

The rise of magazines and print

13.5 million

Australians are reading print magazines - up by 1.2% since 2018 thanks to special interest magazines like SSAA's stable of publications

73%

of Australians aged 14 and above read magazines in print and digital format

12 of the 20

top magazines in Australia grew their readership in the past 12 months

23%

of all magazines sales belong to the general interest category

Break free from the online clutter

Print has a longer shelf life than any other medium

Retail giants still use print because it is so effective

You can't put a website on your coffee table

You can have a great website but still be unknown
Use print to draw customers to your online shop



SSAA print power

2.7 million copies

SSAA Publications now produce more than 2.7 million printed copies per year

1.8 million copies

The *Australian Shooter* magazine produces more than 1.8 million printed copies per year

SSAA targets advertising like nothing else

Almost 200,000

SSAA has grown by more than 30,000 members in the past five years

SSAA media and publications is the most effective way of reaching Australian shooters, hunters and outdoor enthusiasts



SSAA

Trusted name - guaranteed readership