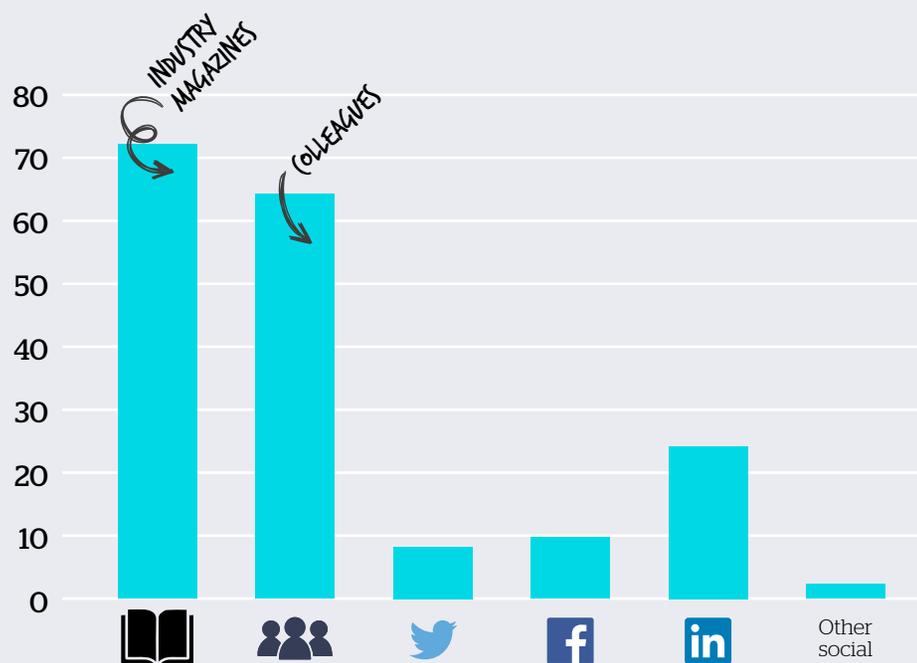


B2B BUYERS AND THEIR MEDIA

In March 2018, Magazines Canada hired RKI Insight to get the pulse of Canada's B2B buyer. Almost 7,000 responses later, here's what they said.

Social Media's Role ■ 35-44 years old

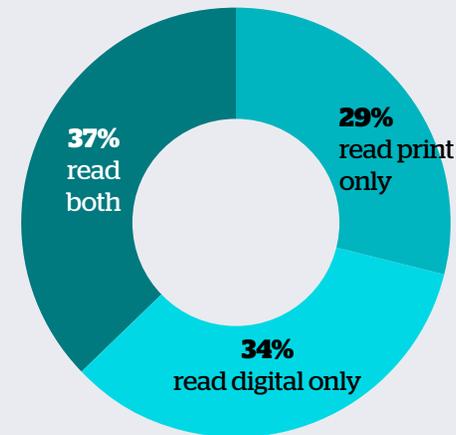


Regardless of age group, social media plays a relatively **small role when B2B buyers are looking for industry best practices.**

While 73% of 35 to 44 year-olds chose their B2B media brands as a top source, and 64% chose colleagues, just 10% chose Facebook and 8% Twitter. Even LinkedIn was mentioned by just 24% of respondents as a source.

How do they consume business media?

And age is **not a factor** -
The 2nd heaviest print-only segment is 25 to 34 year-olds.



The print-only reader segment is different

They are **49% more likely** than digital-only readers to be a sole decision maker.

The segment contains **68% more** senior managers.

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Who's buying your stuff?

88%

B2B media readers who are involved in purchase decisions

55%

major B2B buys that involve 3 to 10 people

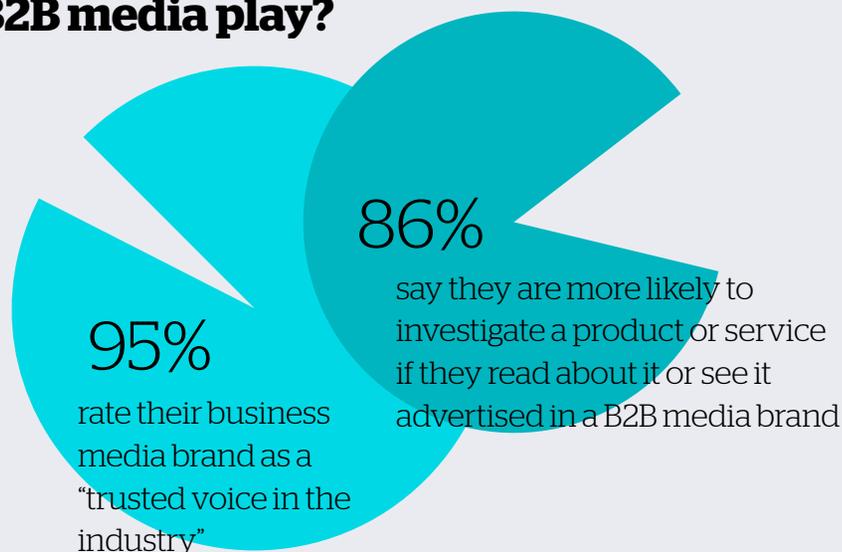
55%

of millennials are involved in major buys

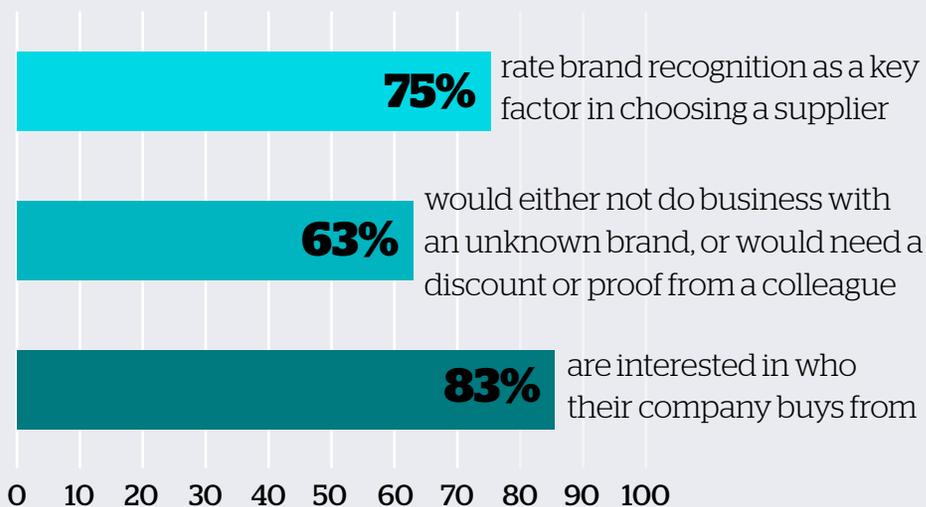
73%

say their company is a leader in using new tech

What role does B2B media play?



Branding matters



*- RKI Insights fielded a 10-minute online survey between Jan 8 and Mar 25, 2018. It yielded 6,753 respondents, for a margin of error of +/- 1% 19 times out of 20.