

WHY MAGAZINES?

No other media tells your story like a magazine.

► Magazines are the most trusted of all media. Unlike TV or radio, they are not viewed as an intrusion, and because of their physical makeup, they are not quickly discarded. Magazines offer a strong reinforcement of your company's promotional campaign, tying it into a larger brand personality. According to Nielsen, magazines show the highest return on advertising spend—the ultimate performance indicator.

► MAGAZINE MEDIA IS:

GROWING.



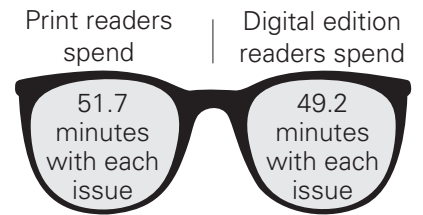
The total audience for both print and digital editions grew by 2.5% in 2016.

TRUSTED & INFLUENTIAL.

Research continues to show that magazines are the most trusted, inspiring and influential of all media.

64% of readers are inspired to take action after seeing a magazine ad.

ABSORBING.



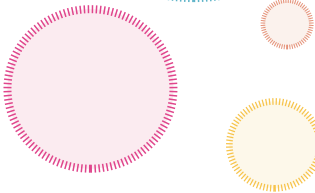
► MAGAZINE READERS ARE:

DIVERSE.

Americans of all ages read magazines. Magazines are more balanced across generations than other media.

AFFLUENT.

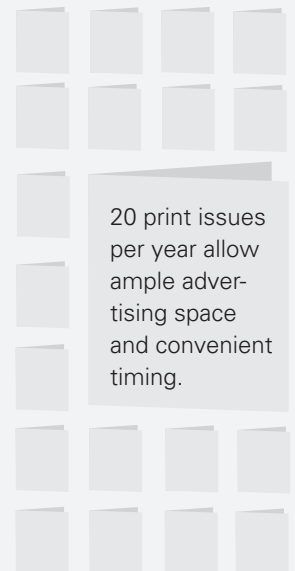
Magazines rank first among all media in reaching affluent, influential consumers.



INFLUENTIAL.

Magazine readers are word-of-mouth leaders, passing along their opinions and experiences in multiple product categories.

► Why advertise with PEORIA MAGAZINES?



20 print issues per year allow ample advertising space and convenient timing.



More than 95 percent of our readers are college-educated professionals, and more than



half are business owners or decision makers in their organizations—an ideal demographic for prospective clients.

Source: MPA – The Association of Magazine Media, Magazine Media Factbook 2017/18