Magazine readership has grown over the past five years.

(Source: MRI)
Average paid subscriptions reached nearly 300 million in 2009.

(Source: MPA estimates based on ABC first and second half 2009 data)
4 out of 5 adults read magazines.

(Source: MRI)
Magazines deliver more ad impressions than TV or Web in half-hour period.

(Source: McPheters & Company)
Magazine readership in the 18 to 34 segment is growing.

(Source: MRI)
Since Facebook was founded, magazines gained more than one million young adult readers.

(Source: MRI)
The average reader spends 43 minutes reading each issue.

(Source: MRI)
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)
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)
Magazines outperform other media in driving positive shifts in purchase consideration/intent.

(Source: Dynamic Logic)
Magazines rank No. 1 at influencing consumers to start a search online - higher than newer media options.

(Source: BIGresearch Simultaneous Media Usage Study)
MRI reports 67% of magazine readership occurs out of the home.

(Source: MRI)