

# Whole Grains Yardstick: Magazines



**Kyle Potvin**

Oldways Media Consultant

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Oldways and the



Whole Grains Council

# The Question:



Do popular magazines  
make at least  
half their grains whole?

*See pages 3-8 to 3-10 in your Program Book*

# Which Magazines?



<b>Magazine</b>	<b>Circulation</b>
Good Housekeeping	4,684,800
Woman's Day	3,920,900
Family Circle	3,914,900
Ladies Home Journal	3,840,600
O, the Oprah magazine	2,365,300
Parents magazine	2,208,100
Cooking Light	1,793,500
Everyday with Rachel Ray	1,783,500
Bon Appetit	1,426,900
Gourmet	950,000

# What We Did



- We chose 6 recent issues at random, from 2008 or 2009.
- We counted every instance of whole grain and of refined grain, in articles, photos and recipes.
- (No ads – not under editorial control)

# What We Found...

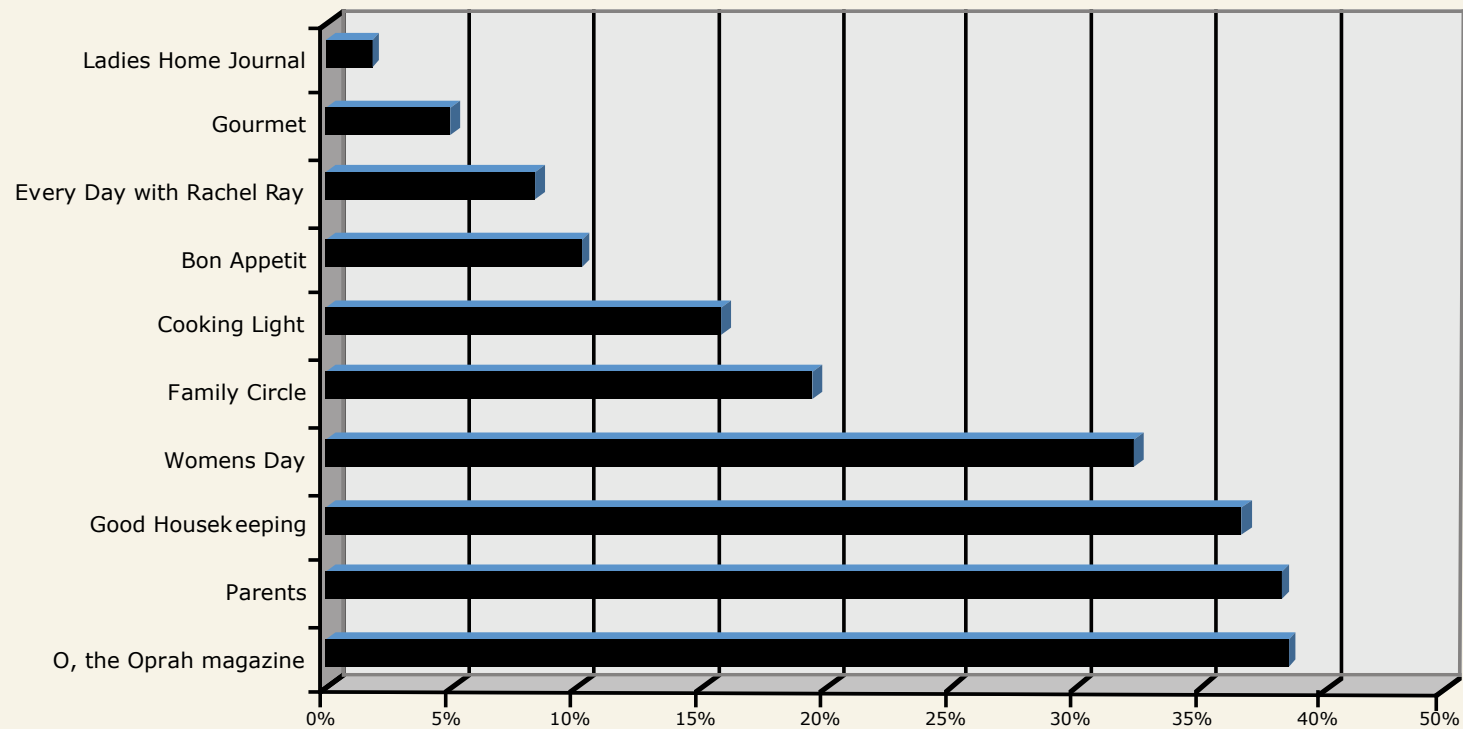


- No magazine made half its grains whole, but the best came closer than we expected
- Most magazines talk up whole grains in articles – but fall short in photos and recipes
- Magazines need to show more photos of luscious whole grain foods

# And the Results are...



**Whole Grains, as percent of all Grains in leading magazines**



*Source: The Whole Grains Council / Oldways*