

Top Reasons to Advertise in Magazines

Magazine audiences are growing — and young adults read heavily:

The number of magazine readers has grown more than 4% over the past five years. In fact, 93% of adults overall and 96% of adults under age 35 read magazines.

Magazine audiences are expanding across platforms:

The number of magazine websites and mobile apps is increasing, e-readers are projected to grow rapidly — and consumers want to see magazine content on them.

Magazine advertising gets consumers to act:

Two separate sources show that more than half of all readers (56%) act on magazine ads. And, action-taking has increased +10% in the last five years.

Magazines improve advertising ROI:

Based on analyses of client-commissioned cross-media accountability studies, two separate sources found that magazines most consistently generate a favorable cost-per-impact throughout the purchase funnel.

Magazines and magazine ads garner the most attention:

When consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the internet.

Magazine advertising is valuable content:

Yankelovich and Experian Simmons report that consumers are more likely to have a positive attitude toward advertising in magazines compared to other media.

Magazines supply credibility:

Multiple sources show that consumers trust ads in magazines.

Magazines deliver reach:

Across major demographic groups, the top 25 magazines deliver considerably more rating points than the top 25 primetime TV shows.

Magazine audiences accumulate faster than you think:

More than three-quarters of readers read their copy within the first three days. The average monthly magazine accumulates approximately 60% of its audience within a month's time, and the average weekly magazine accumulates nearly 80% of its audience in two weeks.

Magazines contribute most throughout the purchase funnel:

Magazines are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent.

Magazines build buzz:

Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories. Magazines complement the web in reaching social networkers, whom marketers increasingly favor to generate word-of-mouth.

Magazines spur web traffic and search:

BIGresearch proves that magazines lead other media in influencing consumers to start a search for merchandise online, ranking at or near the top by gender as well as across all age groups. In addition, magazine ads boost web traffic, and magazine readers are more likely than non-readers to buy online.

Magazines prompt mobile action-taking:

Magazine readers are most likely to use a text message to respond to an ad and redeem a mobile coupon versus other media. Plus, magazines rank high in generating other mobile action.