

*Fast
Facts*

**Magazines
Canada**

The Canadian magazine industry continues to grow, year-over-year, outpacing all other major media. That's because a who's who of advertisers are investing in magazines as an important part of the marketing mix for brand messaging and growing the business.

Magazine Ad Revenue Growth Outpaces Major Media 2:1

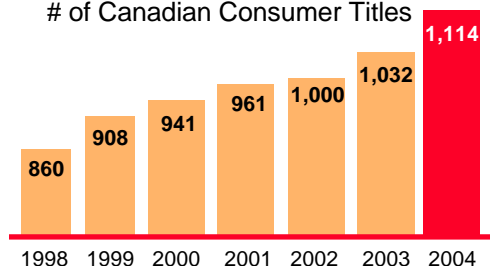
Magazine ad revenue growth continues to outpace the industry, having expanded at twice the rate of other major media.

Source: TVB, 2004

Canadian Industry Ad Revenue Growth

Medium	Growth Index 2004 vs 1999
Consumer Magazines	141
Radio	127
Out-of-Home	125
Television	125
Daily Newspapers	108
Major Media (as above)	120
All Measured Media	123

of Canadian Consumer Titles



More and More Choice

The number of Canadian titles continue to expand, offering more and more choice to readers and advertisers. 100 new consumer titles launched in 2004, a Canadian record. There is a magazine for every passion and a passion for every magazine.

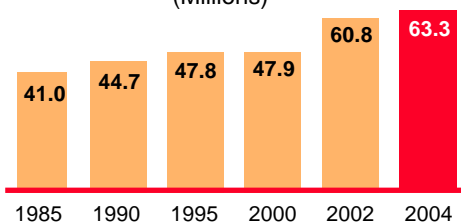
Source: Statistics Canada; Masthead Magazine

Magazine Circulation Continues to Expand

As existing titles grow and new titles come on-stream, Canadian magazine circulation continues to expand, with total average issue circulation of 63.3 million in 2004, up 54% from 1985. It is estimated that over 767 million magazine copies were printed in 2004, up from 492 million in 1985.

Source: CARD; Magazines Canada

Average Issue Circulation (Millions)



International Magazine Ad Growth

Country	Indexed Growth 2002 vs 1998
Canada	124
France	111
Germany	104
U.S.A.	101
United Kingdom	97

Canada a Global Growth Leader

The Canadian magazine industry continues to be a leader on the international magazine stage with solid ad revenue growth. Domestically, Canadian magazines successfully compete with the best the world has to offer.

Source: FIPP International Summary, 2002

A “who’s who” of advertisers are increasing their presence in magazines as they prove to themselves the power of magazines in building brands and growing the business.

Advertiser	% Growth 2004 vs 2003	Why Advertisers Are Using More Magazines
Air Canada	+20.7	<ol style="list-style-type: none"> 1. Reach ‘high value’ consumers with the means to purchase advertised brands 2. Readers are more receptive to advertising – ads are seen as an integral part of the magazine environment 3. Connectivity to engaged readers with shared interests and passions 4. Efficient reach of segmented <u>and</u> mass target groups 5. A wide selection of compatible editorial environments 6. Flexible space to promote brand benefits in depth 7. A lasting message that continues to work 24/7 8. Magazines are all about the reader, understanding their needs and aspirations 9. A proven sales response – research proves it time and again 10. Improved ROI – bigger bang for the media buck
Bayer	+254.4	
Cadbury Beverages	+81.9	
Canon Canada	+16.2	
CIBC	+72.0	
Cisco Systems	+57.8	
Clorox Company of Canada	+28.8	
Colgate-Palmolive	+97.8	
General Motors of Canada	+46.7	
Gillette Canada	+151.7	
Hewlett Packard	+60.3	
Johnson & Johnson	+21.6	
Kimberly-Clark of Canada	+42.3	
Kodak	+59.3	
Kraft General Foods Canada	+47.8	
L’Oreal Canada	+20.2	
Manulife Financial	+24.4	
Mark’s Work Warehouse	+126.2	
Marriott Corp. of Canada	+99.9	
Mazda Canada	+32.0	
Nestle Canada	+311.5	
Oral-B Laboratories	+192.1	
Procter & Gamble	+6.1	
Province of Quebec	+44.0	
Royal Bank of Canada	+86.9	
Schering-Plough Healthcare	+155.7	
Sony of Canada	+148.2	
The Home Depot	+244.2	
Unilever Canada	+371.5	
Viacom International	+25.0	
Wal-Mart Canada	+90.9	
Warner Bros.	+87.5	

Source: Leading National Advertisers (LNA)

Fast Facts

U.S. Magazine Spill Canadians Choose Canadian Magazines

Canadian consumers choose Canadian magazines. Canadians prefer magazines that tell Canadian stories, reflect Canadian needs and promote Canadian products. Not surprisingly, Canadians want content that is created specifically for Canadians and reported through the eyes and value systems of Canadians.

Canadians Prefer Canadian Content

Given a choice, Canadians overwhelmingly prefer content that covers Canadian topics and reflects their needs. Pragmatically, Canadian's prefer content that reports on products and services available in Canada and priced in Canadian dollars.

Source: Totem Research

Attitudes Towards Magazine Content (% Agree)

- 92% Canadian magazines play a significant role in informing Canadians about each other
- 88% It is personally important that a magazine have editorial content created specifically for Canadian readers
- 90% U.S. titles don't effectively cover Canadian issues.

U.S. Circulation Spill

Year	Total Spill ('000)	Avg Circulation Per Spill Title	Index
2004	7,899	14,055	53
2002	8,160	15,396	59
2000	8,518	15,716	60
1998	9,155	16,203	62
1989	9,969	21,031	80
1983	10,705	26,303	100

U.S. Spill Is In Long Term Decline

We've been measuring spill since 1983, and the trend is consistent. In 1983, average U.S. circulation spill per title was 26,303. In 2004, that number declined to 14,055, an index of 53. The downward trend is visible across magazines big and small. In 2004, eight U.S. titles made it onto Canada's list of top 100 titles, the largest being in 34th position. Two U.S. titles cracked the top 50 and four the top 75.

Source: ABC, Canadian Circulation of U.S. Magazines

Canadians Find Ads in Canadian Titles More Relevant

A whopping 83% of Canadians find ads in Canadian magazines to be more relevant than ads in U.S. spill magazines. And 77% tell us that they are more inclined to look for information in Canadian magazines than U.S. spill titles. It is clear that Canadians prefer to access ads in Canadian magazines, discounting the value of advertising in spill titles.

Source: Reader's Digest Magazines (Canada)

Canadian Attitudes Towards Spill Ads

Q: Ads in Canadian magazines are more relevant to me than advertisements in U.S. magazines.

	Total	Male	Female	PGS ¹
% Agree	83	81	84	86

Q: I am more inclined to look for information in Canadian magazines than U.S. magazines when I am in the market to purchase a product.

	Total	Male	Female	PGS ¹
% Agree	77	75	80	78

¹ PGS: Principal Grocery Shoppers

It's not uncommon for insertion orders to request ad positioning that is "well forward, right hand page". But is this accepted wisdom really the best for your brand? Ad positioning research can help advertisers get the most out of their advertising dollars. Read on.

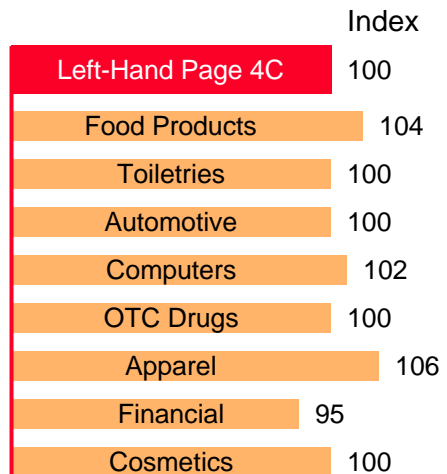
Right-hand or Left-hand Ad Positioning?

Does it really make a difference? Roper Starch data shows that left versus right positioning doesn't impact noted scores in any significant way. Across a wide variety of measured categories, from auto to apparel or food to financial, positioning isn't a factor in generating reader impact.

The chart at right compares representative samples of left-hand ad pages with category specific right-hand pages.

Source: Roper Starch Worldwide Inc. 1999

Right-Hand Page 4C



Positioning	Noted	Associated	Read Most
First Third	105	103	93
Second Third	100	100	100
Last Third	101	104	101

Well Forward or Editorial Adjacency?

Ad impact scores (noted, associated, read most) from various sections of a magazine, show there is little difference if the ad is positioned in the front, middle or back. Many suggest that positioning ads near relevant editorial sections may offer a more strategic environment.

Readers Read Cover to Cover

Magazine Editors are adept at drawing readers through the book, from the front to the very back page. Research proves it. A reader study indicates that respondents, having been shown copies of magazines they had recently read, remembered seeing or reading over 90% of editorial and ad pages.

Source: Reader Categorization Study, National Readership Survey

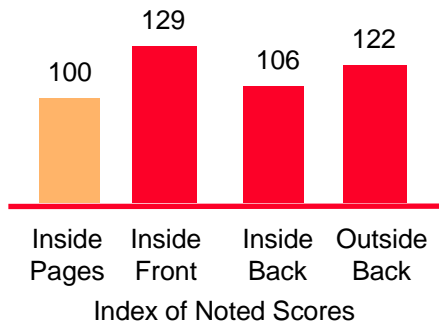
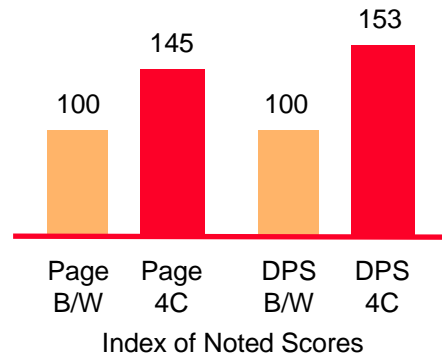
	Weeklies	Monthlies
Spreads	93%	92%
Single Pages	91%	90%

Looking to make an impact? Magazines are well equipped to help you ratchet up your visibility. Use colour, size and special positions to get the most out of your ad investment.

Be Colourful

Grabbing impact may be easier than you might think. Think colour. Research tells us that 4-colour (4C) ads generate substantially more noting than black and white (B/W) ads. The small premium that most publishers charge for a colour page is more than compensated by 45% more readers remembering your ad. Colour is a wise investment in making the most of your ad.

Source: Starch Tested Copy, Vol. 1, No. 1



Cover Positions Get You Noticed

Want to make a statement to your customers and your competitors? Consider cover positions. Ads on covers are hard to ignore. They demand the attention of the reader, by the sheer power of the position in the magazine. If you are launching a brand, want to kick-start a seasonal product or ensure your ad stays front-of-mind, cover positions get noticed.

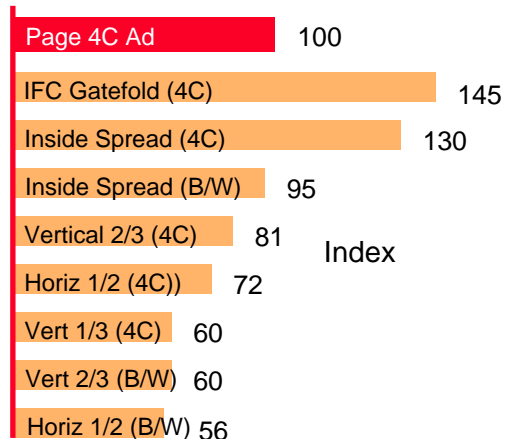
Source: Starch Tested Copy, Vol. 1, No. 9

Size Does Matter

Make sure you choose an ad size that fits your budget as well as your awareness objectives. The larger the ad, the greater the opportunity for your customers to see it and remember it.

Consider comparing the cost of trading up from a 1/3 page, 1/2 page or 2/3 page format versus the extra bang for the buck you will get in generating recall of your ad. And for extra impact, perhaps a double page spread (DPS) or a gatefold will better meet your needs, creating big-time stopping power.

Source: Magazine Dimensions; Based on Burke, Gallup & Robinson, Starch Tested Copy



When you advertise in magazines, you get a whole lot more “bang for your buck” than the numbers might suggest. Tap into the secret life of magazines and let them build your brand equity and your business success.

The Page Keeps Working...

Did you know that when you buy a magazine page, you get a whole lot more than one opportunity for it to be seen? Consider this. The average magazine issue is read over several reading occasions: 3.2 reading occasions per reader. The result is that your ad has the potential to be noticed, read and remembered, time and time again.

Source: Magazine Page Exposure, Audits & Surveys

Average Number of Magazine Reading Occasions Per Issue

3.2 per Reader

Frequency	% Agree		
	Newspapers (Index)	Magazines (Index)	TV/Radio (Index)
Regularly	100	336	Not Applicable
Sometimes	100	93	Not Applicable
Top 2 Box	100	174	Not Applicable

Source: Media Effectiveness Study, Thompson Lightstone

And Working...

The story doesn't end there. Unlike most other media, magazine ad pages are frequently clipped and saved for future reference: 73% claim to save magazine ads regularly or sometimes. This simple act is tangible proof that magazine ads are both read and acted upon.

And Working!

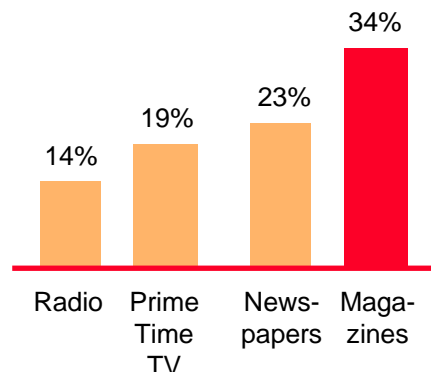
When consumers were asked to name the last brand they had seen or heard advertised, it was magazines that came out on top, by a substantial margin. Certainly, the active process of reading plays a big role in this result: *when you read it, you get it.*

The fact is, there can be no doubt that magazine ad pages not only get noticed but remembered.

Put magazines to work for you.

Source: Magazine Dimensions

Recall of Last Brand Advertised



Advertising impact is more than just eyeballs. It's about involvement with the consumer.

■ Magazines feed reader's passions

Every magazine uniquely connects the advertiser with a consumer audience. There is a magazine for every passion, and a passion for every magazine.

■ Editorial environments create reader receptivity

The most important environment of all is what's going on in the consumer's head while reading. Editorial connects in compelling ways, opening minds to advertiser messages.

■ Reading ensures undivided reader attention

Reading requires total concentration, leading to better recall of ad messages. When you read it you get it!

■ Readers develop a personal relationship with each magazine

The advertiser inherits a more involved and trusting consumer.

■ Magazines tell the whole brand story

Brand benefits are spelled out in greater detail, creating more ways to connect with your target.

■ 73% of readers regularly or sometimes save magazine ads

The simple act of saving an ad is proof positive of the reader's intense involvement with magazine advertising.

■ Advertisers understand the power of magazines to drive sales

Magazines motivate readers. Sales results prove it. Let us show you.

Consumers are quickly embracing new personal video recorder (PVR) technology. PVR usage studies are providing first glimpses into the future of how consumers will use technology to avoid commercials. Studies reveal that consumers are increasingly taking control of their TV viewing:

81% of Consumers Like the Ability to Skip Ads

Consumers tell us that they like PVRs because of the ability to skip TV commercials (81%) and the idea of time shifting programs (76%). Source: eBrain Market Research/CEA, June 2003

77% of TiVo Viewers Are Skipping Commercials

77% of TiVo viewers who recorded a primetime program for later viewing actually skipped the commercials during playback. Source: TiVo - Who's Skipping Who? Paul J. Gough, August 2003 Issue of Media

60% of TiVo Playback is Time Shifted

60% of overall TiVo use was to record programs for future playback versus "live" viewing. 17% of live or near live watchers also skipped commercials. Source: IBID

Ads in "Must-See TV" Shows are Impacted the Most

'Must-see TV' shows that are appointment viewing and that generate the highest CPMs are also the shows most susceptible to commercial skipping and omission. Source: IBID

"What our study does clarify overwhelmingly is that when you give viewers the ability to skip [TV] commercials, they will do so, and they're going to do it in rather large numbers."

Richard Fielding, VP Research, Starcom U.S.

50% of TV Households Expected to Use PVRs by 2009

While PVR penetration is currently estimated to be 3.3% of Canadian households, future projections abound. Industry observers project 25% household penetration by 2007, growing to 50% penetration by 2009.

Source: IBID; Forrester Research Inc., TechStrategy Report, November 2002

We are Entering the Era of "Skip and Omit"

It is anticipated that PVRs will bring about a sea change not unlike that caused by the widespread use of the remote control. Up to that point, advertisers were in control. Now, such devices are propelling television into the "skip and omit" era.

Source: DVRs Seen Imperiling TV Advertising by Richard Blackwell, Media reporter, The Globe & Mail, October 29, 2003

Fast Facts

Magazines & Newspapers Magazines as Business Builders

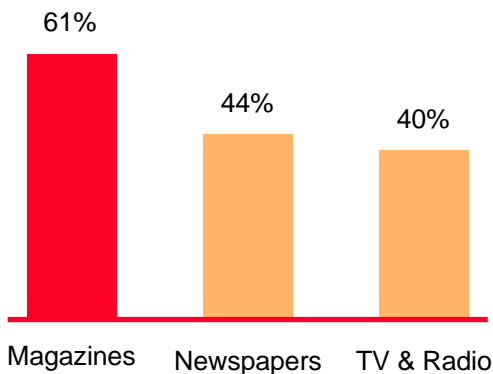
Magazines Build Powerful Brand Franchises

Brands that advertise in magazines benefit from the inherent strengths of the medium. The magazine ad environment delivers a powerful mix of focused editorial and image attributes, all of which positively halo onto the advertiser's page. Magazine advertisers are seen to be big, unique, high quality, innovative and national in stature. Magazines positively contribute to brand building.

Source: Media Effectiveness Study, Thompson Lightstone

Brand Image	% Agree	
	Newspapers (Index)	Magazines (Index)
An innovative brand	100	160
A high quality brand	100	163
A big brand	100	165
A unique brand	100	194
A national brand	100	357

"Which medium would you most want to be identified with?"



Consumers Identify with Magazines

When consumers are asked, "Which medium would you most want to be identified with?", magazines come out on top. Perhaps it is the highly personal nature of magazines, or the ability of magazines to feed reader's passions for the things that matter most to them. Or is it because magazines best provide relevant knowledge & usable ideas? Magazines are about attention, connection and involvement.

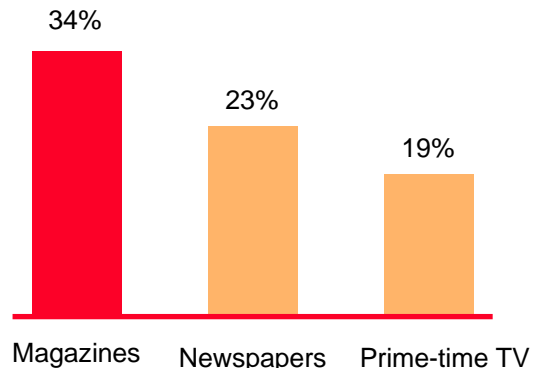
Source: BBDO New York, Brand Fitness Study, 1999

Consumers Get Involved with the Ads

Magazine advertising is read as an integral and informative part of the editorial mix. The ads help to focus readers on what brand, product or service to buy. Seventy-three percent (73%) of readers save ads for future reference. This simple act typifies the involvement that readers bring to magazine ads. The bottom line is that magazines are noticed, remembered and acted upon. Put magazines to work for you.

Source: Magazine Dimensions '98

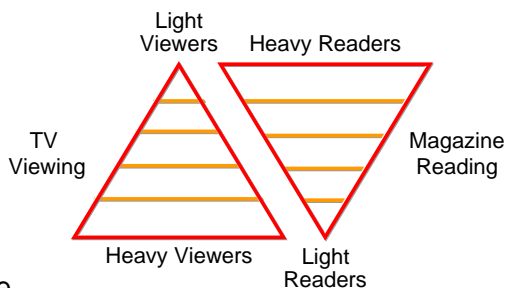
% Recall of Advertiser Last Seen or Heard



Why do so many successful advertisers use a combination of magazines and television? Because it works. The Multiplier Effect is perhaps the most researched media phenomenon on the planet and the results prove its value to advertisers. Why does it work?

Better Targeting

Magazines reach light TV viewers
The two media efficiently complement each other, improving distribution of ad exposures for better net coverage. Plus, magazines deliver hard to reach high value consumers with the financial means to purchase advertised brands.



Target individual consumer interests, not just demos

Go beyond demos. Magazines wrap ads in editorial environments that draw like-minded consumers with common needs and shared interests.

Better Communication

Magazines add depth of information

Magazines communicate beyond 15 or 30 second soundbites. They add detail which can enrich, enhance and complete communication of the whole brand story.

Readers can access ads at their own pace

Ads can be read, re-read and saved for future reference, ensuring that the message is understood. The ad is available when the reader wants it.

Better Results

Allocate 25% to 35% of a TV-only budget for improved results

Dozens of studies, conducted around the world, suggest that campaigns with at least 25% of their spend in magazines result in higher sales results. The targeting and communication synergy of the Multiplier Effect pays-off by building business.

Let us show you how magazines can multiply your sales results.

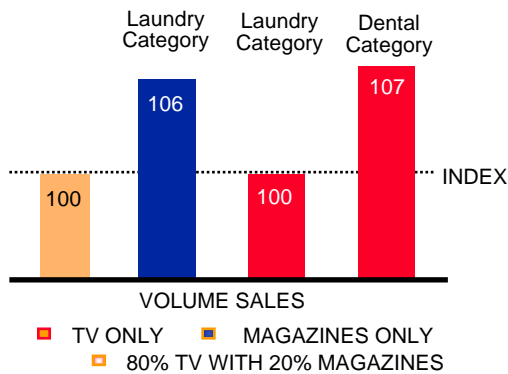
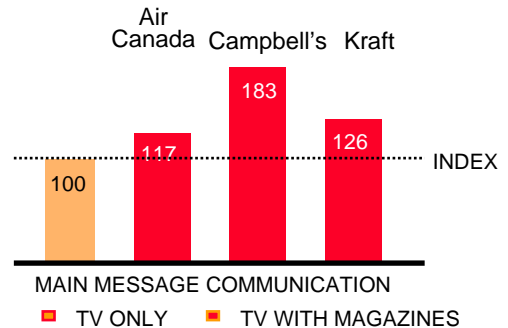
Fast Facts

Focus on the Bottom Line First-Hand Proof that Magazines Drive Sales

Canadian magazines deliver...Canadian research proves it. Kraft, Campbell's, Air Canada, Procter & Gamble and, most recently, Unilever have conducted studies that demonstrate that magazines deliver results, alone or in combination with television.

Study #1 : Campbell's / Kraft / Air Canada

- Lab test - personal interview (mall intercept)
- Measured actual change in main message communication of TV ads, with and without exposure to corresponding magazine ads.
- **Result:** Communication of main message increased significantly when magazines were added to the advertising mix.

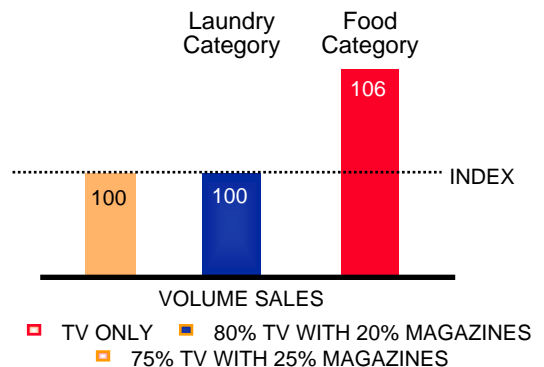


Study #2 : Procter & Gamble Canada

- Live market test conducted by AC Nielsen "Market Place Analytics".
- Measured actual change in brand volume, in response to media input, all other factors held constant.
- Equivalent spending was maintained in test and control markets.
- **Result:** Significant volume increases were realized in two of three tests. P&G increases magazine spend from 5% to 29% of total ad spend post-test.

Study #3 : Unilever Canada

- Live market test conducted by AC Nielsen "Market Place Analytics".
- Measured actual change in brand volume, in response to media input, all other factors held constant.
- Equivalent spending was maintained in test and control markets.
- **Result:** Both tests regarded as positive given incremental reach, increased exposure among lighter TV viewers and previously documented benefits of the Multiplier Effect.



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 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 favourite magazines than on their favourite TV shows or websites.
- 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.

Fast Facts

Comparing Bang for the Buck % Reach & GRPs – Magazines vs. TV

Since PMB's adoption of the recent reading methodology, little comparative research has been done to benchmark magazine GRP and reach delivery versus other media. Such comparisons are useful to determine how to achieve the greatest media impact, dollar for dollar. So, we put magazines to the toughest test, choosing the broadest of demographics, 25-54, that would characterize a typical TV buy. With the help of *PHD Canada*, a methodology was developed that any BBM-based agency could easily replicate. In fact, the methodology was intentionally skewed to ensure that television was not disadvantaged in any way thus ensuring the highest standard of objectivity and credibility. This is how the results stack up.

Demographic: A25-54

Reach delivery across the seven spend levels indicates comparatively little difference between the two media although a magazine advantage was evident in the lower ranges. Magazine GRP delivery outperforms TV across all expenditure levels, ranging from 48% to 83% higher than TV GRPs, depending on the spend level:

	Media Expenditure Levels (\$000)						
	\$175	\$295	\$415	\$530	\$765	\$1,005	\$1,535
Reach - Magazines	70%	78%	82%	85%	89%	91%	93%
- TV	59%	72%	80%	85%	90%	92%	97%
GRPs - Magazines	215	365	500	625	890	1105	1542
- TV	120	200	280	360	520	680	1040
- Mag/TV Index	179	183	179	174	171	163	148

Demographic: M25-54

Reach delivery proved to be a little higher for TV across higher spend levels. However, magazine GRPs ranged from 19% to 75% higher than TV GRPs, depending on the spend level.

	Media Expenditure Levels (\$000)						
	\$170	\$280	\$395	\$505	\$730	\$1,010	\$1,515
Reach - Magazines	66%	74%	78%	81%	85%	87%	91%
- TV	61%	75%	83%	86%	92%	96%	99%
GRPs - Magazines	210	305	440	555	750	965	1290
- TV	120	200	280	360	520	720	1080
- Mag/TV Index	175	153	158	154	144	134	119

Demographic: W25-54

Magazine reach solidly outperformed TV across all measured spend levels, as did magazine GRPs having generated between 65% and 89% higher GRPs than TV.

	Media Expenditure Levels (\$000)						
	\$165	\$275	\$380	\$490	\$765	\$1,035	\$1,525
Reach - Magazines	76%	84%	88%	90%	94%	95%	97%
- TV	58%	69%	78%	83%	88%	91%	95%
GRPs - Magazines	227	345	485	655	975	1330	1845
- TV	120	200	280	360	560	760	1120
- Mag/TV Index	189	173	173	182	174	175	165

Conclusion

Magazines can be counted on to deliver high campaign reach and the highest of GRP tonnage against the broadest of demographic targets. What's more, the numbers only get better, in favour of magazines, when income screens are added. While old perceptions die hard, the numbers support a new reality:

Dollar for dollar, magazines deliver more bang for the media buck.

For those brands struggling to make TV work with budgets that don't go as far as they used to, or for those looking to increase bang for the media buck (and who isn't!), we invite you to put magazines to work for you, with confidence.

Fast Facts

Communication Effectiveness

The 5-Second Communication Solution

What can a magazine advertisement communicate in the amount of time it takes to read this sentence? The answer may surprise you. A group of consumers were given just five seconds to view a magazine ad. During that time, each respondent's focal points on the ad page were tracked electronically. These focal points tend to cluster in three key areas: the advertised product, the strategic benefit(s) and brand names/logos. Each numbered, coloured square indicates the first, second and third point on the page that each respondent saw.

Example 1 → **Branding** → **Consumer Benefit** → **Product**

Example 2 → **Branding** → **Product**

Example 3 → **Branding** → **Consumer Benefit** → **Product** → **Branding**

Example 4 → **Branding** → **Product**

Conclusion

Source: ClickResponse "MAGnify" Study, March 2005 (Rogers Media)

In today's time-compressed world, it is increasingly important that consumers quickly understand who the advertiser is, what's being advertised and the key communication point(s) for each product. In just five short seconds, magazines provide advertiser's with a highly effective and timely communication solution.

Put the five-second magazine solution to work for you.

Fast Facts

The Multiplier Effect Adding Magazines Doubles Purchase Intent

Industry research proves, time and time again, the value of a media mix in driving brand success. Dynamic Logic released a cross-media study revealing that magazines, in a media mix, drive purchase intent among those exposed to the ads.

The Study

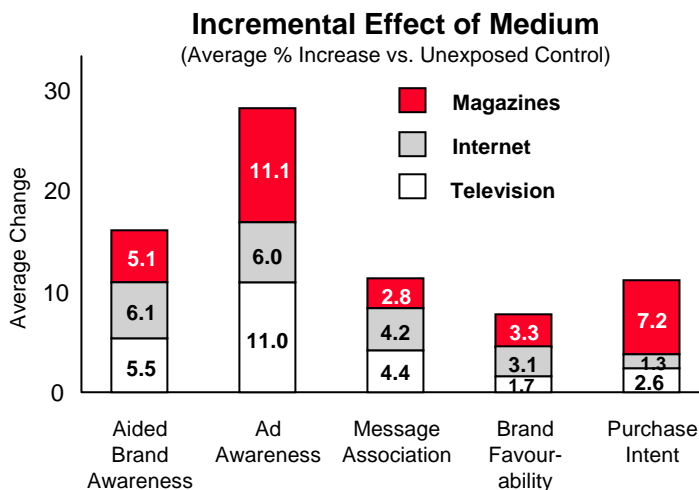
1. Eight cross-media studies, each using television, the internet and magazines
2. Findings include health & beauty, auto, consumables and household products.

Findings

1. All three media produced similar increases in aided brand awareness.
2. Magazines and TV yielded greater increases in overall ad awareness. The impact of magazines may be due to the higher involvement typical of print.
3. Magazines contributed to brand favourability at nearly twice that of TV.
4. The inclusion of magazines doubled consumer purchase intent. The magazine ads were often found to contain more product information than a short TV spot.

Key Learning

Magazines and TV together nearly doubled purchase intent across the eight studies, a highly significant finding given purchase intent is a difficult measure to move. The study validates the work of academic researcher John Philip Jones (Syracuse University) supporting the sales effectiveness of magazine advertising.



Source: Dynamic Logic Cross-Media Research Studies, September 2004 MediaPost, September 24, 2004

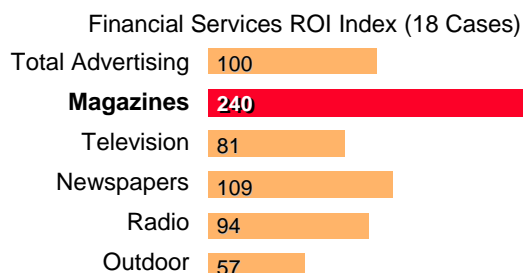
A study from Hudson River Group and the MPA studied media mix dynamics for 300 case studies across three advertising categories, measuring return on investment (ROI) and media efficiency, relating percent of spending in each medium to incremental volume.

Financial Services

- Includes debit & credit cards, demand deposits
- Magazine ROI was more than double that of the total industry, and the next highest medium.

Efficiency Index (12 cases)	Magazines	TV
Percent Ad Budget	17%	76%
Share of Incremental Volume*	30%	51%
Efficiency Index	176	67

* Incremental volume from each medium as a percent of incremental volume from all advertising.

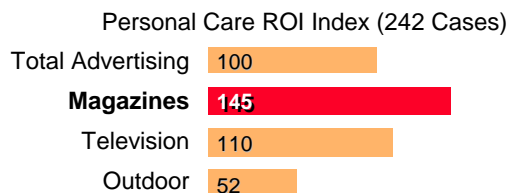


Personal Care Products

- Includes shampoos, conditioners, moisturizers and toothpaste
- Magazine ROI was 45% greater than the category average

Efficiency Index (67 cases)	Magazines	TV
Percent Ad Budget	9%	90%
Share of Incremental Volume*	28%	71%
Efficiency Index	311	79

* Incremental volume from each medium as a percent of incremental volume from all advertising.

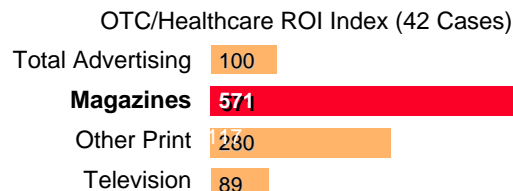


OTC/Healthcare Products

- Includes non-prescription pain relievers, vitamins, nutritional supplements and energy drinks/bars
- Magazine ROI was more than 5 times that of all advertising and twice that of the nearest competitor

Efficiency Index (24 cases)	Magazines	TV
Percent Ad Budget	9%	83%
Share of Incremental Volume*	40%	60%
Efficiency Index	444	72

* Incremental volume from each medium as a percent of incremental volume from all advertising.



Across 300 case studies, magazines proved to be the most efficient of the media measured in generating bang for the media buck, offering advertisers an opportunity to increase ROI.

- 1. Reach 'High Value' Consumers - Magazine readers are better educated, have higher purchasing power and watch less TV -- they deliver the hardest to reach and most influential of opinion leaders.
- 2. Bonus Impressions - The average magazine page is viewed 1.7 times, providing more impressions per ad than newspapers or TV. These bonus exposures increase a brand's opportunity to be seen when the consumer is ready- to-buy.
- 3. Active Medium - The active, involving process of reading ensures focus on and understanding of the brand message.
- 4. Magazines Communicate Better - Reader involvement in magazine advertising delivers 39% more awareness of the brand message than TV, on that all important first exposure.
- 5. Tell The Entire Brand Story - Magazines allow in-depth, detailed communication of the entire brand story, not :15 or :30 sound bites. And they do so with exceptional reproduction values.
- 6. The Most Informative Medium - Consumers rate magazines as *the* most informative medium. Magazines influence purchase behaviour early in the decision-making process, giving readers ideas of what to buy, more so than newspapers or TV.
- 7. Selective Targeting - Magazines tightly target all areas of reader interest and passion -- there's a magazine for virtually everyone! Use magazines to reach/cover your target audience in a meaningful way -- a way in which Specialty TV just can't compare.
- 8. Brand Relevant Imagery - Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 9. Build Relationships - Magazines are the most personal of media, creating private and intimate connections with each individual reader. Magazines are invited guests, creating strategic or tactical one-on-one conversations with *your* customers.
- 10. A Lasting Message - Consumers clip and save magazine ads for future reference. They provide a lasting, durable message with time to study a brand's benefits.
- 11. A Credible Message - Magazine ads are perceived to be highly credible, believable and trustworthy sources of information.
- 12. Flexibility - Magazines provide opportunities for inserts, supplements, advertorials and a variety of size and positioning options to meet any advertiser's specific creative needs.
- 13. Media Multiplier Effect - Magazines are additive to most any TV plan -- they add 'readers' not just viewers. The net effect is increased net coverage, faster and more efficiently, delivering hard-to-reach light TV viewers. Together, magazines and TV communicate the same message in different ways, ensuring improved brand messaging.
- 14. Magazines Generate Response - Magazines make it happen. After reading ads, consumers are motivated to shop for and purchase products, call 1-800 numbers or go a website. Response *is* immediate.
- 15. Increase Your Sales - Magazines sell! Research proves it, time and time and time again. Let us show you. Contact us to find out more.