

Magazine Advertising Motivates Readers to Action

More than half (54%) of readers took action on magazine ads or had a more favorable opinion about the advertiser because of magazine advertising, according to a recent study from Affinity’s VISTA Print Effectiveness Rating Service. Similarly, 55% took action based on editorial content. The research shows that magazine engagement goes far beyond just “feeling”—it prompts consumers to act.

Actions Taken as a Result of Reading Specific Features/Articles

Passed article along to someone	24 %
Saved article for future reference	23
Gathered more information about the topic	13
Visited a related website	13
Took any action (net)	55 %

Base: Actions taken based on respondents reading specific features/articles
Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

Actions Readers Took or Plan to Take as a Result of Exposure to Specific Magazine Ads

Consider purchasing the advertised product or service	19 %
Have a more favorable opinion about the advertiser	11
Gather more information about advertised product or service	11
Visit the advertiser’s website	10
Purchase the advertised product or service	8
Visit a store, dealer or other location	7
Save the ad for future reference	6
Recommend the product or service to a friend, colleague or family member	5
Took any action (net)	54%

Base: Actions taken based on respondents recalling specific ads
Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

Readers Value and Respond to Magazines Regardless of How They Acquired the Magazine

Research from Affinity’s VISTA Print Effectiveness Rating Service shows that readers of nonpaid and pass-along magazines take action at similar levels as readers of paid copies (subscription or newsstand).

In addition, the Affinity study found that more than approximately two out of three consumers indicated that they were “very” or “somewhat” likely to subscribe to a magazine or to buy the title at retail based on their pass-along experience.

Actions Taken or Planned to Take in Response to Advertising

	Paid	Nonpaid	Pass-Along	Total Readers
Consider purchasing the product or service	21%	19%	19%	21%
More favorable opinion about the advertiser	12	11	11	12
Gather more information about product or service	12	11	11	12
Visit advertiser’s website	11	10	10	11
Purchase the product or service	8	7	7	8
Visit a store, dealer or other location	9	8	8	9
Save the ad for reference	7	6	6	6
Recommend the product or service	5	5	5	5
Took any action (net)	55%	54%	55%	55%

Base: Actions taken based on respondents recalling specific ads.
Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

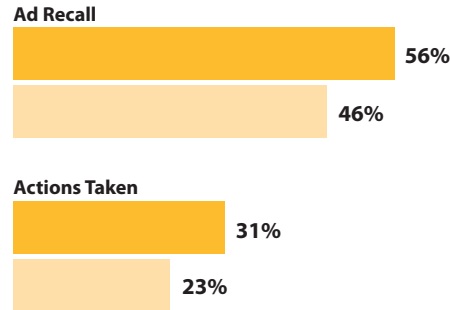
Magazines Show a Direct Link Between Ad Engagement and Ad Effectiveness

Research from Affinity, using a battery of 26 key attributes that drove engagement in Northwestern University's Magazine Reader Experience Study*, confirmed that greater reader engagement is directly linked to increased advertising recall and actions taken. Compared to less engaged readers:

- Engaged readers recalled ads 22% more often
- Engaged readers were 35% more likely to take action in response to magazine advertising

* Findings from the Magazine Reader Experience Study are available at www.magazine.org/research.

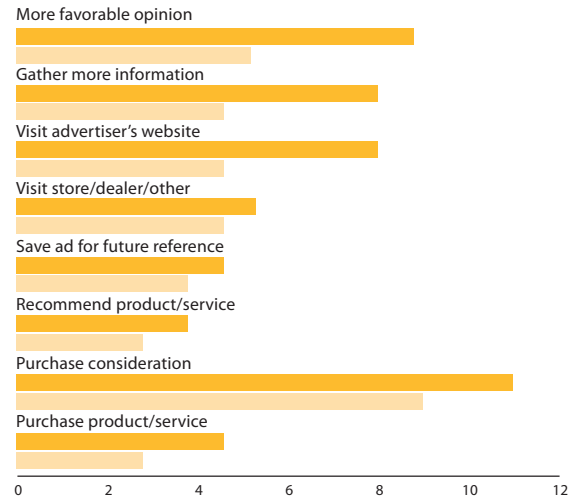
Overall Ad Recall and Actions Taken in Response to Magazine Advertising



■ Agree with engagement statements
■ Disagree with engagement statements

Top/bottom 2 box scores among total respondents
 Source: Affinity, 2006

Individual Actions Taken in Response to Magazine Advertising

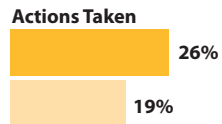


Ad Engagement Drives Effectiveness Across Advertising Categories

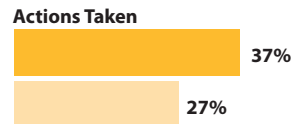
Across all 18 advertising categories measured Affinity found that increased reader engagement led to greater advertising recall and overall actions. Three examples:

- Automotive ads—a category that targets a wide range of demographic groups
- Beauty ads—primarily geared toward women
- Entertainment ads—generally directed toward younger consumers

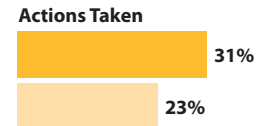
Automotive Magazine Ads



Beauty Magazine Ads



Entertainment Magazine Ads



■ Agree with engagement statements
■ Disagree with engagement statements

Top/bottom 2 box scores among total respondents
 Source: Affinity, 2006

Information about 15 other categories and 15 ad campaigns is available in the “Creative Diagnostic Tool” at www.magazine.org/accountability.

Engagement Findings Can Be Used to Predict Creative Impact

Results tested in the lab and marketplace confirm that engagement attributes can be utilized to help understand and even predict the effectiveness of magazine advertising creative. Six brands — two from each of three different categories — were used for testing in the lab, while two brands — Bayer Aspirin and Lincoln — participated in marketplace tests.

Beauty — Night Cream

(Index)

Average Recall



Average Actions Taken



Engagement Rating



Packaged Foods — Cereal

(Index)

Average Recall



Average Actions Taken



Engagement Rating



Travel — Cruise Line

(Index)

Average Recall



Average Actions Taken



Engagement Rating



Source: Affinity, 2006

Information about the “Creative Diagnostic Tool” is available at www.magazine.org/accountability.

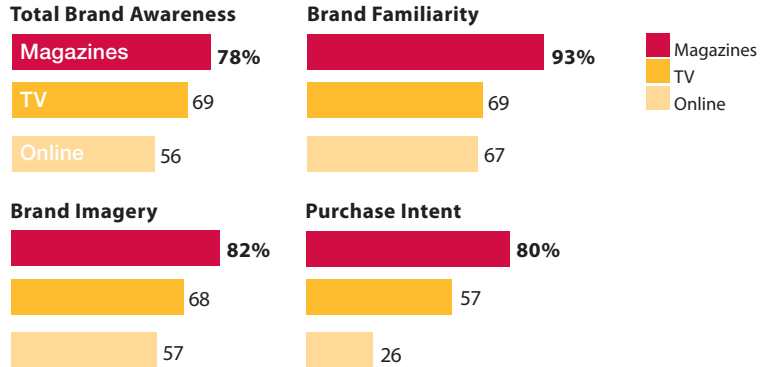
Magazines Are the Most Consistent Performer at All Purchase Funnel Stages

Across 20 client-commissioned studies, Marketing Evolution found that magazines produced a positive result in the most stages of the purchase funnel and in the most campaigns.

To view Marketing Evolution's full study, "Measuring Media Effectiveness," which includes all stages of the purchase funnel, please visit www.magazine.org/accountability.

Aggregate Trends Across the Purchase Funnel

Percent (%) of 20 Studies in Which Purchase Funnel Metrics Were Positively Influenced by Medium



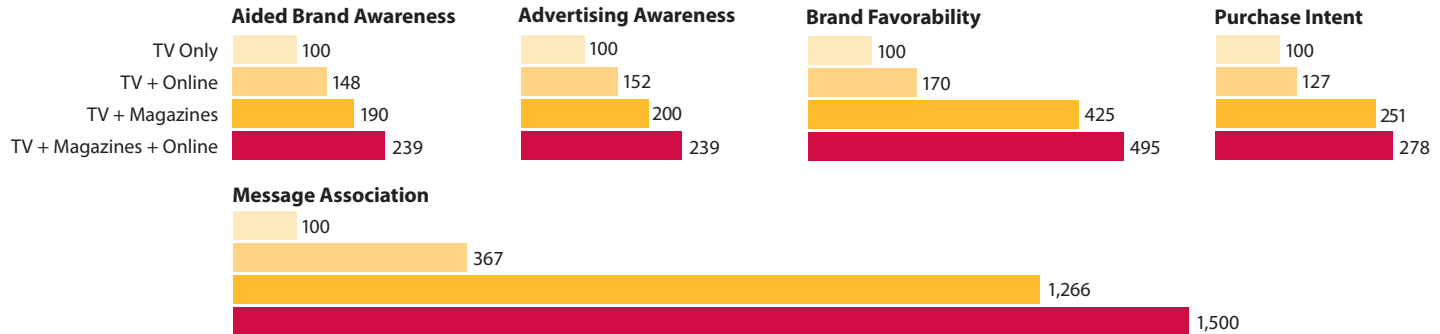
Note: Not all studies included each purchase funnel metric for every medium.
Source: Marketing Evolution, 2006

Magazines Boost the Power of Other Media

Dynamic Logic's analysis reveals that magazines played a leading role in boosting overall advertising effectiveness. The combination of TV and magazines provided significantly more lift (versus TV alone) than did TV plus online.

Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index Versus TV Alone)



Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium. Results are an aggregate of 15 most recent studies.
 Source: Dynamic Logic/Millward Brown CrossMedia Research, 2007

Magazines Excel at Driving Results Through the Purchase Funnel, Especially at Key Lower Stages

In an analysis of 32 client-commissioned studies, media research firm Dynamic Logic found that magazines, in a media mix that included online and TV, contributed:

- 45% of overall effects, indexing 118 compared to TV and 265 compared to online
- 62% of the total increase in brand favorability (7.3% of a total 11.8% shift)
- 56% of the total increase in purchase intent (7.0% of a total 12.6% shift), nearly three times stronger than TV's influence and seven times stronger than online's influence



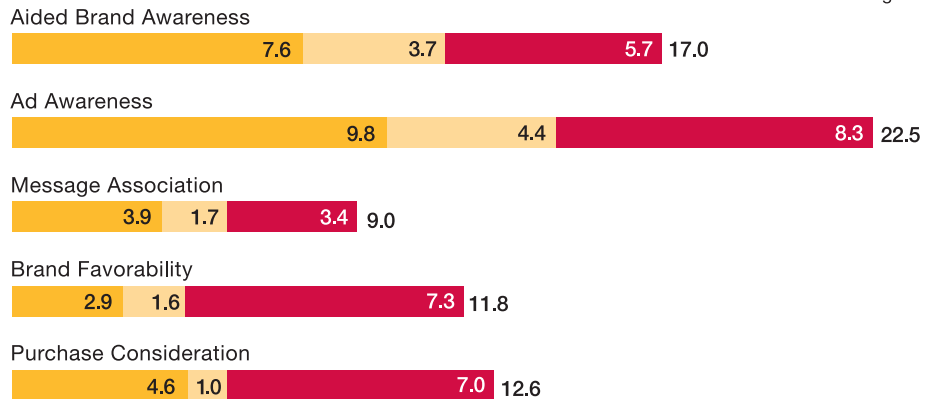
Incremental Effect Across Purchase Funnel

45% Magazines
38% Television
17% Online

Base: 32 Studies
Source: Dynamic Logic/Millward Brown
CrossMedia Research Studies, 2004 – 2007

Incremental Effect of Medium on Brand Metrics: Overall Studies

Average Percentage Point Increase Over Unexposed (Control) Baseline



Base: 32 Studies
Source: Dynamic Logic/Millward Brown CrossMedia Research Studies, 2004 – 2007

Magazines Excel at Driving Purchase Intent Overall and Across Categories

In Marketing Evolution’s analysis of a database of 20 client-commissioned studies, magazines contributed to significant gains across the purchase funnel (from brand awareness to purchase intent) and across categories. Magazines excelled particularly at driving purchase intent, with an increase of five points overall and ranking first in four categories and a close second in the fifth.

Purchase Intent by Category

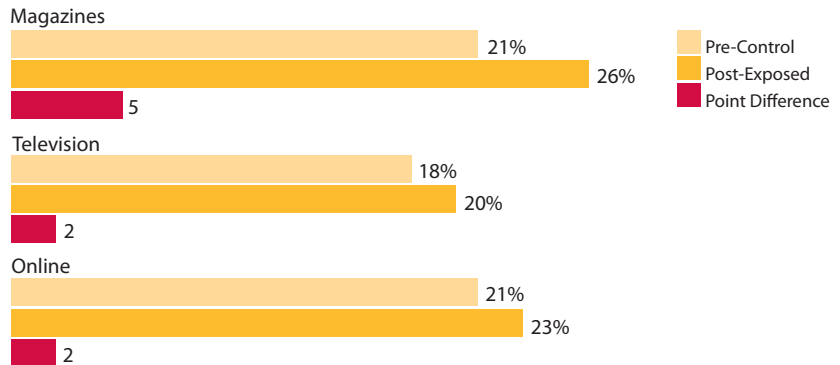
Aggregate of 20 Studies — Percentage Point Change

Category	Magazines	TV	Online
Automotive	+5	+3	+2
Entertainment	+6	+1	+4
Electronics	+3	+4	0
General	+4	+1	+1
Pharmaceutical	+3	+2	0

Note: Results reflect the average point lift for each medium for the specified category.
Source: Marketing Evolution, 2006

Purchase Intent Overall

Aggregate of 20 Studies



Note: Results reflect the average point lift for each medium across the 20 studies.
Source: Marketing Evolution, 2006

To see the impact for other stages of the purchase funnel see page 9 of the “Accountability II Guide” at www.magazine.org/accountability.

Magazines Improve Marketing and Advertising ROI

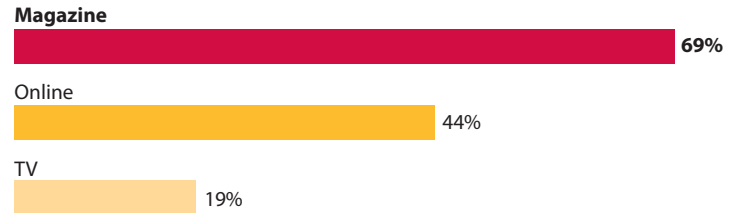
For many of the accountability studies it conducted, Marketing Evolution made recommendations to marketers to reallocate their media mix. They advised that:

- Share of spending for magazines should increase as much as 30 points in 11 of the 16 studies
- Share of spending for online should increase as much as 10 points in 7 of the 16 studies
- Share of spending for TV should increase as much as 10 points in 3 of the 16 studies

When marketers implemented the recommended reallocation of media, their average return on investment (ROI) increased 23% at comparable budget levels.

Recommendation for Reallocation of Media Spending

Percentage of studies where spending should increase for medium



Source: Marketing Evolution, 2006

Magazines Influence Purchase Behavior Across Categories

Top Three Media That Influence Purchase by Age and Category

Total Adults	Age 18-24	Age 25-34
Apparel/Clothing		
Magazines 27%	Magazines 46%	Magazines 33%
Broadcast TV 22	Broadcast TV 28	Broadcast TV 26
Newspaper 21	Cable TV 23	Cable TV 19
Home Improvement		
Broadcast TV 21%	Broadcast TV 21%	Broadcast TV 21%
Magazines 20	Magazines 19	Magazines 19
Newspaper 17	Cable TV 16	Cable TV 17
Car/Truck		
Broadcast TV 21%	Broadcast TV 22%	Broadcast TV 22%
Newspaper 20	Magazines 21	Newspaper 18
Magazines 17	Newspaper 20	Magazines 18
Medicines		
Broadcast TV 14%	Broadcast TV 15%	Broadcast TV 16%
Magazines 10	Cable TV 12	Cable TV 12
Cable TV 9	Magazines 10	Magazines 10
Electronics		
Broadcast TV 28%	Magazines 33%	Broadcast TV 31%
Magazines 25	Broadcast TV 32	Magazines 28
Internet Advertising 22	Internet Advertising 32	Internet Advertising 27

When looking at a variety of areas within the retail category, BIGresearch found that magazines were one of the top three media to influence purchases of all adults, as well as the 18-to-34 year-old segment, for apparel, home improvement, car/truck, medicines, and electronics.

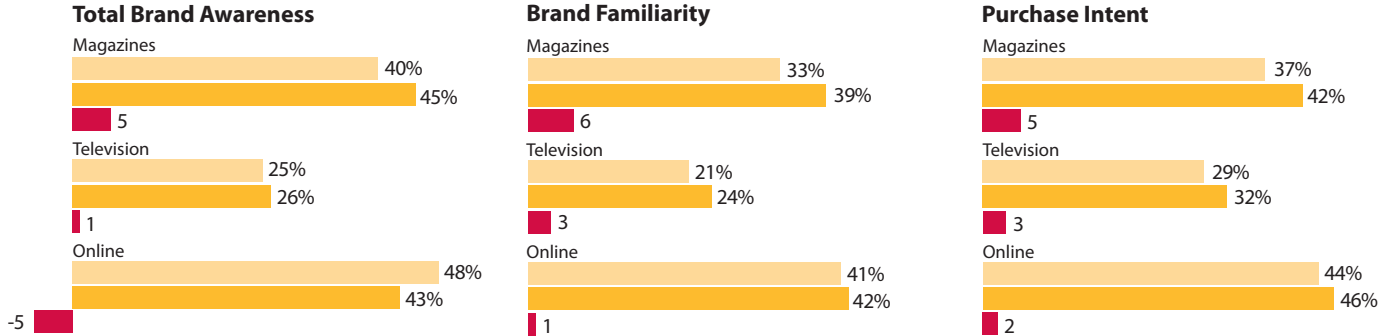
Source: BIGresearch, Simultaneous Media Usage Survey (SIMM11), 2007

Magazines Excel at Driving Auto Brand Awareness, Brand Familiarity and Purchase Intent

Multiple independent studies prove that magazines influence consumers' intent to purchase an automobile more than TV or online.

Automotive Purchase Funnel

Pre-Control Post-Exposed Point Difference



Note: Aggregate of 4 studies. Source: Marketing Evolution, 2006

Magazines Excel at Driving Automotive Purchase Consideration

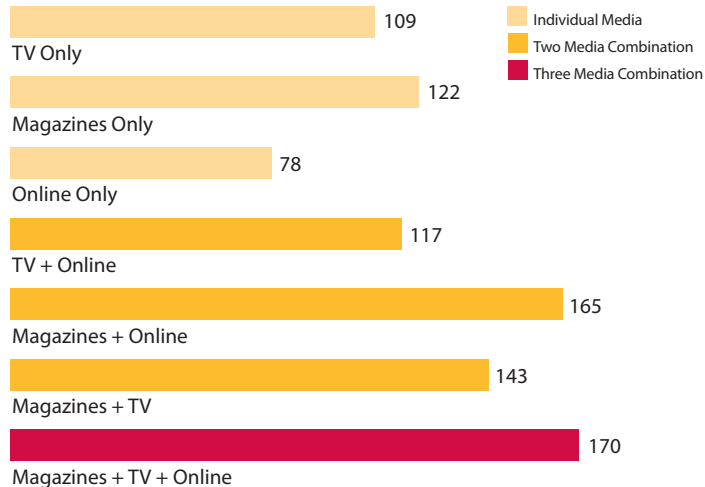
When it came to looking at purchase consideration—the final stage before a consumer decides to make a purchase—for the Jeep Compass launch campaign, Dynamic Logic found that:

- **Magazines—whether alone or in combination with other media—drove purchase consideration more than any other medium in isolation or media combination.**
- When TV was added to magazines and online, the gains in purchase consideration were not significantly higher than magazines plus online alone.

To see how magazines drove metrics at all stages of the Jeep Compass' launch campaign purchase funnel, go to www.magazine.org/accountability.

Automotive Purchase Consideration (Index)

The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



*Results shown are for Jeep Compass only. Question referred to the Jeep Compass within a competitive set of additional brands.
Source: Dynamic Logic, 2007

Magazines Deliver ROI Across the Automotive Purchase Funnel

Dynamic Logic examined the efficiency of each medium and combination of media for each stage of the purchase funnel for the Jeep Compass launch campaign. Their findings included:

- **Magazines in isolation or magazines plus online were the most efficient** of the various media and media combinations
- Except for unaided brand awareness, TV in isolation or in combination with other media was the least efficient medium for this campaign

Calculated Cost-per-Person (CPP) by Metric and Exposure Cell

Lower Index = Greater Efficiency

	TV	Magazines	Online	TV + Magazines	TV + Online	Magazines + Online	TV + Magazines + Online
Unaided Brand Awareness	133	—	190	177	420	100	157
Aided Brand Awareness	236	100	131	314	282	133	207
Aided Ad Awareness	434	100	167	380	1666	147	212
Message Association	186	113	115	239	644	100	322
Brand Favorability	594	112	—	330	2496	100	317
Purchase Consideration	—	—	—	1887	—	100	960

Notes: Index of 100 represents the most efficient medium or media combination and all other costs were indexed against the most efficient cost. A dash means that the metric did not increase or the increase was under one percentage point.

Source: Dynamic Logic, 2007

Magazines Deliver Results Efficiently Across the Auto Purchase Funnel

Marketing Evolution performed a return on marketing objectives (ROMO) analysis for the launch of the 2007 Chrysler Sebring and found distinct differences in efficiency among media. **Magazines emerged as not only an effective medium, but also the most efficient one for influencing purchase intent, brand recognition, and brand familiarity.**

To see the impact for other stages of the purchase funnel see page 9 of the “Accountability II Guide” at www.magazine.org/accountability.

ROI by Medium

	People Impacted Per \$100K Spent (indexed)			
	TV	Magazines	Online	Newspapers
Total Awareness	—	827	100	—
Sebring Recognition	—	100	—	—
Familiarity (Top 2 boxes)	—	100	—	—
Purchase Intent (Top 2 boxes)	—	100	—	262

Note: Index of 100 represents the most efficient medium or media combination and all other costs were indexed against the most efficient cost. A dash means that the increase was under one percentage point or did not increase.

Source: Marketing Evolution, 2007

Magazines Contribute Significantly at Communicating the Benefits for Automotive Brands

PointLogic's independent automotive advertising research confirms that magazines contribute significantly at communicating both emotional and practical purchase stimulators at all stages of the purchase funnel.

Emotional purchase stimulators include such factors as quality, level of trust, "fits my personality," and appearance/style. Practical purchase stimulators include basic price, special offers and promotions, and equipment/features.

Purchase Stimulators for Automotive Brands

Percent of consumers who indicated these information sources "perform well" for practical/emotional purchase indicators

	practical	emotional
Television	33%	23%
Magazines	30	20
Newspaper	28	12
Radio	17	10
Loose Inserts or Flyers	15	8
Movie Theatre Advertising	11	9
Internet Advertising	11	7
Sponsorship Events	6	7
Outdoor	6	6
Public Transportation	5	6

Source: PointLogic M3 Automotive Survey, 2008

Magazines Exert Sizable Influence on Auto Purchasers

If you look at which media customers say influence them to purchase a car and then compare that to the allocation of advertising dollars, you will see the **auto makers are under-spending on most media, including magazines, while over-allocating dollars to TV.**

According to BIGresearch, magazines garner only about 12-13% of the ad budget for most auto advertisers, but magazines command about 17% of the influence on consumers to purchase a car. Typically, TV takes up about 40% of the total budget, but this is more than double the percentage of influence that consumers say TV has on their decision to purchase a car.

Automotive Ad Spending vs. Influence to Purchase (percent)

	General Motors	Ford	Toyota
Magazine Spend	12%	13%	13%
Magazine Influence	17	17	19
TV Spend	40	41	40
TV Influence	18	18	17
Internet Spend	4	4	3
Internet Influence	9	8	9
Newspaper Spend	7	7	3
Newspaper Influence	17	17	16
Radio Spend	3	2	1
Radio Influence	6	7	5
Outdoor Spend	1	1	1
Outdoor Influence	10	12	11

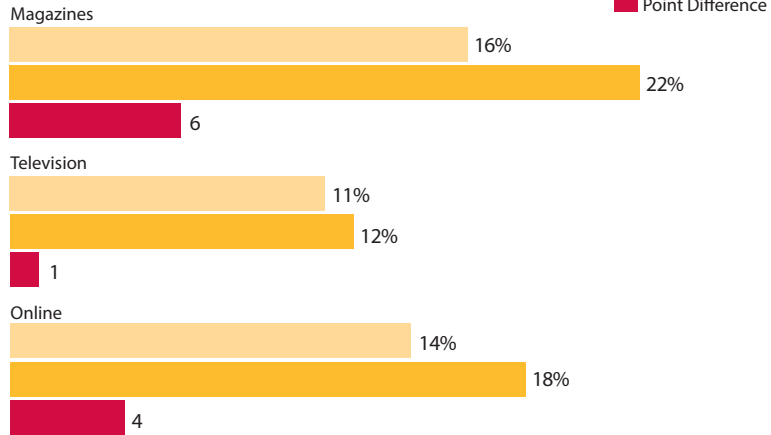
Source: BIGresearch, 2008 and analysis of Adage Domestic Car Spending by Category, 2006

Magazine Lead in Driving Entertainment Purchase Intent

In Marketing Evolution's analysis of seven entertainment products' advertising campaigns, magazines drove purchase intent the most—fifty percent more than online and six times more than TV.

Entertainment Purchase Intent*

Aggregate of 7 Studies



*The purchase intent question for this category was phrased as an intention to tune in, view, attend or buy the product.
Source: Marketing Evolution, 2006

Consumers of Entertainment Products Choose Magazines

Magazines readers provide a key target for entertainment advertisers. Both general consumers and Influential consumers (the one adult in nine who influences the others) of a variety of entertainment products tend to be above average magazine readers and below-average TV viewers. These consumers also tend to be heavy users of the Internet.

Top Media Quintiles for Entertainment Products

		Heavy Users (by index)				
		Magazines	Newspapers	Radio	TV	Internet
Attended movies 1+ times/week in last 90 days	All Consumers	146	95	105	106	114
	Influentials	150	130	113	92	130
Prefer to see a new movie on opening weekend	All Consumers	133	102	119	85	122
	Influentials	151	105	111	89	111
Household bought any video game systems in past 12 months	All Consumers	130	100	104	80	132
	Influentials	82	96	97	88	113
Rented 3+ DVDs in past 30 days	All Consumers	121	98	106	73	132
	Influentials	114	95	96	67	118
Purchased any DVDs in past 30 days	All Consumers	122	97	107	89	123
	Influentials	113	104	95	104	111
Digital phone features personally used/past 30 days: games	All Consumers	142	87	124	72	135
	Influentials	156	87	82	126	104
Bought 10+ pre-recorded CDs/ audio tapes/last 12 mos.	All Consumers	142	87	124	72	135
	Influentials	156	87	82	126	104

Base: U.S. Adults 18+
Source: MRI, Fall 2007

Magazines Are an Important Resource for Home Improvement

Nearly half of all home improvers cited magazines as their primary source of motivation for beginning a new home improvement project. Magazine editorial (24%) and magazine advertising (21%) contributed almost equally.

Once consumers were committed to undertaking a home improvement project, magazine editorial and advertising excelled as the #1 and #2 sources of information for the consumer in the first four of five stages in the home improvement purchase decision process.

Primary Sources of Home Improvement Projects (percent)

Magazine Editorial	24%	Newspaper Editorial	3%
Magazine Advertising	21	Newspaper Advertising/FSI	3
Home Show/Other Demos	13	Internet Advertising	3
Friend/Neighbor/Contractor	12	Internet Editorial	2
Retail Exposure	7	Radio Program	1
TV Program	5	Radio Advertising	1
TV Advertising	5		

Source: CNW Research, Inc., 2007

Top Sources of Information for the Five Stages of the Home Improvement Process (percent)

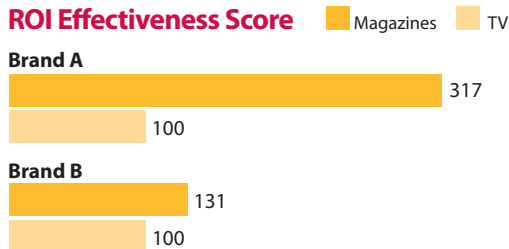
STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Needs Assessment	Product Comparison	Feature Comparison	Style/Design Comparison	Price Comparison
Mag. Edit 26	Mag. Edit 27	Mag. Edit 24	Mag. Ad 22	Retail Exp. 45
Mag. Ad 19	Mag. Ad 19	Mag. Ad 21	Mag. Edit 18	News Ad 14
Home Show 13	Internet Edit 10	Internet Edit 15	Retail Exp. 14	Mag. Ad 11
Friend 8	Home Show 10	Internet Ad 9	Internet Edit 11	Internet Edit 9

Source: CNW Research, Inc., 2007

Magazines Generate Results for Packaged Goods Advertisers

When Marketing Management Analytics looked across media at return on investment (ROI) for a consumer packaged goods marketer, they found that magazines provided superior ROI for both brands studied, concluding that:

- Magazines performed three times more efficiently than TV for Brand A
- Magazines provided a third better efficiency than TV for Brand B



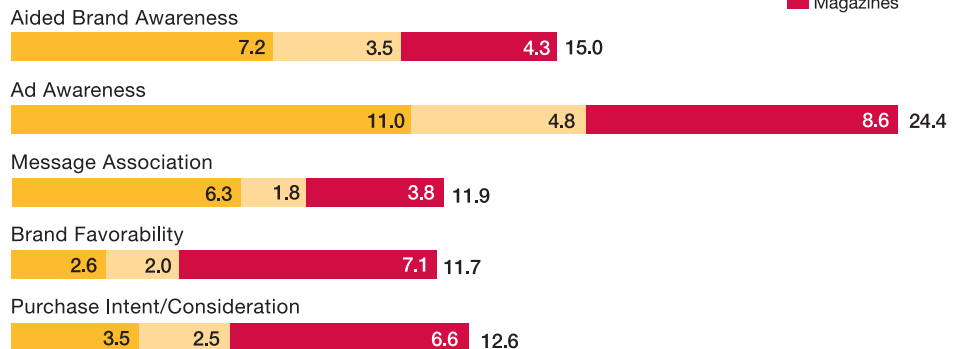
Source: Marketing Management Analytics (MMA) presentation, 2006

In an analysis of cross-media accountability studies for the consumer packaged goods category, Dynamic Logic found magazines excelled at the bottom of the funnel:

- Increasing brand favorability three times more than online and more than double that of TV
- Boosting purchase intent/consideration the most, nearly double that of TV and three times that of online

Incremental Effect of Medium on Brand Metrics: CPG Studies

Average Percentage Point Increase Over Unexposed (Control) Baseline



Base: 14 Studies

Source: Dynamic Logic/Millward Brown CrossMedia Research, 2007

Note: Consumer magazines were used in this test; trade publications were excluded from this analysis.

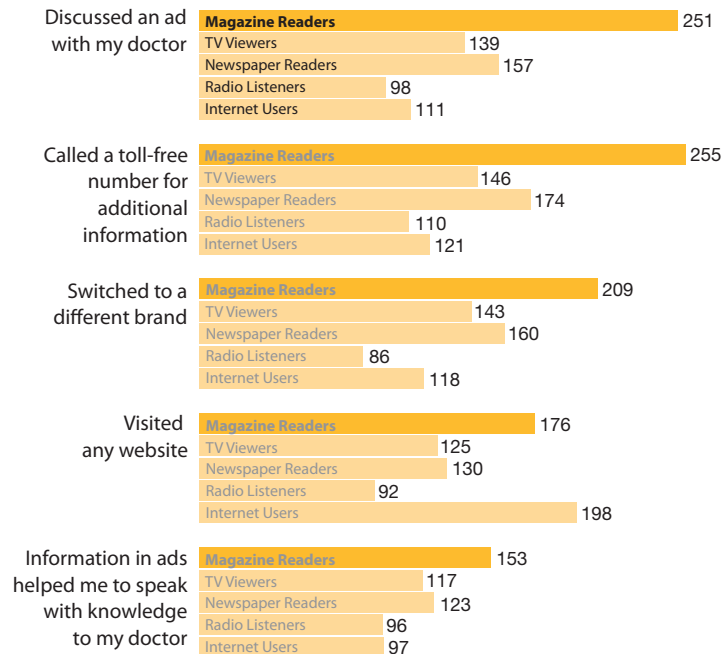
Magazine Readers Lead in Responding to Healthcare Ads

The MARS OTC/DTC study revealed that magazine readers are by far the most likely to take action on an ad when compared with users of any other medium. **Magazine readers were two-and-one-half times more likely than users of other media to discuss an ad with their doctor compared to the general public.**

In addition to the data presented in the chart, magazine readers were:

- Nearly three times more likely to return a sample card
- Nearly twice as likely to discuss an ad with a friend or relative compared to the general public

Magazine Readers Lead in Responding to Healthcare Advertising (Index)



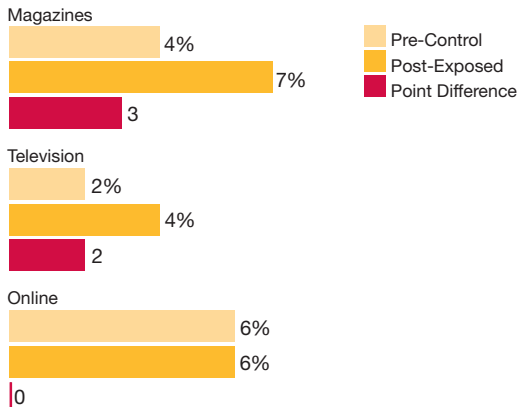
Source: MARS OTC/DTC Study, 2007

Magazines Lead in Driving Pharmaceutical Purchase Intent

Pharmaceutical Purchase Intent

(Defined as Intention to Talk to Doctor/Physician)

Aggregate of 2 Studies



Source: Marketing Evolution, 2006

Marketing Evolution found that magazines drove consumers' pharmaceutical purchase consideration—based on intent to talk to a doctor/physician—more than TV or online.

Magazines Lead in Recall and Actions Taken for DTC

	ad recall	recall index	action/recall percentage	action/recall index
Magazine Ads	50%	139	17%	155
TV Commercials	36%	100	11%	100

Source: Affinity's VISTA Print Effectiveness Rating Service, 2007

Affinity/VISTA surveyed consumers on their recall and response to pharmaceutical direct-to-consumer (DTC) ads seen in magazines and on television. The study found that:

- Recall scores for magazine DTC ad campaigns skewed much higher than those for TV
- Magazines indexed more than half again higher than TV for actions taken in response to DTC advertising, based on those who recalled the ad

See full pharmaceutical purchase funnel results in the study "Measuring Media Effectiveness" at www.magazine.org/accountability.

Magazines Help Keep Pharmaceutical Ad Results Healthy

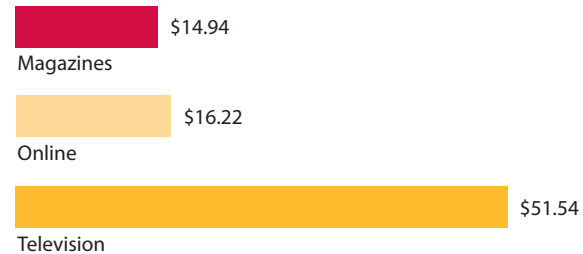
Magazines can play an important role in motivating people to ask their doctors about drug remedies relevant to them — particularly at a time when there is a crisis of trust between patients and the drug companies.

In a study for a major advertiser, Marketing Evolution found that magazines generated two times more doctor visits than TV. In addition, the Marketing Evolution study also reported **magazines were more efficient than the Internet and three times more efficient than TV in driving those visits.**

Marketing Evolution also found in the pharmaceutical category that magazines lead in driving purchase intent (see page 57).

Pharmaceutical Recommended Mix Cost per Impact

Impact = Effort/intent to talk to a doctor (net)



Source: Marketing Evolution, 2005

Magazines Drive Sales at Retail

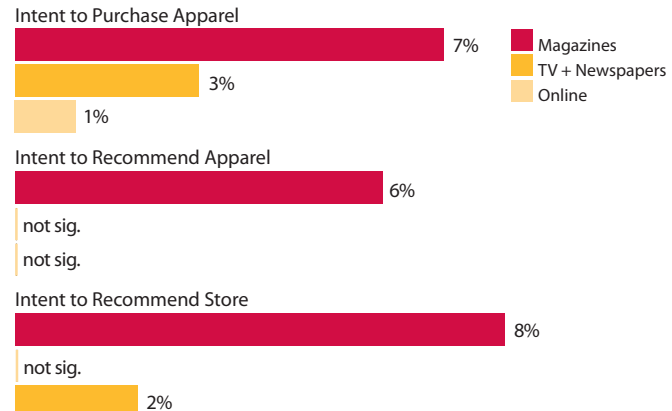
Marketing Evolution’s accountability study for a mass merchandiser found that magazines were more effective than TV and newspapers together or the Internet:

- Magazines were two times more effective than TV and newspapers together and seven times more effective than the Internet in driving purchase intent
- Magazines were the only medium to demonstrate a contribution increasing intent to recommend apparel
- Magazines were four times more effective than the internet in driving intent to recommend the store

Marketing Evolution also found that magazines were the most cost-efficient media channel **for this retail brand’s core campaign objective: intent to purchase apparel. On a cost-per-impact basis, TV was three times more expensive and online was a third more expensive than magazines.**

Media Accountability Study — Mass Merchandiser

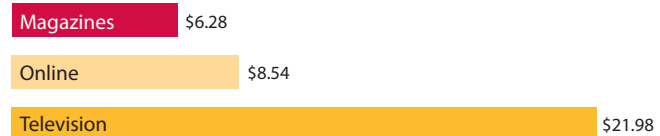
Percent of Change versus Control



Source: Marketing Evolution, 2005

Retail Recommended Mix

Cost Per Impact — Apparel Purchase Intent



Source: Marketing Evolution, 2005

Magazine Readers Are Most Likely to Buy Tech Products This Year

Heavy Users of Media (top 20% of magazine readers) by index

	Magazines	TV	Newspapers	Internet
Desktop PC	137	106	128	117
Notebook/Tablet PC	148	88	120	134
Handheld Devices	132	103	121	118

Source: IntelliQuest CIMS Fall Home Study, 2006, Weighted by Home.

For consumers who influence technology purchases in the home, IntelliQuest found that heavy users of magazines (the top 20% of magazine readers) were more likely than the heavy users of other media to purchase technology-related products in the next 12 months. Specifically, heavy magazine readers:

- Were 40% more likely than the average consumer to purchase desktop computers within the next year, 30% more likely than heavy TV viewers and 20% more likely than heavy internet users
- Were nearly 50% more likely than the average consumer to purchase notebook computers within the next year

Magazines Are Used More Frequently Than the Internet for Category-Specific Information

For a variety of categories, consumers are more likely to use magazines instead of the Internet to search for information

Percent Using Each Medium Once a Week or More Often for Category Information

	Magazines	Internet
Entertainment/Celebrity	55%	37%
Fashion/Beauty	47	33
Health & Wellness	37	33
Food/Cooking	35	27

Source: MediaVest Print/Digital Study, 2008

Magazines Excel in Driving Web Search Across Various Demographics

Magazines perform best at influencing consumers to start a search for merchandise online—ahead of online media and word-of-mouth, according to the latest data from BIGresearch. What’s more, magazines rank at or near the top by gender as well as age.

Media that Trigger an Online Search by Age and Gender

Medium (percent)	Overall	M	F	18–24	25–34	35–44	45–54	55+
Magazines	47%	48%	47%	46%	47%	47%	47%	49%
TV/Broadcast	43	46	40	37	42	45	45	51
Newspapers	41	42	40	27	32	40	44	51
TV/Cable	36	41	32	50	46	38	32	26
Face-to-Face	34	36	32	40	39	38	33	26
Radio	30	34	26	33	37	34	30	22
Direct Mail	30	29	31	24	31	30	29	31
E-mail Advertising	29	29	29	31	32	29	29	26
Internet Advertising	26	29	24	35	30	27	25	20
Outdoor Billboards	12	13	10	16	17	13	11	6
Online Communities	10	10	9	23	17	10	5	2
Blogs	8	10	7	17	13	9	5	3

Source: BIGresearch Simultaneous Media Usage Study, 2007

Magazine Ads Build Web Traffic Overall and Across the Purchase Funnel

An analysis by Marketing Evolution showed **more than a 40% lift in web traffic occurred after customers were exposed to magazine advertisements** compared to a control group of respondents who were not exposed to magazine ads.

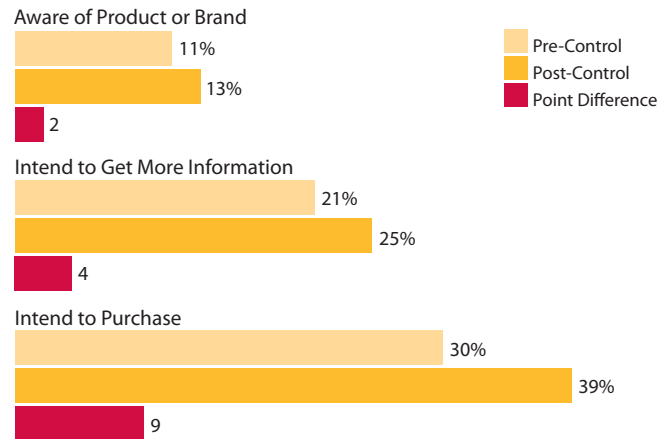
Magazines contributed to building web traffic at each stage of the purchase funnel, especially excelling at influencing purchase intent, often considered the most important stage. These results parallel those seen in overall purchase funnel analysis.

Percent of Group to Visit Brand Website



Aggregated base sizes Control n = 21,410 Exposed n = 22,619
Source: Marketing Evolution, 2004-2007

Percent of Group to Visit Brand Website at Each Stage of Purchase Funnel

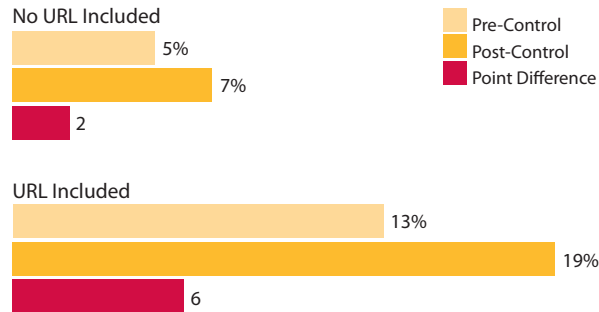


Analysis completed at the individual respondent level. Control n = 4,260 Exposed n = 4,492
Source: Marketing Evolution, 2004 - 2007

Including a URL in Magazine Ads Increases Web Visits

When the URL was included in the magazine advertising creative, the percent change in visits tripled from two to six points in Marketing Evolution's research.

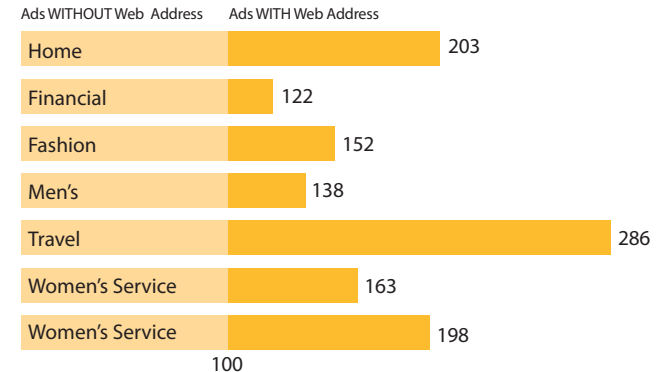
Percent of Group to Visit Brand Website



Analysis completed at the study level. 4 studies include URL and 5 studies do not include URL.
 Aggregated base sizes Control n = 21,410 Exposed n = 22,619
 Source: Marketing Evolution, 2004 – 2007

Affinity found that magazine ads with URLs are more likely to drive readers to advertiser websites across a range of magazine genres.

Ads With URLs Compared to Ads Without URLs Drive Readers to Advertiser Websites (index)



Action Index: Visit Advertiser's Website
 Base: Actions taken based on respondents recalling specific ads
 Source: Affinity's VISTA Print Effectiveness Rating Service, 2007

Magazines Influence Word of Mouth

- Personal recommendations are 1^{1/2} times more important now than they were in the 1970s
- Influentials® are two times more likely to make or to be asked for recommendations than the general population
- **Among the general population and Influentials, magazines are the strongest influence on personal recommendations**

Magazine Advertising is More Influential Than TV and Online Ads

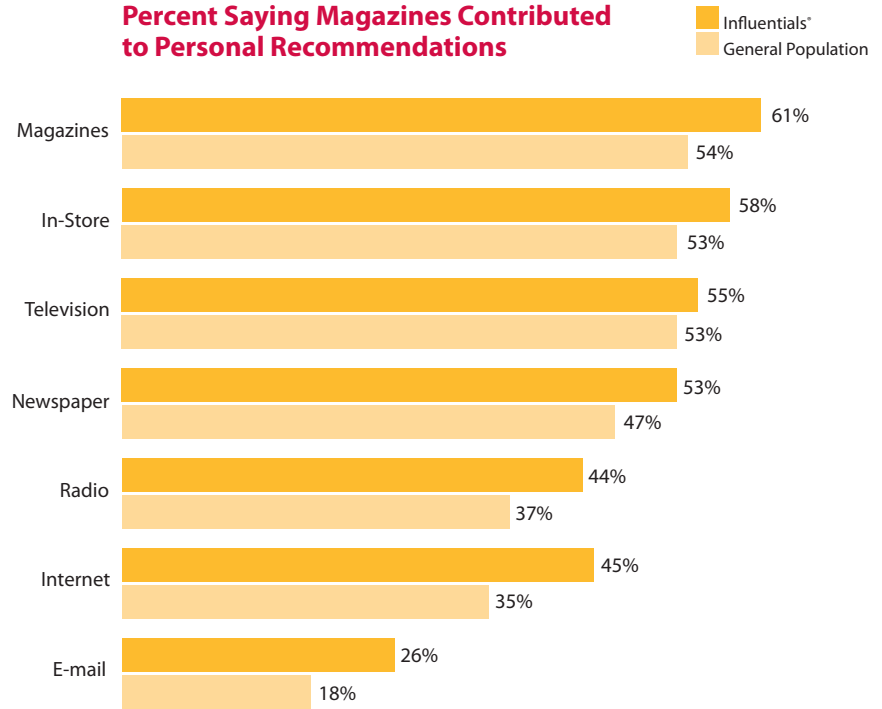
Recommend a Product or Service You See Advertised

Magazines	57%
Online	35
Television	44
Newspapers	58

Base: % of Users "Ever" Impacted by Advertising in Key Media (Ever = Often + Occasionally)

Source: Time Inc. Magazine Environmental Tracking Study, 2006

Percent Saying Magazines Contributed to Personal Recommendations



Source: Roper Reports, 2005