



11 Facts About Magazines

- 1 Magazine readership has grown over the past five years. (Source: MRI)
- 2 Average paid subscriptions reached nearly 300 million in 2009.
(Source: MPA estimates based on ABC first and second half 2009 data)
- 3 4 out of 5 adults read magazines. (Source: MRI)
- 4 Magazines deliver more ad impressions than TV or Web in half-hour period. (Source: McPheters & Company)
- 5 Magazine readership in the 18 to 34 segment is growing. (Source: MRI)
- 6 Since Facebook was founded, magazines gained more than one million young adult readers. (Source: MRI)
- 7 The average reader spends 43 minutes reading each issue. (Source: MRI)
- 8 Magazines are the No. 1 medium of engagement — across all dimensions measured. Simmons' Multi-Media Engagement Study find magazines continue to score significantly higher than TV or the Internet in ad receptivity and all of the other engagement dimensions, including “trustworthy” and “inspirational.”
(Source: Simmons Multi-Media Engagement Study)
- 9 Magazines and magazine ads garner the most attention: BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the Internet.
(Source: BIGresearch Simultaneous Media Usage Study)
- 10 Magazines outperform other media in driving positive shifts in purchase consideration/intent. (Source: Dynamic Logic)
- 11 Magazines rank No. 1 at influencing consumers to start a search online — higher than newer media options. (Source: BIGresearch Simultaneous Media Usage Study)