



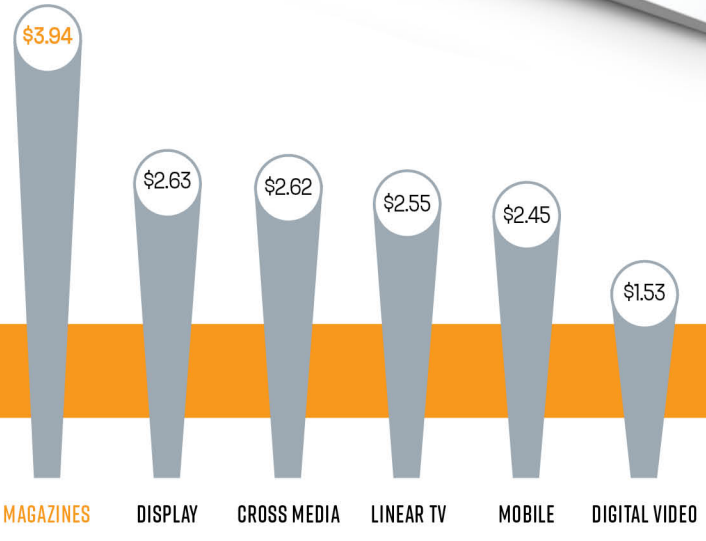
Magazines Rule!

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)

Bloom
MAGAZINE

PO Box 1204 | Bloomington, IN 47402 | 812-323-8959 | www.magbloom.com