

# Readership Study Highlights

Each issue  
is read  
by almost  
500,000  
professionals

## *American Salon Magazine has...*

### Impressive Reach/Influential Readers

- The Total Audience Reading *American Salon* is **478,490 salon professionals!**
  - An issue is read on average by 4 professionals (readers per copy).
- 60% of readers read 4 out of 4 issues.
- **75% of readers spend at least 20 minutes reading** each issue of *American Salon* and nearly a quarter of our readers spend more than a half hour with the magazine!
- **88% of our readers influence decision making or are the decision makers in their salons.**

### Tremendous Influence

- A **whopping 67% of readers first learn about products** that might be appropriate for their salon from industry magazines.
- The two biggest influences on buying decisions are:
  - Awareness of brands/lines
  - Information gleaned from reading industry publications and media
- More than half of our readers rely on nondigital media for information during business hours.

**Methodology:** A survey was sent via e-mail to a random sampling of 10,000 *American Salon* readers

**Response:** 4.1%/420 respondents

Study conducted by Ad Management Insights, LLC, March 2010



Interested in learning more about American Salon, please contact:

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