

Center on Alcohol Marketing and Youth: Alcohol Advertising in Magazines

Reach/Frequency/GRPs by Beverage Type, Demographic and Year

2001

Beverage Type	Age 12-20			Age 21+			Age 21-34			Age 35+		
	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs
Beer and Ale	84.8%	22.1	1,870	76.3%	16.1	1,227	88.0%	23.4	2,064	71.0%	12.9	914
Distilled Spirits	93.4%	141.0	13,175	95.3%	104.0	9,916	98.0%	162.1	15,892	93.5%	82.1	7,680
Alcopops *	60.6%	6.7	407	44.2%	5.6	250	66.1%	7.3	480	36.2%	4.5	164
Wine	56.6%	10.7	606	71.7%	19.0	1,359	75.8%	17.0	1,285	70.4%	19.7	1,386
Total	94.0%	170.8	16,057	96.2%	132.5	12,752	98.2%	200.7	19,720	94.8%	107.1	10,144

2002

Beverage Type	Age 12-20			Age 21+			Age 21-34			Age 35+		
	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs
Beer and Ale	81.1%	22.7	1,840	75.3%	15.6	1,171	88.6%	23.1	2,049	68.4%	12.3	842
Distilled Spirits	92.4%	122.6	11,324	95.8%	96.4	9,234	98.6%	150.2	14,809	93.6%	76.3	7,143
Alcopops *	64.7%	10.3	668	47.1%	8.2	388	71.3%	11.0	787	35.5%	6.7	239
Wine	50.2%	10.8	544	73.0%	22.4	1,637	75.7%	21.2	1,604	71.1%	23.2	1,649
Total	93.3%	154.1	14,376	96.9%	128.2	12,430	99.1%	194.2	19,249	95.7%	103.2	9,873

2003

Beverage Type	Age 12-20			Age 21+			Age 21-34			Age 35+		
	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs
Beer and Ale	82.4%	29.4	2,425	81.4%	20.1	1,633	89.4%	32.2	2,881	77.1%	15.1	1,163
Distilled Spirits	91.4%	94.3	8,618	93.7%	76.8	7,194	97.0%	117.7	11,422	90.3%	62.0	5,601
Alcopops *	50.3%	3.8	193	29.8%	3.4	101	51.0%	4.1	210	21.9%	2.7	60
Wine	43.2%	8.8	381	62.5%	18.1	1,134	65.6%	16.6	1,086	61.9%	18.6	1,152
Total	92.7%	125.3	11,616	95.6%	105.3	10,062	98.3%	158.7	15,598	93.6%	85.2	7,976

2004

Beverage Type	Age 12-20			Age 21+			Age 21-34			Age 35+		
	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs
Beer and Ale	84.7%	24.6	2,085	85.1%	21.3	1,812	93.6%	31.3	2,925	80.6%	17.3	1,396
Distilled Spirits	91.9%	86.2	7,921	94.5%	76.5	7,227	97.1%	108.0	10,488	92.7%	64.9	6,009
Alcopops *	55.8%	7.9	443	50.4%	6.6	332	67.8%	8.0	545	45.4%	5.5	252
Wine	56.9%	10.2	578	71.1%	21.3	1,514	73.2%	17.9	1,311	69.7%	22.8	1,590
Total	93.5%	117.9	11,026	97.2%	112.0	10,885	98.5%	155.0	15,270	95.9%	96.4	9,247

Sources: TNS Media Intelligence 2001-2004, MRI Adult Study Spring 2002-2005, MRI TwelvePlus 2001-2004, MRI Teenmark 2001

* "Alcopops" are also referred to as "low-alcohol refreshers," "malternatives," "flavored malt beverages," or "ready-to-drink flavored alcoholic beverages." Many of the brands in this category, which includes brands such as Mike's Hard Lemonade and Smirnoff Ice, have alcohol contents of between 4% and 6%, similar to most traditional malt beverages. (Alcohol and Tobacco Tax and Trade Bureau [TTB], "Notice No. 4—Flavored Malt Beverages and Related Proposals," Federal Register [March 24, 2003]: 14293.) The alcohol industry treats these as a distinct category of alcoholic beverages.