



Focus on the bottom line

Marketers' return on investment grows when magazines are included in the media mix . . .

A recent study of 186 brands over a seven-year period showed that:

- Magazine advertising produced a higher return on investment than other media studied, second only to trade promotion.
- Magazine advertising improved the return on investment of both trade promotion and TV advertising.
- Scheduling magazines and TV together improved the return on investment for *both* media.
- These results were consistent regardless of brands' budgets, longevity, category rank or seasonality. And, these results were consistent with findings from other studies.

Source: Measuring the Mix, a multi-media accountability research study.

. . . because more consumers report that they “often purchase a product as a direct result of magazine advertising”

- Consumers trust and believe the advertising in magazines more than than in other media.
- Consumers state that magazines are the medium that is most tailored to their interests and provides the most relevant information.
- Consumers are more likely to pay attention to advertising in their favorite magazines than on their favorite TV shows or Web sites.
- Consumers don't find magazine advertising “annoying” compared to advertising in or on other media.

Source: Media Choices, a multi-media study focusing on consumers' relationships with media and the impact of those relationships.

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