

Why Magazines Work

36 Percent of adults say magazines trigger online search

More magazines are meeting consumer interests;

231 new titles were launched in 2014.

91 Percent of adults read magazines

ACTION

Magazines are motivating. More than **60%** of print readers take action on magazine ads and **43%** of readers make online purchases vs. 21% of non-readers.

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.



Source: The Association of Magazine Media factbook, 2014 & 2015

