

AdNews

Australia's leading advertising, marketing & media magazine. Founded in 1928.

**MAGAZINES
MOVEMENT**

MAGAZINE
PUBLISHERS OF
AUSTRALIA

MPA

MAGAZINES MOVE ME

Lust, WANT, DESIRE

“AFTER LUSTING OVER A
PRODUCT IN A MAGAZINE,
OVER 1 IN 4
CONSUMERS PURCHASED
THE PRODUCT WITHIN
6 MONTHS.”

MEDIA CONSUMPTION
STUDY 2012