

PRINT READERS ARE FASHION FORWARD

86%
of early adopter
clothing trendsetters
are **PRINT READERS**

**HEAVY
MAGAZINE
READERS**



60% more likely to have purchased a
premium clothing brand in the last 4 weeks

83% more likely to have purchased a
premium cosmetic brand in the last 6 months²



**NEWSPAPER INSERTED
MAGAZINE READERS**
are more likely to be
FASHIONISTAS¹

Value of
**Paper
AND
Print**

vopp.com.au

*Source: ¹ Nielsen Australia Consumer and Media View, Survey 3 2016 National 12 Month ² Roy Morgan Research Single Source (Australia 14+): April 2015 – March 2016
Print readers = read any magazine in the Past Mth OR Any newspaper in the Past 7 Days OR any catalogue in the Past 7 days. **Heavy magazine readers** = 5+ issues read