

M I C H I G A N
BLUE
MICHIGAN'S LAKESTYLE MAGAZINE

2010 Readership Study

In Summer 2010 Gemini Publications/Michigan BLUE Magazine commissioned The Boone Group of Raleigh, NC to perform a readership study of our paid subscribers. The Boone Group is a full-service market research and media consulting firm founded in 1983. Every year their reports are used and accepted by publishers, advertising directors, sales representatives, media purchasers, and marketing directors. A six-page questionnaire was mail delivered to 500 Michigan BLUE subscriber homes, of which 39 percent returned completed surveys – considered a high participation rate in the industry.

To be sure, subscribers of BLUE are highly educated, very affluent and very passionate about *their* magazine. Eight of ten subscribers say they keep every issue. Virtually everyone (93 percent) say they plan to renew their subscription. Importantly for advertisers, one in five subscribers (19 percent) said they visit advertiser Websites, 27 percent said they find advertising in BLUE to be *extremely* to *very* useful, and only two percent said advertisements in BLUE were not at all useful.

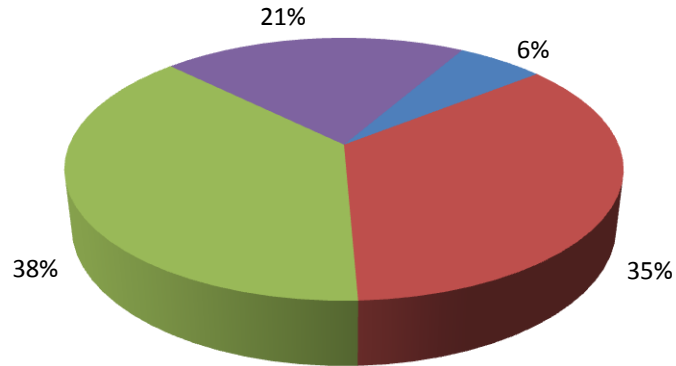
Of the 30,000 copies of BLUE printed each issue, over one-quarter of all copies target one of the most affluent areas of America— Southeast Michigan— home to two of America's most affluent counties: Livingston (25th) and Oakland (60th), based on U.S. Census, 2000. It is no coincidence that 28 percent of total paid, controlled and newsstand distribution/sales come from this region of the state, as it enjoys the highest density of inland lakes of anywhere in Michigan. To quote Prof. George Karvel, University of St. Thomas, *"Draw a circle around every lake—that will do a better job of showing you where the wealth is than a ZIP Code map."* The average household income of a BLUE subscriber is \$273,100...nearly six times the national average.

People with money travel, too. Where our readers enjoy going is the shores of our Great Lakes and Up North, where vacation and seasonal cottages and homes await. Fifty-eight percent (58%) of subscribers have made one to five trips of 60-or-more miles in Michigan the past 30 days. Another 26 percent have made six or more trips in the past 30 days. Sixty-nine percent journeyed to northern destinations while 49 percent escaped to hamlets along the shores of Lake Michigan.

BLUE is a powerful resource for reaching high-end consumers throughout Michigan and subscribers and newsstand buyers beyond our borders. Please read more in the full Readership Study enclosed.

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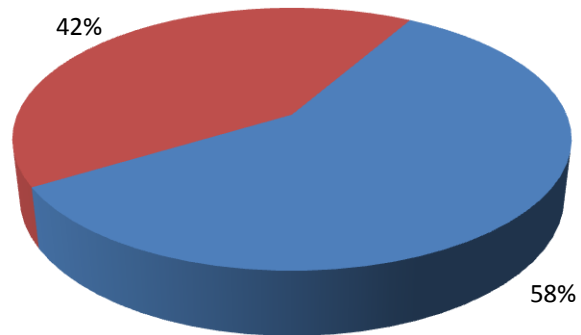
Age



Boone Group, 2010

■ Under 35 ■ 35-54 ■ 55-64 ■ 65+

Gender

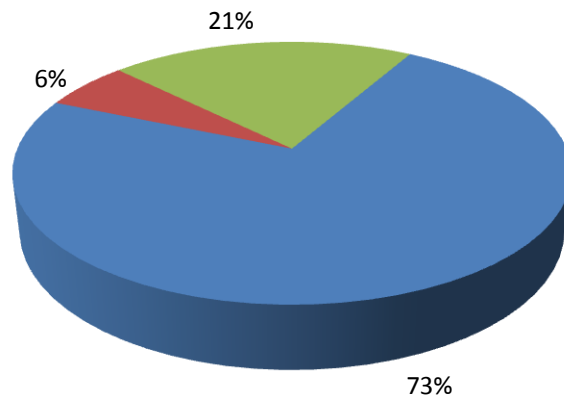


BLUE Paid Subscriptions

■ Female ■ Male

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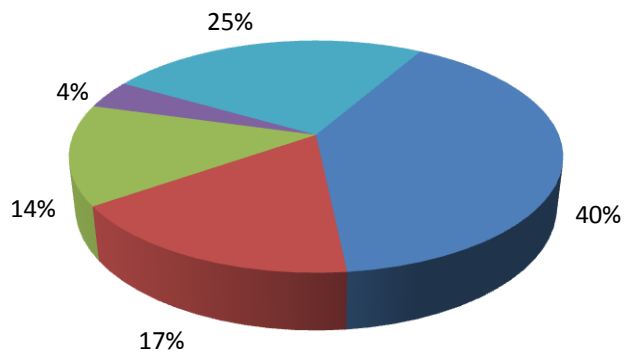
Education



Boone Group, 2010

■ College Grad or Higher ■ HS Grad ■ Some College

Household Income



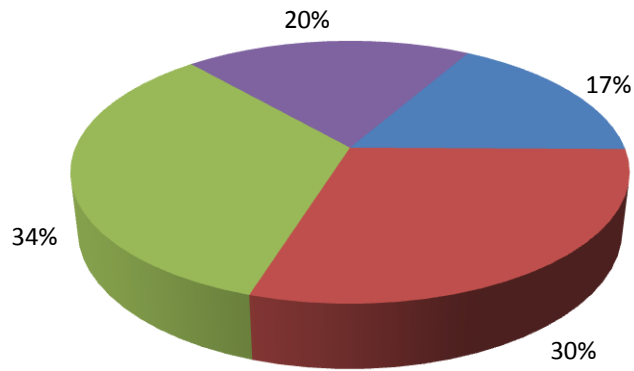
Boone Group, 2010

■ \$100k-\$199,999 ■ \$200k-\$499,999 ■ \$500k-\$999,999
■ \$1,000,000+ ■ Under \$100k

Average HH Income Before Taxes: \$269,100

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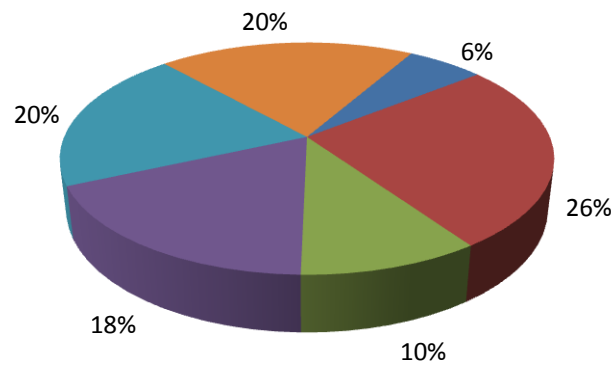
Home Value



■ \$100k-\$199,999 ■ \$200k-\$299,000 ■ \$300k-\$749,999 ■ \$750,000+
 Boone Group, 2010

Average Home Value: \$450,600

Net Worth

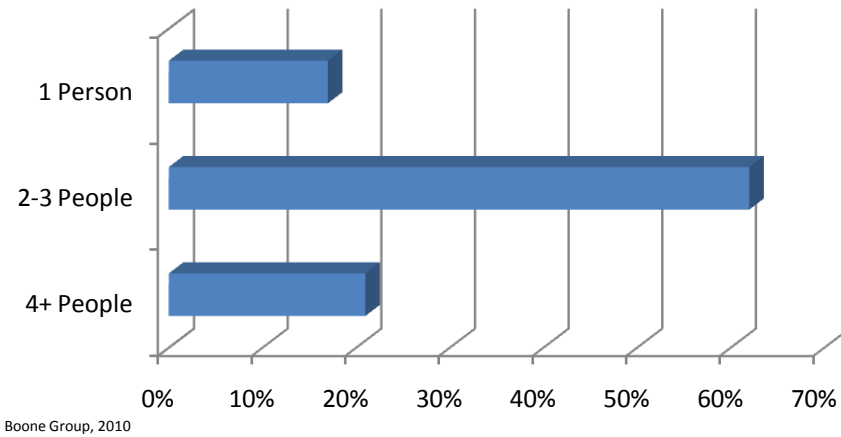


■ \$100k-\$199,999 ■ \$200k-\$499,999 ■ \$500k-\$749,999
 ■ \$750k-\$999,999 ■ \$1.0m-\$1,999,999 ■ \$2.0m+
 Boone Group, 2010

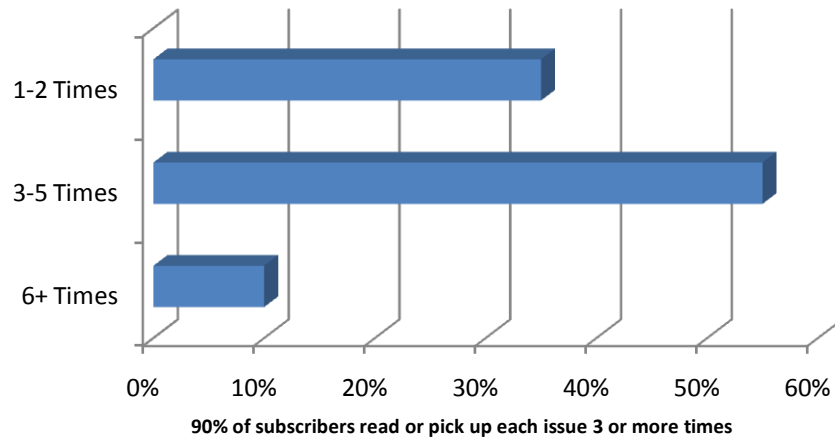
Average HH Net Worth: \$1,017,000

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How many people usually read or look at each issue of BLUE

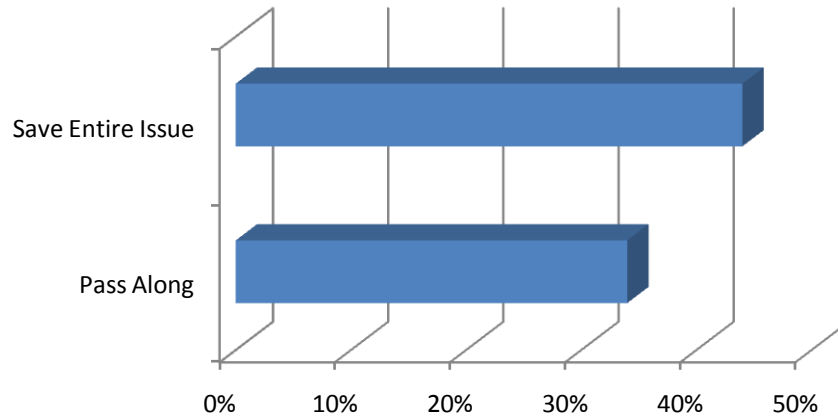


How often do you read or pick up each issue of BLUE



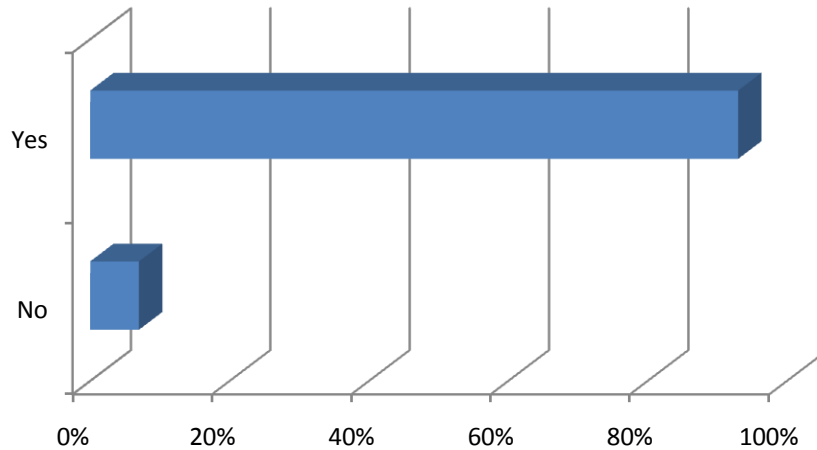
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What do you do with your copy after reading each issue of BLUE



Boone Group, 2010

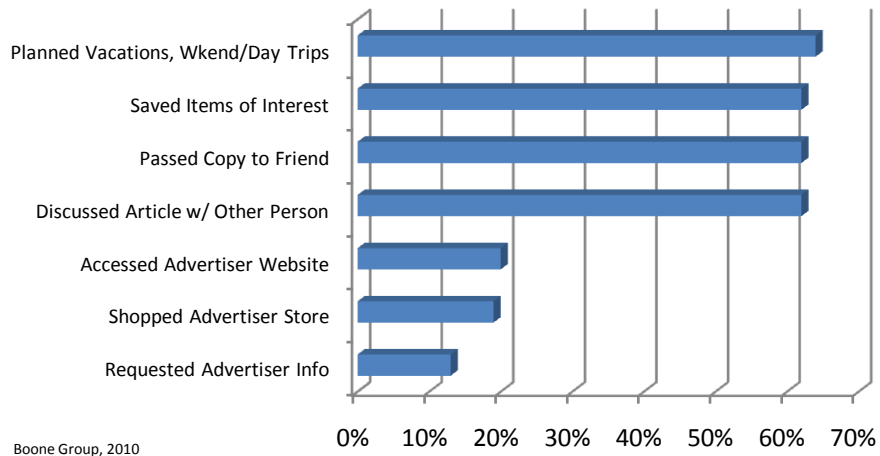
Do you plan to renew your subscription to BLUE



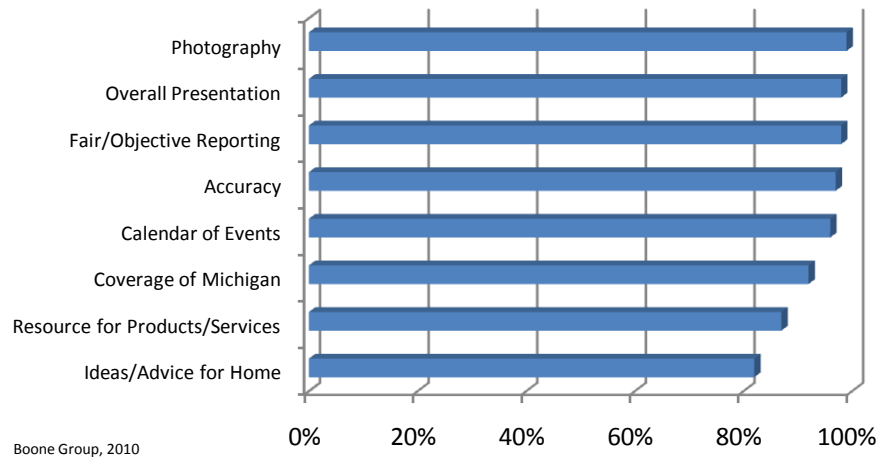
Boone Group, 2010

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Actions taken as result of reading BLUE

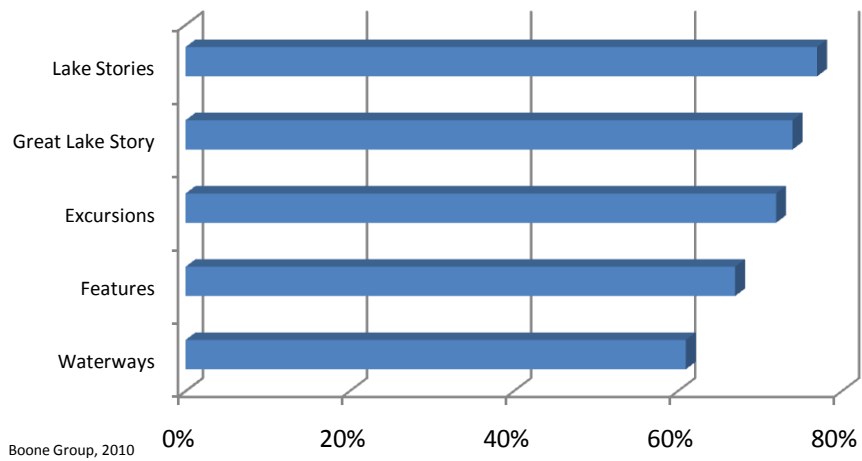


Readers rating of the following on Good to Excellent

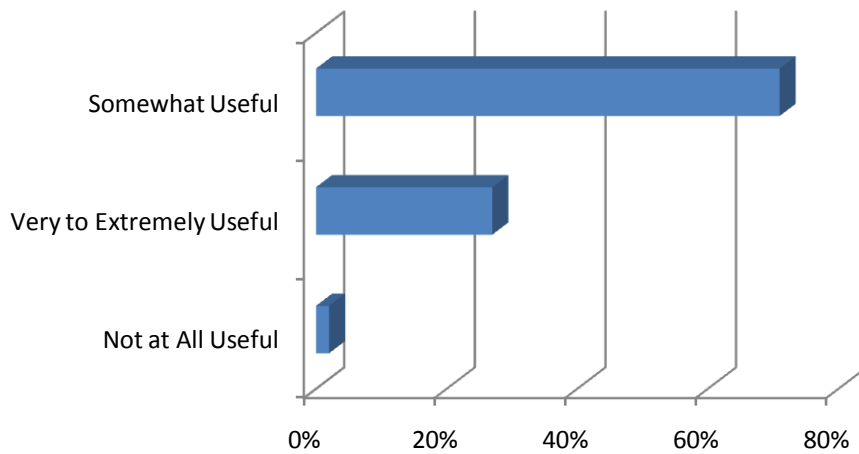


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Answered ALWAYS read these sections of BLUE

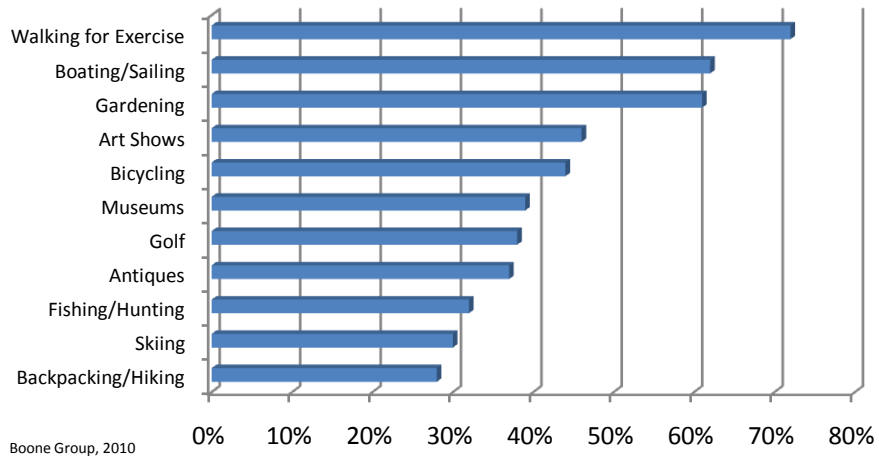


How useful do you consider the advertising in BLUE

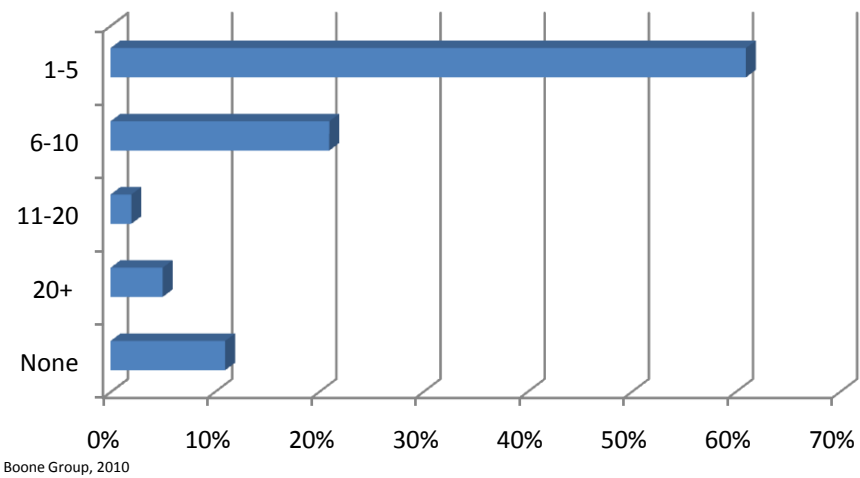


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Hobbies and Interests

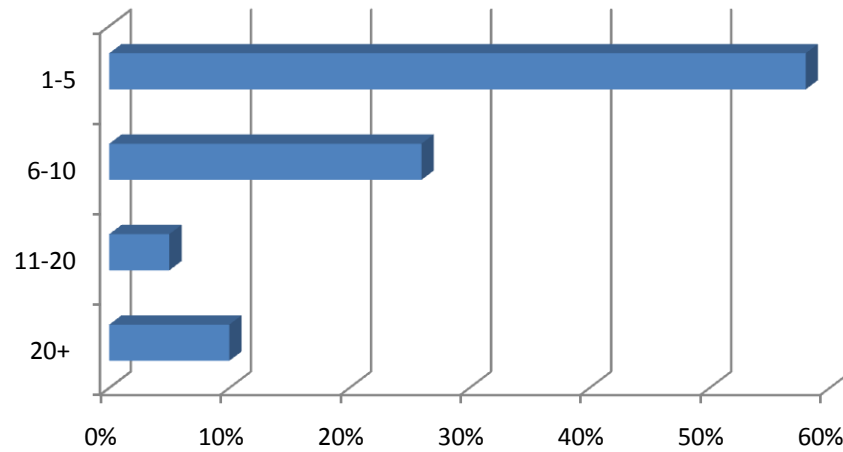


Times entertained at home in past 30 days



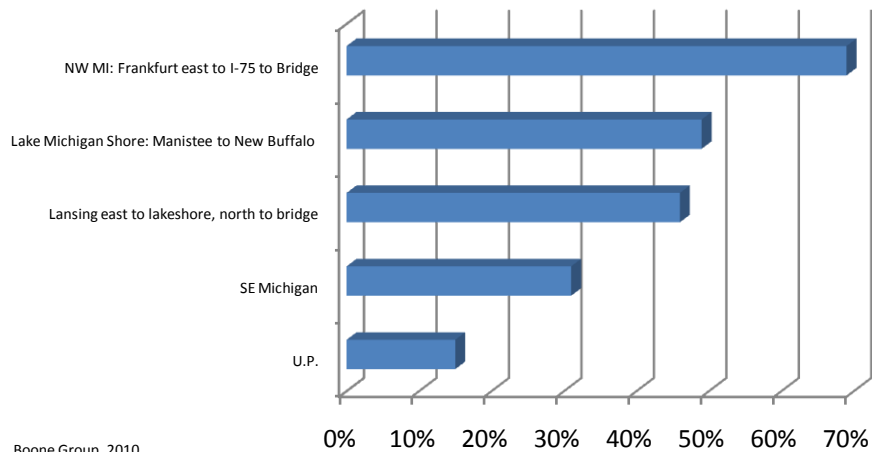
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Trips of 60 miles or further in Michigan past 30 days



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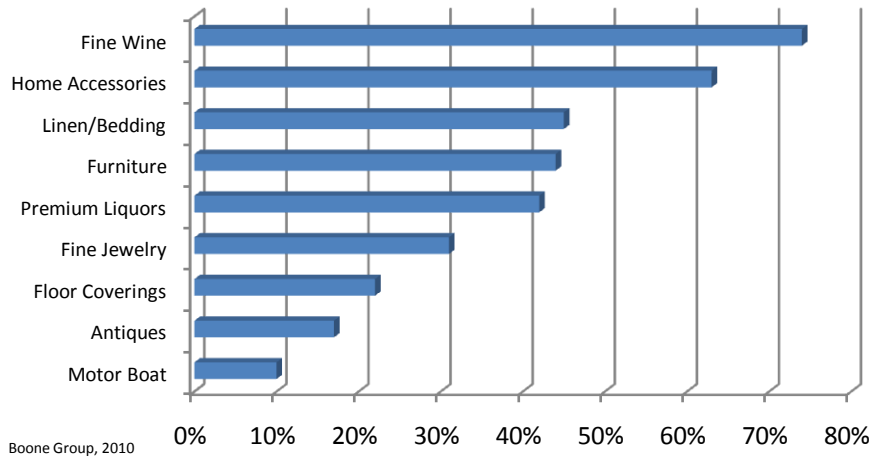
Where did you travel/visit in Michigan in past 30 days



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Purchases in the past 12 months



Spent on remodeling/renovation past 12 months

