

# This is not the Internet. Feel free to curl up and settle in.

Magazines don't blink on and off. They don't show video or deliver ads that pop up out of nowhere. You can't DVR magazines and you can't play games on them.

But you can take one to the beach, to bed or just about anywhere else and, chances are, it will engage, entertain and enlighten you in ways no other medium can.

Perhaps that explains why magazine readership has actually increased versus five years ago. The top 25 magazines continue to reach a wider audience than the top 25 prime-time TV shows. And despite the escalating war for consumers' eyeballs, readers spend an average of 43 minutes per issue.

What accounts for this ongoing attraction? Why do nine out of ten American adults choose to spend so much time with an unabashedly analog medium?

One enduring truth: people of every age love the experience of reading a magazine, even when the same content is available online. So curl up, get comfortable and enjoy the rest of this magazine.

**MAGAZINES**  
*The Power of Print®*

**From VANITY FAIR, December 2010, page 127**