Whole Grains Yardstick: Magazines

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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?

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

- Ladies Home Journal
- Gourmet
- Every Day with Rachel Ray
- Bon Appetit
- Cooking Light
- Family Circle
- Womens Day
- Good Housekeeping
- Parents
- O, the Oprah magazine

Source: The Whole Grains Council / Oldways