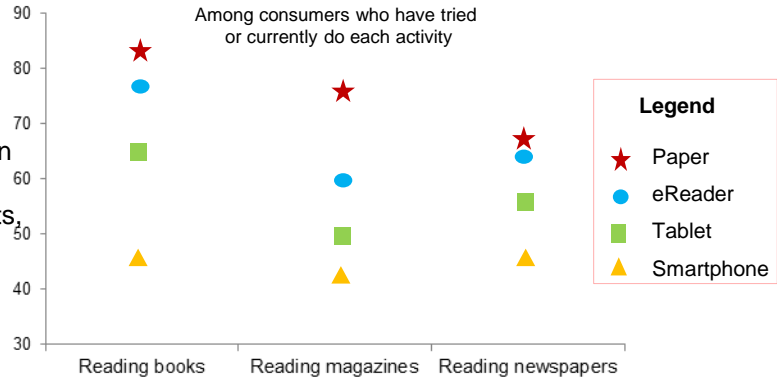


# The Reading Experience

Paper Wins!

## Print Remains the Preferred Reading Experience

Paper versions of magazines (and other reading-based media) are preferred over their digital counterparts\*. Magazines, in particular, show the widest gap between paper preference and that of digital devices such as tablets, eReaders and smartphones.

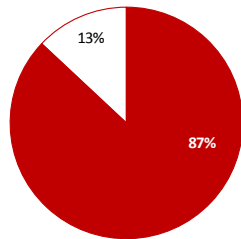


Source: Content Consumption in the Digital Age (Webinar Presentation Deck), Harrison Group, 2011

## Magazine Readers See Value in Digital Formats

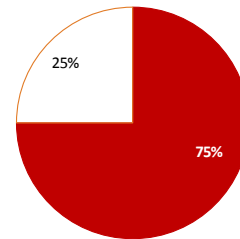
75% of magazine readers believe that digital content complements print magazine content despite 87% still preferring a printed copy.

87% of those interested in reading magazines digitally still prefer a printed copy



Source: CMO Council, 2010

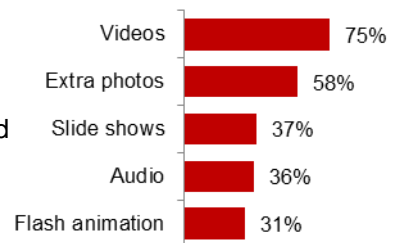
75% of consumers feel that digital content complements print



Source: Harrison Group/Zinio/ MEMS Technologies, 2010

## Digital Magazine Extras Enhance the Reading Experience

When asked, “Which of the following “digital extras” have enhanced your digital magazine reading experience the most”, we find that readers like receiving extra content that’s not available in the paper version. This finding helps us better understand why digital and print is complementary.



Source: Smarter Media Sales/Nxtbook Media/VIVmag, 2010. N = 5,612 subscribers to one of eight specific interactive online magazine titles