



WHY MAGAZINES WORK

Engagement

Magazine readers spend an impressive **53 minutes** with each issue and **73%** read or tap on ads appearing in digital editions.

Trust

Magazines rank **47%** higher in trust than ads on TV, radio or online.

Influence

Print magazines are **#1** (compared to internet, radio, TV and newspaper) for reaching the most influential consumers across multiple product categories.

Social

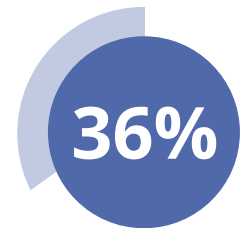
Magazines and social media go hand-in-hand. **69%** of readers have posted magazine articles on facebook.

Online

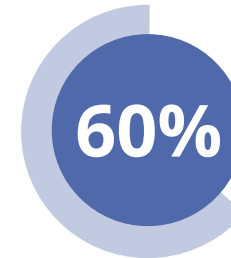
Magazines are motivating. **43%** of readers make online purchases vs. **21%** of non-readers.



of adults read magazines



of adults say magazines trigger online search



of print readers take action on magazine ads