



Fact:

“I may sell
entertainment—but
**I am serious about
getting results.**”

**Entertainment marketers need advertising
that get consumers to say “yes.”**

And that’s just fine with **magazine publishers >**

Magazine ads get results for entertainment products.

Fact: Magazines performed across the purchase funnel for the entertainment category, providing the highest level of total brand awareness and driving 6X more purchase intent than television and 50% more than online.

Measuring Media Effectiveness, Marketing Evolution 2006

Entertainment Purchase Funnel

Purchase Intent

Magazines



Television



Online



0 5 10 15 20 25

Aggregate of 7 Studies. Note: The purchase intent question for this category is phrased as an intention to tune in, view, attend or buy the product. Source: Marketing Evolution 2006

Total Brand Awareness

Magazines



Television



Online



0 10 20 30 40 50

Aggregate of 7 Studies. Source: Marketing Evolution 2006

Pre-Control
Post-Control
Point Difference

Fact: Overall, “entertainment-centric” consumers are more likely to be heavy magazine readers than heavy users of TV, the Internet, radio or newspapers.

MRI Doublebase 2006

Fact: Influential entertainment consumers tend to be heavy magazine readers. Influentials are vital in the entertainment category because they are the one in nine consumers who is essential for building “buzz.”

MRI Doublebase 2006

Top Media Quintiles for Entertainment Products (Index)

Heavy Users:	Magazines	Newspapers	Radio	TV	Internet
Rented 3+ DVDs in Past 30 Days					
All Consumers	122	100	108	77	134
Influentials	108	98	95	76	111
Purchased Any DVDs in Past 30 Days					
All Consumers	120	100	116	83	122
Influentials	112	100	109	95	114
Watched Premium TV Services* in Past 7 Days					
All Consumers	138	115	113	121	119
Influentials	130	118	100	158	106
Attended Movies 1+ Times/Week in Last 90 Days					
All Consumers	142	86	120	84	109
Influentials	169	91	139	92	137
Prefer to See a New Movie Within First 2 Weeks of Opening					
All Consumers	131	93	116	87	118
Influentials	136	106	124	90	104
Household Bought Any Video Game Systems in Past 12 Months					
All Consumers	128	93	113	89	122
Influentials	112	79	111	95	108

Source: MRI Doublebase 2006, Weighted by Population. Base: Total Sample
*Cinemax, Encore, HBO, TMC, Showtime or Starz

To learn more about the many ways magazines can drive sales, go to www.magazine.org or e-mail Wayne Eadie at weadie@magazine.org.

Photo: Digital Vision/courtesy of Getty Images

MAGAZINES.
IDEAS THAT LIVE BEYOND THE PAGE.



Magazine Publishers of America