And they say by age group that print magazines will remain as or more important over the next 3-4 years.

66% Report they believe print magazines will be as or more important to them in the next 3-4 years.

69% Use industry magazines on a Monthly or More Frequent Basis.

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

84% Used a Search Engine

43% Recommended or Purchased

43% Called or E-Mailed Directly

The data is from the MediaGrowth 2017 B2B industry survey.