

in WE TRUST



91%
of U.S. adults read magazine media

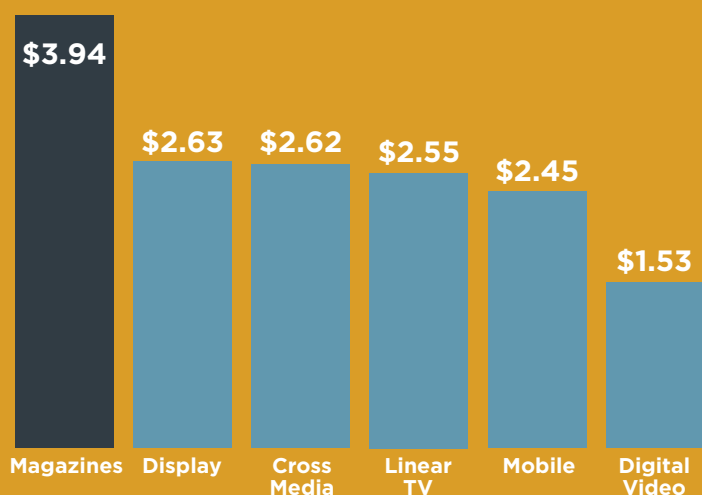
5.4m
Audience increase for print + digital magazines from 2015-16

Adults who read digital edition magazines grew

27%
between 2015-16



Highest return on advertising spend—the ultimate KPI



TOP 25 magazines reach more adults/teens than top 25 primetime TV shows

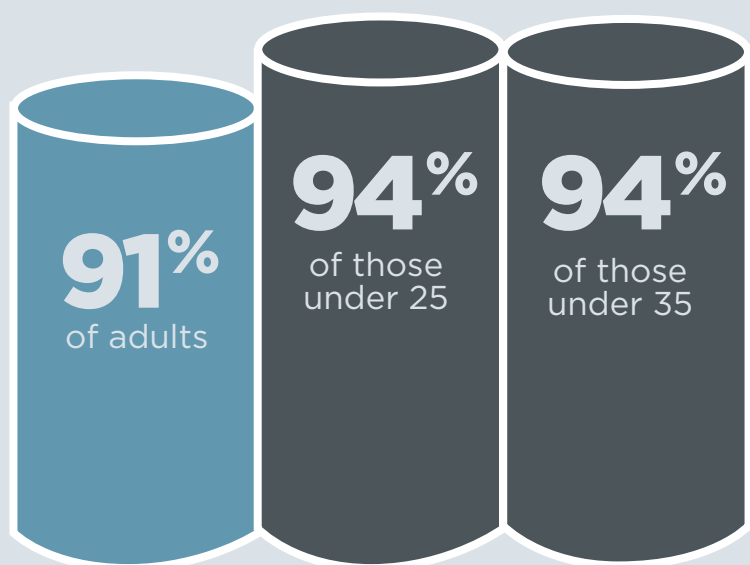
inspired to take action after seeing a print magazine ad

64%

WELL READ

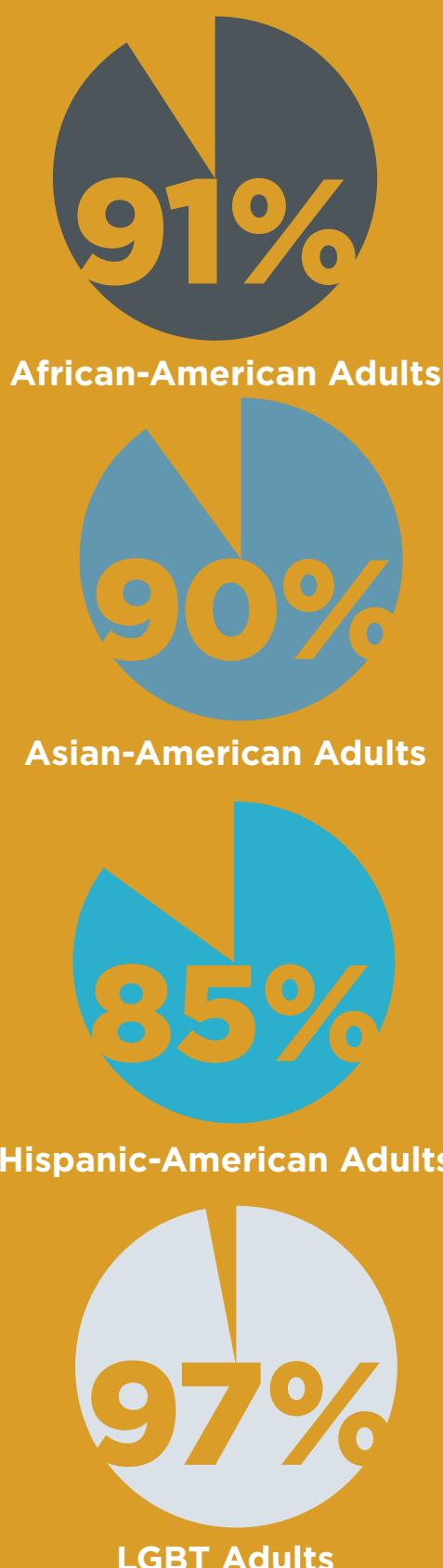
AVERAGE TIME SPENT PER ISSUE—51.7 MINUTES

Americans of All Ages Read Magazines



Read magazine media in the last six months (print and digital editions)

Magazine media readership is diverse



NEUROSCIENCE:

Why Print Magazine Ads Work

