

## Debating Digital... Magazines WORK!



1. Magazines are \_\_\_\_\_. More than 60% of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with 91% taking action after reading a digital issue. Studies show that 43% of magazine readers make online purchases vs. 21% of non-readers.
2. Magazines continue to \_\_\_\_\_ than TV or the internet in “ad receptivity” and other engagement measures. Readers spend an impressive 41 minutes with each issue. Among digital readers, 73% read or tap on advertisements appearing in electronic magazines.
3. Consumers \_\_\_\_\_ in magazines and they embrace advertising as a part of the brand experience. In fact, studies show that ads in magazines rank higher in trust than ads on TV, radio or online.
4. If you think teenagers only read texts, \_\_\_\_\_. 96% of adults under 25 read magazines — and those under 35 read more issues per month than adults 35+. Studies also show that the top 25 magazines reach more adults and teens than primetime television.
5. Magazine readers are \_\_\_\_\_ than users of other media to influence friends and family on product purchases across a variety of advertising categories. Magazine readers rank as #1 or #2 super influential consumers across 60 product categories and make an impact in every shopping segment.
6. Readers have a \_\_\_\_\_ toward advertising in magazines and believe the ads provide useful information. This holds true among digital readers — and they further like to explore interactive ad tools and features.
7. Magazines and social media go \_\_\_\_\_. 69% of readers have posted a magazine article on Facebook, and more than 6 in 10 have shared magazine content while chatting with friends on Facebook.
8. Studies show that \_\_\_\_\_ money to magazines in the media mix improves marketing and advertising ROI across multiple product categories.
9. Magazine apps are among the \_\_\_\_\_ apps in key categories in the iPad App Store. Magazine readers are heavy smart phone users. And, magazines also rank #1 in driving consumers online among adults 18+.
10. 71% of tablet owners are \_\_\_\_\_ in reading magazines on their devices... 67% prefer to. 77% of men and 68% of women are open to digital reading.