

B2B READERSHIP STUDIES SUMMARY

- ❑ **OMD Media Research, 6/15/05: Industry trade magazines #3 among all media choices of SBO's. Online and local newspaper #1 and #2.**
- ❑ **Forrester Research 2007, 85% marketing executives name B2B media most effective. Click here for a download of the complete presentation "Power of Industry Specific Magazines." [Click here to download the full research study](#)**
- ❑ **Harris Interactive, April 2006: 588 telephone interviews with a stratified sample of business executives. Amplification of 8/2/01 study. Same results: B2B vastly more favored for reliable information than general business media. For detailed information go to abmintell1.com.**

Source: Studies noted above