

**POWER-UP
YOUR
PLANNING**
WITH

pamc
Audience Measurement for Publishers



REACH



OF THE **ADULT**
POPULATION CONSUME
MAGAZINE MEDIA
EACH MONTH

THAT'S



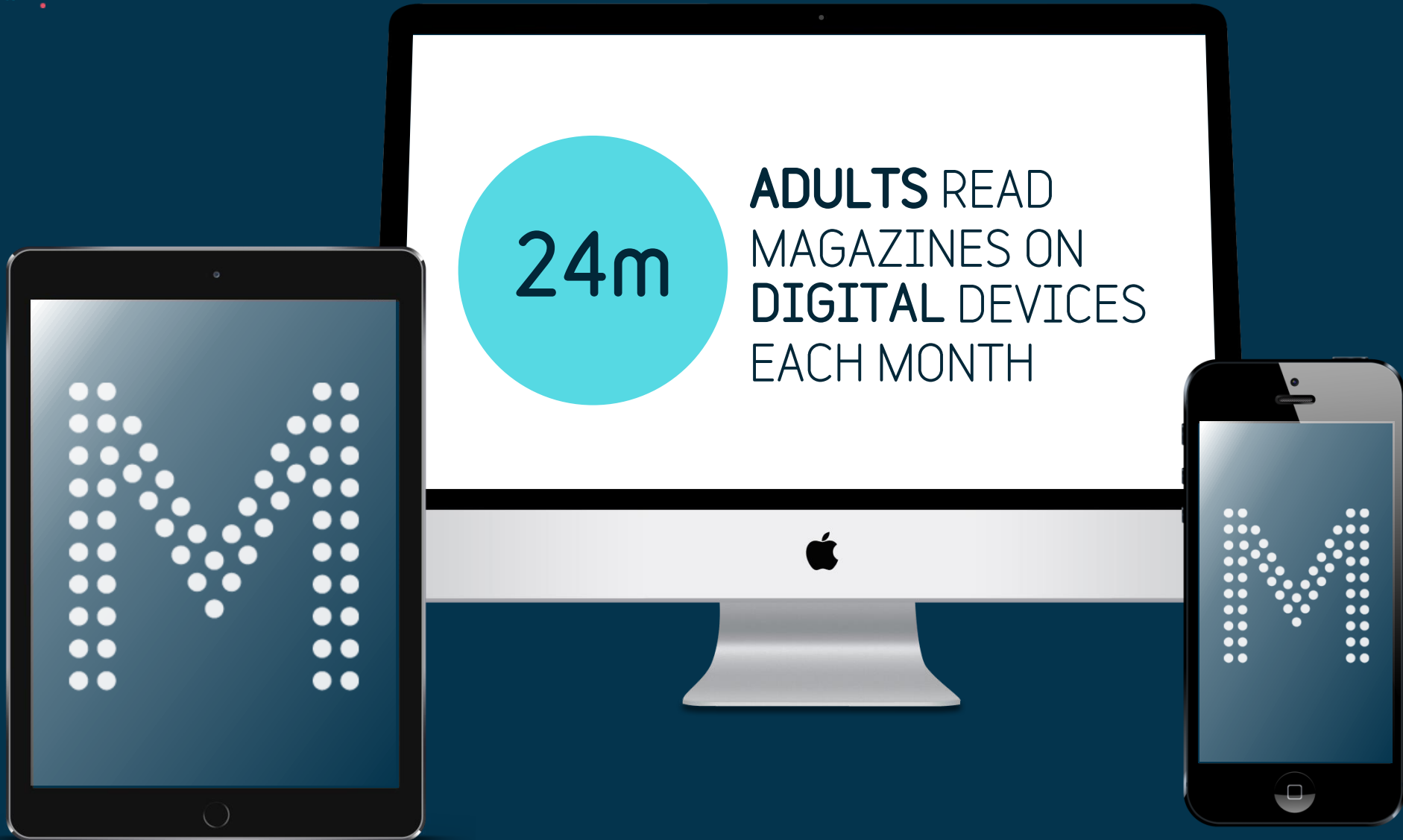
PEOPLE





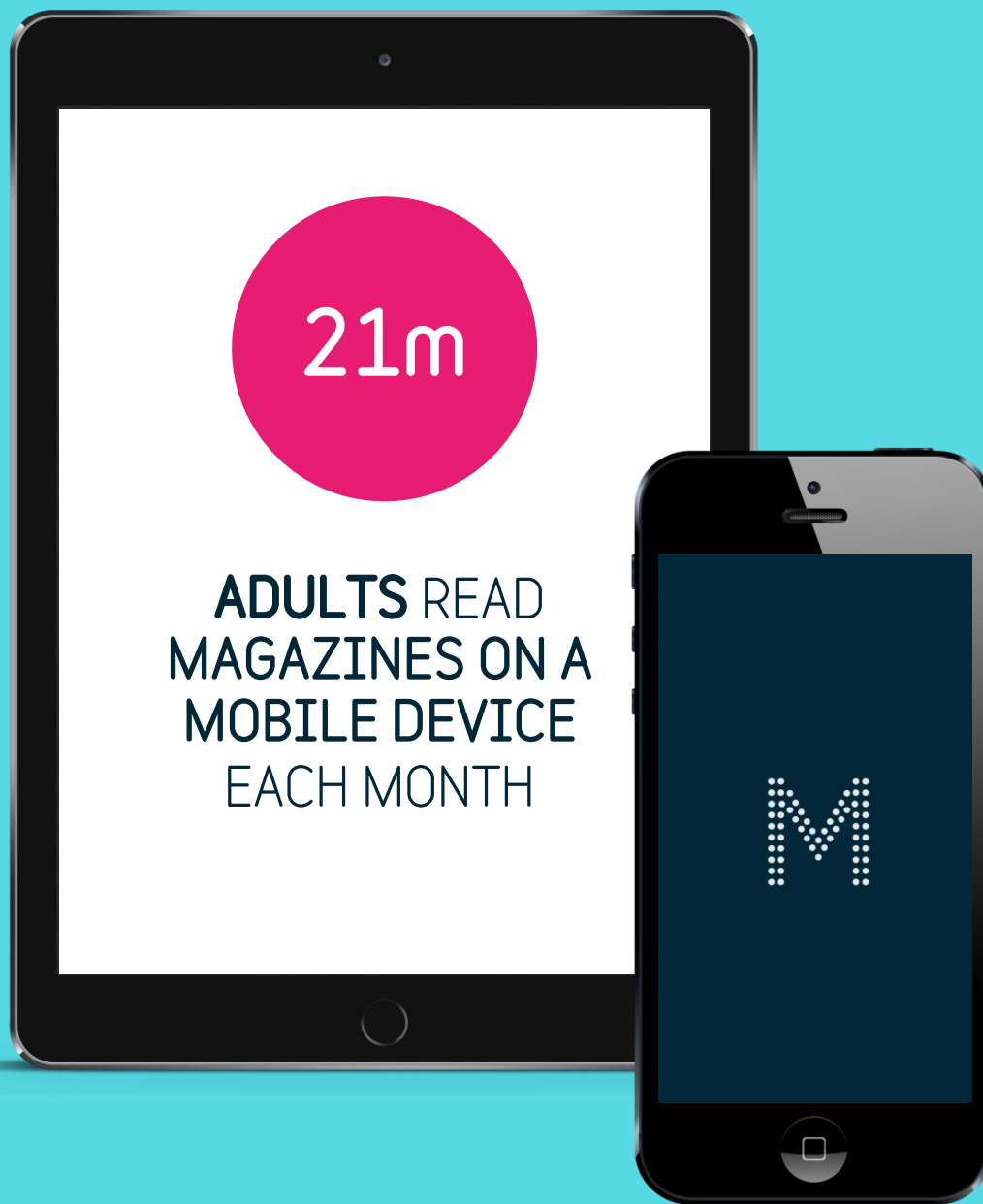
26m

ADULTS
READ PRINT
MAGAZINES
EACH MONTH

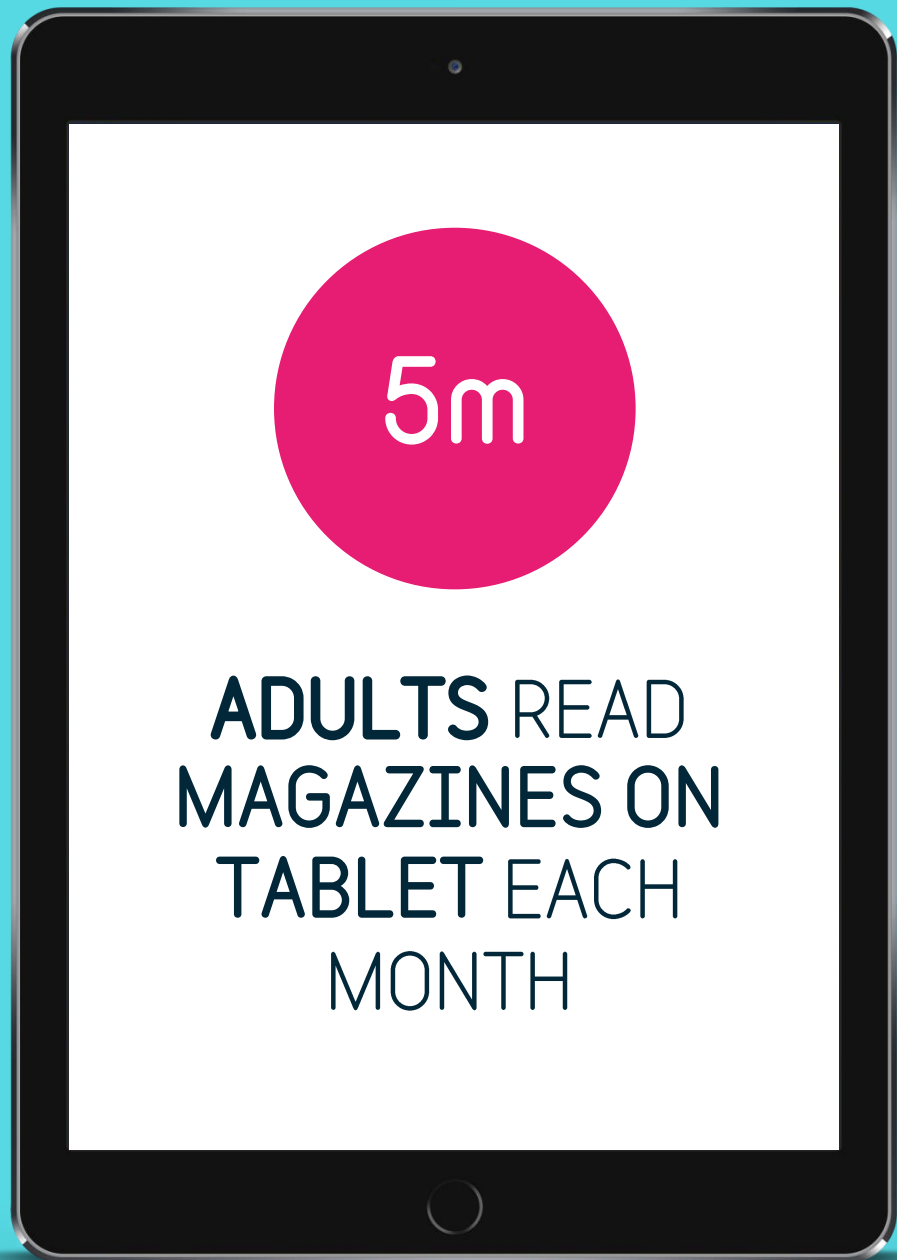




M



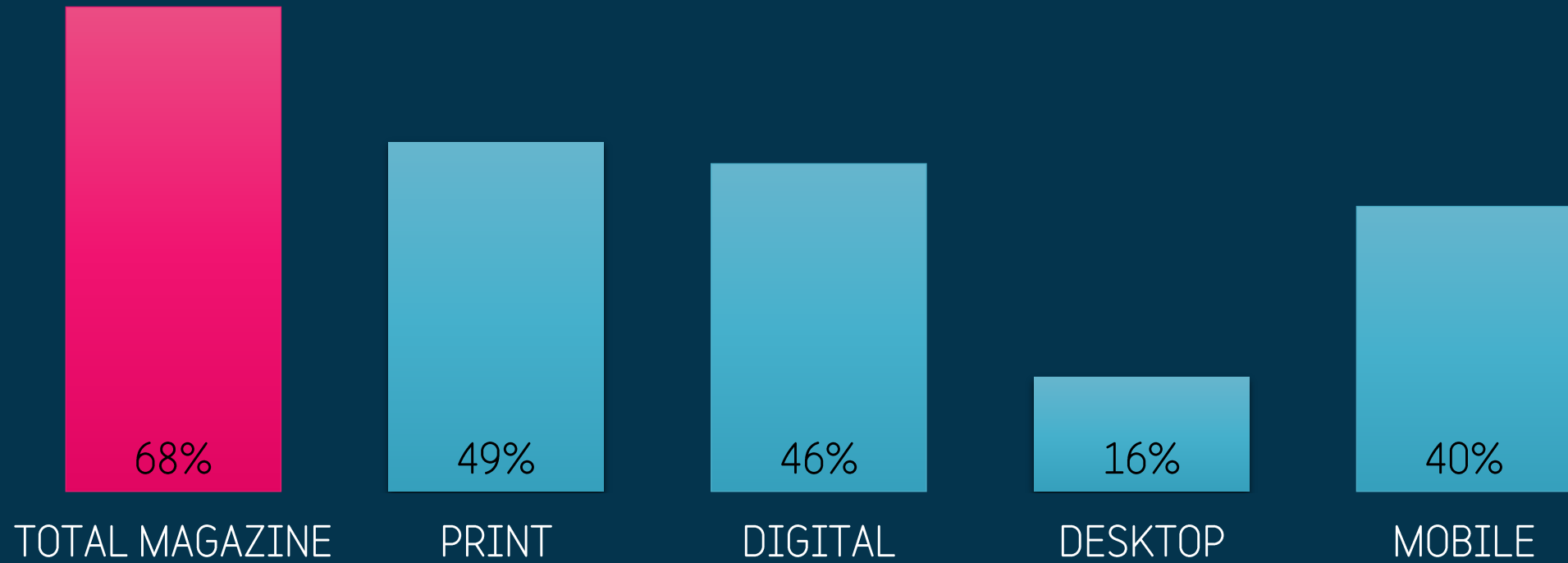
M |



M

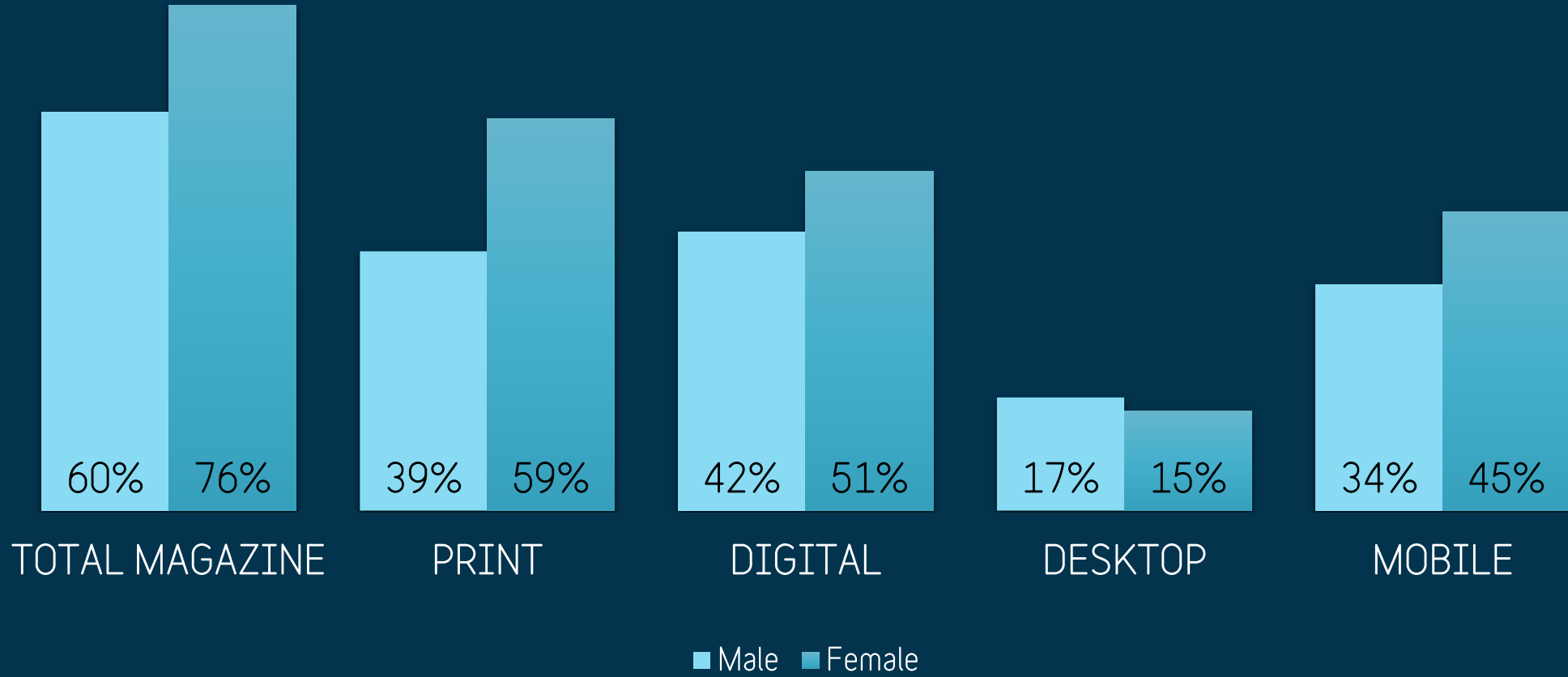


M MAGAZINE MEDIA MONTHLY REACH

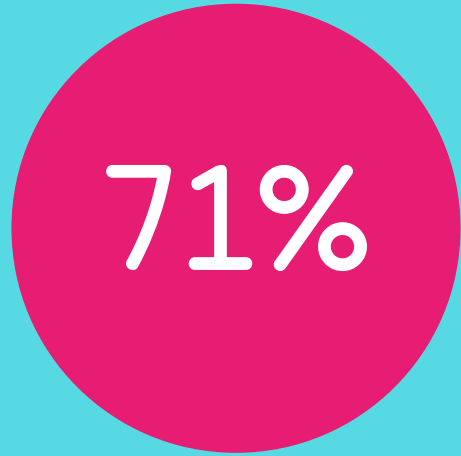


AUDIENCE

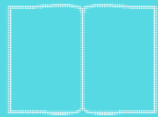




M |



OF MILLENNIALS (15-34)
CONSUME MAGAZINE
MEDIA EACH MONTH



43%



59%



16%



53%



OF ABC1 MEN
CONSUME MAGAZINE
MEDIA EACH MONTH



43%



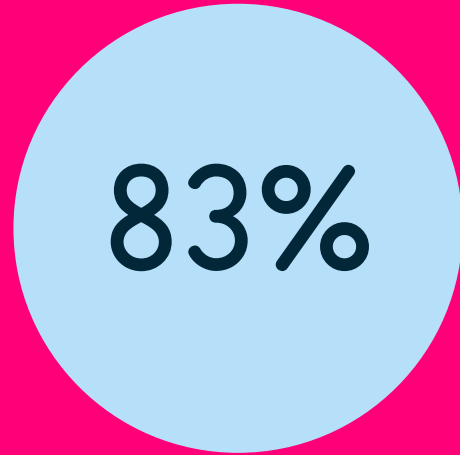
53%



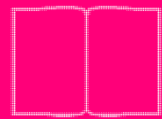
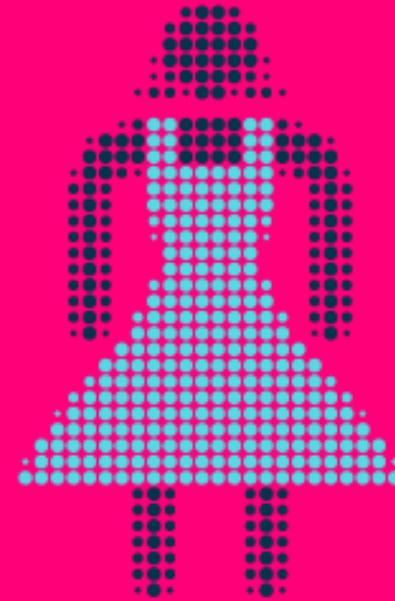
24%



43%



OF ABC1 WOMEN
CONSUME MAGAZINE
MEDIA EACH MONTH



62%



62%



20%



54%



OF FAMILIES
(WITH CHILDREN IN HH)
CONSUME MAGAZINE
MEDIA EACH MONTH



47%



58%



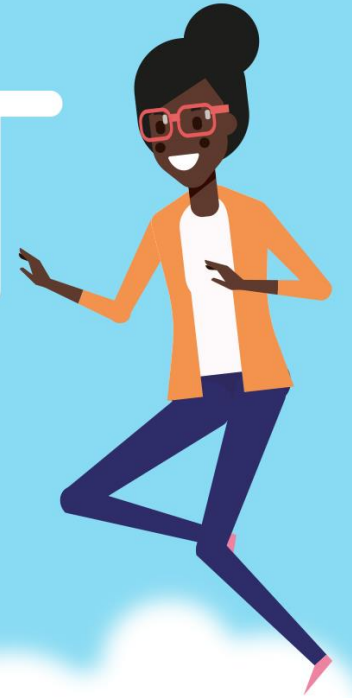
16%



53%

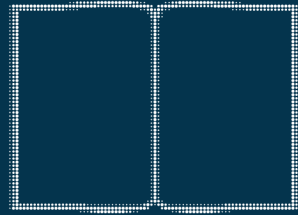


TIME SPENT





MAGAZINE READERS SPEND AN AVERAGE OF



113
MINS

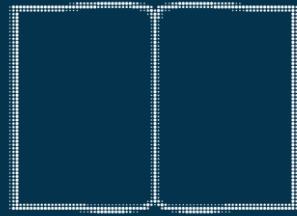


17
MINS

CONSUMING MAGAZINE MEDIA EACH MONTH



MEN / WOMEN SPEND AN AVERAGE OF...



88
MINS

129
MINS



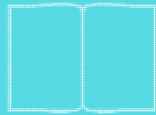
15
MINS

18
MINS

...CONSUMING MAGAZINE MEDIA EACH MONTH



MILLENIALS (15-34) SPEND



97
MINS



13
MINS

CONSUMING MAGAZINE
MEDIA EACH MONTH





ABC1 MEN SPEND AN AVERAGE OF



93
MINS



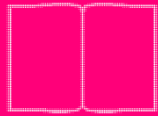
15
MINS



CONSUMING MAGAZINE MEDIA EACH MONTH



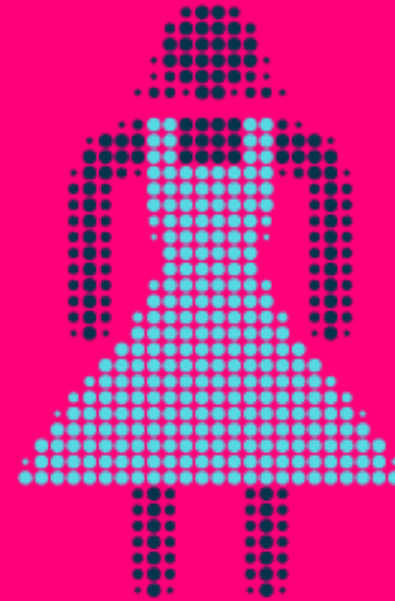
ABC1 WOMEN SPEND AN AVERAGE OF



129
MINS



18
MINS



CONSUMING MAGAZINE MEDIA EACH MONTH



FAMILIES (WITH CHILDREN IN HOUSEHOLD) SPEND AN AVERAGE OF



106
MINS



17
MINS

CONSUMING MAGAZINE
MEDIA EACH MONTH

