

financial



Seeking dividends on your media investment?

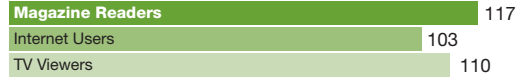
Magazines target financial investors

In Past Year:

Used any brokerage (full-service, discount, other)



Any securities transactions



Value of total financial accounts \$250,000+



Heavy media users. Base: Heads of Household, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2009

Very/Somewhat likely in next 12 months (Index)

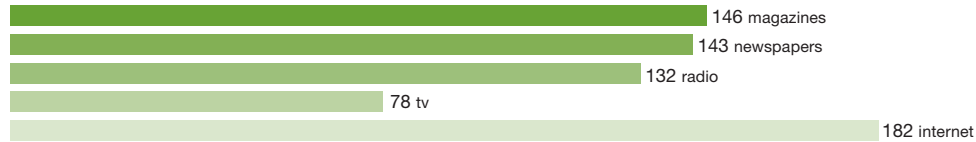
	Magazines	Newspaper	Radio	TV	Internet
Invest in Stocks, Bonds or Mutual Funds	118	123	98	80	131
Start/Buy and New Business	123	86	116	99	123
Buy Life Insurance	133	102	112	102	104
Buy Homeowner or Personal Property Insurance	115	109	104	103	108

Base: Top quintile of usage for each medium
Source: MRI, Spring 2009

Super influential consumers for financial purchases are heavy users of magazines and the web

Super Influential Consumers for Financial Purchases Are Heavy Users of Magazines and the Web

Finance/Investments



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.

Magazines lead in generating trust and ad receptivity

Comparing Media Channels

Average Engagement Dimension Scores (100–low/500–high)

Trustworthy



Ad Receptivity



Source: Simmons' Multi-Media Engagement Study, 2008. Full year study.