

Evidence of a Publication's Readership

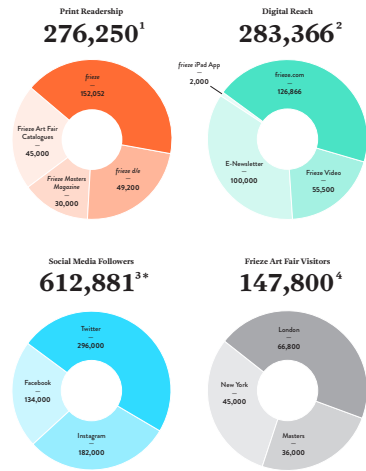
Almost any time you are including published material in your petition — whether it be for a printed newspaper, magazine, or digital media of some kind — you will want to include evidence of the publication's readership. Evidence of readership tells USCIS that the published materials featuring you or your work are important. Without this kind of evidence, the officer will not likely be able to credit you for the full extent of your accomplishments.

The best way to document readership is with a publication's own Media Kit. We discuss what these look like, where to find them, and what to do if you can't.

Media Kits

Media Kits are documents that newspapers and magazines provide to potential advertisers (as well as, usually, the public at large, via a publication's website) that give figures regarding a publication's audience and circulation. Here are some examples.

Frieze reaches over 2,000,000 people across the globe every year



One of the most influential voices in the art world, Frieze reaches over 2,000,000 people across the globe every year via print and digital publishing, social media and art fairs. Our high-quality publications offer a platform for leading writers and critics working today, while our fairs in London and New York are crucial events in the art world calendar. Aligning your brand with Frieze grants access to an audience of highly-educated and cultured trendsetters, collectors, museum curators, artists and critics as well as the next generation of creative professionals.

1 per issue
2 per month
3 per day
4 per year
* Data includes statistics for Frieze and Frieze dls, Frieze London, Frieze New York and Frieze Masters.



Audience

U.S. Audience

TIME U.S. Audience Profile

National Audience Profile

Total U.S. Audience	16,613,000
% Male/Female	52%/48%
Median Age	49
Median HHI	\$70,682
Att/Grad College+	11,527,000
Prof/Mgrl	4,776,000
HHI \$100,000+	5,863,000

TIME media kit

frieze magazine media kit

Rate Base: 1,450,000

Category	Count
Total Circulation (Paid & Verified)	1,470,813
Subscriptions (Paid & Verified)	1,398,188
- Paid	1,336,101
- Verified	62,087
% Subscriptions (Paid & Verified)	95.06%
Newsstand	71,995
% Newsstand	4.89%
Bonus Circulation	20,183
% Above Rate Base	1.4%
Single Copy Price	\$4.99
Basic Subscription Price/1 Year	\$36.00
Average Subscription Price Per Copy	\$0.83
Average 1 Year Subscription Price	\$21.95
% Subs Sold for 12+ Month Duration	80%
% Subs Sold for 13+ Month Duration	12.2%
% Sold With Premium	.2%

View detailed AAM Publisher's Statement
View detailed AAM Audit Report

* Average single copy including dealer base price: \$4.99
Source: AAM Publisher's Statement, Six Months Ended June 30, 2014
www.rollingstone.com

Rolling Stone media kit

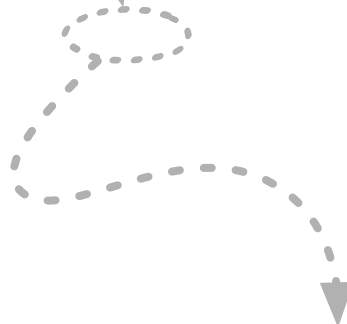
How to find a media kit

The best way to find a media kit for a particular publication is to go to the publication's website and look for an Advertising link, which will often be located at the bottom of the homepage.

The Wired
website...



...has an
advertising
link at
bottom of its
homepage...



...that leads to...



3 Million Print Audience

3 Billion Monthly Unique Visitors

7.3 Million Twitter Followers

WIRED ADVERTISING

WIRED IS THE ultimate authority on the people and ideas changing our world. We don't just write about the future – we ignite it. We aim to deliver something you have never heard before, in a way you've never seen before. WIRED fearlessly and optimistically champions a better future.

We inspire the most connected and influential people on the planet to THINK BIGGER.

MEDIA KITS

2017 WIRED Media Kit
DOWNLOAD PDF

2017 WIRED Edit Calendar
DOWNLOAD PDF

...the Wired media kit!

What if I can't find the media kit?

If you can't find a publication's media kit through an advertising link on its website, the next best thing is to check for any "About" links, which may also provide you with readership or distribution information, or at the very very least, additional information about the publication, which can't hurt.