



Fact:

“If you want my attention, show me that you can **improve my online results.**”

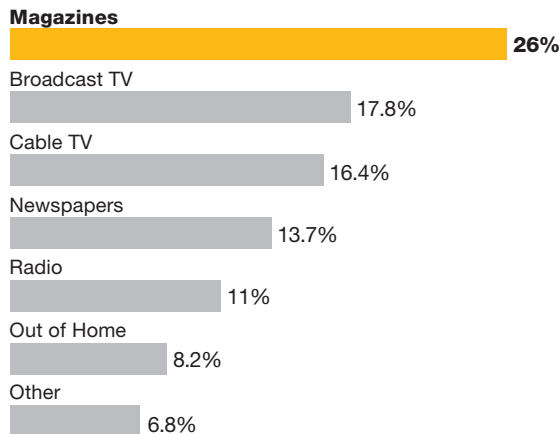
Advertisers seek proof that their media plans can drive web performance.

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

Magazines excel at boosting web metrics.

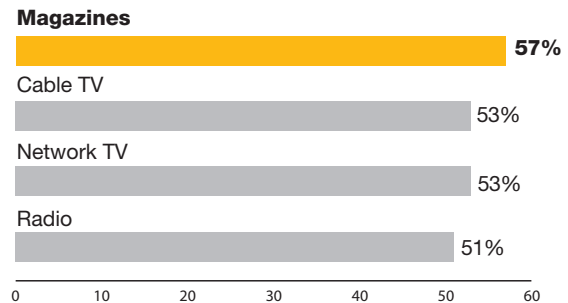
Fact: Two separate studies show that magazines are superior to other media in generating web traffic.

Effectiveness of Media at Driving Consumers to the Web



Source: ICOM, American Advertising Federation (AAF) 2006

Which media provide you with ideas that influence how to get information about products and services on the internet?



Source: Gfk Roper Reports 2005

Fact: Heavy magazine readers are far more likely than heavy TV viewers to use the Internet, especially for shopping or to find out more information about a product.

MRI Doublebase 2006

Fact: Heavy magazine readers are 3X more likely to be Influentials—the one in nine consumers who control the levers of change—who have used the Internet in the past 30 days than heavy TV viewers.

MRI Doublebase 2006

Fact: Consumers accept ads in magazines far more than on the Internet or TV. More than twice as many consumers support eliminating advertising on the Internet and TV than in magazines. Seventy-one percent of consumers find magazine advertising “acceptable.”

Yankelovich 2004; Gfk Roper Reports 2003

Consumers Who Used the Internet for Information or Shopping in the Last 30 Days (Index)

	Heavy Magazine Readers	Heavy TV Viewers
Made purchase for personal use	138	57
Made purchase for business use	149	46
Made personal or business travel plans	149	51
Tracked investments	138	56
Obtained information for new or used car purchase	164	66
Obtained medical information	156	74
Downloaded music	171	78
Any Internet activity in last 30 days	120	69

Source: MRI Doublebase 2006, Weighted by Population

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

MAGAZINES.
IDEAS THAT LIVE BEYOND THE PAGE.



Magazine Publishers of America