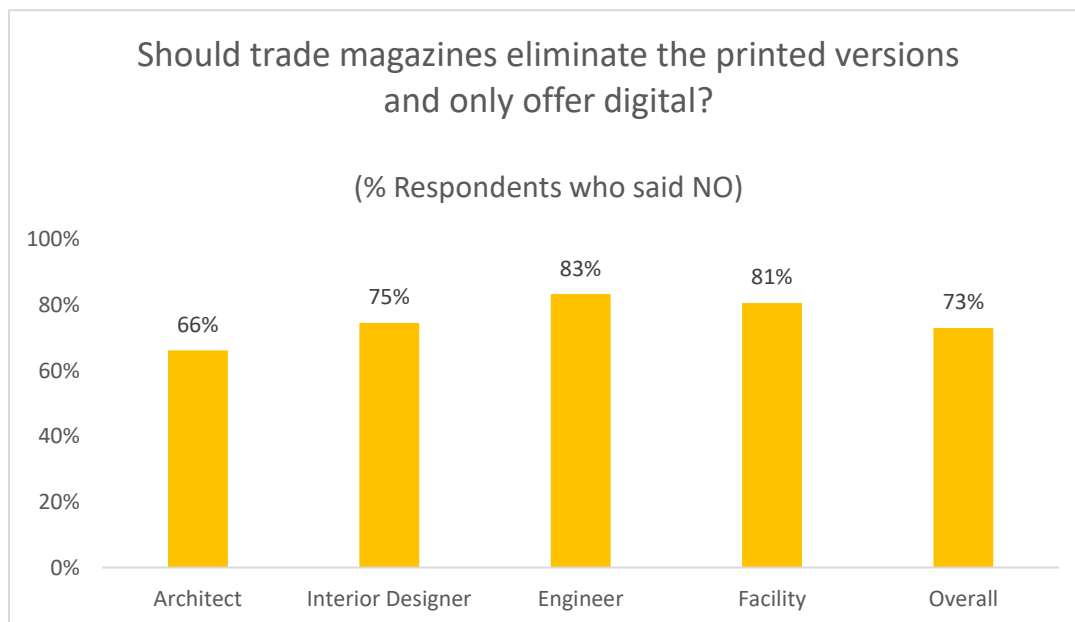


The majority of building professionals use the printed version of trade magazines and do not want publishers to eliminate print magazines.

Should trade magazines eliminate the printed versions and only offer digital?



Sample Verbatim Comments

- "Both are best."
- "I prefer to read magazines in print. I stare at the computer all day and need a break."
- "Contrary to popular belief, not everyone views media on a phone, tablet, laptop or PC."
- "Both are good, you can rip out articles for future reference."
- "Its easier to look at and I think it sparks conversation about new materials when you give the magazine to co-workers after you are done with it."
- "You can easily save marked up print magazines or provide them to others with specific comments."

TAKE AWAY: Building professionals still need and use the print version of industry trade magazines. Although building professionals may receive both digital and print magazines, they find the print version easier to read, mark-up and share with associates or clients.



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Purpose:

To find out if building professionals feel trade publications should eliminate the print version of their magazine and why they should or shouldn't eliminate print.

Methodology:

AIM surveyed architects, interior designers and facility managers. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

Conclusion:

With the volume of digital information available to design professionals on-line, they still want and need print trade publications. Overall, 73% of architects, interior designers, engineers and facility management professionals indicate publishers should not eliminate the print version of their magazine. Basically, building construction professionals still use their print magazines to look for new products/information, get ideas, find inspiration and to share with colleagues or clients. Today, many publishers offer an "opt-out" for both the print and digital version which can reduce the printed waste for those that don't need it. Surprisingly, the research also indicates that even 58% of "younger" professionals (those in the industry less than 5 years) do not feel that trade magazines should eliminate the print version of their magazine. The younger professionals love the print images and often use the magazine as a reference and resource for the projects they are involved with. Many professionals believe publishers should still offer readers an option to choose the format they prefer.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©March, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.