



Print is...  
**Engaging**





# Consider these facts

## about the advertising value of magazines:

**Growing Market:** 1 million new young adult readers since Facebook was launched.<sup>1</sup>

**Preferred Medium:** 52% of subscribers to B2B print magazines say print-only is their preferred format; digital preference is 30%, and 4% prefer web-based content only.<sup>2</sup>

**Powerful Motivator:** #1 in moving viewers to start on-line searches—higher than internet-based media options.<sup>3</sup>

**Engaging Messenger:** A multi-media study found that magazines continue to score higher than television or the internet in ad attention/receptivity and other dimensions of engagement, such as trustworthiness and social interaction.<sup>4</sup>

**Proven Influencer:** #1 medium for driving positive shifts in purchase consideration/intent.<sup>5</sup>

Learn more at  
**ChoosePrint.org**



- 1 Magazines, The Power of Print
- 2 Signet Research
- 3 Magazines, The Power of Print
- 4 Ibid
- 5 Ibid

**Print is...Engaging**  
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