

food



**Do you crave
better ad
performance?**

Magazine readers are most likely to be food category innovators

Media Use for Food Category Early Adopters (Index)



Base: Top Quintile of Usage for Each Medium, Food Category Innovators
Source: MRI, Fall 2008

Magazines lead as a food resource

% Using Each Medium Once a Week or More Often for Food/Cooking Information



Source: MediaVest Print/Digital Study, 2008

Advertiser-funded studies prove magazines' superior impact at driving CPG brand favorability and purchase intent

Incremental Effect of Medium on Brand Metrics

Brand Favorability



Purchase Intent/Consideration



Average percentage point increase over unexposed (control) baseline
Base: 17 CPG studies
Source: Dynamic Logic/Millward Brown Crossmedia Research, 2009

Magazines and the web excel at influencing food/beverage purchases

Super Influential Consumers (Index)

	Magazines	Newspaper	Radio	TV	Internet
Coffee	166	121	105	67	163
Cooking	136	105	119	71	149
Grocery Shopping	144	110	131	91	141
New Food Items	156	96	118	97	145
Snacks	161	94	107	87	152
Soft Drinks	140	94	132	119	128

Base: Top quintile of usage for each medium
Source: MRI, Spring 2009. Super Influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

To download magazine fact sheets from multiple other categories, view case studies and get more information, go to www.magazine.org/advertising.

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