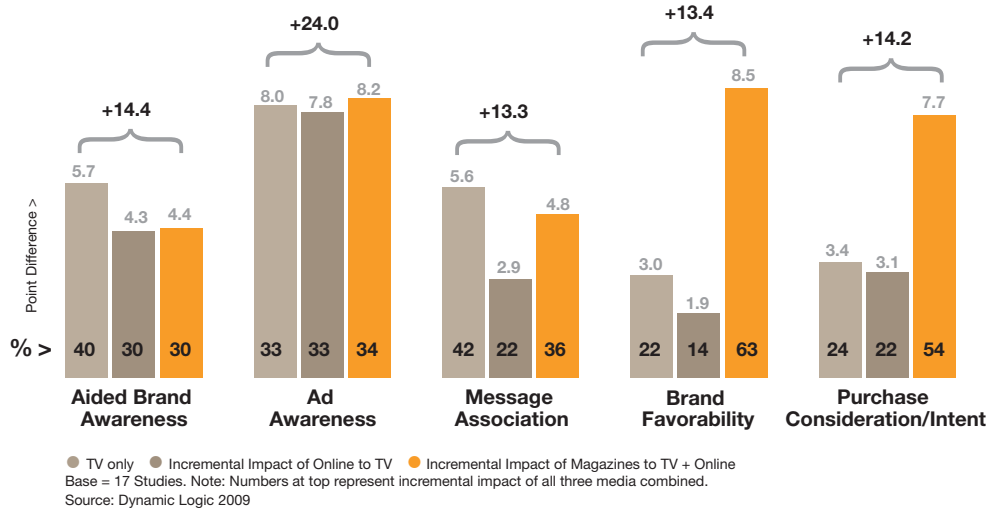


packaged goods

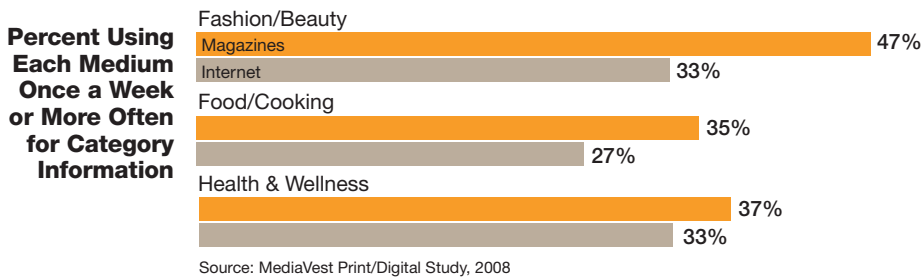


# Trying to get on consumers' shopping lists?

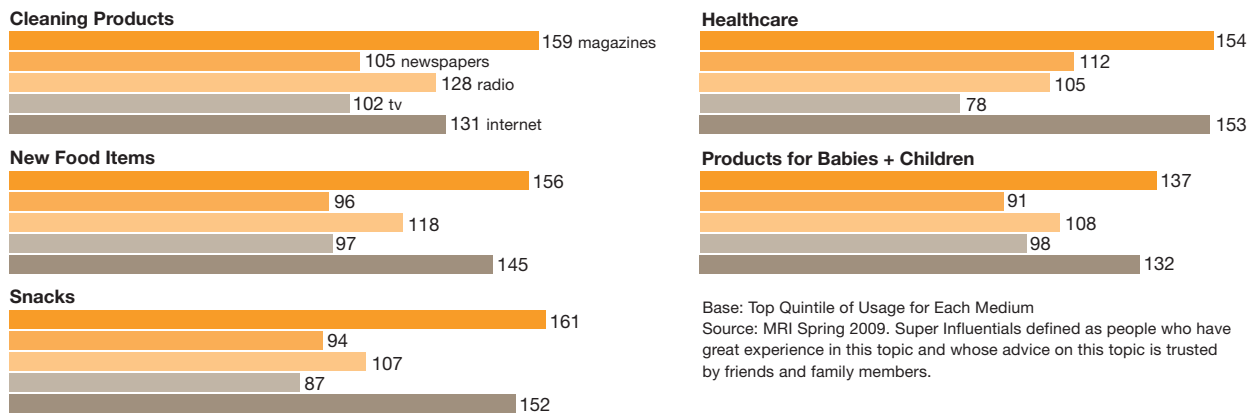
# 17 client-funded studies prove magazines' most lift brand favorability and purchase intent for CPG products



## Magazines are used more frequently than the internet for packaged goods-related information



## Super influential consumers for packaged goods purchases rely heavily on magazines and the web



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