



MEDIA DYNAMICS, INC. ANNOUNCES RELEASE OF NEW RESEARCH ANNUAL, CONSUMER DIMENSIONS 2024

Publication explores how advertising reaches American consumers and their changing demographic makeup

Nutley, NJ, December 15, 2023 – Media Dynamics, Inc. is pleased to announce the release of its latest research annual, **Consumer Dimensions 2024**.

Consumer Dimensions is divided into two chapters. *Chapter One: How Advertising Works* explores how ads work, how much time consumers devote to them, the realities of attentiveness, the effects of frequency, mindset targeting and ad-relevant cross-platform metrics. *Chapter Two: Profiling the U.S. Population* provides an extensive portrait of the changing demographics of the American consumer: the aging of America, how the work force has changed over the years, the racial/ethnic makeup of the population, and many other variables that have a bearing on how marketers define their targets. Many tables include long-term trending and projections to provide a complete picture. **A complete table of contents is available [here](#).**

Ed Papazian, President of Media Dynamics, Inc. notes,

***Consumer Dimensions 2024** is the work of countless hours of research and analysis. In the first chapter, we explore how ads work, how much time consumers devote to them, the realities of attentiveness, the effects of frequency, mindset targeting and ad-relevant cross-platform metrics.*

The second chapter uses research from the Bureau of Labor Statistics and other government sources to present the most up to date review of the changing profile of the American consumer by sex, age, marital status, education, income, occupation, and race/ethnicity. The latest consumer expenditure and time spent data are also included. Long-term trends and forecasts are provided where available to provide a complete picture.

If you are interested in advertising, marketing, or the media, this is a publication you need to subscribe to.

Complete information can be found on our [website](#).

About Media Dynamics, Inc.

[Media Dynamics Inc.](#) is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum**

and **The Media Cost Guide**. MDI's **Dimensions** series has served as the reference source for data trending and insights on radio, magazines, TV and intermedia. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, including spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 30 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.