Magazines show the highest return on advertising spend

1,400 client studies show that print has a Return On Ad Spend (ROAS) of $3.94 for every $1 spent.

Average return on advertising spend—all studies

Note: Nielsen Catalina Solutions comparison of average increase in dollar sales per dollar of advertising spend by media in study across 1,400 CPG campaigns.
Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015

Magazines drive brand metrics AND sales—both alone and in combination

Print significantly boosts the effectiveness of cross-platform campaigns

Print generates highest lift in brand favorability and purchase intent

All channels by Delta: Exposed – control. Number of respondents: Online = 253,421; Print = 88,014; TV = 198,479.
Source: Millward Brown Digital

Magazines offer the only money-back GUARANTEE of advertising ROI

No-risk approach to positive ROI
Messages in print drive better comprehension and recall

Over 150 independent, academic research studies indicate paper-based reading results in:

- More focused attention and slower reading speeds
- Greater impact on readers by engaging sense of touch and motor skills
- Increased stimulation of brain areas associated with emotion and desire
- Higher comprehension and recall result

Source: “What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?”
MPA–The Association of Magazine Media, Scott McDonald, Ph.D., September 2015

Magazine brands reach beyond print

Magazine media generates more social content than any other channel.

The #1 brand on Facebook, Twitter and Instagram is a magazine media brand (National Geographic).

24 of the top 100 brands on Facebook, Twitter and Instagram are magazine media brands.

Source: Shareablee, 2016