

5 Reasons to Publish Scicomm in Magazines

THEY'RE HUGELY POPULAR

Studies in multiple countries have found that over half the population reads a magazine each month; in some places this number rises to >90%



EVERYONE LOVES MAGAZINES

Magazines are read across a huge range of demographics and interests. They are particularly popular amongst younger audiences, perhaps partly because of the success of publications created specifically for children and families.

COUNTLESS MAGAZINES ARE PUBLISHED WORLDWIDE

In the US alone, there are some 7400 publications, with new titles being added to this list each year. There are so many publications internationally, it is hard to find a single global tally!

SCIENCE AND NATURE MAGAZINES REMAIN SUCCESSFUL

Some categories of magazines are struggling, but news and information publications -- including those with content related to conservation -- consistently have robust sales.



MAGAZINES OFFER CONTENT IN MULTIPLE FORMATS

The majority of readers do prefer physical magazines, but digital subscriptions are strong -- and many publications offer special content in each format. Readers also enjoy interacting with magazines via social media, and see magazine posts as being more trustworthy than standard social media content.