

Dear Media Industry,

Welcome to the latest ABC Consumer Media Industry Report, revealing crucial insights into how magazine media brands were distributed and consumed in 2024.

As representatives of the buy and sell sides of the industry, we're taking the opportunity to emphasise the enduring importance of ABC membership and the continued value of certified data for the entire industry.

ABC's survey found that 84% of buyers are wary of self-reported data\*, so we're calling for buyers to support the use of an ABC figure when planning and buying magazine media. For ABC-certified publishers, their decision to make transparent data available demonstrates a clear commitment to buyers and to trusted trading practices.

As a Joint Industry Currency, created by the industry for the industry, ABC is charged with delivering quality, transparent data that we can all trust. And with publishers continually innovating and adapting to changing consumer preferences, ABC data remains at the forefront, delivering relevant market insights.

We trust that this report, along with success stories from publishers highlighting their products, strategies and audiences, will empower buyers to make informed buying decisions that will enhance the impact of their campaigns.

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\*ABC Media Buyer Research, January 2024