

## Magazines are More Popular than Ever Among College Students

In a seemingly tech-oriented world, there's been constant speculation over the last few years that print is a dying medium, especially among the younger set, who had smartphones thrust into their hands years ago and haven't looked back since. Shweiki, in conjunction with Study Breaks College Media, wanted to test these suspicions, however, and see just how accurate the "print is dead" theory actually is.

After surveying 387 college students, the answer is, it turns out, that it couldn't be further from the truth. Take a look at the results below, and you'll see that not only are students reading magazines, getting fashion ideas from magazines, visiting Websites they've discovered through magazines and buying things they've seen in magazines; they're also sharing publications among their friends.

Check out the results. Of 387 Students Surveyed:\*

- 97 percent have read a free magazine
- 90 percent have read a magazine in the last month
- 84 percent keep magazines for at least a month
- 70 percent share magazines with friends and/or borrow them from friends
- 89 percent visit Websites they see in magazines
- 84 percent purchase an item after seeing it in a magazine
- 63 percent use coupons from magazines to make purchases
- 84 percent redeem specials and promotions they see in magazines

These results prove that print advertising is not dying and that is actually flourishing. And with new innovations like augmented reality integrating technology into print and literally bringing it to life, the age-old medium shows no signs of slowing down.

For more information on how to combine print, electronic media and editorial based advertising to achieve effective advertising results contact:

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\* Source: Shweiki Media