

MAGAZINE MEDIA FACTBOOK

2020  MPA THE ASSOCIATION OF
MAGAZINE MEDIA

Social Media

Readers enjoy magazine brands' unique personality and content in bite-size pieces easy to share with social communities

Capturing magazine brands' social media performance and consumers' engagement with brands in this medium demonstrates the strong connections magazines have with social users who are passionate about their content.

According to CrowdTangle, magazine brands capture the attention of **667 million likes/followers** across Facebook and Instagram. Facebook maintains the largest number of likes/followers – accounting for 432 million industry fans. Instagram, however, is the leader in growth: up 24% in magazine industry followers year over year.

Data from Helixa and MRI-Simmons demonstrate the social media users of all ages are **engaged with magazines on social**; in fact this is an arena where younger consumers are more likely to buy products based on what they see from magazine brands.

Magazine likes/followers
total **667 million**;
Instagram's reach with
magazine readers
grows by 24%

Total Magazine Media Industry Likes/Followers by Social Network

(millions)



Magazine Media Industry: Data shown are collected from about 230 magazine media brands.
Facebook Page Likes, Instagram Followers: Number of people who have elected to receive messages from that social page/handle as of March 31, 2020
Source: CrowdTangle.

On social, all age groups show **more interest for magazines than for radio/podcasts, movies and newspapers**

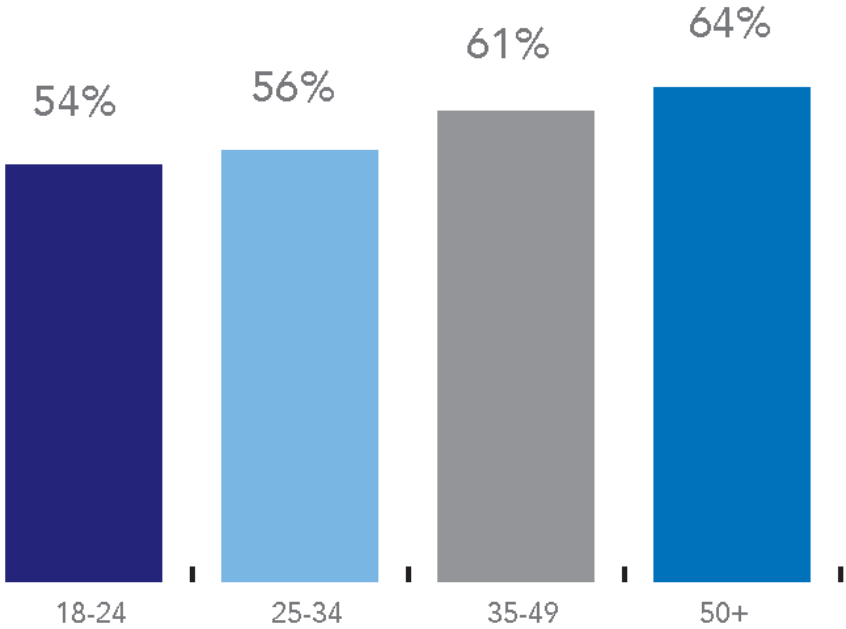
Interest in media types on social media as of 3/31/2020 (reach by age)

	Age 18-24		Age 25-34		Age 35-49		Age 50+	
1	Websites	93%	Websites	91%	Websites	92%	Websites	93%
2	TV Shows	91%	TV Shows	82%	TV Shows	84%	TV Shows	85%
3	TV Channels	64%	TV Channels	69%	TV Channels	77%	TV Channels	79%
4	Magazines	54%	Magazines	56%	Magazines	61%	Magazines	64%
5	Movies	49%	Radio & Podcasts	46%	Radio & Podcasts	47%	Radio & Podcasts	49%
6	Apps	47%	Movies	40%	Newspapers	41%	Newspapers	46%
7	Radio & Podcasts	46%	Apps	33%	Movies	38%	Apps	43%
8	Newspapers	23%	Newspapers	32%	Apps	36%	Movies	37%
9	Streaming Video Services	14%	Streaming Video Services	9%	Streaming Video Services	5%	Streaming Video Services	4%

Source: Helixa Discovery Platform - Interest and Affinity Graph 2020; data represents interest 365 days as of March 31, 2020
 Helixa interest: Helixa's primary affinity modeling scores the strength of followers through engagement to determine interest

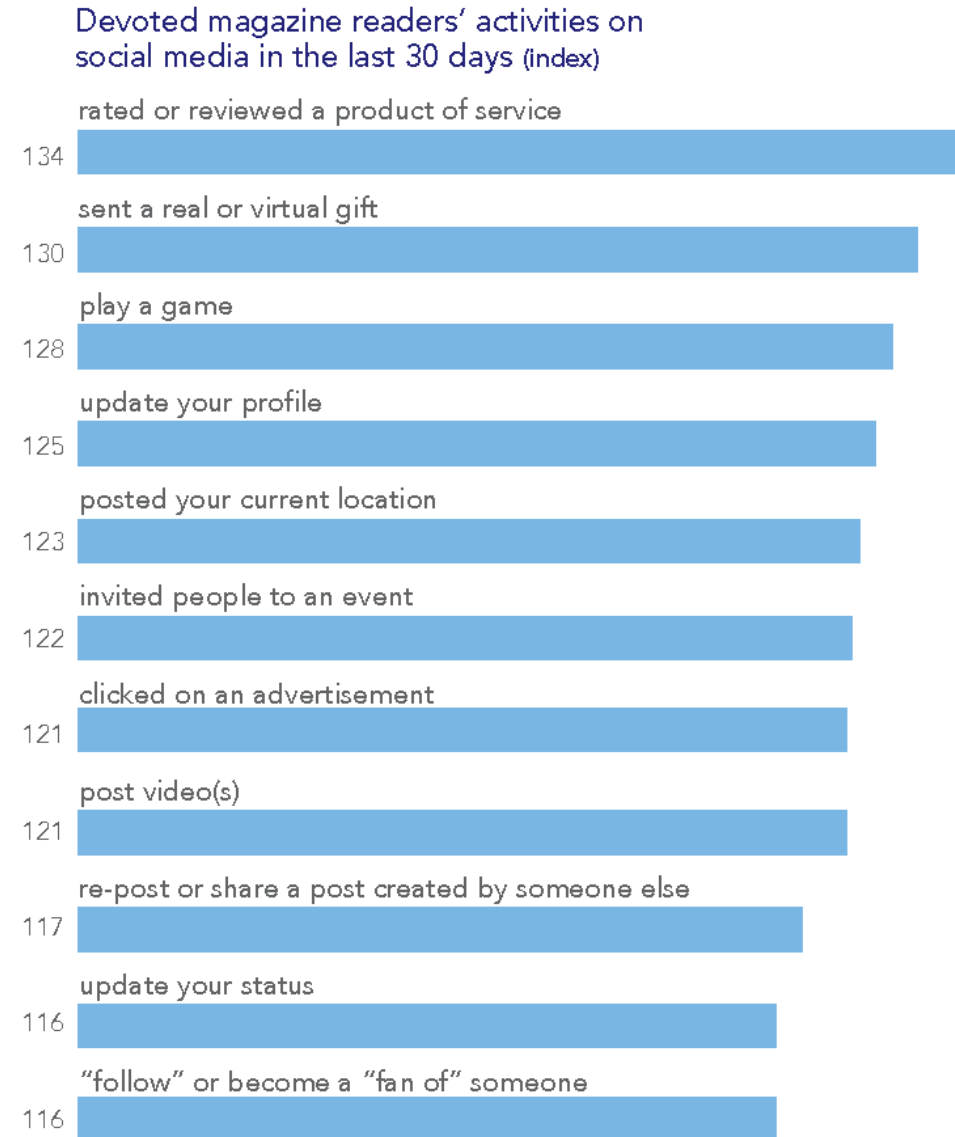
**A majority of
age groups
engage with magazines
on social, including
nearly two-thirds
of those age 50+**

Interest in media types on social media as of 3/31/2020
(reach by age)



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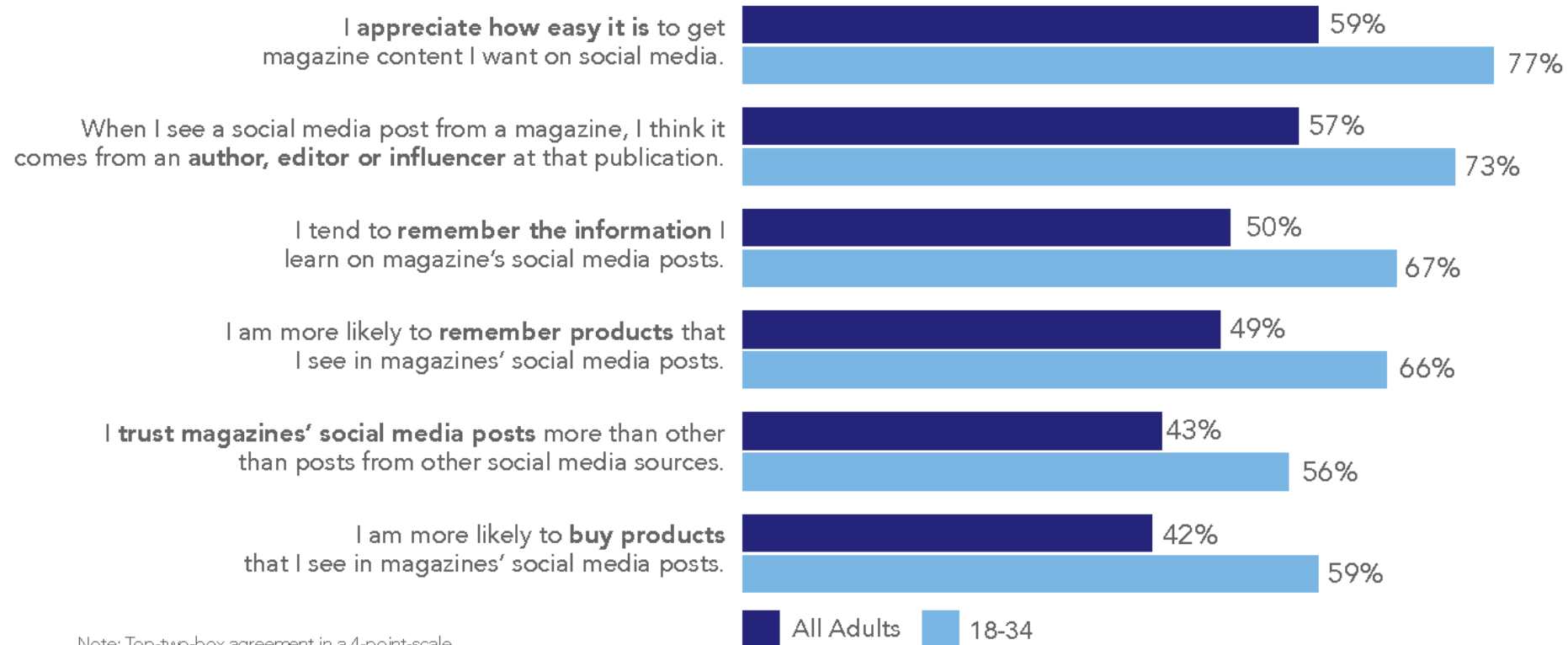
Devoted magazine readers are more active on social media than the general population



Index: Percentage of devoted magazine readers vs. percentage of all adults 18+.
Base: All adults
Source: MRI-Simmons, Doublebase 2019

Younger consumers **trust and take note** of magazines' social media content

Engagement with magazines via social



Note: Top-two-box agreement in a 4-point-scale

Base: All adults

Source: MRI-Simmons Issue Specific Study, weeks of March 9th, 23rd, 30th 2020

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