

Magazine Websites Provide Reach

Number of Magazines with Websites 2004–2008

Year	Total	Consumer Only
2004	9,355	4,210
2005	10,131	4,712
2006	10,818	5,395
2007	11,623	5,950
2008	13,247	6,453

Note: Data as of March 2008
 Source: Oxbridge Communications, 2008

Dual Magazine-Website Users Value Print

% strongly agree: "Online version could easily replace print version in next five years"	by percent
Fashion/Beauty	15 %
Entertainment	13
Health & Wellness	12
Food/Cooking	10

Base: Dual users of magazine related website (by genre)
 Source: MediaVest Print/Digital Study, 2008

The number of consumer magazine websites has increased 53% since 2004, extending the reach and influence of magazines' editorial and advertising messages to an even wider audience.

Research conducted by Magazines Publishers of America found that 207 magazine digital initiatives were announced by magazine companies in 2007. This represents a 34% increase in the number of magazine digital initiatives (155) identified in 2006.

Despite the abundance of online content, few consumers see the Internet replacing the print version of magazines in the next five years, according to new research from MediaVest.