

# TWEETABLE TRUTHS

ABOUT MAGAZINE MEDIA

2016  
EDITION

- 1 Magazine media total audience grew to 1.75 billion in 2015 across platforms—an increase of 6.2%.
- 2 The #MM360 Brand Audience Report measures monthly volume in print+digital, web, mobile web and video.
- 3 Devoted #magmedia users have more BFFs than TV or radio users, spreading their ideas over a wide social circle.
- 4 How much has #magmedia grown? The #MM360 Brand Audience Report shows 6.2% average performance growth in 2015.
- 5 The top 25 #print magazines reach more adults and teens than the top 25 primetime TV shows.
- 6 Net audience for #print and #digital magazines continues to grow.
- 7 The total number of adults who read #digital edition magazines had grown rapidly since 2011.
- 8 The media age of #magazine readers (47.1) reflects the median age of the U.S. population.
- 9 Print #magazines are more balanced across generations than other media, including internet, TV, radio and newspapers.
- 10 Households with income of \$150K+ are drawn to #magazines.
- 11 Magazines show the highest return on advertising spend—the ultimate KPI.
- 12 Advertising in print in combination with other media adds substantially to brand awareness.
- 13 Print is best at increasing #brandawareness at all levels of exposure.
- 14 #Print's impact on purchase intent is especially strong at higher levels of exposure.
- 15 Print #magazines inspire readers to take action, such as clipping the ad, recommending the product or buying it.
- 16 61% of readers are inspired to take action after seeing a print #magazine ad.
- 17 Print #magazines are no. 1 in reaching affluent influential #consumers.
- 18 Across product categories, trusted recommenders are devoted print magazine readers.

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- 19 Devoted print #magazine readers accounted for \$94 billion in annual #automotive sales.
- 20 Print magazines excel in reaching super influential consumers in #healthcare and #healthy living.
- 21 Those who view #healthcare ads in #magmedia are most likely to purchase prescription products.
- 22 #Magmedia readers: the most health conscious consumers.
- 23 Households with the biggest financial assets prefer #magmedia over internet, TV or radio.
- 24 #Magmedia readers plan to invest in stocks and mutual funds more than affluent consumers of other #media.
- 25 Luxury goods category influencers are devoted print #magazine readers.
- 26 Print #magazine readers lead the way for super influencers in home furnishings and #remodeling.
- 27 Affluent #magazine readers are more likely to remodel or renovate their #kitchen than users of any other medium.
- 28 More than any other devoted media users, affluent #magmedia readers are most likely to own a boat.
- 29 Devoted #magmedia users are most likely to take a #vacation abroad within the next 12 months.
- 30 More so than users of other media, affluent #magmedia readers are most likely to spend \$5K+ or \$10K+ on vacations.
- 31 Print magazine readers travel more than other #media users.
- 32 Print #magazine readers strongly influence #technology buys – second only to online.
- 33 Influential household members are especially receptive to #advertising in #magmedia.
- 34 #Magmedia readers attend pro/college #sports games more than users of any other media.
- 35 #Magmedia readers play tennis, bike, run and go to the gym more than other media users.

**For more compelling magazine media facts and figures, visit  
[www.magazine.org/factbook](http://www.magazine.org/factbook).**