

3 Reasons Millennials Prefer Print Media

Born somewhere between 1981 and 1996, millennial's are a complex and famously hard to define generation. Common traits include being civic-minded, unconventional,



digitally savvy, and, more often than not, overcommitted. Based on those traits, one might assume that these 22-38 year-olds prefer watching snippets of the latest national and global news, but, according to recent research by the Pew Research Center, that may not be the case. 42% of the people surveyed between the ages of 18 and 29 prefer reading the news than watching it or listening to it. To take that one step further, in 2015, Naomi Baron, a professor of linguistics at American University, surveyed over 300 university students around the globe and found that **92% prefer reading print material** over smartphone, tablet, e-reader, or laptop. Why is that? The reasons millennials

prefer print news have a lot to do with the fact they were born just before the dawn of the internet.

1. Nostalgia

Unlike the generation that follows them (Gen Z), who have had access to the internet since childhood, many millennials grew up with more traditional forms of media. As a result, they have a soft spot for reading, what professor and author Naomi Baron refers to as the “physical, tactile, kinesthetic component to reading.”

2. Information overload

In today's world, people are inundated with information on a daily basis. That's particularly true for younger generations, who have adapted to evolving technologies. While convenient, the pace of digital news can be overwhelming, which is why it can be a relief to slow down and read an article in a magazine.

3. An escape from distractions

When you consume news on a digital device, it is easy to be distracted by pop-ups, social media, texts, and emails. Reading a hard copy of the news allows you to focus on the information you're consuming.

Help millennials unwind and stay up-to-date on the latest news by continuing to print magazines.

Sources: Pew Research, Younger Adults More Likely Than Their Elders to Prefer Reading News, New Republic, Naomi Baron's Words Onscreen Fate Reading Digital World Forbes, Millennials - A Generation of Page Turners