

COMFORTABLE

VERSATILE

DURABLE

FUNCTIONAL

NO
SIGNAL



Even though most magazines are going online, print magazines aren't dying out just yet. Some big names like Vogue and The New Yorker still have both print and digital versions. In fact, more magazines are being printed now. After a dip in 2020, print magazine launches bounced back in 2021 with 122 new titles, way more than the 60 from the year before. This shows that print still has a future.

Samir Husni, one of the world's foremost experts and advocate for the ink-on-paper magazines, says people are tired of living so much of their lives online. According to him, there's something special about holding a printed magazine—it feels personal and real, unlike digital content. Husni believes this is why print continues to attract readers even though so much is available online.

One reason print isn't going away is that reading a magazine is a different experience than reading on a screen. It's easier to focus and absorb information from paper without all the distractions of phones or computers. Many people, especially millennials, say they can concentrate better and feel smarter when reading print. It's less stressful because you're not constantly interrupted by notifications or ads.

The pandemic made everything go digital, and a lot of people got tired of staring at screens all the time. This led to what's called "digital fatigue," where people started to want breaks from their devices. More and more people are doing "digital detoxes," taking time away from their phones or computers, and print magazines offer a great way to relax without screens.

Print also has an advantage when it comes to ads. Studies show that printed ads stick with people more than digital ones. When you see an ad in a magazine, you're more likely to remember it because you're not overwhelmed with as much information as online.

Surprisingly, younger people, including Gen Z, still like print magazines. Even though they spend a lot of time on their phones, many say they enjoy the chance to disconnect and read something physical. Plus, magazines with lots of photography or cool layouts look better in print than on screens.

In a world full of digital content, print magazines give people a way to slow down and take their time. As more people feel overwhelmed by the constant flow of online content, print is making a quiet comeback. It's something tangible, something you can hold and enjoy without the stress of being online all the time.

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