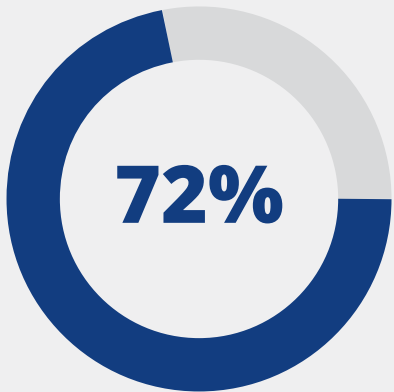
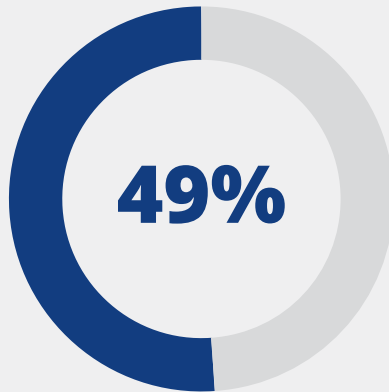


The Evolving Content Habits and Preferences of Industry Professionals

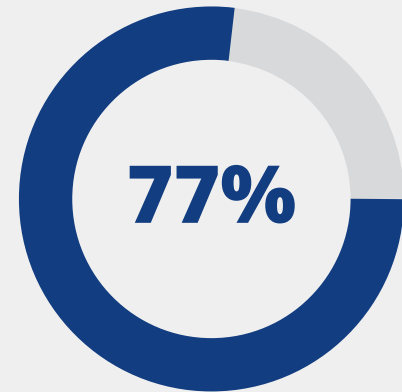
A Wiley survey of 287 professionals in August 2022



of industry professionals are engaging in content **2-3 times a week or more**



of read industry magazines with **in the past 12 months**



look for information in their field **every day**



Industry magazines are still an important provider of news for professionals

50%

of respondents identified industry magazines as a trusted source



Challenges

45%

Keeping up to date with the latest developments

42%

Finding information on a relevant/specific topic

40%

Finding information relevant to their professional role

31%

Finding content that is available digitally/online



Virtual Events

69%

of respondents plan on attending 1 or more face-to-face events this year

VS

74%

of respondents plan on attending 1 or more virtual events this year



Top 3 reasons for attending online events

67%

Time saving

64%

Reduce cost/expense of attending

55%

Accessible from anywhere in the world

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