

Updated
Fall 2008

Ad impact:

what you don't know
could hurt your bottom line

busting popular media myths

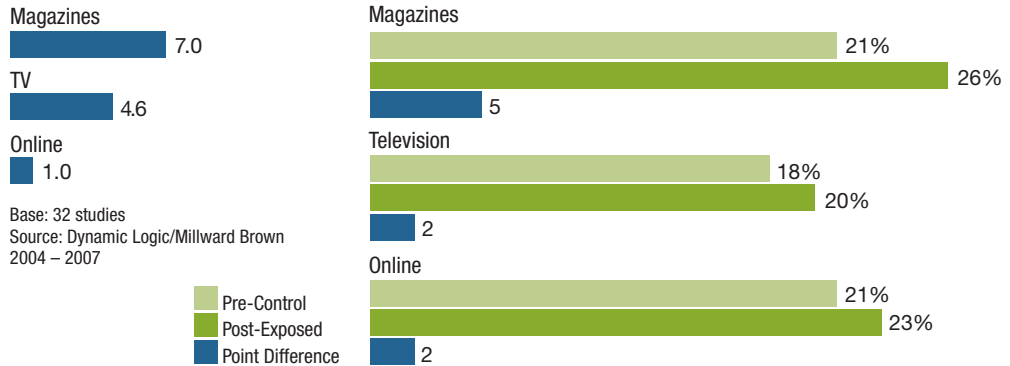
#1

Myth:
Reality:

Magazines help me build my brand, but are not key to drive purchase intent.

Client-commissioned studies show magazine ads are the most effective and efficient in boosting purchase intent.

Point Difference Between Exposed and Non-Exposed Consumers for Purchase Intent



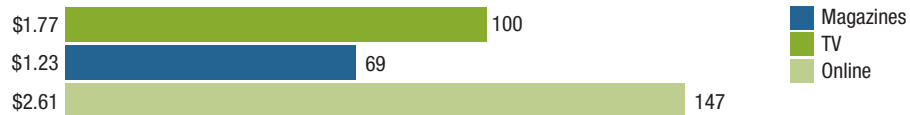
Base: 32 studies
Source: Dynamic Logic/Millward Brown
2004 – 2007

Note: Results reflect the average point lift for each medium across the 20 studies.
Source: Marketing Evolution 2006



Cost Per Impact (CPI) for Purchase Intent (Index)

Indexed to TV. Lower Index = Better Performance.



Aggregate of 38 studies.
Source: Marketing Evolution, 2008

#2

Myth:
Reality:

New media lead in driving web behavior.

Magazines excel at influencing consumers to start a search online.

Media that Trigger an Online Search by Age and Gender

Medium (percent)	Overall	M	F	18–24	25–34	35–44	45–54	55+
Magazines	47%	48%	47%	46%	47%	47%	47%	49%
TV/Broadcast	43	46	40	37	42	45	45	51
Newspapers	41	42	40	27	32	40	44	51
TV/Cable	36	41	32	50	46	38	32	26
Face-to-Face	34	36	32	40	39	38	33	26
Radio	30	34	26	33	37	34	30	22
Direct Mail	30	29	31	24	31	30	29	31
E-mail Advertising	29	29	29	31	32	29	29	26
Internet Advertising	26	29	24	35	30	27	25	20
Outdoor Billboards	12	13	10	16	17	13	11	6
Online Communities	10	10	9	23	17	10	5	2
Blogs	8	10	7	17	13	9	5	3

Source: BIGresearch Simultaneous Media Usage Study, 2007

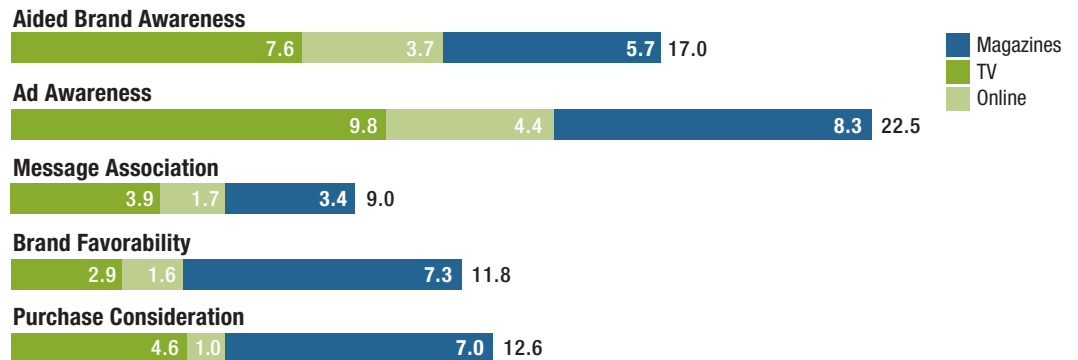
For more information or to download these charts, go to www.magazine.org/accountability.

#3 Myth: Reality:

Online and TV provide results most consistently. Magazines offer superior performance and value across the purchase funnel based on 70 client-commissioned studies

Incremental Effect of Medium on Brand Metrics: Overall Studies

Average Percentage Point Increase Over Unexposed (Control) Baseline

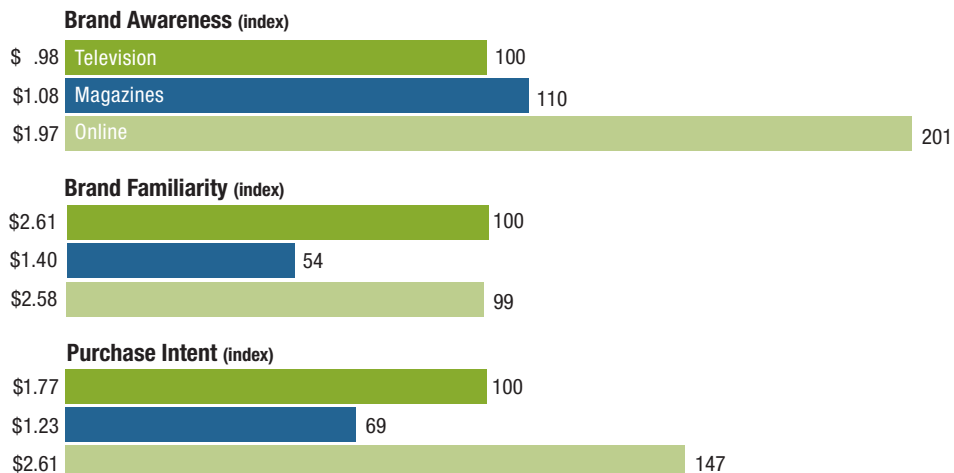


Base: 32 Studies
Source: Dynamic Logic/Millward Brown CrossMedia Research Studies, 2004 — 2007



CPI for Brand Awareness, Brand Familiarity and Purchase Intent

Indexed to TV. Lower Index = Better Performance.



Aggregate of 38 studies.
Source: Marketing Evolution, 2008

#4 Myth: Reality:

Millennials and Gen X'ers don't read magazines. Readership for adults 18–34 continues to be strong.

Magazine Readers 18–34

	1999	2008
Number of Readers (millions)	57,580	60,093
Index	100	104
Average Number of Issues Read/Month	10.9	11.5
Index	100	106

Source: MRI, Spring 2008; Base: U.S. Adults 18+

For more information or to download these charts, go to www.magazine.org/accountability.

**#5 Myth:
Reality:**

**Magazine websites aren't that valuable.
Video on magazine websites led in driving consumer visits to a store and to a company's site.**

Actions Taken After Viewing Video Ads

MEDIA	Checked Out Company Website	Requested More Information	Went to Store to Check Out Product
Magazine Site	45%	28%	29%
Network TV Site	38	19	19
Cable TV Site	38	19	20
Online Only News and Info	42	23	26
Web Portal Site	37	23	24
User Generated Content Site	35	14	14

Source: Online Publishers Association, June 2007

**#6 Myth:
Reality:**

**TV is the best medium at driving "actionable" web traffic.
Print ads led at driving "actionable" web traffic.**

Made Purchase After Conducting an Online Search

Offline Sources That Drive Qualified Traffic to Websites



Source: JupiterResearch, 2007

**#7 Myth:
Reality:**

**Online is the only medium with growing reach.
Magazine users have grown over the past five years at a higher rate than users of all other media except online.**

A Five-Year Trend in Media Usage

MEDIA	Spring 2004		Spring 2008		% of Change vs. Five Years	
	Total Users (000)	Percent Coverage	Total Users (000)	Percent Coverage	Total Users	Coverage
Magazines	178,723	84.4%	188,893	85.0%	5.7%	0.8%
Total TV	199,398	94.1	209,106	94.1	4.9	0.0
Radio	179,521	84.7	184,920	83.2	3.0	-1.8
Newspapers	168,420	79.5	165,981	74.7	-1.4	-6.0
Outdoor	208,992	98.6	218,817	98.5	4.7	-0.2
Internet	130,228	61.5	155,967	70.2	19.8	14.2
Total Adults	211,845	100.0	222,210	100.0	4.9	

Source: Mediamark Research & Intelligence (MRI) Spring 2004 – Spring 2008

For more information or to download these charts, go to www.magazine.org/accountability.

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