



Dollar for dollar, brands are flipping over what magazine advertising does for sales. Colorful, tactile marketing tools, magazines reach lucrative niche markets with laser accuracy. Consumers not only devote more time to these trusted, attention-grabbing news sources, they buy more advertised products. Let's uncover why.

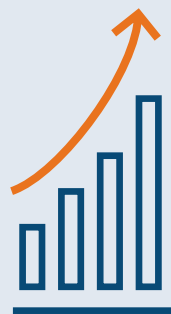
WHEN HITTING YOUR TARGET MATTERS – CHOOSE MAGAZINES

Consumers love magazines. So brands love magazines.

NEW MAGAZINE TITLES MEET INCREASING DEMAND.

In 2019, 228.7 million U.S. readers aged 18 or older turned to magazines. That's over 4 million more readers from 2018 and the highest number since 2012. The publishing industry responded by launching 139 new print magazine titles in 2020 alone, appealing to more diverse reader interests than ever.

6.6%
INCREASE
in print
and digital
**MAGAZINE
AUDIENCES**
in 2019



Statista.com. Oct 9, 2020

2020 MPA Magazine Factbook

TOP 10 CONTENT CATEGORIES

for Audience Growth

- | | |
|-----------------------|----------------------------------|
| 1. Sports | 7. Women |
| 2. Women's Fashion | 8. News & Entertainment Weeklies |
| 3. Business & Finance | 9. Automotive |
| 4. Epicurean | 10. General Editorial |
| 5. Men | |
| 6. Home Service | |

2020 MPA Magazine Factbook

PAGE AFTER PAGE, MAGAZINES ARE A TRUSTED SOURCE.

When comparing all magazines, websites and ad-supported television networks, magazine readers rate magazines at least 8 percentage points higher than websites and TV for trust and accuracy.

58%
of readers say
they **TRUST MAGAZINES
TO TELL THE TRUTH**



MRI Simmons, July 1, 2020.

Sitting down with a printed copy of a magazine is a **REWARDING EXPERIENCE**

Aug '15 **75%**

Nov '20 **79%**

5-yr. avg. **78%**

Paper + Packaging Board, Isobar, 2020

DON'T GLOSS OVER MAGAZINES' INFLUENCE ON PURCHASING DECISIONS.

Brands bank on the trustworthiness of this medium to persuade readers to take action and buy – for a return on the advertising dollar that's greater than tv and digital.



Highest overall return on ad \$\$,
\$6.51
 COMPARED TO
\$3.23 on TV
\$2.43 on Digital

2020 MPA Magazine Factbook



67% AGREE
 Magazines deliver a more **POSITIVE AD EXPERIENCE** than any other medium, including digital

2020 MPA Magazine Factbook



1/3
 say magazine ads **HELP THEM MAKE PURCHASE DECISIONS**

MRI Simmons, July 1, 2020



PRINT IS THE ULTIMATE ENVIRONMENT FOR BRANDS.

“Magazines are becoming a sort of collector’s item. Consumers want the content and experience.

Magazines are edited and curated and presented to an audience of one.”

SAMIR “MR. MAGAZINE™” HUSNI, PH.D.
 Leading media consultant and researcher for the magazine media and publishing industry
 Founder and Director, Magazine Innovation Center, University of Mississippi’s School of Journalism and New Media

AND CONSUMERS FEEL GOOD ABOUT RECYCLING!



2019 avg.

79%

2020 avg.

88.3%

I feel **RECYCLING PAPER PRODUCTS** of any kind **IS STILL WORTHWHILE.**

Paper + Packaging Board, Isobar, 2020

Paging all marketers! Put magazines to work for you.

Ask your paper sales representative how to grab headliner returns on your investment dollars with the advertising power of magazines.

The Paper and Packaging Board unites the paper and paper-based packaging industry to communicate its sustainable stewardship, continuous product innovation and well-established recycling practices to increase consumer awareness and preference for paper and paper-based packaging.



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