

# USA HOCKEY

MAGAZINE

## Reader Profile

Research suggests that both young players and parents read the magazine. In fact, 75% of adult respondents indicated they read the magazine.

### Regular Readers

Over 87% of households have a regular reader of the magazine defined as someone who reads 3 or 4 out of 4 issues delivered. The mean number of issues read per household is 3.6 out of 4.0 issues delivered.

### Multiple Readers

The median number of readers per household is 3.2, the mean is 2.7. With a monthly circulation eclipsing 400,000, the average readership per copy is over ONE MILLION.

### Involved Readers

Households that receive the magazine are very passionate about their activities and involvement related to hockey, so they respond and take action:

- 53.1%** read the magazine as soon as it arrives in the mail
- 39.1%** say it is one of their favorite magazines
- 43.3%** visited a website for information or product purchase
- 38.1%** followed advice or applied training tips from the magazine
- 35.3%** purchased products or brands shown in the magazine



**Sources:**  
Mediamark Research Inc.,  
Subscriber Study, December 2004  
Audit Bureau of Circulations,  
Subscriber Study, December 2004

