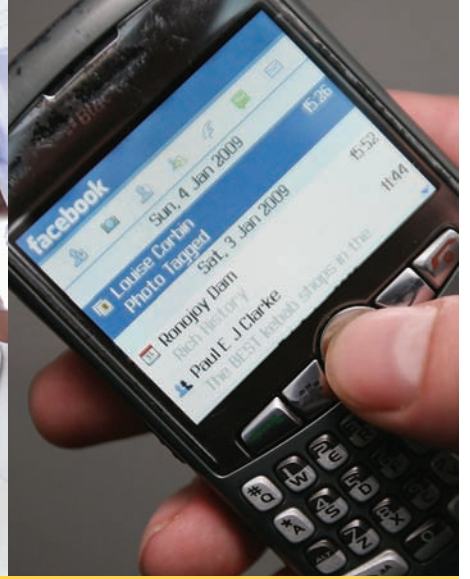
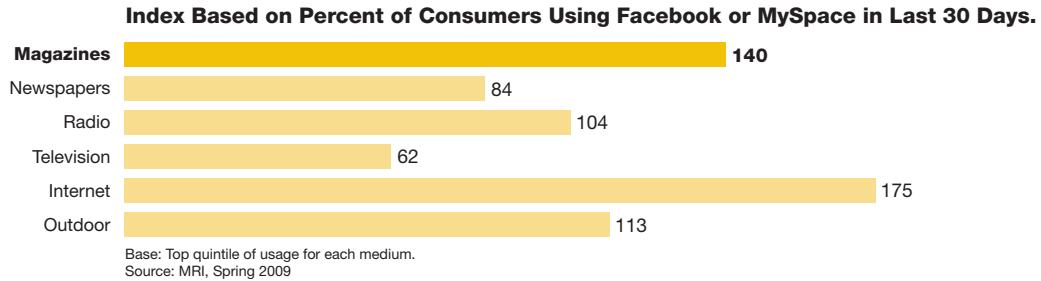


word-of-mouth

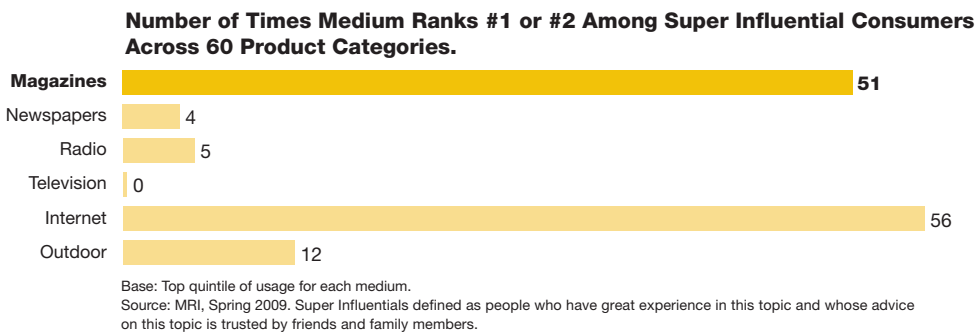


**Need buzz
for your
brand?**

Magazines and the web outrank other media in reaching social networkers

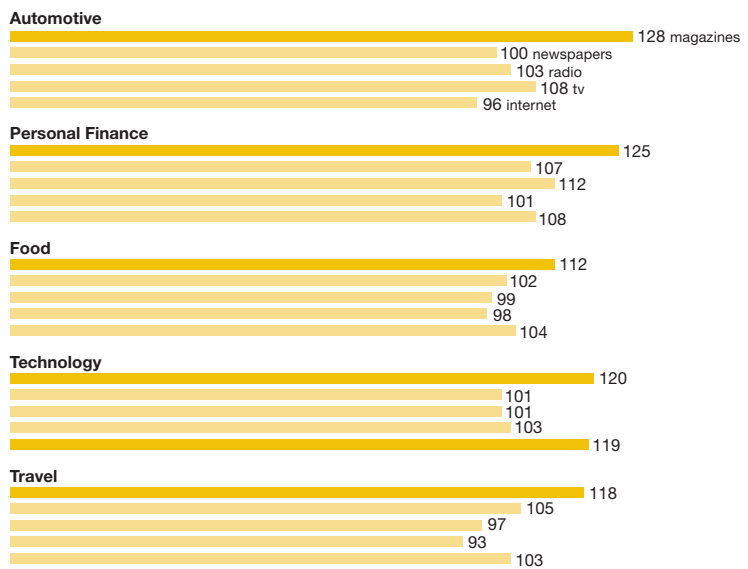


Super influential consumers use magazines and the web more than other media



Magazine readers are most likely to influence others across all categories studied

Word-of-mouth Influencers for Family/friends by Media Use
Product category influenced — index vs. total adults



Download the most current fact sheets from multiple categories, view case studies and get more information at www.magazine.org/advertising.

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