

WHY MAGAZINES WORK

91%

of adults read magazines

More than

60%

of print readers take action on magazine ads

36%

of adults say magazines trigger online search

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.

Source: *The Association of Magazine Media factbook, 2017/2018*



Magazines work!

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