

MRI Readership Study 2016

Following are just a few highlights of facts learned about AmeriForce Media's military audiences, their print and online readership, some of their habits, and total impressions advertisers can experience. If you have questions about our readers' habits from the survey, just ask us!



Military Families Magazine average readership is
596,000 readers
 per issue

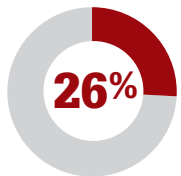


Military Families Magazine Readership — longevity

- **72.4%** of active duty have read *Military Families Magazine* for at least one year and **42.2%** have read MF for more than 3 years.
- **80.9%** of the reserve component have read *Military Families Magazine* for at least one year and **42.7%** have read MF for more than 3 years.

Military Families Magazine Reader Impressions

- On average, 3.9 people read each copy of *Military Families Magazine* so average readership is **546,000 readers**.
- **50,000** are online readers.
- *Military Families Magazine* is distributed to over **1,400 military units** by written leadership request.



26% of active duty readers also read *The Reserve & National Guard Magazine*

The Reserve & National Guard Magazine average readership is
736,000 readers
 per issue

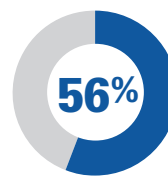


The Reserve & National Guard Magazine Readership — longevity

- **79.8%** of active duty readers have read *The Reserve & National Guard Magazine* for at least one year and **47.2%** have read RNG for more than 3 years.
- **78.6%** of reserve component readers have read *The Reserve & National Guard Magazine* for at least one year and **45.9%** have read RNG for more than 3 years.

The Reserve & National Guard Magazine Reader Impressions

- On average, 4.9 people read each copy of *The Reserve & National Guard Magazine* so average readership is **686,000 readers**.
- **50,000** are online readers.
- *The Reserve & National Guard Magazine* is distributed to over **1,150 reserve centers** and National Guard armories nationwide by written leadership request.



56% of members of the reserve component also read *Military Families Magazine*

Audience Summary

Readership of <i>Military Families Magazine</i>	596,000 print and online readers
Readership of <i>The Reserve & National Guard Magazine</i>	736,000 print and online readers
Monthly Average Web Impressions	125,000
Email Subscribers.....	50,000
eNewsletter Subscribers.....	50,000
Social Media Platforms	100,000
TOTAL AUDIENCE	1,312,332 per month*

*Total monthly audience does not include added impressions advertisers may gain by sponsoring videos, programs (e.g. quarterly photo contests and sweepstakes), advertising via dedicated eMails and the like.

Active Duty

Reserve Component

Marital Status

81.5% of active duty readers currently married

72.3% of reserve readers are currently married

Education

32.8% some college, **23.5%** bachelor's degree,
11.4% master's degree, **11.1%** associate degree

34.6% some college, **20.1%** bachelor's degree,
14.5% master's degree, **13.2%** associate degree

Median Household Income (all sources)

\$68,624.43

\$76,704.50

Favorite Past-times

Dining out (**88.6%**), Reading books (**79.5%**),
Computer Gaming (**70.9%**), Adult Ed. (**27.9%**)

Dining out (**88.7%**), Reading books (**74.2%**),
Computer Gaming (**62.2%**), Attend Auto Shows (**29.6%**)

Vehicle Ownership

Per household: 2 cars (**46.0%**), 1 car (**20.8%**),
3 cars (**20.2%**), 4 or more cars (**10.0%**)

Per household: 2 cars (**39.6%**), 1 car (**22.6%**),
3 cars (**21.4%**), 4 or more cars (**13.8%**)

Most popular brands to own: Chevrolet, Ford, Toyota

Most popular brand to own: Ford, Toyota, Chevrolet

12.3% of active duty households include
at least one motorcycle

13.1% of reserve component households include
at least one motorcycle

Travel Habits

83.6% of active duty readers have taken 4.3 overnight
trips in the past 12 months

85.5% of reserve component readers have taken
5.7 overnight trips in the past 12 months

Favorite Travel Activities: General sightseeing (**77.3%**),
Visit friends/relatives (**70.5%**), shopping (**63.2%**)

Favorite Travel Activities: General sightseeing (**76.6%**),
Visit friends/relatives (**70.1%**), shopping (**60.7%**)

29.9% of active duty traveled outside
the U.S. in the past three years

34.0% of reserve component traveled outside
the U.S. in the past three years

Home Ownership

75.1% of active duty families own their own home

80.5% of reserve component families own their own home

Shopping Habits

Only **28.2%** connect with brands through social media

Only **25.8%** connect with brands through social media

86.5% will pay more for a brand they trust

83.6% will pay more for a brand they trust

58.7% are significantly influenced by their spouse
when making a purchase

51.6% of reserve are significantly influenced by their
spouse when making a purchase

33.4% are significantly influenced by their children
when making a purchase

32.7% of reserve are significantly influenced by their
children when making a purchase

Only **22.6%** are likely to make impulse purchases

Only **20.7%** are likely to make impulse purchases

93.2% say that buying American made products is
important to them

98.8% say that buying American made products is
important to them

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