

**MARKETING/  
ADVERTISING/  
MEDIA/PR**

**B&T** *MAGAZINE*



**MAGAZINES  
MOVEMENT**

MAGAZINE  
PUBLISHERS OF  
AUSTRALIA

**MPA**

# MAGAZINES MOVE ME

LUST, WANT, *Desire*

“LONG BEFORE THE CLICK,  
MAGAZINES DRIVE THE DESIRE...  
**2 IN 3** READERS VISITED  
A WEBSITE AFTER  
VIEWING A MAGAZINE AD.”

MEDIA CONSUMPTION STUDY 2012