



In the world of cross-media
accountability, **warm and
fuzzy won't cut it
anymore.**

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

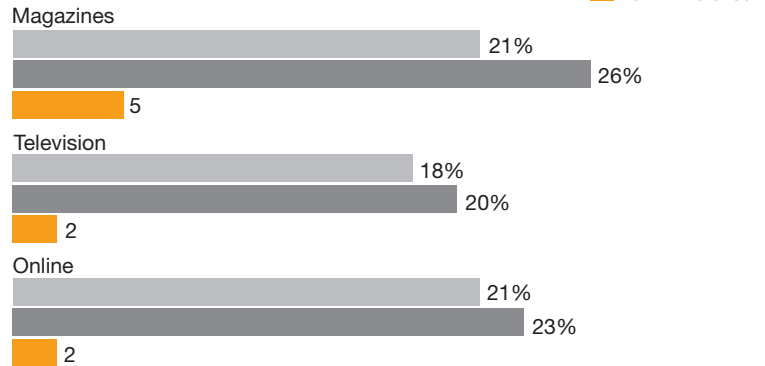


Magazines are the #1 driver of purchase intent.

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

Measuring Media Effectiveness, Marketing Evolution 2006

Purchase Intent Aggregate of 20 Studies



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

Fact: Across categories, magazines most consistently influenced purchase intent.

Measuring Media Effectiveness, Marketing Evolution 2006

Purchase Intent by Category

Percentage Point Difference Between Pre/Post Analyses or Test/Control

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

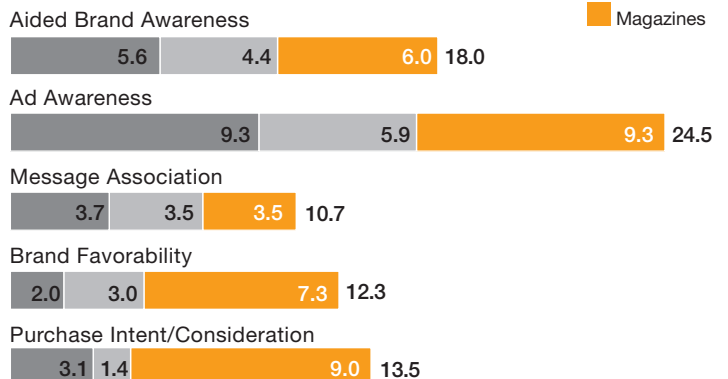
Note: Results reflect the average point lift for each medium for the specified category.
Source: Marketing Evolution 2006

Fact: Magazines drove purchase intent nearly 3X more than TV and 6X more than the Internet.

Dynamic Logic CrossMedia Studies 2006

Incremental Effect of Medium on Brand Metrics

Average Percentage Point Increase in 17 Studies Over Unexposed (Control) Baseline



Source: Dynamic Logic CrossMedia Research Studies 2006

Magazine ads significantly enhance marketing results.

Fact: Magazines were the most consistent performer, producing a positive result in the most stages of the purchase funnel and in the most campaigns.

Measuring Media Effectiveness, Marketing Evolution 2006

Fact: Magazines were more effective than TV or radio in driving people to advertiser websites.

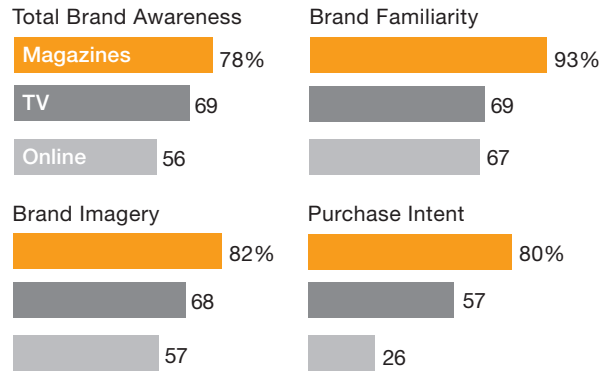
ICOM, American Advertising Federation (AAF) 2006

Fact: Magazines played a key role in boosting the overall performance of marketing campaigns.

Measuring Media Effectiveness, Marketing Evolution 2006

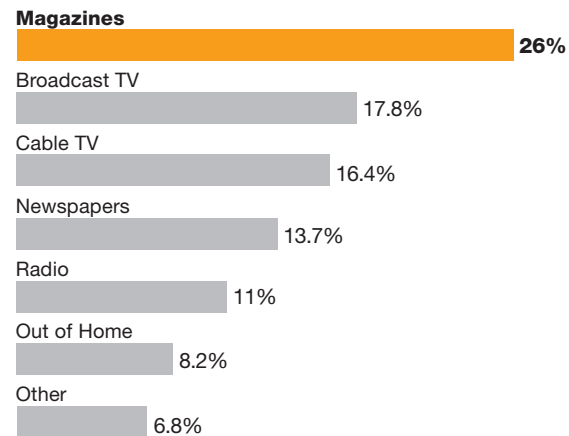
Aggregate Trends Across the Purchase Funnel

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 media. Source: Marketing Evolution 2006

Effectiveness of Media at Driving Consumers to the Web

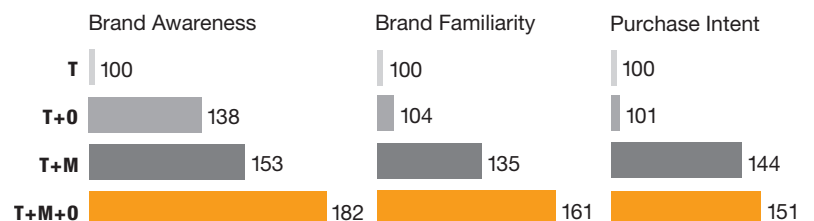


Source: ICOM, American Advertising Federation (AAF) 2006

Cumulative Effects of Different Media Combinations

Aggregate of 10 Studies — Pre/Post Point Change (Index Versus TV Alone)

Key: T = TV O = Online M = Magazines



Note: Results reflect the impact of different media combinations expressed as an index with TV as a base medium. Results are an aggregate of 20 studies, 10 of which had sufficient sample size to examine each combination of media (index versus TV alone). Source: Marketing Evolution 2006

Want more facts? Go to www.magazine.org.



Engagement: Understanding Consumers' Relationships with Media

emotional response
enjoyment
consumer control
involvement
multitasking
relevance
trust

www.magazine.org/engagement

Accountability: A Guide to Measuring ROI and ROO Across Media

brand awareness
message association
efficiency
ROO
purchase consideration
ad effectiveness
ROI

www.magazine.org/accountability

COMPREHENSIVE RESOURCES

MPA Magazine Handbook provides facts and figures about how magazines—alone or with other media—can help advertisers achieve marketing goals. Includes magazine effectiveness studies, circulation trends and magazines' editorial strengths.

Ten Top Reasons to Advertise in Magazines

Understanding Circulation: A Guide for Buyers and Sellers offers insights on key strategic concepts in circulation to help facilitate communication between advertisers and publishers.

Case Studies and **Magazine Plans That Work** spotlight successful magazine plans. Case studies of the Kelly Awards' finalists are available in *WINNERS* magazine and as a gallery exhibit and video presentation.

TARGETING

Quantifying Influentials' Relationship with Magazines reveals that Influentials—the 21 million Americans who influence the decisions of the rest of the population—rank magazines as their key source of news and information and find magazine advertising valuable.

MPA Market Profiles (Most recent updates available online) consolidate advertising and magazine usage research from more than 30 sources on four increasingly important targets:

- Teens
- Hispanics/Latinos
- African Americans/Blacks
- Asian Americans

ENGAGEMENT

Engagement: Understanding Consumers' Relationships with Media provides an overview on what is known about engagement, including its many elements, how it is measured, how it varies by marketing segment, and engagement's link to accountability.

Magazine Reader Experience Study (conducted by Northwestern University) examines what consumers experience when reading a magazine and how those experiences drive readership and advertising impact.

ACCOUNTABILITY

Accountability: A Guide to Measuring ROI and ROO Across Media provides an easy-to-understand overview of accountability: what it is, how it is measured, and what has been learned to date.

These resources analyze effectiveness across the purchase funnel and media mix dynamics, providing compelling proof that magazines positively impact sales:

- **Measuring Media Effectiveness Full Study and Executive Summary** (conducted by Marketing Evolution)
- **How Media Measure Up: Financial Services, Personal Care Products, and OTC/Healthcare Products** (conducted by Hudson River Group)
- **Measuring the Mix** (conducted by Marketing Management Analytics)
- **What Drives Automotive Sales** (conducted by Hudson River Group)
- **Focus on the Bottom Line** (conducted by Hudson River Group)

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.

MAGAZINES.
IDEAS THAT LIVE BEYOND THE PAGE.

Magazine Publishers of America

