

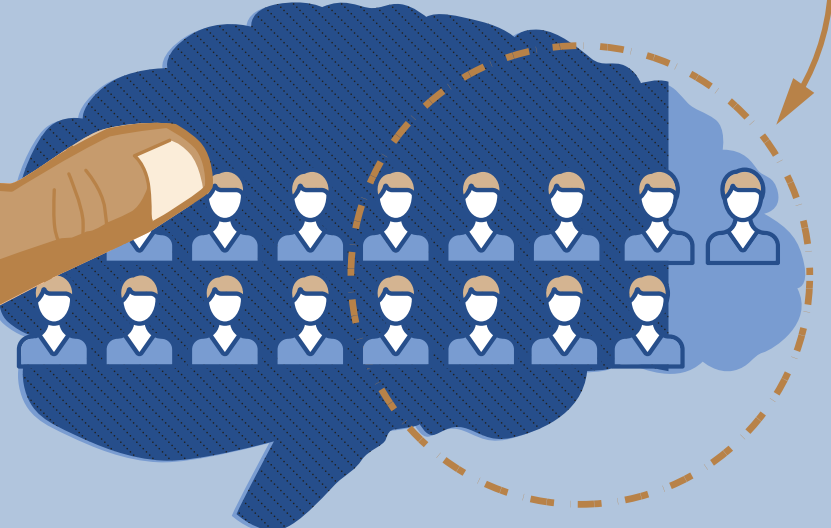
THE POWER OF PRINT MAGAZINES IN ENGINEERING MEDIA



INDUSTRY

92%

B2B respondents say they use print magazines for industry related content



NEWS

66%



Report they believe print magazines will be

as or more important to them in the next

3 - 4 years

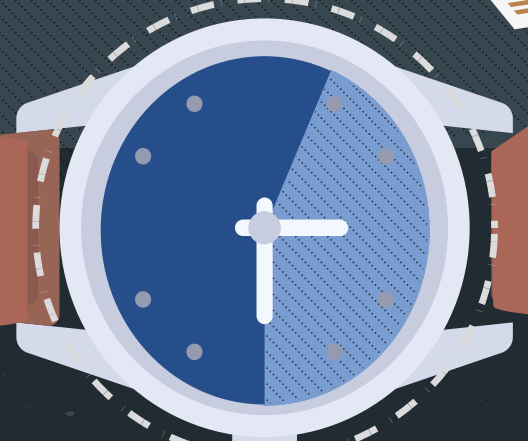
79%



Spend more time with industry print publications compared with equivalent mainstream or consumer media

69%

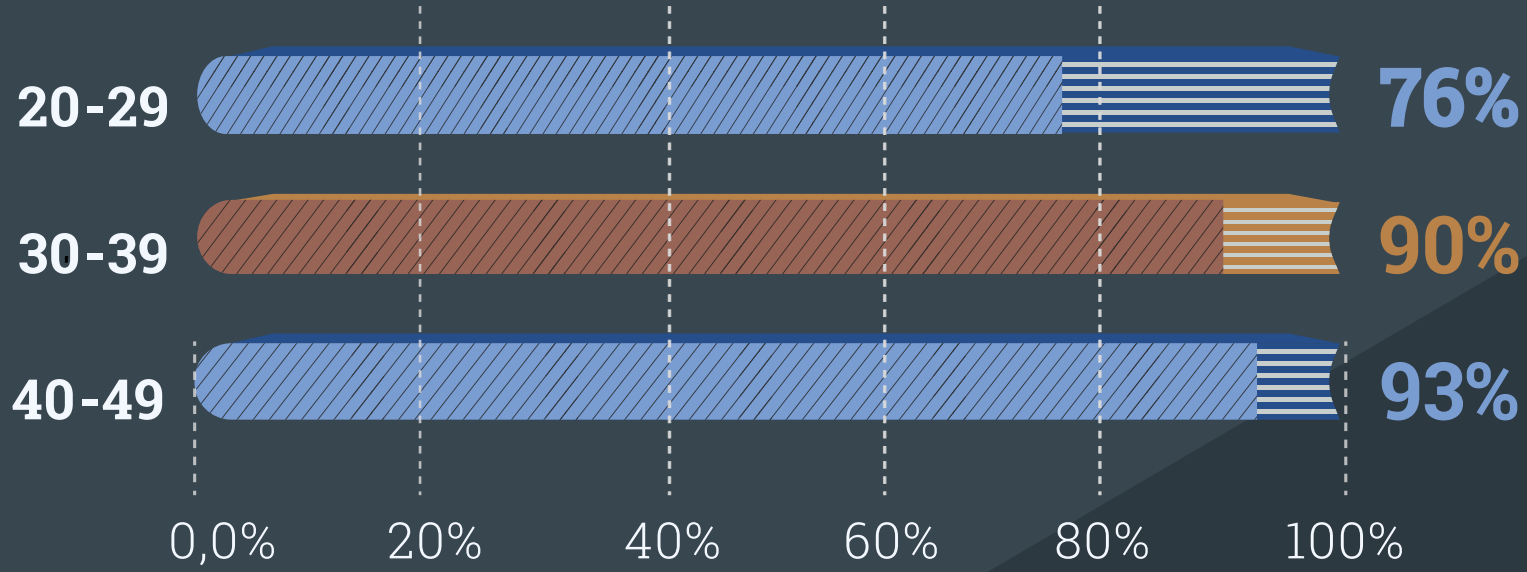
Use industry magazines on a Monthly or More Frequent Basis



And they say by age group that print magazines will remain as or more important over the next

3-4 years

YOUNGER BUSINESS PROFESSIONALS USE PRINT MAGAZINES FOR INFORMATION NEEDED FOR THEIR JOBS



81%

find print magazines helpful in learning about new products, equipment, services and suppliers in their industry



97%

READERS TAKE ACTION AS A RESULT OF READING ADS IN INDUSTRY PUBLICATIONS

80%

Visited a Company's Website



43%

Recommended or Purchased



43%

Called or E-Mailed Directly



84%

Used a Search Engine



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