

ARCHAEOLOGY

2016 GfK MRI Doublebase Prototype

Basic Information	<ul style="list-style-type: none"> <input type="checkbox"/> Circulation: 223,288; AAM Audited <input type="checkbox"/> Publishing Frequency: 6x per year 														
Where Available	<ul style="list-style-type: none"> <input type="checkbox"/> 2016 GfK MRI Doublebase ; 2015 GfK MRI Doublebase 														
Editorial Overview	<ul style="list-style-type: none"> <input type="checkbox"/> ARCHAEOLOGY is about people and cultures. It is a mirror of the world's collective heritage... our origins, ancient mysteries, lost civilizations - and human present. In a lively, accessible, and visual format, ARCHAEOLOGY speaks to a loyal readership about archaeological news and discoveries. In its profiles of personalities and universal themes, it is a science, travel, and art magazine all in one stimulating publication. <input type="checkbox"/> ARCHAEOLOGY, first published in 1948, is the magazine of the Archaeological Institute of America, founded in 1879 and chartered by an Act of Congress in 1906. 														
Subscriber Study	<ul style="list-style-type: none"> <input type="checkbox"/> Conducted Winter of 2011, by Mediamark Research. An "nth" name sample of 2,000 subscribers was chosen. A packet consisting of an 8-page questionnaire, cover letter from publisher, hand-stamped return envelope, new \$1 incentive plus a chance to win a 4-day trip was mailed on December 7, 2010. <input type="checkbox"/> The survey was closed on February 23, 2011 with 856 usable responses – yielding a response rate of 43%. <input type="checkbox"/> Survey highlights: ♦ Women 50% ♦ 25-64 43% ♦ Median Age 66.9 yrs. ♦ Married/Partnered 60% ♦ Graduated College+ 71% ♦ Post Graduate Degree 30% ♦ HHI \$100,000+ 28% ♦ Median HHI \$65,300 ♦ Net Worth \$500,000+ 46% ♦ Median Net Worth \$530,700 														
Circulation Profile	<ul style="list-style-type: none"> <input type="checkbox"/> According to the June 2016 AAM Publisher's Statements, ARCHAEOLOGY MAGAZINE delivered a paid and non-paid circulation that averaged 223,288, within the 48-state geographic area measured by MRI. <i>DJG used this circulation average to calculate the total audience for this prototype.</i> <input type="checkbox"/> For the six months ended June 2016, out of the total circulation, 86.9 % are individual subs; 3.7% are served to Archaeological Institute of America members; 3.4% are verified subscriptions; 6.9% are single copy sales. <input type="checkbox"/> The subscription/newsstand ratio is 93.1%/6.9%. <input type="checkbox"/> Subscription price: \$23.95, Average subscription price per copy: \$2.92; single copy cover price: \$4.99, Average Subscription price: \$17.52 														
Development Process	<ul style="list-style-type: none"> <input type="checkbox"/> Reviewed ARCHAEOLOGY Magazine <input type="checkbox"/> Reviewed circulation and distribution history <input type="checkbox"/> Analyzed the most recent online subscriber study (<i>August 2011, by MRI</i>) in detail <input type="checkbox"/> Compared the ARCHAEOLOGY'S editorial and subscriber study demographics to possible host publications reported in the 2016 MRI Doublebase survey <input type="checkbox"/> Chose a combination of <i>Travel + Leisure and Atlantic</i>, weighted 50% / 50%. <input type="checkbox"/> Applied additional weighting to <i>Age 18-59 (51%), Graduated College+ (65%), Employed (45%)</i> and <i>HHI \$75,000+ (47%)</i>. <input type="checkbox"/> Estimated a RPC of 3.50 with a projected total audience of 781,000. 														
Projected Reader Profile	<table border="0" style="width: 100%;"> <tr> <td><input type="checkbox"/> Women: 57% (Index 110)</td> <td><input type="checkbox"/> Professional/management: 28% (Index 117)</td> </tr> <tr> <td><input type="checkbox"/> 25-64: 61% (Index 88)</td> <td><input type="checkbox"/> HHI \$75,000+: 47% (Index 113)</td> </tr> <tr> <td><input type="checkbox"/> Median Age: 59.5 yrs.</td> <td><input type="checkbox"/> HHI \$100,000+: 35% (Index 124)</td> </tr> <tr> <td><input type="checkbox"/> Any College+: 87% (Index 150)</td> <td><input type="checkbox"/> Median HHI: \$70,967 (Index 113)</td> </tr> <tr> <td><input type="checkbox"/> Grad College+: 65% (Index 222)</td> <td><input type="checkbox"/> Net Worth \$500,000+: 42% (Index 191)</td> </tr> <tr> <td><input type="checkbox"/> Post Grad Degree: 31% (Index 299)</td> <td><input type="checkbox"/> Net Worth \$1,000,000+: 20% (Index 253)</td> </tr> <tr> <td><input type="checkbox"/> Married: 52% (Index 98)</td> <td><input type="checkbox"/> Median Net Worth: \$408,786 (Index 180)</td> </tr> </table>	<input type="checkbox"/> Women: 57% (Index 110)	<input type="checkbox"/> Professional/management: 28% (Index 117)	<input type="checkbox"/> 25-64: 61% (Index 88)	<input type="checkbox"/> HHI \$75,000+: 47% (Index 113)	<input type="checkbox"/> Median Age: 59.5 yrs.	<input type="checkbox"/> HHI \$100,000+: 35% (Index 124)	<input type="checkbox"/> Any College+: 87% (Index 150)	<input type="checkbox"/> Median HHI: \$70,967 (Index 113)	<input type="checkbox"/> Grad College+: 65% (Index 222)	<input type="checkbox"/> Net Worth \$500,000+: 42% (Index 191)	<input type="checkbox"/> Post Grad Degree: 31% (Index 299)	<input type="checkbox"/> Net Worth \$1,000,000+: 20% (Index 253)	<input type="checkbox"/> Married: 52% (Index 98)	<input type="checkbox"/> Median Net Worth: \$408,786 (Index 180)
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Prototype Availability & Support	<ul style="list-style-type: none"> <input type="checkbox"/> Archaeology's Prototype is available through IMS, Telmar and MEMRI. <input type="checkbox"/> Agency research departments can contact Debbie Kaplan at DJG Marketing by phone at (914) 471-3454 or via e-mail at debbiek@djgmarketing.com with any questions. 														