



Profile of the MR Reader

MR

THE MAGAZINE OF MENSWEAR RETAILING



PROFILE OF THE MR READER

Who is the MR retail reader? It is anyone who sells men's, young men's and contemporary clothing in any type of retail environment. Typically, MR readers are the decision makers for their store or category. They look to the magazine as a resource for accurate information and “real world” fashion.....And, MR readers are very clear on the differences between publications. They read, save and use their magazine because it is the only one that addresses the interests and issues important to retailers.

MR REACHES 45,000+ MENSWEAR PROFESSIONALS

Total subscribers – 18,263*

Readers per copy – 2.5**

Total readership per issue – 45,657

(Sources *BPA Circulation Statement, 6/05; **MR Subscriber Study 10/05)

MR IMPACTS DECISIONS

70% use MR to look for new resources or products

76% refer to MR to keep up with the changes in fashion

46% use MR to compare their store's performance with others

49% discuss the articles they see in MR with staff or associates

76% utilize MR to look for new merchandising ideas or new ways to approach business

ALMOST HALF (49.2%) OF MR'S RETAIL READERS CONTACTED A MANUFACTURER OR REPRESENTATIVE WITHIN THE LAST 12 MONTHS AS A RESULT OF SEEING AN AD OR ARTICLE IN THE MAGAZINE.

46.3% OF MR READERS DO NOT READ ANY OTHER MENSWEAR TRADE PUBLICATION.

READERS OF MR AND DNR WERE ASKED TO INDICATE WHICH ONE PUBLICATION WAS
BEST REPRESENTED BY THE FOLLOWING STATEMENTS:

	MR	DNR
THEY KNOW WHICH PUBLICATION IS WRITTEN FOR THEM		
Looks at business from a retailer's point of view	83%	17%
Shows fashion I can sell in my store	78%	22%
Understands my business	90%	10%
Has useful information for my business	68%	32%
I can believe what I read there	85%	15%
AND WHICH ONE CLEARLY ISN'T		
Is written more for manufacturers than retailers	15%	85%
Pays too much attention to what happens in Europe	12%	88%
Shows trends that will NEVER come to my store	31%	69%

MR SUBSCRIBERS ARE ACTIVELY ENGAGED WITH THE MAGAZINE

87% of MR subscribers read every issue, 95.6% read at least 3 of the last 4 issues

The average MR subscriber spends just under an hour (48 minutes) with his MR issue

61% of MR subscribers save it for future reference, an average of 10.7 months

77% pass their issues on to one or more associates

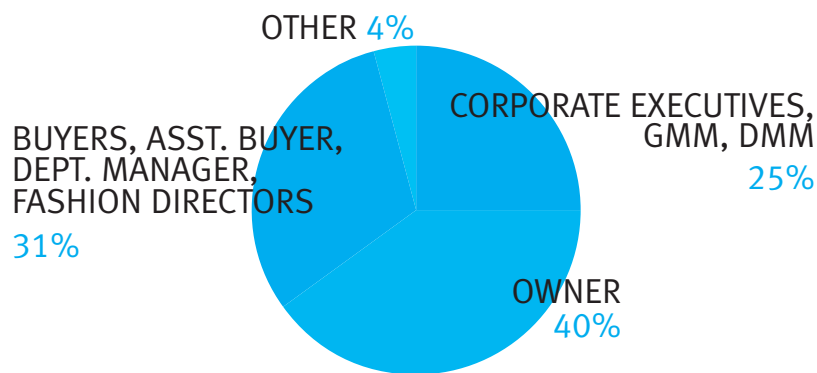
MR READERS ARE THE PEOPLE YOU NEED TO REACH. *(source BPA 6/05)*

They represent the entire spectrum of men's retailing and wield enormous buying power.

BY TYPE OF STORE

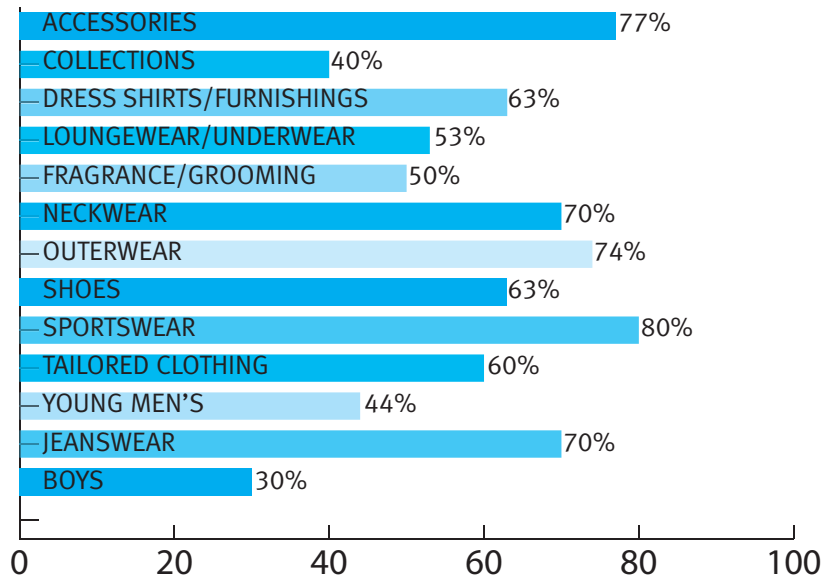
- 2843 Department stores and corporate buying offices
- 11,144 Men's specialty stores, young men's stores, family clothing stores, accessories stores, and shoe stores
- 619 Mass merchants, Outlet and Off-Price
- 715 Other

BY JOB TITLE



MERCHANDISE CATEGORIES

Percentage of respondents who either carry or authorize purchases in the following categories:



Projections are based on a survey of 1000 MR retail subscribers in October 2005. Names were selected on an "nth" name basis.)

