COVER* - Potentially confused pairs always placed on same screen; logos and four recent color covers used to represent magazine
- Treatment Group 6** – *DIFFERENT PAGE COVER* - Potentially confused pairs always separated onto different screens; logos and four recent color covers used to represent magazine

Appendix 3 Example of Reconfirmation Question

