



Fact:

“Increasing
doctor visits is
**my #1 measure
of ad success.”**

**Pharmaceutical execs require marketplace
results** to justify every media dollar spent.

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

Magazines impact doctor visits more effectively than other media.

Fact: Magazines drove purchase intent for pharmaceuticals more than TV or online.

Measuring Media Effectiveness, Marketing Evolution 2006

Fact: In a cross-media accountability study for a major pharmaceutical brand, Marketing Evolution found that **magazines generated 2X more doctor visits than TV at a third of the cost.**

XMOS Cross Media, Marketing Evolution 2005

Fact: Magazine readers were by far the most likely to take action on an ad when compared with users of any other media. When compared to the general public, magazine readers were:

- Nearly 3X more likely to return a sample card
- Two and a half times more likely to request more information by returning a card
- More than 2X as likely to discuss an ad with their doctor

MARS OTC/DTC Study 2006

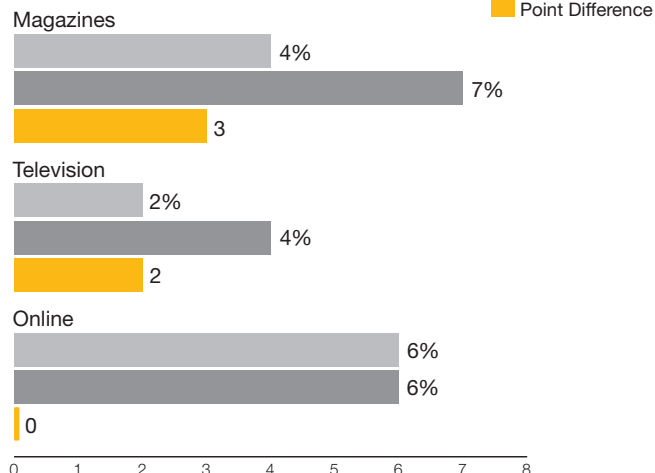
Fact: Consumers who heavily read magazines are significantly more likely to be willing to discuss new prescription medicines with their doctor and to ask their doctor for prescription medication based on magazine ads than heavy users of TV or the Internet.

MARS OTC/DTC Study 2006

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: Ryan McVay/Getty Images

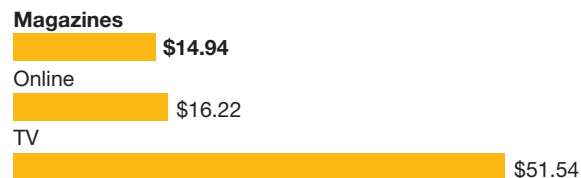
Pharmaceuticals Purchase Funnel



Aggregate of 2 Studies. Note: The purchase intent question for this category is phrased as an intention to talk to your doctor/physician. Source: Marketing Evolution 2006

Pharmaceutical Recommended Mix Cost per Impact

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



Source: XMOS Cross Media, Marketing Evolution 2005

Consumer Responses to OTC/DTC Advertising (Index)

	Heavy Magazine Readers	Heavy Internet Users	Heavy TV Viewers
I often discuss new prescription medicines with my doctor	121	87	113
Information provided in pharmaceutical ads help me speak knowledgeably with my doctor	131	97	115
I'm willing to ask my doctor for prescription medication I've seen ads for	121	104	111

Base: US Age 18+
Source: MARS OTC/DTC Study 2006

MAGAZINES.
IDEAS THAT LIVE BEYOND THE PAGE.



Magazine Publishers of America