

#1

***Magazine readership has grown
over the past five years.***

(Source: MRI)

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#2

**Average paid subscriptions reached
nearly 300 million in 2009.**

(Source: MPA estimates based on ABC first and second half 2009 data)

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#3

4 out of 5 adults read magazines.

(Source: MRI)

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#4

Magazines deliver more ad impressions than TV or Web in half-hour period.

(Source: McPheters & Company)

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#5

Magazine readership in the 18 to 34 segment is growing.

(Source: MRI)

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#6

Since Facebook was founded, magazines gained more than one million young adult readers.

(Source: MRI)

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#7

***The average reader spends
43 minutes reading each issue.***

(Source: MRI)

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#8

Magazines are the No. 1 medium of engagement-across all dimensions measured. Simmons' Multi-Media Engagement Study find magazines continue to score significantly higher than TV or the internet in ad receptivity and all of the other engagement dimensions, including "trustworthy" and "inspirational."

(Source: Simmons Multi-Media Engagement Study)

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#9

Magazines and magazine ads garner the most attention: BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the internet.

(Source: BIGresearch Simultaneous Media Usage Study)

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#10

Magazines outperform other media in driving positive shifts in purchase consideration/intent.

(Source: Dynamic Logic)

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#11

Magazines rank No. 1 at influencing consumers to start a search online - higher than newer media options.

(Source: BIGresearch Simultaneous Media Usage Study)

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#12

MRI reports 67% of magazine readership occurs out of the home.

(Source: MRI)

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