

# Why Print B2B Magazines Matter

Since the release of early web browsers during the mid-1990s, self-proclaimed experts have been declaring that “print magazines are dead.” Of course, the media landscape has undergone a lot of change in the two decades since, but one thing hasn’t changed: Print magazines are alive and well.

Many magazines have shut down since 1995, but that’s not unusual—magazines have opened and closed regularly since they first began. For example, a magazine published by Benjamin Franklin in 1741 titled *The American* lasted only one issue. But no one in those days declared magazines were dead.

New communications technologies since Franklin’s day have remade magazine publishing time and again. Improvements in printing technology, enhanced distribution methods enabled by the railroad, instant communication made possible by the wireless telegraph, and the creative mediums of radio, film and TV have all changed the business of publishing.

During the past two decades, though many magazines have closed, many publishing companies have augmented their magazines with a wide array of online media and products.

Today, print magazines that cover their industries are still rated among the most important media channel for business professionals. Business-to business (B2B) magazines are still recognized as the part of the media mix that’s most informative and authoritative.

The B2B magazines that have prospered the most in the digital era are those that continue to matter to the leaders of the industries they serve. Here are several of reasons these magazines continue to be so important:

- They not only report on the important things taking place in an industry, they explain the “whys.”
- They are displayed on desktops and coffee tables because they demonstrate to customers and others that the reader is in touch with industry trends.
- They serve as the information and business hub for entire industries.
- They indicate the importance of those who are interviewed, quoted or pictured.
- Their advertising formats still convey to the reader that “This brand matters,” “This message matters” and “This new product matters.”

In a world that’s becoming more and more virtual, physical media becomes even more special.

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