

Consumers Like and Attend to Magazine Ads

People are more likely to agree that the advertising in magazines enhances their overall media experience, more so than advertising on TV or on the Internet.

Ads Enhance Overall Enjoyment of...

Magazines	22%
TV	12
Online	7

Source: Time Inc., Magazine Experience Study, 2007

When consumers were asked to rate media based on how likely they are to pay attention to the advertising messages within their respective environments, magazines were number one for total adults (age 18-64) and a close number two among adults 18-24. Younger adults (age 18-24) proved to be more attentive to ads in all media.

Attention to Advertising

Magazines



Television



Radio



Internet



Note: Adults who use medium and say they are likely to pay attention to advertising.
Source: JackMyers Emotional Connections Survey, 2007