



91%

of adults read
magazines

More than



60%

of print
readers take
action on
magazine ads



36%

of adults say
magazines trigger
online search

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.

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