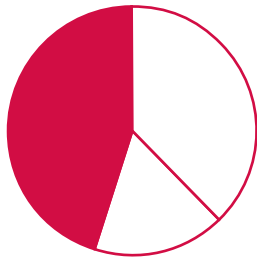


# Magazines Excel at Driving Results Through the Purchase Funnel, Especially at Key Lower Stages

In an analysis of 32 client-commissioned studies, media research firm Dynamic Logic found that magazines, in a media mix that included online and TV, contributed:

- 45% of overall effects, indexing 118 compared to TV and 265 compared to online
- 62% of the total increase in brand favorability (7.3% of a total 11.8% shift)
- 56% of the total increase in purchase intent (7.0% of a total 12.6% shift), nearly three times stronger than TV's influence and seven times stronger than online's influence



## Incremental Effect Across Purchase Funnel

45% Magazines  
38% Television  
17% Online

Base: 32 Studies  
Source: Dynamic Logic/Millward Brown  
CrossMedia Research Studies, 2004 – 2007

### Incremental Effect of Medium on Brand Metrics: Overall Studies

Average Percentage Point Increase Over Unexposed (Control) Baseline



Aided Brand Awareness



Ad Awareness



Message Association



Brand Favorability



Purchase Consideration



Base: 32 Studies  
Source: Dynamic Logic/Millward Brown CrossMedia Research Studies, 2004 – 2007