

Ad impact:

improving advertising results
in a soft economy

making your budget work harder



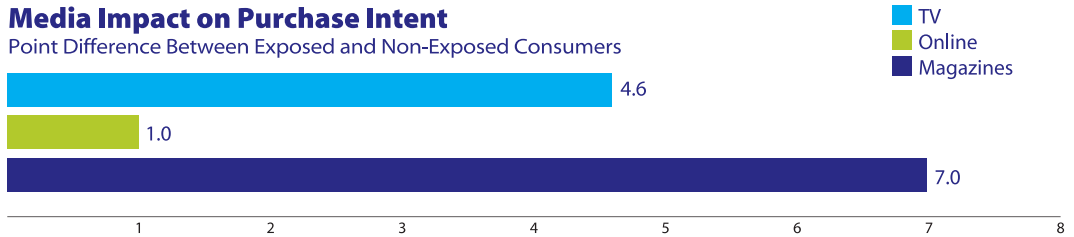
#1

Goal:
Insight:

Maximizing purchase intent is critical for me right now.
Magazines rank #1 in lifting purchase intent — and do it efficiently.

Media Impact on Purchase Intent

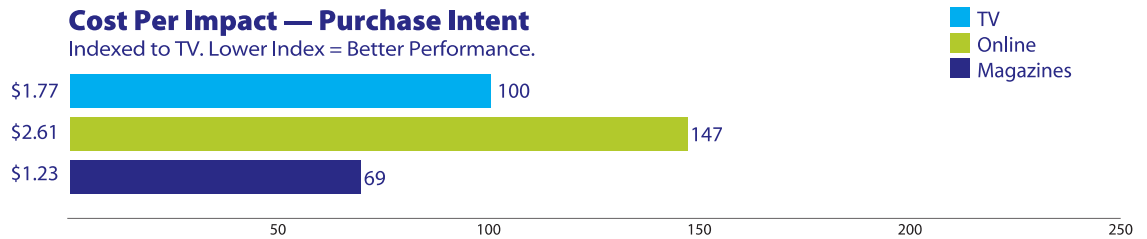
Point Difference Between Exposed and Non-Exposed Consumers



Base: 32 Studies. Dynamic Logic/Millward Brown, 2004 – 2007

Cost Per Impact — Purchase Intent

Indexed to TV. Lower Index = Better Performance.



Aggregate of 38 Studies. Marketing Evolution, 2008

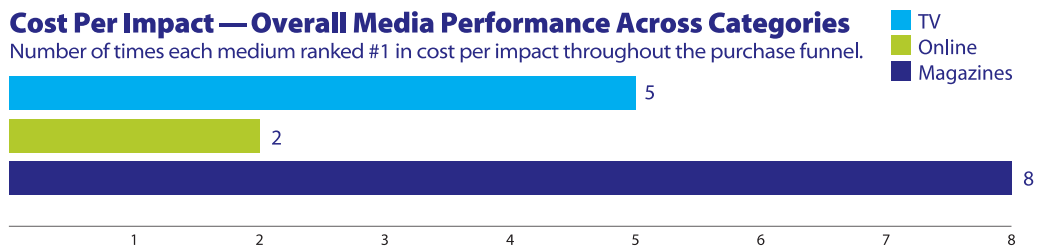
#2

Goal:
Insight:

I want to optimize media ROI.
Magazines most consistently generate the lowest cost per impact.

Cost Per Impact — Overall Media Performance Across Categories

Number of times each medium ranked #1 in cost per impact throughout the purchase funnel.



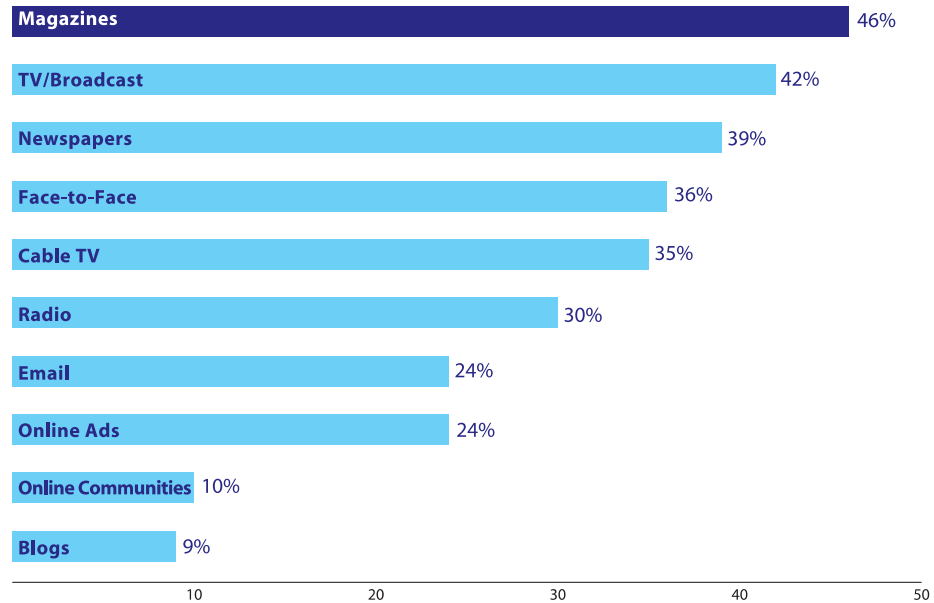
Base: Automotive, Electronics, Entertainment and Pharmaceutical Categories
Source: Marketing Evolution, 2008

#3

Goal:
Insight:

Boosting search metrics is key to my brand's success.
Magazines lead in getting consumers to start a search.

What Medium Influences You to Start a Search for Merchandise Online?



Source: BIGresearch Simultaneous Media Usage Survey (SIMMIZ), June 2008

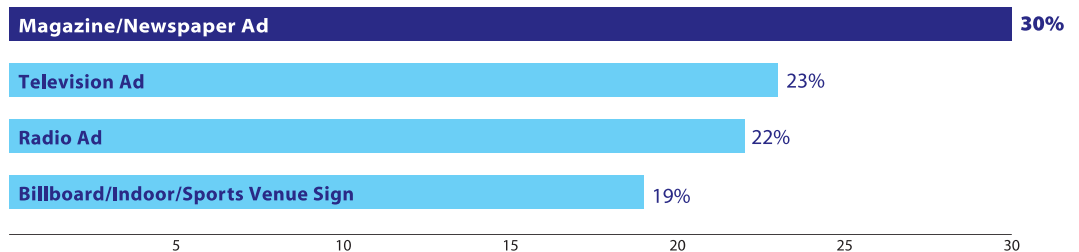
#4

Goal:
Insight:

I need more consumers to buy from my website.
Magazine ads excel at producing traffic that lead to purchases.

Made Purchase After Conducting an Online Search

Offline Sources That Drive Qualified Traffic to Websites



Source: JupiterResearch In-Market Media Usage Survey, 2007

For more information or to download these charts, go to www.magazine.org/accountability.

#5

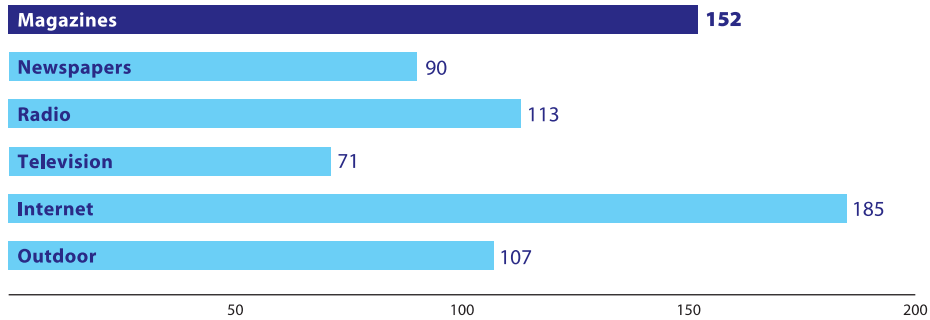
Goal:
Insight:

I want buzz for my brands.

Magazines are key, along with web, in spurring word-of-mouth.

Magazines Work Well with the Web in Reaching Social Networkers

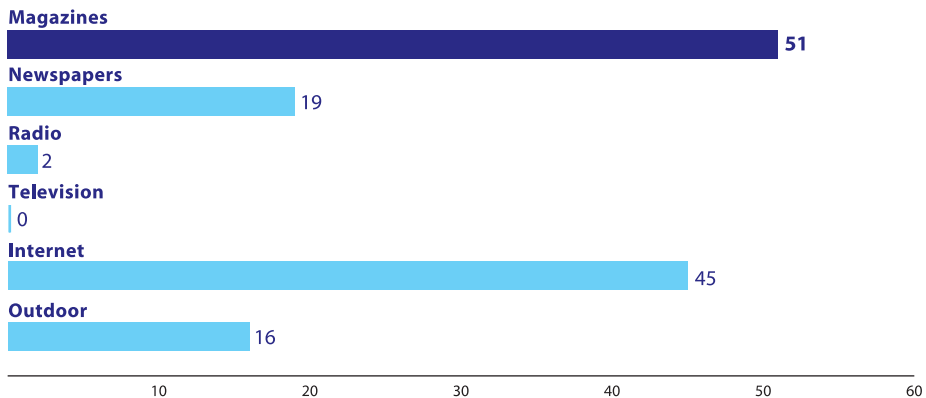
Index based on percent of consumers using Facebook or MySpace in last 30 days.



Base: Top quintile of usage for each medium.
Source: MRI, Spring, 2008

Influentials Use Magazines and the Web Most

Number of times medium ranks #1 or #2 among influentials across 60 product categories.



Base: Top quintile of usage for each medium.
Source: MRI, Spring, 2008

#6

Goal:
Insight:

I have to improve opinions about my brand.

Magazines have a superior record in boosting brand favorability.

Brand Favorability

Point Difference Between Exposed and Non-Exposed Consumers



Base: 32 Studies. Dynamic Logic/Millward Brown, 2004 – 2007

For more information or to download these charts, go to www.magazine.org/accountability.

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