Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if a Magazine, Newspaper, or other Periodical should be recorded under this type. Examples include:

- Daily newspapers (Wall Street Journal, New York Post, Los Angeles Times, Washington Post, etc.)
- Other magazines/newspaper (Reader’s Digest, AARP Bulletin, AARP Magazine, USA Today, etc.)
- Monthly magazine (Rolling Stone, In Style, Guideposts, Food & Wine, Country Living, etc.)
- Alumni or fraternal magazines and newspapers or other publications that household members may subscribe to
- Include magazines, newspapers, envelopes, and other periodicals marked "Periodicals Postage Paid."
- Only include magazines, newspapers, other periodicals, and envelopes that are delivered by the U.S. Postal Service (USPS) and that are NOT marked First-Class, Presorted Standard, Nonprofit Organization, or Bound Printed Matter (Packages & Expedited). If they are marked with any of these other postage types, record them under the section for that mail type.

Do not include the following items under this section:

- Newspapers delivered by your local news carrier. (Do not include these in the diary study.)
- Magazines and newspapers you bought at the store or a newsstand. (Do not include these in the diary study.)
- DO NOT include Catalogs in the Magazines, Newspapers, or Other Periodicals section. Catalogs are either Presorted Standard (to be recorded in the Presorted Standard or Marketing Mail Received section) or Bound Printed Matter (to be recorded in the Packages & Expedited Materials section).