

# MAGAZINES RULE!

Magazines are as strong as ever —  
85% of Adults, Age 18 +, Read Magazines

## MAGAZINES ARE A GREAT VALUE:

At a time when product value and satisfaction are more important than ever, magazines make a great product sale option. Despite the growth of new media options – like the internet – syndicated research data demonstrates that magazines readership has remained strong. Americans bought over 322 million magazine subscriptions last year – up over 20 million subscriptions since 2003!†

## MAGAZINES APPEAL TO A DIVERSE AUDIENCE:

- More than 85% African-American/Black adults are magazine readers
- More than 75% of adult Hispanic/Latinos read magazines
- Magazines appeal to a diverse audience, an incredible 76%, read magazines

## MAGAZINE ADVERTISING IS STILL STRONG:

Magazine advertising exceeds \$25 Billion annually – up every year since 1997! \*\*

Magazine  
Readership  
Up 5% over  
the Last Five Years!  
187 Million Plus  
Readers in the US.\*



## WHAT YOUR CONSUMERS SAY ABOUT MAGAZINES:

**93%** say they learn new things by reading magazines

**93%** report that reading magazines is an enjoyable experience

**89%** say they find it relaxing

**88%** report that reading magazines makes them more knowledgeable

**81%** say that the information in magazines is applicable to the issues in their lives

**75%** say reading a magazine is time well spent

**PLUS** – The vast majority of participants in a magazine sale – **87%** – believe that magazines deliver good value! Much higher than any other product.

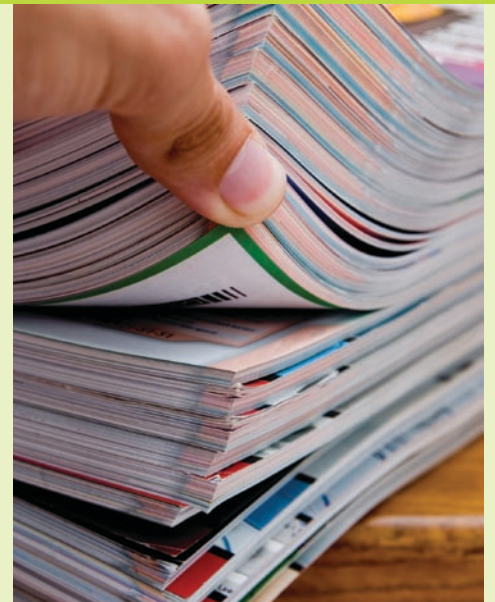


## EVERYBODY LOVES MAGAZINES

Magazines are a perfect way to introduce children to reading, or encourage them to continue reading. Research shows that children who read are more successful in school, achieve higher education, and become tomorrow's leaders. With over 50 children's magazine titles, there is something to capture every child's interest.

## MAGAZINES MAKE THE PERFECT PRODUCT SALE: ALONE OR COMBINED WITH NUTS

With the QSP program, there are a variety of options to meet your needs. If magazines and nuts are sold in combination, it can be seamless with shared ordering systems, recognitions, and materials.



## MAGAZINES ARE THE PERFECT PRODUCT TO RENEW ANNUALLY

When people subscribe to a magazine for a year, they look forward to buying or renewing through a Girl Scout sale the next year. You are not asking them to spend any extra money, which is key in today's economy, but your Girl Scout council will keep 40% of the selling price.

