

IN THE LAST 3 YEARS,  
DREAMING ABOUT ITALIAN CARS  
MAY HAVE GROWN 12.4%,  
BUT READING MAGAZINE ARTICLES  
ABOUT THEM HAS REVVED UP

IRS 2017 is here. And it reveals that in the last 3 years, the Total Readership of Magazines has grown by an incredible 95%\*. Proof that magazines reach and engage with more Indian consumers, and brands that build customer loyalty with them gain even more. It's an unprecedented truth that will recalibrate every new media plan. Remember, magazines are now 95% stronger as an advertising platform. Period. Every other statistic is just fluff.



95%

**MAGAZINES**  REACH  
 ENGAGE  
 CONNECT

\*ACCORDING TO IRS 2017, TOTAL READERSHIP  
WHICH IS A WHOPPING 95% INCREASE.

OF MAGAZINES HAS GROWN TO 78 MILLION FROM 40 MILLION IN IRS 2014,

IN THE LAST 3 YEARS,  
BUYING KINKY LINGERIE FOR LOVERS  
MAY HAVE RISEN 23.8%,  
BUT THOROUGHLY CHECKING THEM OUT  
ACROSS GLOSSY MAGAZINE PAGES IS UP

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IN THE LAST 3 YEARS,  
GIFTING SMARTPHONES FOR FAVOURS  
COULD HAVE CROSSED 3.02%,  
BUT PORING OVER GADGET REVIEWS  
IN MAGAZINES HAS GONE UP

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IN THE LAST 3 YEARS,  
PONDERING OVER THE TIPPLING HABITS  
OF CEOs MAY HAVE TIPPED 7.23%,  
BUT CATCHING UP ON BUSINESS REVIEWS  
IN MAGAZINES HAS TOPPED

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IN THE LAST 3 YEARS,  
NAMING BABIES AFTER POLITICOS  
COULD HAVE DROPPED BY 5.4%,  
BUT DEEP READING OF POLITICAL NEWS  
IN MAGAZINES HAS SCALED

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