



Fact:

“If you want a piece of my ad budget, prove you can help me **sell more cars.**”

Auto execs demand performance-based **facts** for every media dollar spent.

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

Magazines lead in driving auto ad results — more than TV or online.

Fact: Magazine advertising excelled at generating brand awareness and purchase intent.

Measuring Media Effectiveness, Marketing Evolution 2006

Automotive Purchase Funnel

Total Brand Awareness

Magazines



Television



Online



Aggregate of 4 Studies. Source: Marketing Evolution 2006

Purchase Intent

Magazines



Television



Online



Aggregate of 4 Studies. Source: Marketing Evolution 2006

Pre-Control
Post-Control
Point Difference

Fact: Heavy magazine readers are **21% more likely to buy a new car in the next 12 months** than heavy users of primetime TV.

MRI Doublebase 2006

Fact: Heavy magazine readers are **26% more likely to buy a new vehicle** in the next 12 months than heavy Internet users.

MRI Doublebase 2006

Fact: Heavy magazine readers are **64% more likely to visit an auto advertiser's website** than the average consumer. Heavy TV viewers are 34% less likely to visit an auto advertiser's website than the average consumer.

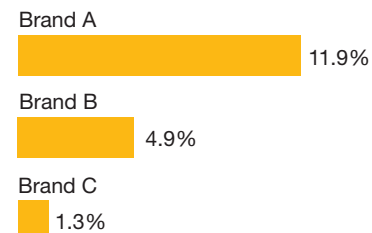
MRI Doublebase 2006

Fact: The Hudson River Group found that TV spending in automotive often exceeds the point of diminishing returns. Reallocating just a portion of excess funds to **magazines could increase automotive ROI as much as 12%.**

What Drives Automotive Sales, Hudson River Group, 2003

Benefit of Reallocating "Excess TV Weight to Magazines

Change in Incremental Sales Volume Due to Advertising



Source: What Drives Automotive Sales, Hudson River Group, 2003

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: Steve Smith/Getty Images

MAGAZINES.
IDEAS THAT LIVE BEYOND THE PAGE.



Magazine Publishers of America