



## Fact:

“With the odds against new product launches, I need **hard data to justify my ad budget.**”

**Advertisers must have media that deliver** when they launch new products.

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

# Magazines increase the odds for new product success.

**Fact:** Consumers consider magazines a top information source for new products, turning to magazines nearly twice as much as the Internet.

MRI Doublebase 2006

**Fact:** Magazines effectively target consumer innovators, the consumers most open to new products and ideas.

MRI Doublebase 2006

**Fact:** Consumers are more receptive to magazine advertising than advertising in other media. What's more, consumers are more than twice as likely to support eliminating advertising on TV or the Internet than in magazines.

Gfk Roper Reports 2005; Yankelovich 2004

**Fact:** Magazines are the most effective medium in driving traffic to advertiser websites, online promotions/offers, or other web-based marketing sites.

ICOM, American Advertising Federation (AAF) 2006

**Fact:** Influentials—the 9% of the population who hold sway over other consumers' decisions—cite magazines as the strongest media influence on their recommendations. Sixty-one percent of Influentials say magazines contributed to their recommendations, followed by in-store (58%), TV (55%) and newspaper (53%).

Gfk Roper Reports 2005

To learn more about the many ways magazines can drive sales, go to [www.magazine.org](http://www.magazine.org) or e-mail Wayne Eadie at [weadie@magazine.org](mailto:weadie@magazine.org).

Photo: Chabruken/Getty Images

## Consumer Experiences Across Media (Percentage)

	Magazines	Internet
Keeps me up-to-date with the latest styles and trends	68.1	26.5
Ads provide useful information about new products/services	49.9	25.9

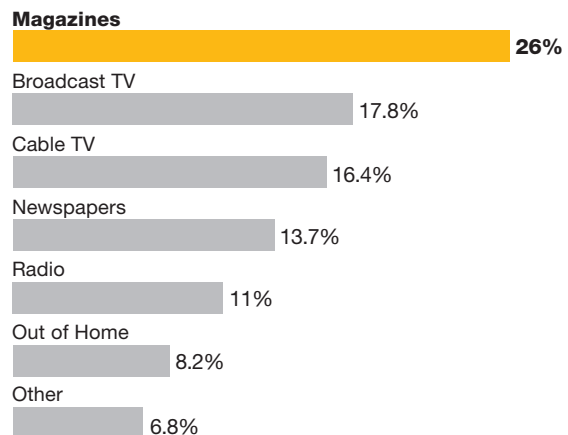
Source: MRI Doublebase 2006

## Consumer Innovators and Media Use (Index)

Product Category	Above-Average Magazine Readers
Leisure	136
Food	119
Electronics	131
Financial	110
Home Appliance	116
Personal Care/Health	110
Super Innovators (3+ Segments)	137

Source: MRI Doublebase 2006

## Effectiveness of Media at Driving Consumers to the Web



Source: ICOM, American Advertising Federation (AAF) 2006

MAGAZINES.  
IDEAS THAT LIVE BEYOND THE PAGE.



Magazine Publishers of America