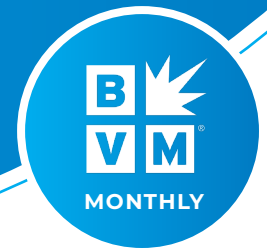


# PRINT MEDIA IS HERE TO STAY

MARCH 2023



## READERSHIP IS ON THE RISE

Millions of people in the United States still love reading a physical copy of a magazine. An annual study found that the total number of magazine readers in the U.S. remained above 220 million in every year between 2016 and 2020, having previously hovered around the 210 and 215 million mark<sup>1</sup>. The popularity of print media continues to soar, and will likely remain a favored media outlet for many years to come.

## IT'S EASY TO KEEP AND REVISIT

Because magazines are tangible, many people hold on to them for long periods of time and can return to them in the future. BVM magazines often include helpful content such as recipes, calendar of events, and listings that compel readers to keep and revisit them often. This is great for branding, as seeing a brand's message more than once increases the likelihood of recall and desired action.



## IT HOLDS YOUR ATTENTION

Did you know that a recent study conducted between 2019-2020 revealed that 45 percent of responding U.S. adults spent over 15 minutes per day reading magazines<sup>2</sup>? Readers enjoy reliable and informative content, so BVM magazines are often the perfect activity for people to spend 15 minutes or more learning about the interesting things happening in their local communities. Our magazines are engaging and can hold attention for long periods of time, which leads to a heightened awareness and understanding of a brand's message.

## CONSUMERS SEE IT IMMEDIATELY

According to a USPS study, 98% of consumers bring in their mail the day it's delivered. Of these, 72% bring it in as soon as possible and 77% sort through their mail immediately<sup>3</sup>. This quick action, combined with appealing covers and family-friendly articles, leads to a high open rate and an overall positive interaction with the magazine. Readers love seeing the newest edition of their local BVM magazine and enjoy the content while it's fresh and relevant.



## IT'S TRUSTWORTHY

A recent study conducted on the trustworthiness of advertising channels resulted in interesting findings. More than four out of five Americans (82%) trust print ads found in newspapers and magazines<sup>4</sup>. When an advertisement for a local business appears in a BVM magazine, it reinforces the effectiveness of the ad and can lead to favorable purchase decisions.



## TESTIMONIALS

In a world where bad news is big news, these magazines are a standout. Full of positivity, heartwarming stories, and examples of neighborly love in action, it is a wonderful addition to our quiet community.

– Reader

The calls have been steady. Advertising with the magazine has not only yielded steady interest but also quality clientele who are likely to hire me for my services after meeting with them.

– Client

<sup>1</sup><https://www.statista.com/statistics/207850/total-gross-magazine-audience-in-the-united-states/>

<sup>2</sup><https://www.statista.com/statistics/1203464/magazine-readership-by-format-us/>

<sup>3</sup>[https://www.pb.com/docs/US/pdf/Microsite/Nonprofit/ed\\_np\\_getyourmailopened\\_05MailMoment.pdf](https://www.pb.com/docs/US/pdf/Microsite/Nonprofit/ed_np_getyourmailopened_05MailMoment.pdf)

<sup>4</sup><https://www.marketingsherpa.com/article/chart/channels-customers-trust-most-when-purchasing>