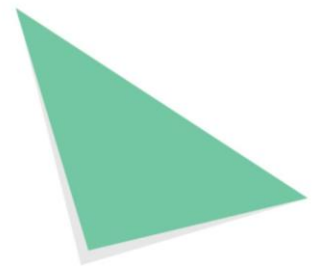


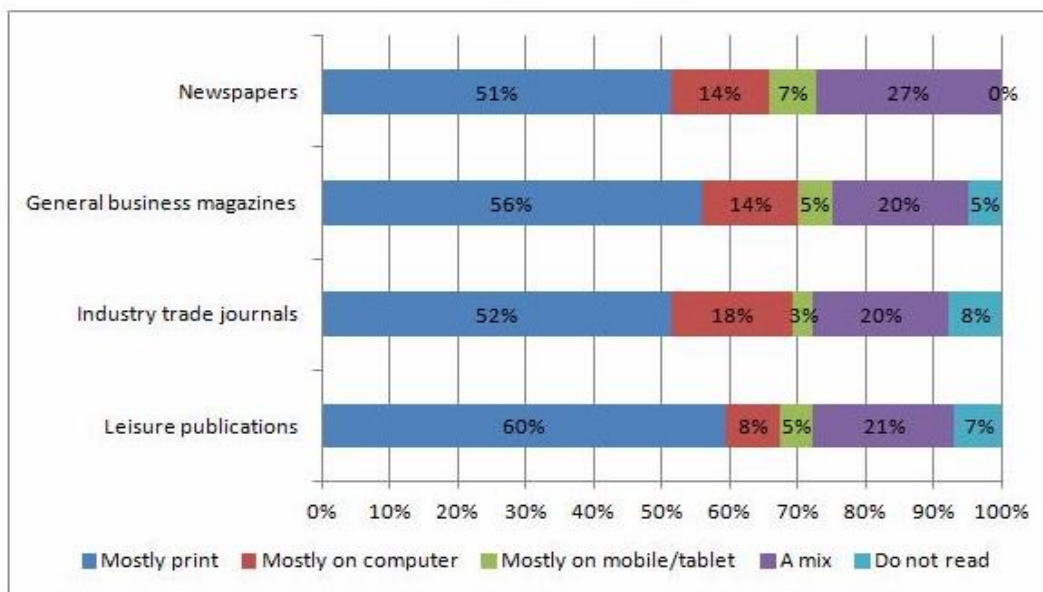
Two Sides Facts



Fact:

The executive audience continues to consume most traditional media in printed formats, or via a mix of print and digital media. When reading general business magazines, 56% stick mostly to print, and 20% consume a mix of print and digital. Similarly, when reading industry magazines, 52% read print and another 20% read a mix of both print and digital formats.

Readership of Traditional Media



Do you read [type of publication] mostly in print or online?

Decision Dynamics 2011: Technology and Media, Doremus and the Financial Times, March 2012

Source:

Decision Dynamics 2011, Technology and Media, Doremus and the Financial Times, March 2012

<http://www.marketingprofs.com/charts/2012/7347/senior-execs-consume-both-traditional-and-new-media#ixzz1pDv75udi>

