

Print Still Works!

Magazines maintain a unique relationship of trust with readers, demonstrated by the strong engagement magazine brands enjoy across print, web, mobile and other platforms. According to the Edelman Trust Barometer, traditional media, including magazines, are the most trusted media source for news and information. These attributes are among the many benefits magazine media offers to advertisers who wish to connect with passionate and influential readers. Below, we have included a small sampling of these many benefits that overwhelmingly articulate the unique scope of, and consumer trust in, magazine media and its effectiveness compared to other media. [\(Click here to view a visual presentation of the below benefits.\)](#)

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- Magazine **readership continues to grow long after publication date**
 - Magazine **return on ad spend (ROAS) is the highest overall**
 - Magazines **are more inspiring, fulfilling and trustworthy** than websites or TV
 - Americans of **all ages read magazines** - especially young adults
 - Magazine **secondary audience contributes** 73% of Primary Sales Response
 - Magazines **perform better** than TV or Internet **on getting Users to try new things, inspiring them to buy new things, and helping them make purchase decisions**
 - Magazine readers are **more receptive to ads** than visitors of websites or TV viewers
 - Magazines **provide valued information, conversation and purchase inspiration**
 - What **neuroscience says** about why print magazines ads work: **paper readers remember more**
 - **Sales decline** when magazine advertising is cut
 - Ads in magazines are **more engaging and valued** than ads in other media
 - Magazines **deliver a more positive ad experience** than any other medium, including digital
 - Nearly three-quarters of magazine **readers love the touch and feel of print**
 - Devoted magazine readers are **more active on social media** than the general population
 - Magazine readers are **willing to pay more for products and services that they value**
 - Magazine readers are **influencers and trendsetters**
 - Devoted affluent readers **are heavily invested in their home**
 - Magazines **rank highly in reaching super influential consumers in healthcare**
 - Home improvement **super influential** are **devoted magazine readers**
 - Affluent magazine readers **are the crème de la crème of luxury consumers, spending more than affluent users of other media**, and on a variety of product types
 - Devoted affluent readers **are opinion leaders, risk takers, and decision makers**
 - Devoted affluent readers **are always looking to travel**
 - Devoted affluent readers **are engaged with their personal finances**
 - Devoted affluent readers **keep up with the latest fashion industry trends**
 - Devoted affluent readers **keep up with auto trends and are in the market for new and luxury autos**
 - Readers who are engaged with mobile shopping activities **find magazines inspirational and enjoyable**
 - Spending among magazine readers 18-34 **reflects a focus on food and drink, and early parenthood**
 - Magazine readers age 35-54 **are above-average spenders on a wide range of categories** for themselves, their homes, and their families
 - Spending among magazine readers 55+ **is tied to healthcare, homecare, and luxuries like cars, fine jewelry, and foreign travel**
 - Magazine media advertising **drives consumer healthcare actions** more than advertising anywhere else
 - Among new vehicle buyers, devoted magazine readers **are more affluent and more likely to buy premium makes**
 - Magazine readers **notice ads and take action**
 - Magazine readers demonstrate healthy lifestyle behaviors and attitudes
 - Magazine readers **seek knowledge to expand their experiences**
 - Magazines reach consumers who enjoy being **the first to try** products across many categories **and will pay for premium experiences**
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