

PRINT READERS ARE INFLUENTIAL DECISION MAKERS

9 IN 10



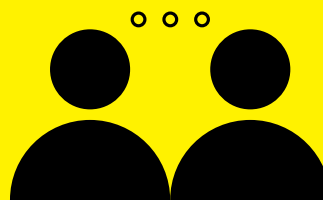
workplace decision makers **READ PRINT MEDIA**

ONE IN TWO

PRINT READERS say that people take their opinions seriously



PRINT READERS are more likely to influence decision making in their household for travel, alcohol and home décor/interiors



94% OF PRINT READERS talk about what they read in magazines or newspapers

Value of
**Paper
AND
Print**