

AdAge SPECIAL REPO

Top magazines by category

RANKED BY GROSS REVENUE FROM ADVERTISING AND CIRCULATION IN 2002

RANK 2002	CATEGORY/TOP MAGAZINE	TOTAL REVENUE	% CHG	AD REVENUE	% CHG	AD PAGES	MAGAZINE COUNT
CONSUMER MAGAZINE CATEGORIES							
1	Newsweeklies (36A)	\$5,184	3.2	\$3,178	6.5	19,822.51	9
	People	1,199	6.0	714	8.7	3,697.91	
2	Women's (49)	5,095	8.3	3,469	9.6	37,894.98	35
	Good Housekeeping	447	8.4	343	7.8	1,527.76	
3	General editorial (22)	3,563	6.1	2,154	7.7	17,321.66	22
	Parade	608	6.7	608	6.7	672.10	
4	Home service & home (24)	2,688	8.0	1,872	11.5	20,380.91	25
	Better Homes & Gardens	705	9.8	555	12.9	1,910.71	
5	Business & finance (8)	1,722	-6.0	1,340	-7.9	17,323.99	10
	BusinessWeek	417	-8.4	352	-10.8	3,333.13	
6	Men's (30)	1,532	9.0	1,014	13.9	14,221.76	17
	Maxim	250	12.0	180	17.5	1,223.70	
7	Sports (45)	932	2.9	649	3.4	13,599.96	13
	ESPN The Magazine	213	29.8	169	36.7	1,458.70	
8	Automotive (3)	580	7.2	446	12.1	8,034.33	8
	Car & Driver	150	6.3	116	7.4	1,096.60	
9	Parenthood (38B)	532	18.5	420	21.5	4,431.63	5
	Parents	187	13.7	151	16.3	1,448.26	
10	Travel (46)	513	-2.6	284	-5.5	5,449.12	6
	Endless Vacation	148	4.4	17	8.2	346.36	
11	Fashion, beauty & grooming (18B)	487	-5.8	396	-7.9	5,860.46	3
	Vogue	230	-4.7	188	-6.9	2,889.96	
12	Music (33)	422	2.9	314	1.0	5,383.03	5
	Rolling Stone	196	0.5	159	1.5	1,530.35	
13	Epicurean (18)	358	0.6	170	1.6	3,614.18	6
	Bon Appetit	106	-6.3	76	-9.9	1,131.70	
14	Brides, bridal (7)	257	-17.8	231	-19.1	7,549.62	3
	Bride's Magazine	105	-24.7	96	-24.5	2,805.44	
15	Youth (51)	214	1.5	64	8.1	1,185.37	5
	Highlights for Children	65	0.0	0	0.0	0.00	

BUSINESS/COMPUTER MAGAZINE CATEGORIES

1	Computer/internet*	\$1,101	-13.9	\$959	-15.2	25,998.88	17
	PC Magazine	220	-8.9	166	-11.0	2,054.45	
2	Business (20)	328	-3.7	206	-9.1	5,139.18	6
	The Economist	117	3.2	59	-4.4	2,307.75	
3	Travel, retail (149B)	192	-12.0	191	-12.0	7,158.64	2
	Travel Agent	128	8.2	128	8.2	4,236.29	
4	Electronic engineering (40)	172	-24.1	172	-24.1	9,861.25	4
	EE Times	74	-25.2	74	-25.2	3,843.27	
5	Travel, business conventions (149A)	114	19.4	114	19.4	4,494.60	3
	Meetings & Conventions	57	35.0	57	35.0	2,055.24	
6	Science, research & devel. (132A)	86	-2.2	55	-10.5	6,548.68	2
	Science	52	-10.6	32	-15.2	3,304.68	
7	Diversified farming & farm home (F2)	82	11.9	67	10.6	2,012.13	3
	Successful Farming	36	16.8	29	19.7	585.76	
8	Radio, TV & video (122)	71	5.3	70	5.3	4,249.18	3
	Video Store	26	17.4	26	17.4	1,125.24	
9	Restaurants & food service (127)	64	-7.2	60	-7.6	3,897.92	2
	Nation's Restaurant News	44	-7.3	40	-7.9	2,488.56	
10	Advertising & marketing (1)	62	-6.4	50	-6.7	2,372.65	2
	Advertising Age	42	-1.4	34	-0.0	1,284.65	

Note: Dollars are in millions. Results include only magazines in the Top 300. All revenue is gross and considered AA estimates. *Magazines are categorized according to their primary SRDS classification, except titles focused on computers/Internet which have been combined by AA. Magazines in this combined class are in SRDS business classes 32C and 20 and consumer class 10A.

Magazine 300 totals for 2002

BY FREQUENCY AND MAGAZINE TYPE

	TOTAL REVENUE	% CHG	ADVERTISING REVENUE	% CHG	ADVERTISING PAGES	% CHG	MAGAZINE COUNT
All 300	\$29,403	3.1	\$20,051	3.4	350,979.54	-4.4	300
Consumer magazines	26,473	4.6	17,576	5.7	231,385.85	-1.0	232
Business magazines	2,930	-9.0	2,474	-10.4	119,593.69	-10.5	68
Monthlies	15,502	5.6	10,591	6.5	174,361.62	0.2	179
Fortnightlies	1,566	-4.1	1,289	-5.3	26,032.59	-11.7	14
Weeklies	9,771	2.1	6,547	2.9	110,243.81	-6.7	62

Note: Dollars are in millions. Results include only magazines in the Top 300. All revenue is gross and considered AA estimates. Monthlies are published 8 to 13 times a year; fortnightlies 22 to 27; weeklies 39 to 60. There are 45 magazines in this report whose frequencies fall outside these parameters.