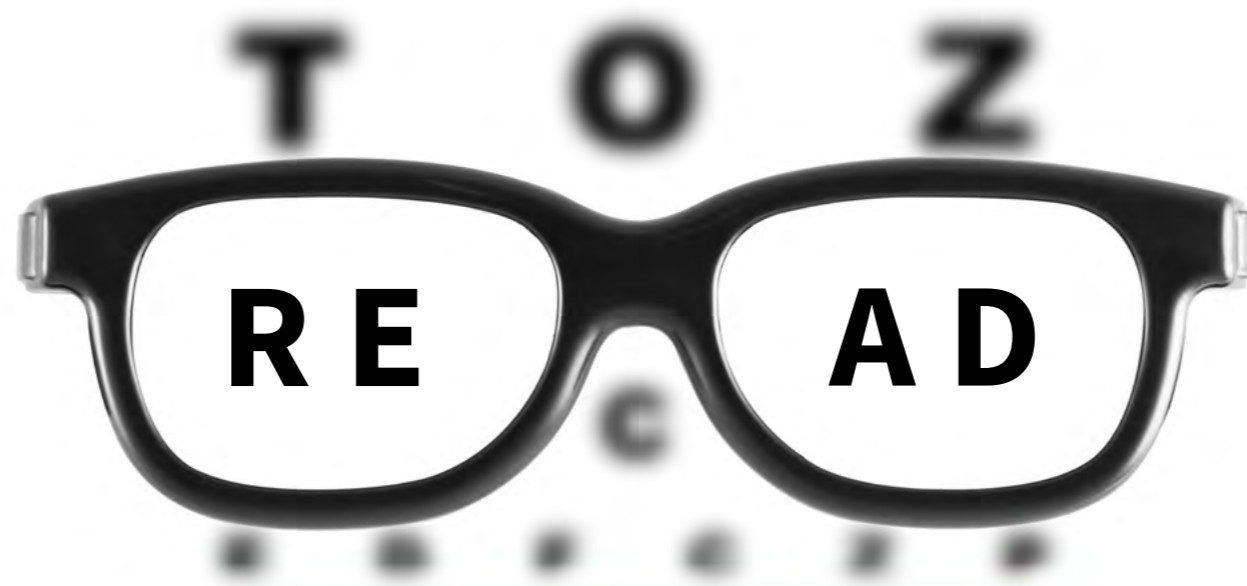


WHY YOU SHOULD ALWAYS HAVE READ MEDIA ON YOUR ADVERTISING MEDIA SCHEDULE

7 FACTS

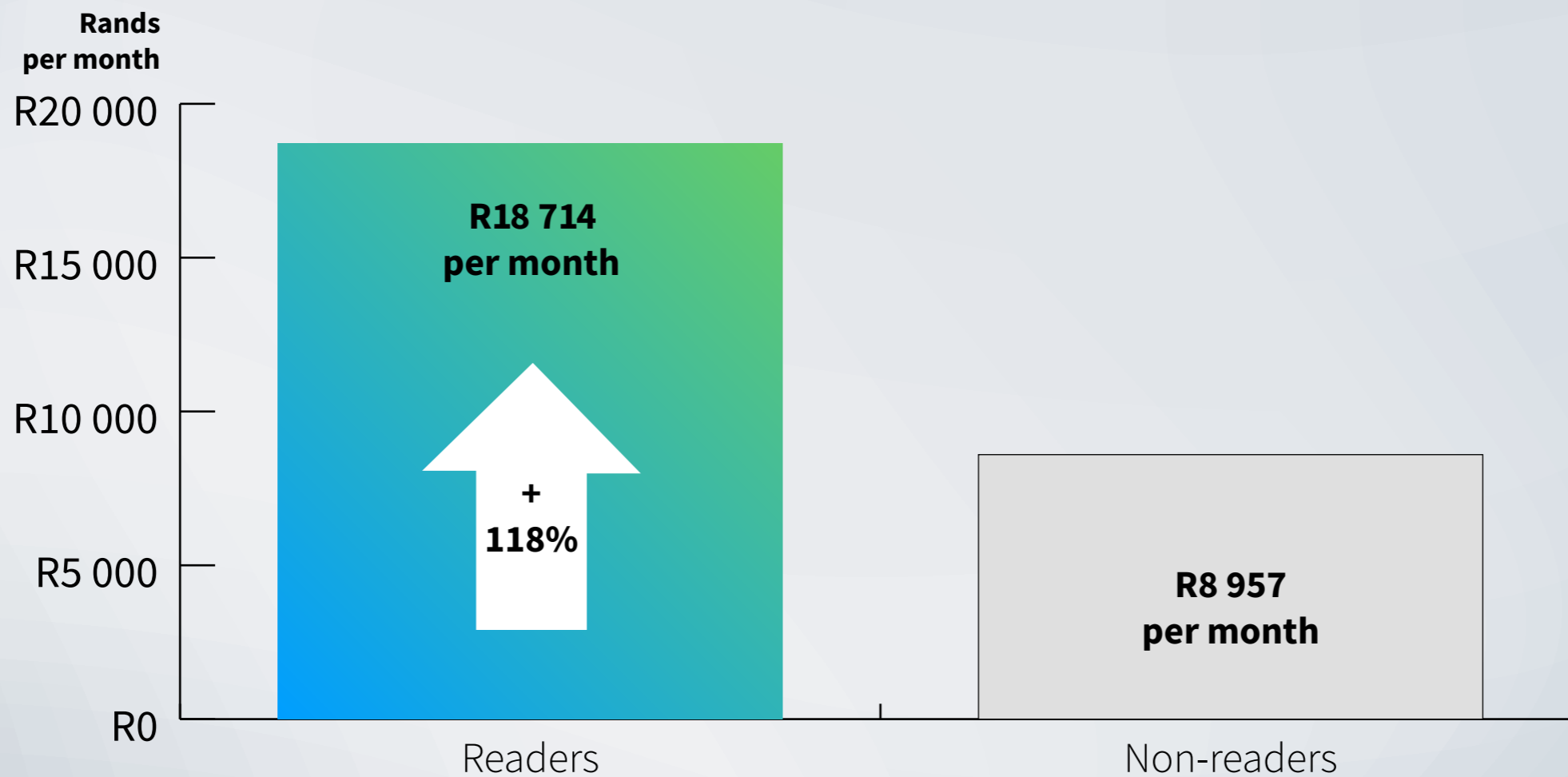


Readers, compared to non-readers, are highly sought-after consumers.

Here is the proof: 7 Facts that prove the value of advertising in read media

FACT ONE

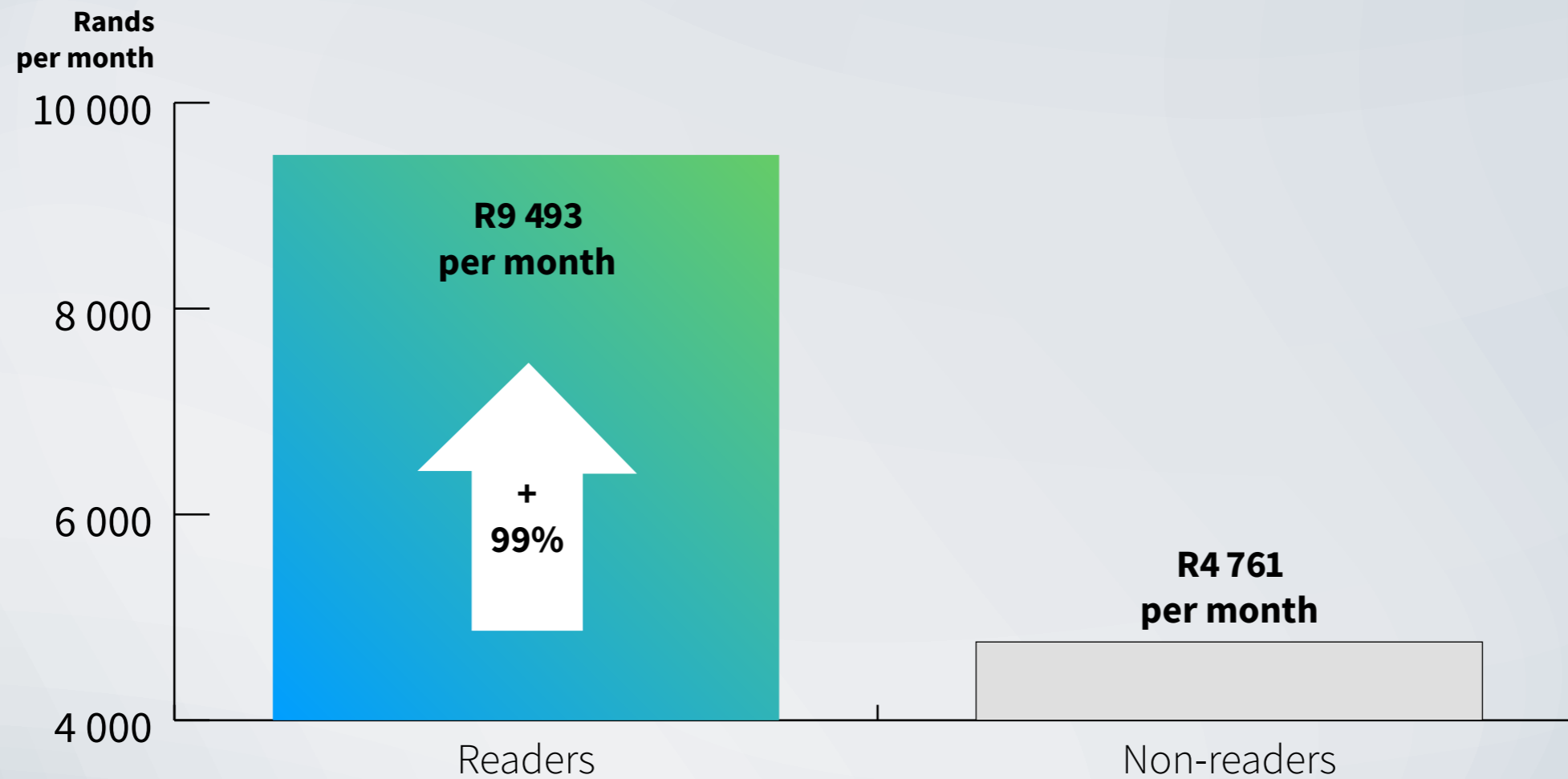
Readers vs. non-readers: household (HH) income



Source research: FUSION2021 IMU AIR of any PAMS Newspaper or Magazine

FACT TWO

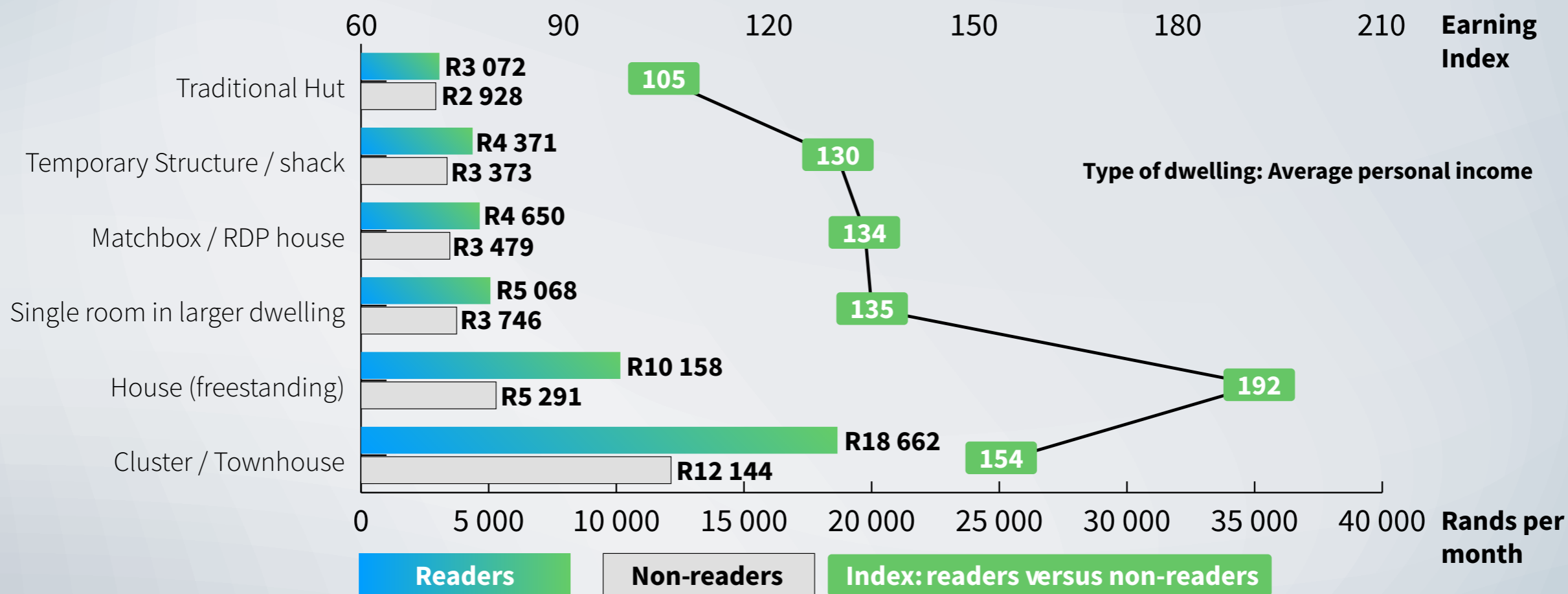
Readers vs. non-readers: personal income



Source research: FUSION2021 IMU AIR of any PAMS Newspaper or Magazine

FACT THREE

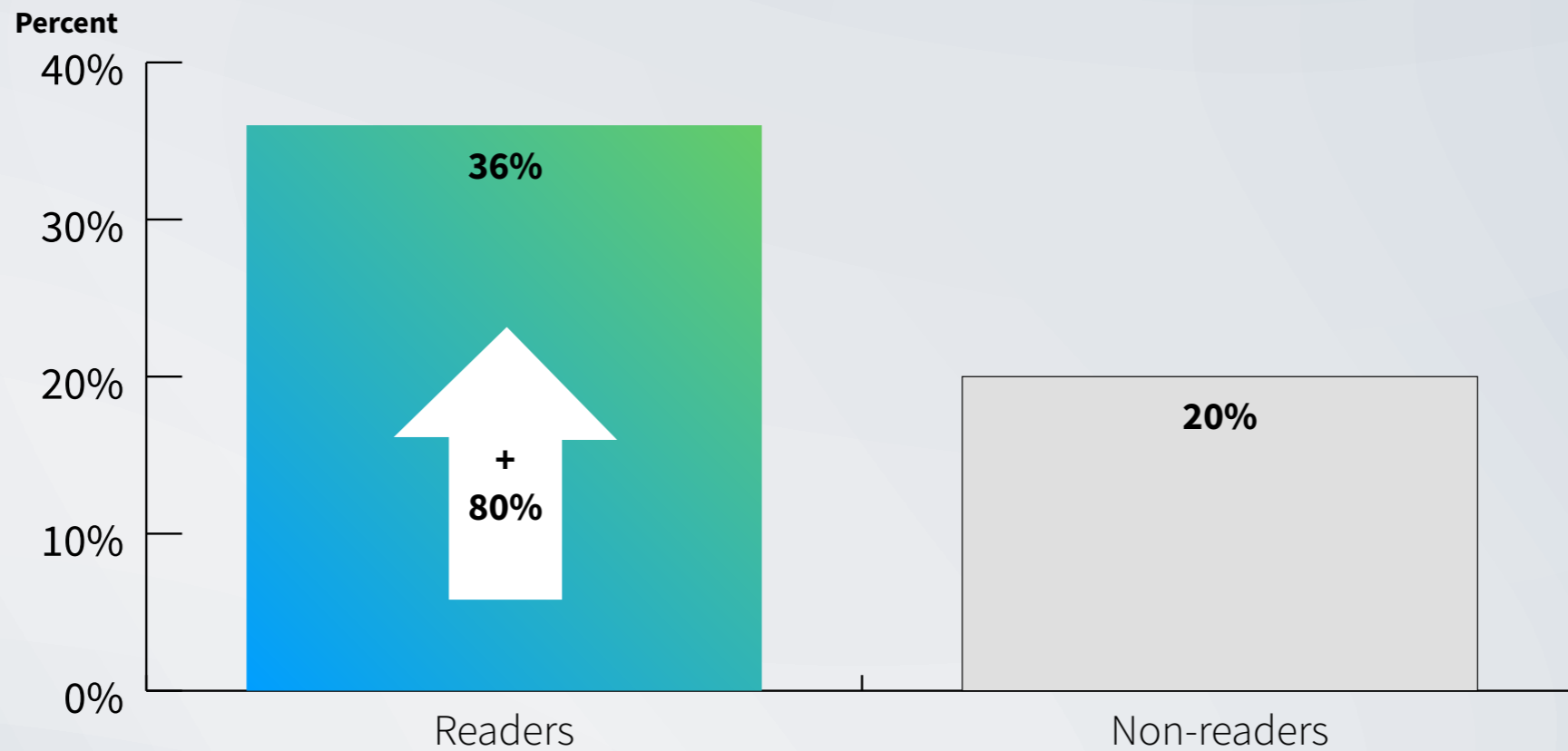
Readers earn more than non-readers across the entire spectrum of society



Source research: FUSION2021 Interim Modelled Update

FACT FOUR

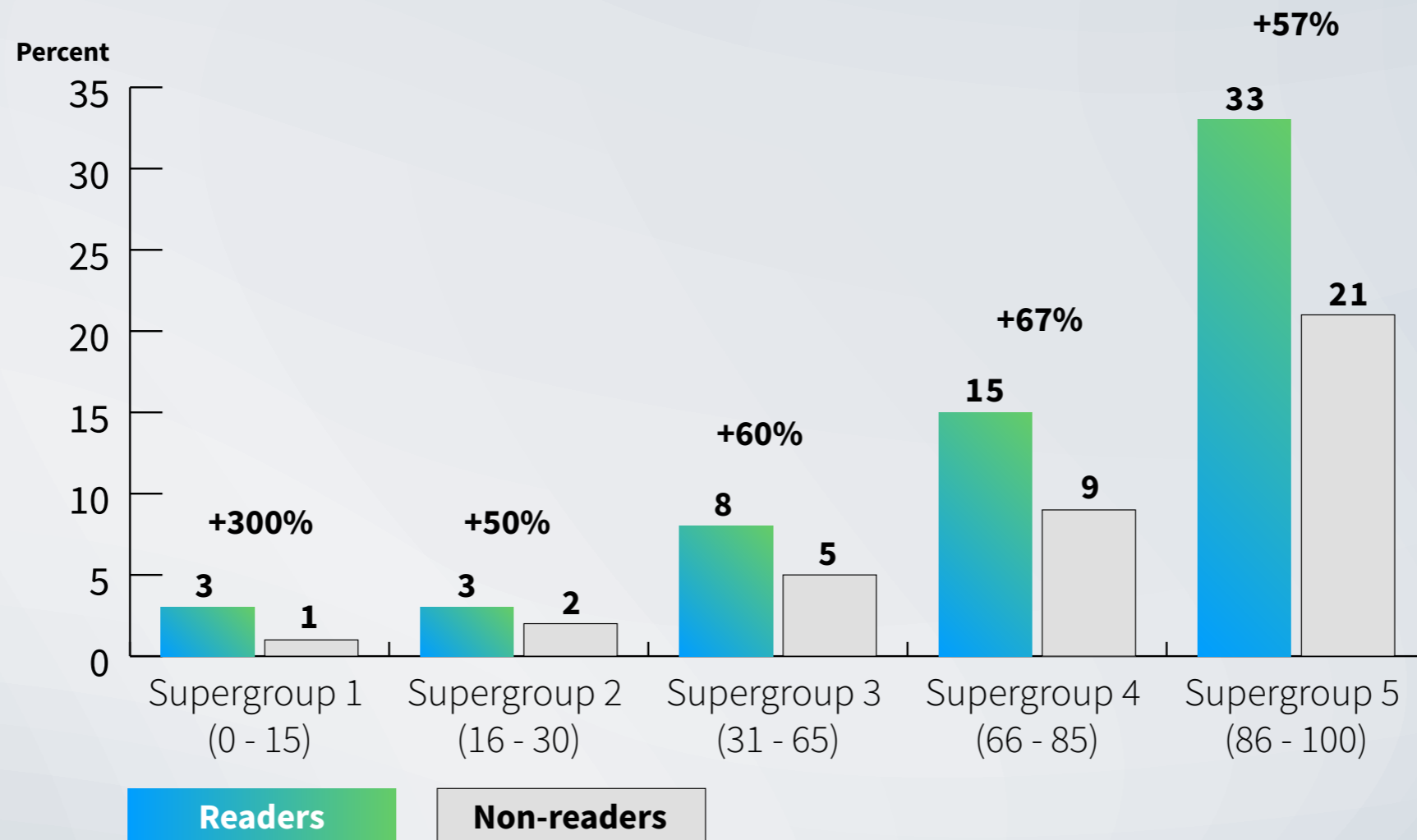
Readers are 80% more likely to be influencers



Source research: FUSION2021 Interim Modelled Update

FACT FIVE

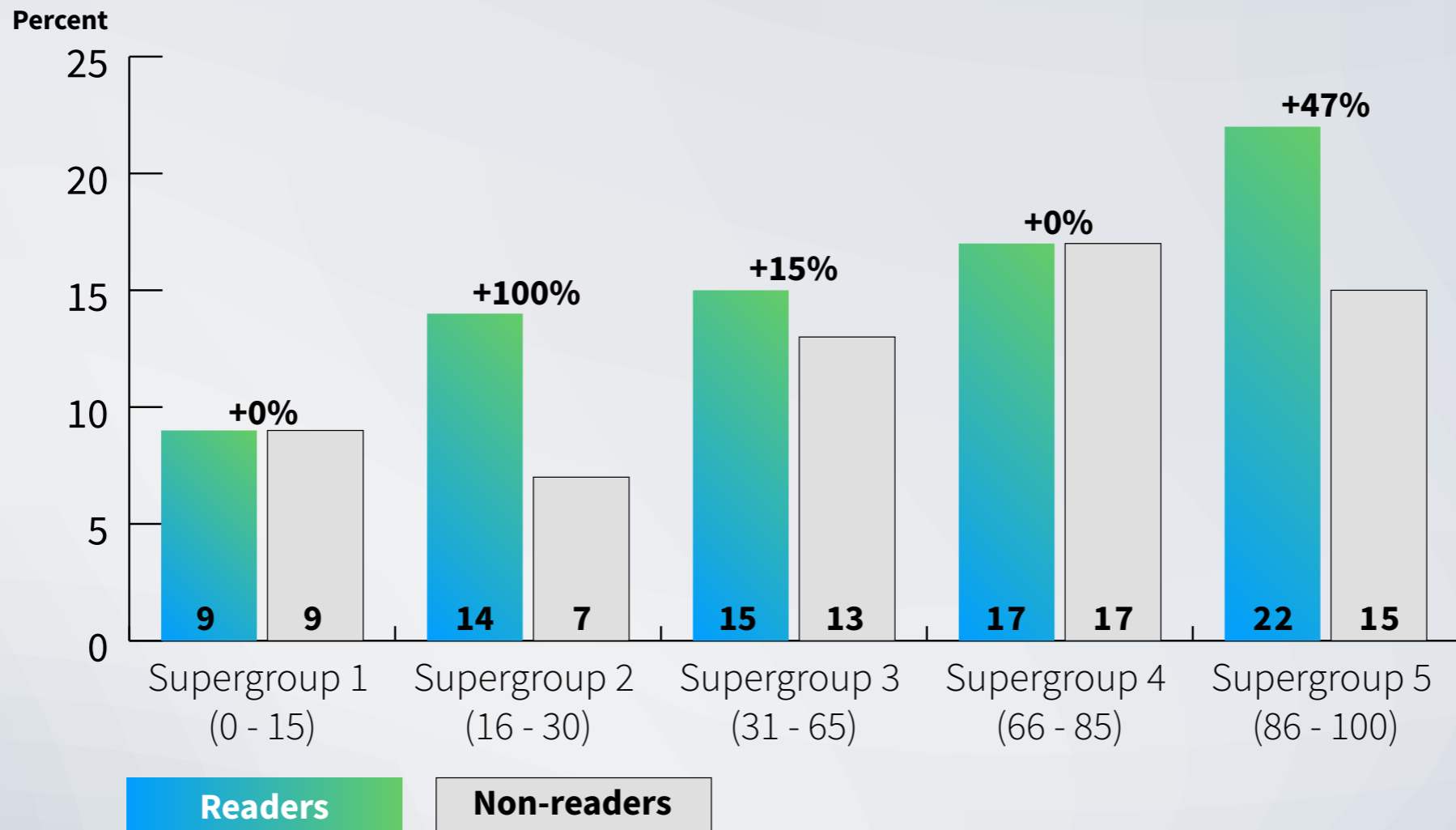
Readers are more likely to buy goods online than non-readers



Source research: FUSION2021 Interim Modelled Update

FACT SIX

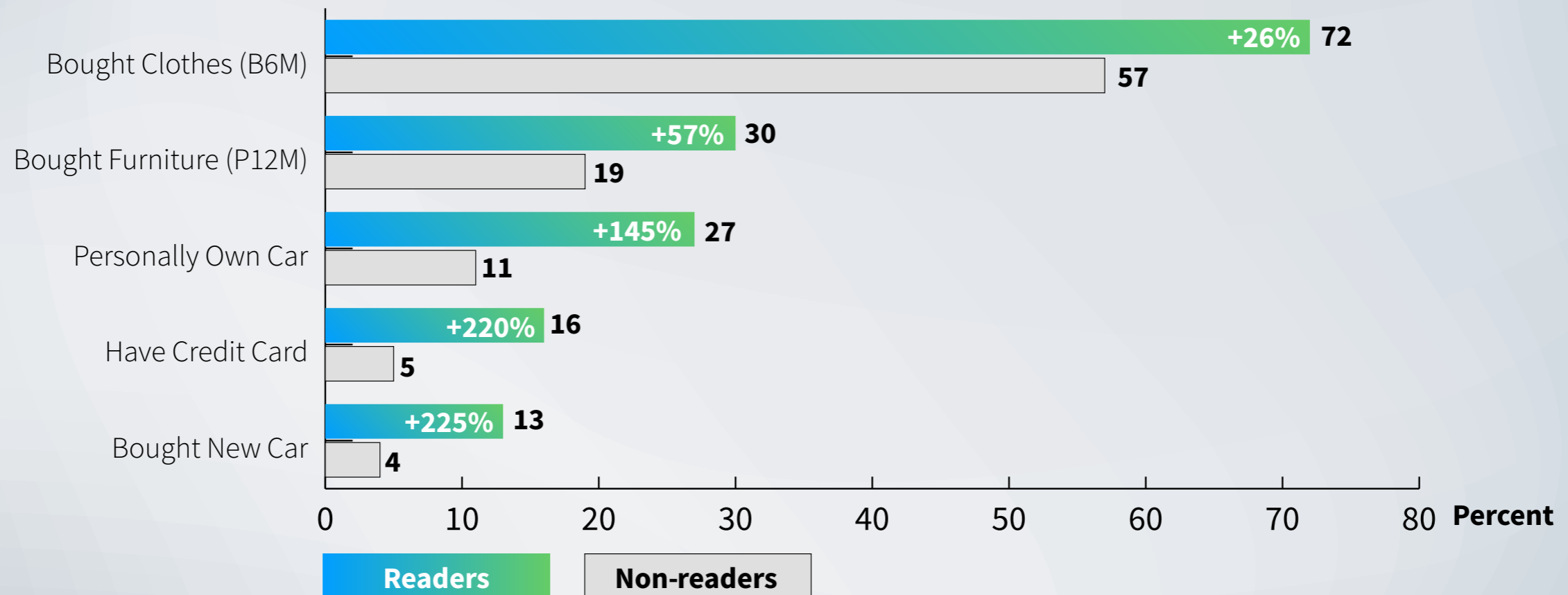
Readers are more likely to be decision makers at work



Source research: FUSION2021 Interim Modelled Update

FACT SEVEN

Readers are more likely to buy than non-readers



Source research: FUSION2021 Interim Modelled Update



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