

Most Influential Print Brands

Daily

WALL STREET JOURNAL 64%

NEW YORK TIMES 61%

Weekly/Bi-Weekly

SUNDAY TIMES 66%

THE ECONOMIST 61%

FORTUNE MAGAZINE 56%

FORBES MAGAZINE 55%

Monthly

HARVARD BUSINESS REVIEW 63%



% of past-six-month readers who consider publication to be influential



Source: Ipsos
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