



Top Mags for the Rich: Food, Finance and Gossip

People, WSJ, Nat Geo lead the way.

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The flood of new magazines targeting the affluent slowed to a trickle as many of the super-affluent just aren't so affluent anymore.

However, the 2009 Mendelsohn Affluent Survey reveals the top 10 publications among the total affluent and those with household income of \$250,000 or more and liquid assets of \$1 million or more.

Total Affluent

1. People
2. National Geographic
3. Time
4. Sports Illustrated
5. Newsweek
6. Southern Living
7. USA Today
8. O, The Oprah Magazine
9. Cooking Light
10. The Wall Street Journal

Both HHI \$250K+ and Liquid Assets \$1m+

1. The Wall Street Journal
2. National Geographic
3. People
4. The New York Times (Sunday)
5. Time
6. The New York Times (weekday)
7. USA Today
8. Newsweek
9. Southern Living
10. Bon Appetit

Source: 2009 Mendelsohn Affluent Survey