



- 17** Luxury goods and services category influencers are devoted print #magazine readers.  
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- 18** Affluent #magmedia readers spend more on travel. – page 95
- 19** Affluent #magmedia readers are most likely to spend heavily on vacations. – page 96
- 20** Staying power: For the past 10 years, the total number of consumer magazines has surpassed 7,000. – page 111