

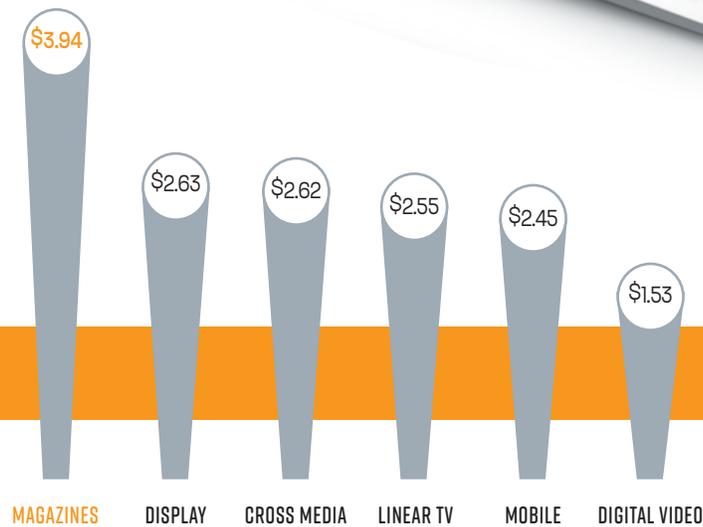
# Magazines Rule!

PRINT HAS THE HIGHEST RETURN OF ALL ADVERTISING OPTIONS, INCLUDING DIGITAL.

Magazines show the **highest return** on advertising spend—the ultimate KPI.\*

Average Return Per Advertising Dollar Spent  
1,400 U.S. ADVERTISERS POLLED.

\*KPI—key performance indicator  
Source: Nielsen Catalina Solutions.



**90%** of U.S. adults say they read magazines, including 93% of those under 35 and 95% of those under 25. (GfK MRI)

**80%** of adults in North America use at least one ad-blocking method on the internet. 50% use two! (Deloitte)

A stunning **55%** of internet viewers spent fewer than 15 seconds actively on a page. (Chartbeat web analytics)

In contrast, the average magazine reader spends **51.5** minutes with an issue. (GfK MRI)

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MAGAZINE

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