



# 96% of B2B professionals still read print magazines.\*

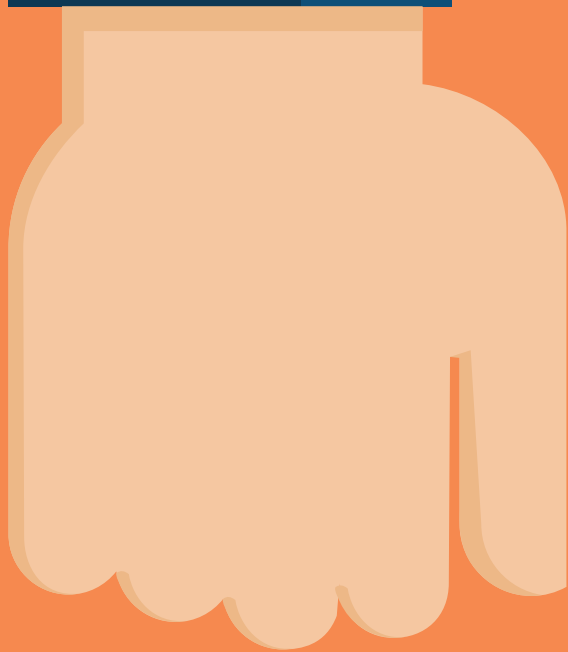
In today's digital world we're surrounded by noise. Print magazines are read for a longer period of time and without distraction. That's why it's time to incorporate print into your marketing mix.



\*Association of Business Information and Media Companies

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Print Packs  
a Punch



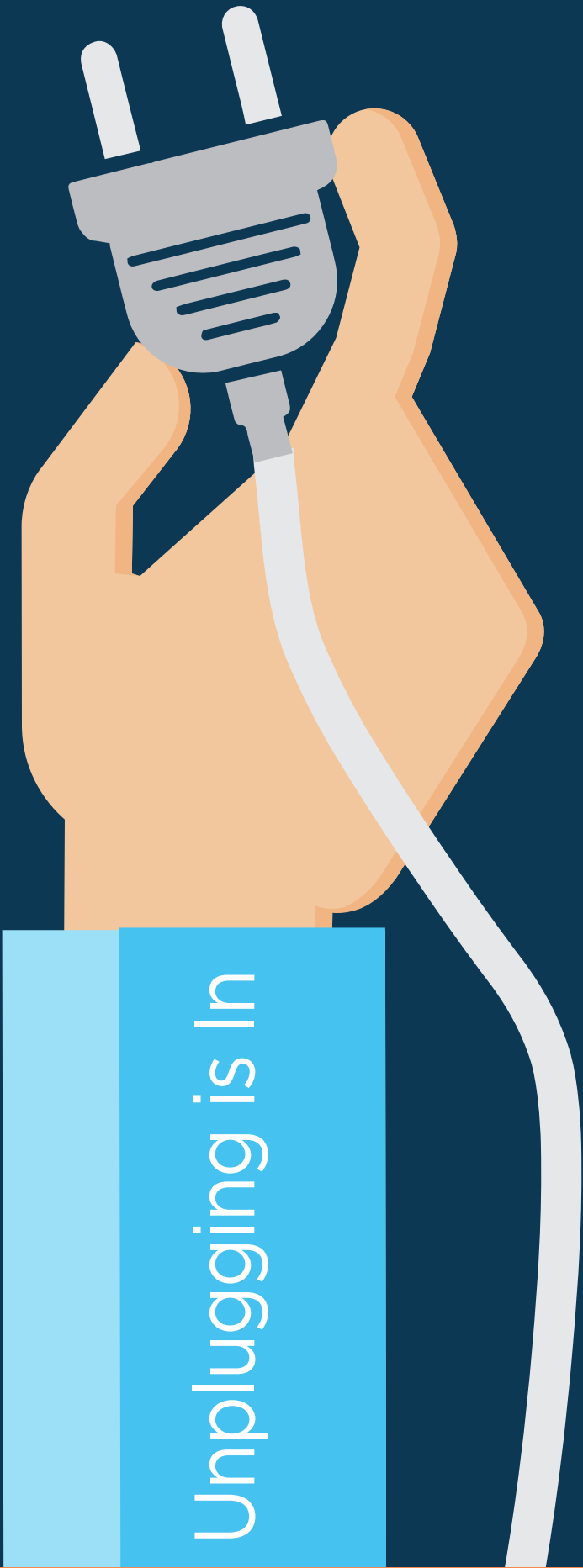
**60% of  
BNP Media  
subscribers rely  
on ads in the  
magazines to  
inform them of  
new products or  
services.\***

Print magazine advertising works regardless of ad size or placement.\*\* Ads on physical paper create a multisensory experience; touching the pages sparks a neural response that may improve comprehension and later inspire action. That's why print is here to stay.



\*BNP Media Corporate Aggregate Summary 2017 Reader Preference/Profile Study  
\*\*The Association of Magazine Media

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# 60% of subscribers prefer receiving B2B publications in print.\*

We are tech-obsessed by nature, but every now and then we understand the value of “unplugging.” When we do unplug, we tend to turn to print media as a form of information and education. That’s why it’s important to add print to your marketing toolbox.



\*BNP Media Corporate Aggregate Summary 2017 Reader Preference/Profile Study

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