

Digital and Print Magazines - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Regardless of the direction of subscription and single copy sales, magazines remain powerful media brands that can leverage their names across multiple arenas. Magazines already offer websites, online video, branded products, television programming, festivals, conferences, and other live events. Further extensions can include movies, games, apps, music, and branded retail stores.” – Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Can tablets grow digital usage?
- Can the periodical remain relevant?

This report aims to enable magazine marketers to navigate a swiftly changing environment in which more adults are reappportioning time they used to spend with magazines to web content. The report is also intended to help ad buyers maximize magazine-based public relations and ad purchases. Via exclusive quantitative and qualitative research, this report explores responses to native ads and display ads, preferences for print editions, attitudes toward magazine websites and digital publications, recommendations on developing the digital publication format, frequency of magazine usage, subjects of interest, and purchases made in response to ads and articles seen in magazines.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Meredith

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