

12 Magazine Truths

- Magazines Keep Engaging in a Rising Media Tide
- Magazines and Readers Share a Close Bond
- Magazines Reach National Audiences
- Magazines Are More Targeted = Less Wastage
- Magazines – the Best Ad Environments
- Magazines Take Ad Clutter Out of Play
- Magazine Readers Influence Others and Drive WOM
- Magazines Multiply the Performance of TV
- Magazines Prompt Online Action
- Magazines Reach the New GENs
- Magazines Are Cost Effective
- Magazines Get Results

