

# MAGAZINES

5

Good Reasons

Why Magazines Win.

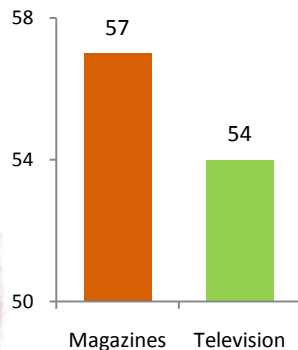
# Magazines Win Across Key Metrics

Magazines are a “win-win” in a world where it’s getting harder to meaningfully reach consumers without being ignored, irritated or blown away at the press of a button. Magazines are:

#1

in throwing consumers to websites

Which media provides you with ideas that influence how to get info about products & services on the internet? (%)

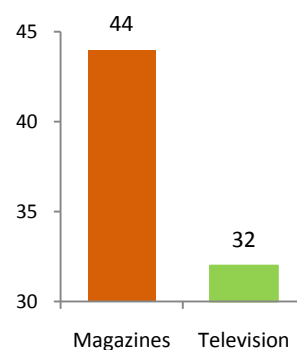


Source: Roper Public Affairs

#1

in motivating web search

Top media that trigger online search (A18+)  
(%)

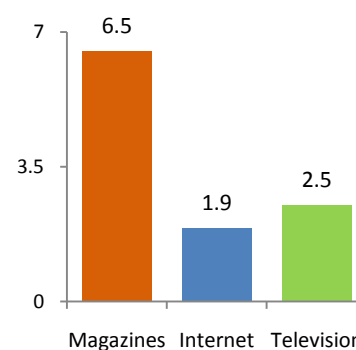


Source: BIGresearch, Simultaneous Media Survey (SIMM 14)

#1

in increasing “brand favourability”

Average % increase in Brand Favourability vs. unexposed control

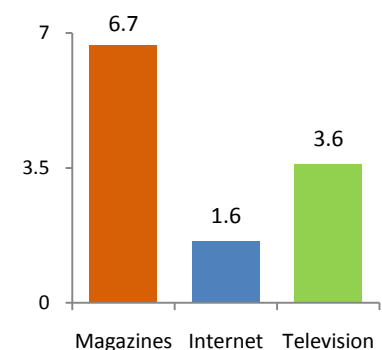


Source: Dynamic Logic,

#1

in increasing “purchase intent”

Average % increase in Purchase Intent vs. unexposed control



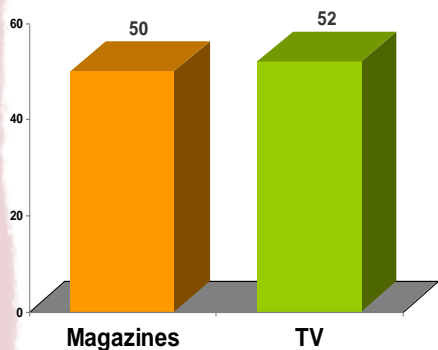
Source: Dynamic Logic,

# Magazines Engage in Powerful Ways



**Consumers pay attention** to magazine ads at the same level as television ads & more than other media.

I am likely to pay attention to an ad if it appears in/on *(medium)* (%)

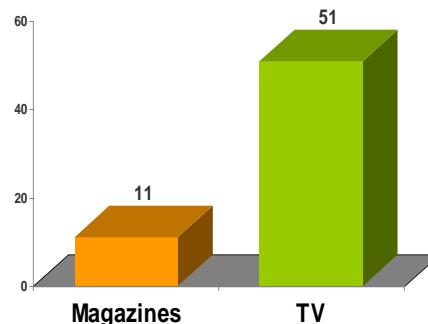


Source: Starch Research 2009



But, **magazine ads don't annoy**. Ads are seen as a useful service, read almost as much as the editorial.

I find ads in/on *(medium)* annoying (%)

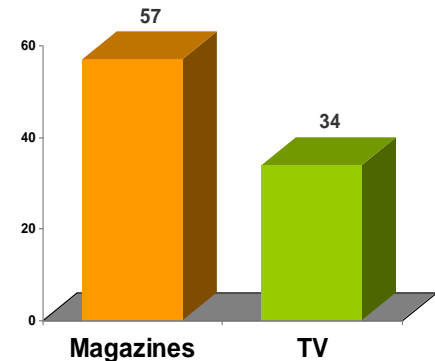


Source: Starch Research 2009



Best of all, **magazine ads provide important details**. They tell the full brand story in a trusted environment.

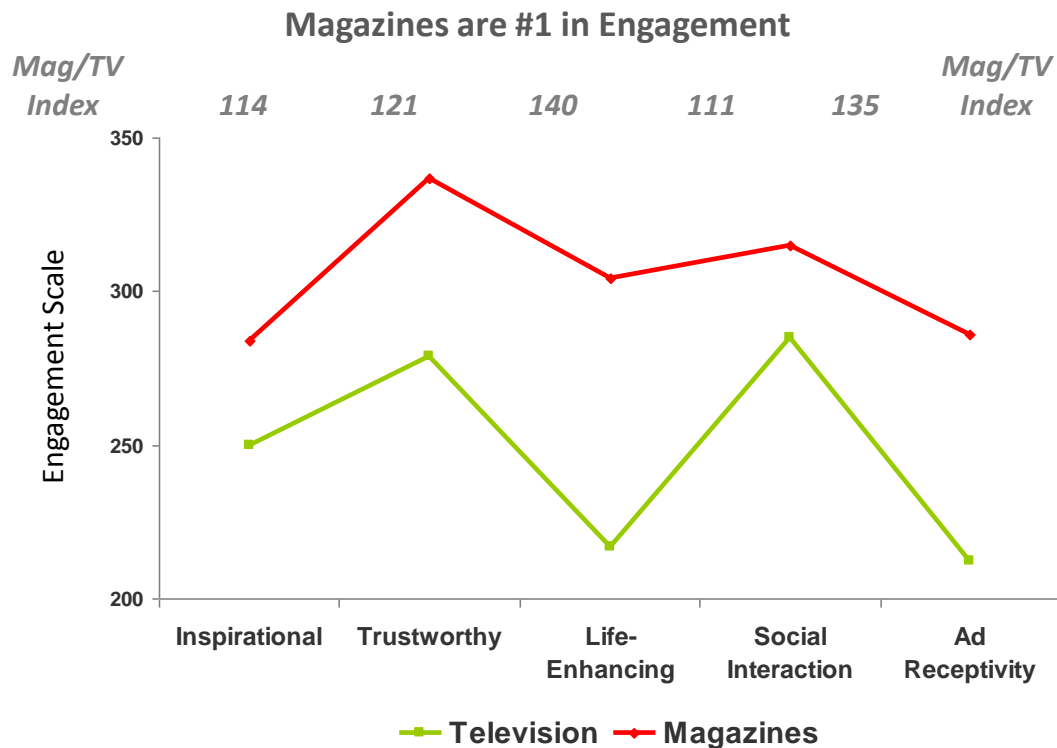
Ads in/on *(medium)* contain important details (%)



Source: Starch Research 2009

# Magazines Engage in Powerful Ways

Magazines are the most personal and engaging medium, servicing the individual needs and passions of today's consumers. They give true pleasure to readers with fresh content in every issue. Reading is viewed as "my time". As a result, readers are much more receptive to advertising in magazines.



Source: Simmons Multi-Media Engagement Study, Full Year Study

# Magazines Demand 100% Attention

Magazines are not a background medium. The reading process demands 100% attention to the page in an active, fully engaged way. That means **every minute spent with a magazine is prime time!** With engagement like that, it's easy to understand why magazines are so powerful and influential in motivating action among their readers. 56% (net) of consumers proactively **take action** after reading an ad page:



## Actions readers took or plan to take as a result of exposure to specific magazine ads

Consider purchasing the advertised product or service	21%
Have a more favorable opinion about the advertiser	11%
Gather more information about advertised product or service	11%
Visit the advertiser's website	10%
Purchase the advertised product or service	9%
Visit a store, dealer or other location	8%
Save the ad for future reference	6%
Recommended the product or service to a friend, colleague or family member	5%
<b>Took any action (net)</b>	<b>56%</b>

Source: Affinity Research VISTA Print Tracking Service 2009; Based: Actions taken based on respondents recalling specific ads

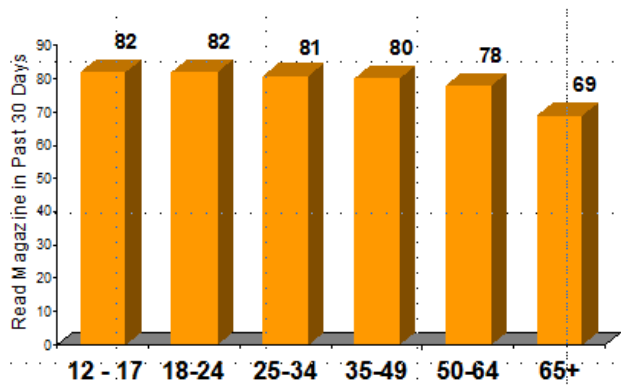
# Magazines Embrace the Small Screen

Today's consumers still prefer reading their favourite magazines on the printed page. But that hasn't stopped magazines from embracing digital editions accessible via the web and mobile devices, including the iPad. In fact, over 160 of your favourite Canadian titles are already available on the iPad: visit [www.magazinescanada.zinio.com](http://www.magazinescanada.zinio.com).



# Magazines Deliver 360° Marketing

As magazines extend into the digital space, publishers now deliver an increasing array of fully portable print and digital products surrounding consumers and business decision makers wherever they live, work and play. More than ever, **magazines deliver 360° marketing capability.**

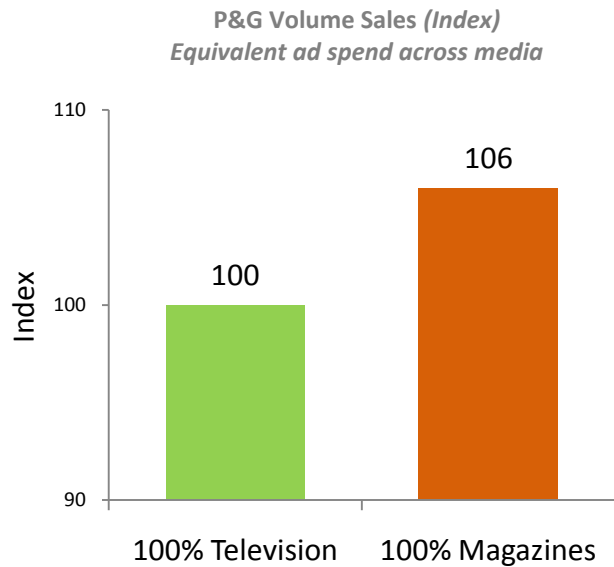


Source: PMB

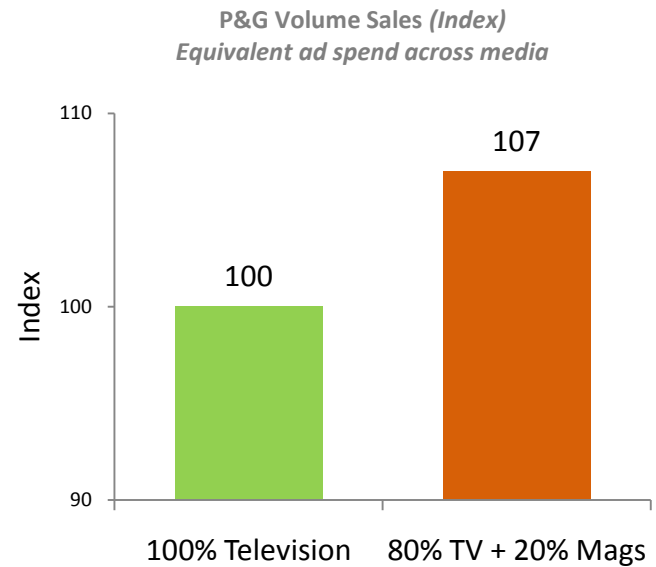
Today, print magazines reach mass and targeted audiences of all demos at high levels of penetration nationally and regionally. As digital products launch and grow, magazine market penetration will grow.

# Magazines Make the Difference

Alone or in a media mix, research proves, time and time again, that **magazine ads create success** for advertisers.



Source: Procter & Gamble Canada Inc.



Source: Procter & Gamble Canada Inc.

## Magazines Create Success

The world's most successful advertisers rely on magazines to target, engage and motivate readers to take action:

- Readers fulfill their most closely held needs and passions while learning about what's new and what brands they should be considering
- Advertisers get noticed in editorially compatible and trusted environments which positively halo on the ads creating unsurpassed purchase intent
- Magazines are rapidly migrating to digital platforms delivering 360° marketing opportunity of mass and targeted audiences, both consumer and B2B
- Magazines deliver an engaged audience that sees ads as a service, not an interruption. Magazines impact the hard to reach.
- The highly focused reading process provides brand details that result in positive outcomes: web search/visits; brand favourability; purchase intent; sales!

**Create market success.**

**Make the connection with magazines.**

# MAGAZINES CANADA

Magazines  
Canada

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*We're here to help...*