

Format Preference
August 2020



SIGNET
RESEARCH INC.

A 10-Year Trend on Print

IS IT A FADING FORMAT?

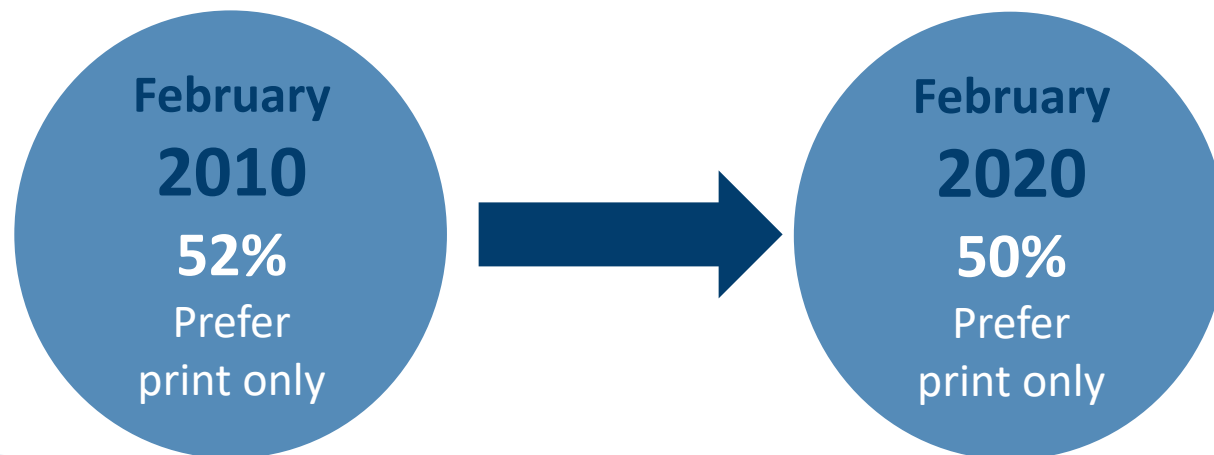
In 2010, Signet released proprietary data on the platform preferences of media brand readers.

We found that when consuming media brand content, there was a strong preference for print vs. digital.

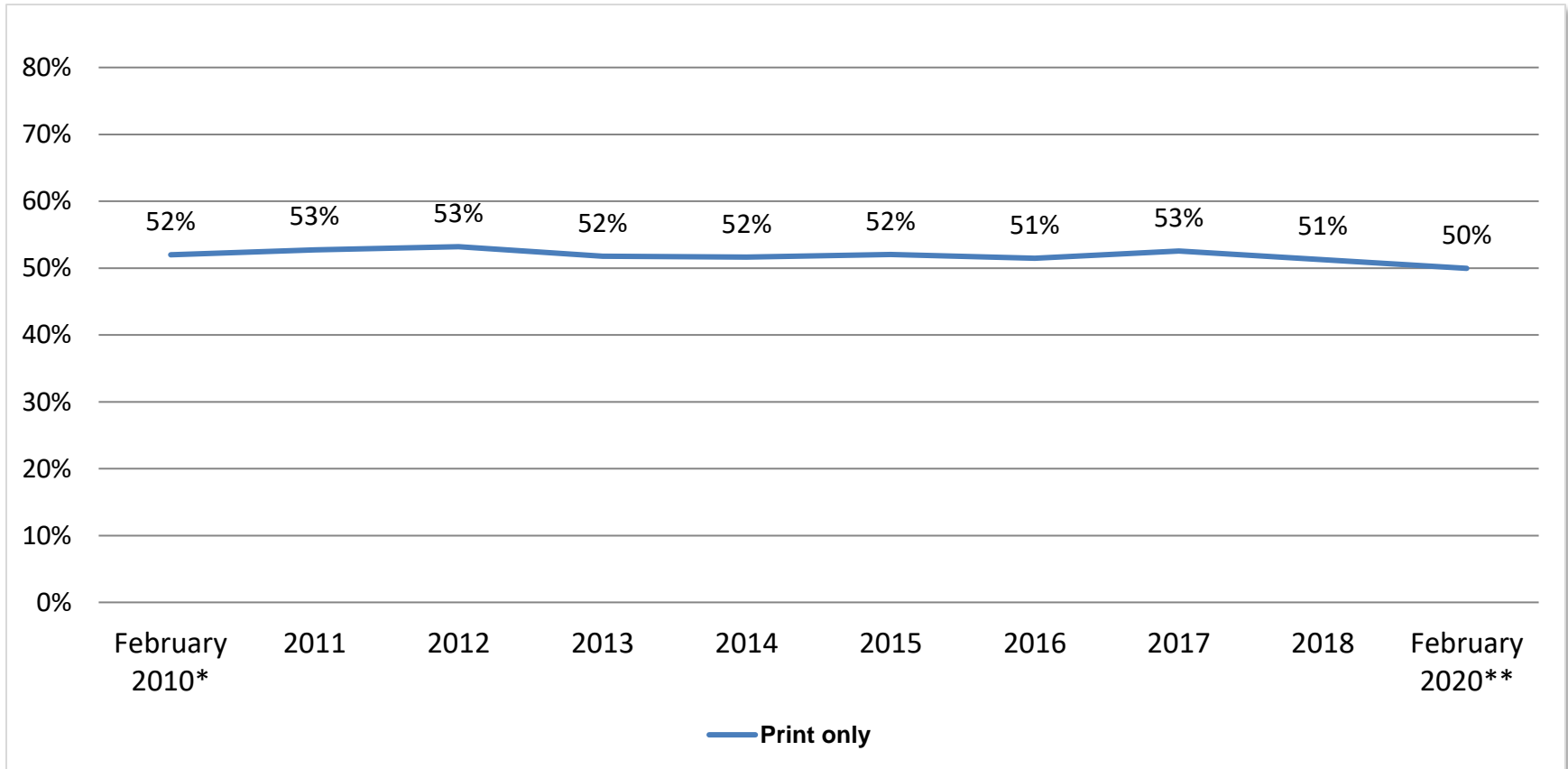
REVISITING THE DATA

10 years later, half of issue readers still prefer to read print issues only over other formats.

Each year, the data we've collected shows a consistently strong preference for the print platform – even with the increased presence of digital edition readers in the audience.



Print Stays Strong

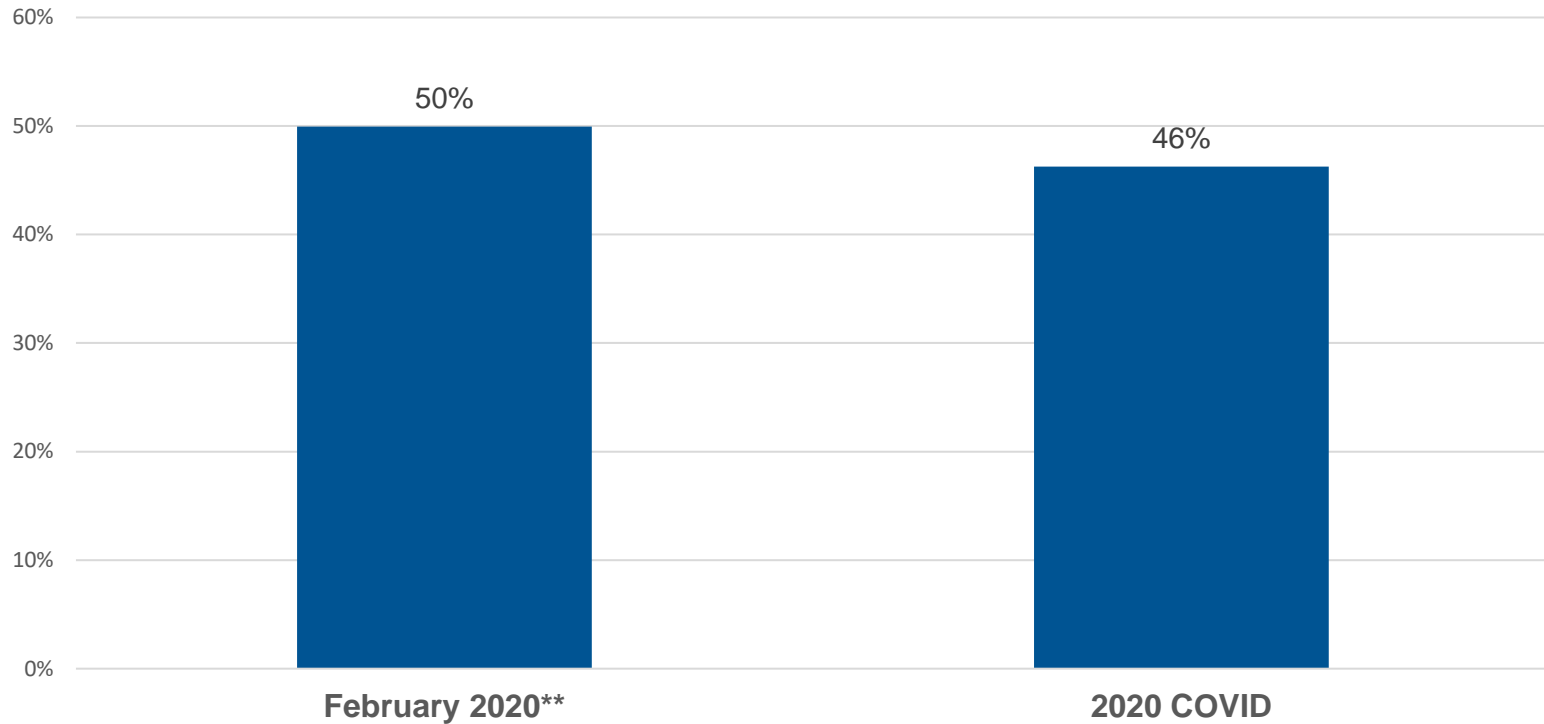


Issue readers were asked their preferred content format (print, digital, online/website as well as combination of these options).

* Includes 2009 studies; ** Represents previous 18 months of data

2020: Pre-COVID vs. COVID

Print Only



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