

# Lust

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

MEDIA CONSUMPTION  
STUDY

**MAGAZINES  
MOVE ME**

MAGAZINE  
PUBLISHERS OF  
AUSTRALIA

**MPA**

IMAGE FROM AUSTRALIAN GEOGRAPHIC  
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