1. Magazine media’s gross audience grew over 10% in Q1 2015 vs. 2014
   Source: Magazine Media 360° Brand Audience Report

2. 91% of U.S. adults read print magazines
   Source: GfK MRI Fall 2014

3. People under 35 read more print magazines than people over 35
   Source: GfK MRI Fall 2014

4. 95% of U.S. adults under 25 read print magazines
   Source: GfK MRI Fall 2014

5. Digital edition magazine readers are younger, more educated and wealthier than the average U.S. adult
   Source: GfK MRI, Fall 2014

6. Purchase influencers value and welcome magazine media ads more than ads on TV
   Source: Experian, Simmons Multi-Media Engagement Study, Spring 2014

7. 231 print magazines launched in 2014—a 25% increase over 2013
   Source: Professor Samir Husni, author of The Guide to New Magazines; MrMagazine.com

8. There are over 7,000 print magazine titles in the U.S.—holding steady for 7 years

9. Consumers trust and are more inspired and influenced by magazine media than TV
   Source: Experian Marketing Services, Simmons Multi-Media Engagement Study, Spring 2014

10. 180 print magazines have thrived for more than 50 years—only 13 TV programs can say the same
    Source: MPA Info Center

11. The percentage of U.S. adults who read digital edition magazines has more than quadrupled over the past 3 years
    Source: GfK MRI, Fall 2011–2014
12. Want real primetime? The top 25 print magazines reach more adults & teens than the top 25 primetime TV shows
   Source: Carat Insight/Nielsen, September 2013-March 2014

13. The number of magazine media mobile web visitors grew over 65% in Q1 2015 vs. 2014
   Source: Magazine Media 360° Brand Audience Report

14. Brands achieve higher brand favorability & purchase intent in print magazine ads than they do online or on TV
   Source: InsightExpress 2014

15. 61% of readers take action after seeing a print magazine ad
   Source: GfK MRI Starch Advertising Research, July 2013 – June 2014

16. Web, mobile web, and video represent 40% of magazine media’s total gross audience, compared to 34% a year ago
   Source: Magazine Media 360° Brand Audience Report

17. Magazine media video viewership grew 14% in Q1 2015 vs. 2014
   Source: Magazine Media 360° Brand Audience Report

18. 14 of the top 15 highest grossing Lifestyle iPad apps are magazine brands
   Source: iTunes, iPad App Store, January 2015

19. 4 of the top 5 highest grossing Health & Fitness iPad apps are magazine brands
   Source: iTunes, iPad App Store, January 2015

20. 8 of the top 10 highest grossing Food & Drink iPad apps are magazine brands
    Source: iTunes, iPad App Store, January 2015

21. 45 of the top 50 highest grossing Lifestyle iPad apps are magazine brands
    Source: iTunes, iPad App Store, January 2015

22. …About the effectiveness of [print] newspapers & magazines… Maybe they are more effective than people give them credit [for]
    –Martin Sorrell
    Source: Sir Martin Sorrell, Chief Executive, WPP in Broadcasting Press Guild Remarks, 2015