

TWEETABLE TRUTHS

ABOUT MAGAZINE MEDIA

2017
EDITION

Find the tweetable truths in the Magazine Media Factbook 2017–18 at www.magazine.org/factbook.

- 1 How much has #magmedia grown? The #MM360 Brand Audience Report shows 6.4% average performance growth in 2016. –page 7
- 2 The #MM360 Brand Audience Report measures monthly volume in print+digital, web, mobile web and video. –page 5
- 3 Devoted #magmedia users have more friends than TV or radio users, spreading their ideas over a wider social circle. –page 26
- 4 Paper-based reading is preferred by the majority of people (even millennials.) –page 27
- 5 Audience for #print and #digital magazines increased by 5.4 million adults 18+ from 2015–2016. –page 28
- 6 91% of adults read #magmedia in the last six months (print and digital editions). –page 29
- 7 The top 25 #print magazines reach more adults and teens than the top 25 primetime TV shows. –page 30
- 8 The total number of adults who read #digital edition magazines grew 27% between 2015–2016. –page 32
- 9 The median age of #magazine readers (47.2) mirrors the median age of the U.S. population. –page 35
- 10 Print #magazines are more balanced across generations than other media, including internet, TV, radio and newspapers. –page 36
- 11 Magazines show the highest return on advertising spend— the ultimate KPI. –page 38
- 12 Increased exposure to #print media ads boosts key advertising metrics. –page 42
- 13 Advertising in print yields greater increases in brand awareness, brand favorability and purchase intent than online or TV advertising. –page 43
- 14 Print #magazines inspire readers to take action, such as clipping the ad, recommending the product or buying it. –page 46
- 15 64% of readers are inspired to take action after seeing a print #magazine ad. –page 47
- 16 Print #magazines are no. 1 in reaching affluent influential consumers in more categories than all other media combined. –page 48

- 17** Across product categories, devoted print magazine readers are trusted recommenders. *—page 50*
- 18** #Magmedia drive automotive growth—especially at the top end of the market. *—page 51*
- 19** Print magazines excel in reaching super influential consumers in #healthcare and healthy living. *—page 55*
- 20** #Magmedia advertising is number 1 in driving consumer healthcare actions. *—page 59*
- 21** Households with income of \$200K+ are drawn to #magazines. *—page 62*
- 22** Affluent #magazine readers spend more money than consumers of other media. *—page 64*
- 23** Luxury goods category influencers are devoted print #magazine readers. *—page 68*
- 24** Print #magazine readers lead the way for super influencers in home furnishings and remodeling. *—page 69*
- 25** Devoted #magmedia users are most likely to take a vacation abroad within the next 12 months. *—page 74*
- 26** More so than users of other media, affluent #magmedia readers are most likely to spend \$5K+ or \$10K+ on vacations. *—page 75*
- 27** Print #magazine readers strongly influence #technology buys — second only to online. *—page 76*
- 28** Young adult readers are especially receptive to #advertising in #magmedia. *—page 79*
- 29** #Magmedia readers attend pro/college #sports games more than users of any other media. *—page 83*
- 30** 226 new print magazine brands launched in 2016. *—page 88*
- 31** For the past nine years, the total number of consumer magazines has remained above 7,000. *—page 90*
- 32** More than 190 print magazines have thrived for more than 50 years (only 15 TV programs can say the same). *—page 91*
- 33** 76 print magazines have flourished for more than 100 years. *—page 91*