



## DIRECT RESPONSE

### *Yankee Is a Retail Resource*

*Yankee* connects marketers to affluent, responsive readers who shop direct—on the Web, via phone, and through the mail. Through *Yankee*, promote your company with readers looking for an endless variety of exceptionally distinctive products.

- *Yankee* readers spent more than \$575 million shopping direct in the last year!
- **Nearly half** of all *Yankee* readers made a purchase online in the past month

	SPENT \$100 OR MORE SHOPPING DIRECT INDEX	SHOPPED DIRECT BY PHONE, MAIL, INTERNET LAST YEAR INDEX
<b>YANKEE</b>	<b>132</b>	<b>140</b>
<i>Cooking Light</i>	143	145
<i>Sunset</i>	142	150
<i>Bon Appétit</i>	139	151
<i>Midwest Living</i>	139	129
<i>Smithsonian</i>	136	148
<i>Martha Stewart Living</i>	136	136
<i>Gourmet</i>	134	152
<i>Ladies' Home Journal</i>	120	115
<i>Southern Living</i>	119	119
<i>Country Living</i>	116	115
<i>Better Homes &amp; Gardens</i>	115	113
<i>Woman's Day</i>	111	106
<i>Family Circle</i>	110	106

*Source: 2009 Spring MRI*

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