

# 02

## Magazines and Readers Share a Close Bond

- Magazines are a considered purchase. People actively seek out magazines that interest, inform and inspire them.
- Magazines add meaning to their favourite subjects.
- Not surprisingly, magazines are more relevant to and valued by their audiences.
- In fact, 1 in 2 people value magazines as something they reward themselves with and enjoy, associations that no other media can match.
- More than 4 in 10 people say the information in magazines is tailored to their needs, more than double the scores of TV and radio, with only the internet scoring as well.

	Something I reward myself with and enjoy	The info is tailored for my interests
<b>Magazines</b>	<b>50%</b>	<b>44%</b>
<b>FTV</b>	<b>23%</b>	<b>18%</b>
<b>Newspapers</b>	<b>13%</b>	<b>24%</b>
<b>Internet</b>	<b>30%</b>	<b>45%</b>
<b>PayTV</b>	<b>18%</b>	<b>13%</b>
<b>Radio</b>	<b>06%</b>	<b>09%</b>

Source: Media Matchmaker Study, conducted by Roy Morgan Research for MPA 2007. N= 1051, nationally representative sample 14-69.