

ARE YOU LEAVING MONEY ON THE TABLE?

Independent research says

ODDS ARE GOOD.



Photo: Getty Images

CHECK THESE OUT FOR INSIGHTS ON HOW TO GENERATE BETTER RESULTS AND STRONGER ROI.

ACCOUNTABILITY RESOURCES

Assessing Ad Impact demonstrates how TV, online and magazines contribute to ROI throughout the purchase funnel.

Category-Specific Fact Sheets show how various media drive results across 16 different categories including auto, buzz, drive to web, electronics, entertainment, finance, retail and travel.

Advertiser Case Studies reference hundreds of real world case studies online at magazine.org/casestudies or in the annual Kelly Awards Guide.

Magazine Handbook provides facts and figures about how magazines — alone and with other media — can help advertisers achieve marketing goals.

Media Mythbusters disproves a number of commonly held misconceptions.

Making Creative Accountable provides a creative assessment tool and consumer-based insights to improve magazine ad effectiveness.

WHITE PAPERS

- **Consumers Value Magazines in Their Media Mix. Do you?**
- **The Full Story on Magazine Circulation Vitality**
- **Clearing Up Misperceptions About Magazine Closings**

REFERENCE GUIDES AND MORE

Accountability II offers a comprehensive review of how media drive results and impact consumers' online behavior.

Engagement Guide: Understanding Consumers' Relationships with Media addresses how consumers connect with advertising-supported media: television, newspapers, radio, the internet and magazines.

Magazine Digital Initiatives is a regularly updated list of new digital products and platforms from consumer magazines available at www.magazine.org/digitalinitiatives.

Media Research Index features more than 1,000 research studies spanning more than 60 years to the present.

20 Tweetable Truths About Magazines showcases surprising facts about consumers' relationships with magazines in a vibrant video.

Find these resources, updates and new information at www.magazine.org/advertising



Magazine Publishers of America



Top Reasons to Advertise in Magazines

Magazines and magazine ads garner the most attention: According to a study from JackMyers Research, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list. BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the internet.

Magazine advertising is valuable content: Consumers value magazine advertising, according to numerous studies. Yankelovich and Dynamic Logic both report that consumers are more likely to have a positive attitude toward advertising in magazines compared to other media. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories compared to the internet, based on research from MediaVest.

Magazines supply credibility: Consumers trust and believe magazines and magazine advertising more than other media, based on Simmons Multi-Media Engagement Study that shows magazines score higher on being trustworthy compared to TV or the internet. Other independent research confirms that consumers place significant trust in magazine advertising.

Magazine print and digital audiences are growing: The number of magazine readers as well as the average number of magazine issues read in the past month has grown over the past five years. In addition, magazine website usage is growing faster than web usage overall.

Magazine advertising is relevant and targeted: Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs.

Magazines are a leading influence on word-of-mouth: Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories, according to MRI. In addition, magazines are also most likely to complement the web in reaching social networkers, whom marketers increasingly favor in generating buzz.

Magazine advertising sells: Several studies demonstrate that magazines are generally the strongest driver of purchase intent. Perhaps this is because more than half of all readers act on magazine ads, according to Affinity Research.

Magazines improve advertising ROI: Three different measures of ROI from 58 client-commissioned studies prove that magazines lead in cost efficiency. Magazines most consistently generate the lowest cost per impact (Marketing Evolution, 2008). For cost per person, the most efficient combination of media always included magazines (Dynamic Logic, 2009). For people impacted per dollar spent, magazines are the most efficient medium in four out of five stages of the purchase funnel (Dynamic Logic, 2009).

Magazine advertising drives web search, traffic and action taking: BIGresearch proves that magazines lead other media in influencing consumers to start a search for merchandise online, ranking at or near the top by gender as well as by age. In addition, studies from Marketing Evolution, JupiterResearch and the OPA show that ads in magazines or on magazine websites boost web traffic, spur online purchase and offline behavior, including store visits and buzz.

Magazine advertising drives effectiveness throughout the purchase funnel: Magazines generally contribute more than other media when looking at consumers' purchase decision-making process. As a result, magazines boost the effectiveness of other media at all stages of the funnel.

Magazine audiences accumulate faster than you think—and with lasting impact: The average monthly magazine accumulates approximately 60% of its audience within a month's time, and the average weekly magazine accumulates nearly 80% of its audience in two weeks.

Magazines deliver reach: Across nine major demographic groups, the combination of the top 25 magazines delivers considerably more rating points than the top 25 TV shows.