



1 in 2 readers is an  
opinion leader

Our readers' peer group is most likely to seek their advice about:

65%	News, politics, and world events
63%	Books, music, movies and other entertainment
32%	Travel (domestic and international)

Source: Harvey Research Study, 2011

- 1 in 2 readers is more likely to trust and respect brands that advertise in *Mother Jones*
- 1 in 3 readers is more likely to take action on advertising seen in *Mother Jones*