

Fact:

“Building brands
is great, but
**my ad budget
must impact my
stores’ sales.”**

**Retailers expect a positive return on
investment** for every media dollar spent.

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

Magazine ads raise retail purchase intent more than other media.

Fact: Marketing Evolution's Accountability Study for a mass merchandiser found that magazines were more effective than TV and newspapers together or the Internet at:

- Driving purchase intent—they were **2X more effective than TV and newspapers together and 7X more effective than the Internet in driving purchase intent**

- Increasing intent to recommend apparel
- Getting people to recommend the store

Marketing Evolution, XMOS Accountability Study 2005

Fact: Consumers who heavily read magazines spend more at retail than consumers who heavily watch TV across a wide range of categories, including spending 1.7X as much on clothing, 1.5X as much on health and beauty, and 1.7X as much on audio equipment.

MRI Doublebase 2006

Fact: Influentials—the 9% of the population who hold sway over other consumers' decisions—**cite magazines as the strongest media influence on their recommendations.** Sixty-one percent of Influentials say magazines contributed to their recommendations, followed by in-store (58%), TV (55%) and newspaper (53%).

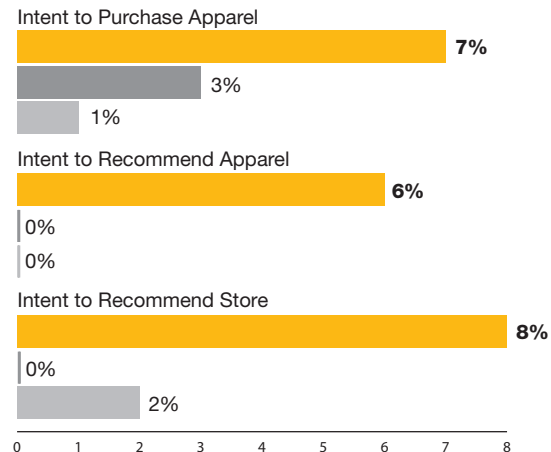
Gfk Roper Reports 2005

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

Media Accountability Study Mass Merchandiser

Percent of Change vs. Control



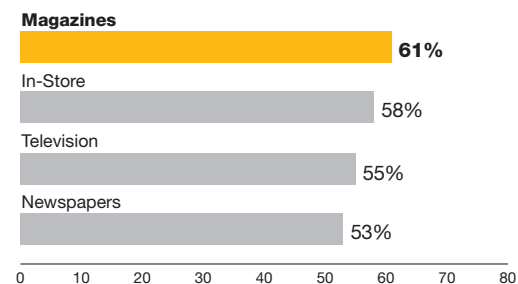
Source: Marketing Evolution, Media Accountability Study, Mass Merchandiser 2005

Amount Spent in Past 12 Months at Retail (Billions)

	Heavy Magazine Readers	Heavy TV Viewers
Clothing	\$ 20.84	\$ 12.38
Shoes	1.77	1.18
Fine Jewelry	4.71	3.06
Health and Beauty	5.05	3.49
Audio Equipment	1.36	.78
MP3 Players	.40	.14
Personal Computers/Home System	41.45	26.14
Mail/Phone/Internet Orders	8.38	4.36
Barber Shop or Beauty Shop	1.99	1.47

Source: MRI Doublebase 2006, Weighted by Population

Venues That Contribute to Influentials' Recommendations



Source: Gfk Roper Reports 2005

MAGAZINES.
IDEAS THAT LIVE BEYOND THE PAGE.



Magazine Publishers of America