

The Best ‘Book Buying’ Prospects

- *Psychology Today* readers are educated avid readers.
- 33% of our readers buy 7-24 books per year.
- 33,000 of our readers are **educators** who rely on current titles for their curriculums.
- 55,000 of our readers are **healthcare professionals** who recommend titles to their patients, clients, and colleagues.
- *Psychology Today* readers are highly educated: 83% have college degrees.

This targeted group of readers will increase sales and generate industry “buzz” for your newest titles. Through discussions, research, and recommendations, having your ad in *Psychology Today* will lead to multiple sales.

**Psychology Today readers
are educated, avid readers
and heavy book buyers.**





Purchased 15-24 Books in the Past Year

| | % Comp* | Index** |
|----------------------------|----------------|----------------|
| Psychology Today | 13.5 | 185 |
| Prevention | 9.9 | 137 |
| The New Yorker | 9.1 | 125 |
| Discover | 9.0 | 124 |
| Health | 8.9 | 123 |
| Time | 8.8 | 121 |
| Scholastic Parent & Child | 8.8 | 107 |
| U.S. News and World Report | 6.0 | 117 |

* Percentage of total PT readers who purchase 15-24 books in a year

** An index of 100 is the average for a US citizen.

Source: MRI Doublebase 2003

**A Psychology Today reader is 95%
more likely to buy 15-24 books in a year
than an average US citizen.**



Book Publisher's Favorite Editorial Features:



Unconventional Wisdom

Our spirited advice column answers reader's questions ranging from healthy living to relationships. It provides balanced and inspirational answers to many of life's questions.



Diagnosis

Helps readers digest everyday health concerns ranging from Diabetes to Heart Health; offering solutions to immediate health issues.



Health

Offering the latest information from leading PhD's on food & nutrition, relationships, medical breakthroughs to everyday health concerns. It tackles the big issues that affect your well being by helping readers make smarter choices about their health.



Therapy Watch

Before heading to the doctor's office, learn what the professionals have to say about the latest trends in therapy.



Decompression

This new health section provides the latest news on how-to cope with stress and anxiety in today's world.



Relationships

Readers learn about intimacy, communication, emotions, marriage/divorce and dating —harnessing behavioral science in an attempt to master the human heart.



Culture

In Culture, readers are treated to the latest cultural artifacts—books, art, buzzwords, feature films and more.

Readers turn to *Psychology Today* for accurate information on these topics, along with interesting industry trends. Our editorial acts as a catalyst to enhance reader's curiosity and encourage them to learn more. It is imperative that books of noteworthy status reach *Psychology Today's* readers who will set the pace for increased sales and awareness.



Distribution

Most major book retailers across the country carry *Psychology Today*. When *Psychology Today* magazines appear in these stores with your advertisement in it, it can amount to point of purchase advertising. When consumers see your ad, and have access to your title, they are more likely to purchase.

BOOK STORES

- Barnes & Noble
- B. Dalton
- Border's
- Follet
- Sam Goody
- Tower Records
- Virgin Records
- Walden Books

HEALTH FOOD STORES

- Akkins
- Body Designs
- Bread & Circus
- GNC
- Magic Hill
- PCC Co-ops
- Shirlyn's Natural Foods
- Vitality Shop
- Vitamin Outlet
- Whole Foods
- Wild Harvest
- Wild Oats

RETAIL

- Kmart
- Target
- Walmart

GROCERY STORES

- A&P
- Harris Teeter
- Morton Williams
- Red Lion
- Safeway
- Shop Rite
- Von's
- Waldbaum's



Reaching Opinion Leaders

With over 40 contributing PhD's in every issue, *Psychology Today* is the leading authority within behavioral health—offering the latest on self-help, parenting, society, culture, and the brain. As a result, *Psychology Today* attracts readers who are influential opinion leaders.

REACHING OPINION LEADERS

| | Comp | Index | CPM |
|---------------------------|-------------|--------------|--------------|
| The New Yorker | 73.6 | 123.7 | n/a |
| Psychology Today | 70.4 | 118.4 | 10.20 |
| Business Week | 69.8 | 117.4 | 36.87 |
| Discover | 58.7 | 98.7 | 15.52 |
| Health | 58.2 | 97.8 | 21.05 |
| Scholastic Parent & Child | 51.8 | 87 | 18.10 |

**Psychology Today is second only to
The New Yorker in reaching opinion leaders.**