

Magazines Contribute Significantly at Communicating the Benefits for Automotive Brands

PointLogic’s independent automotive advertising research confirms that magazines contribute significantly at communicating both emotional and practical purchase stimulators at all stages of the purchase funnel.

Emotional purchase stimulators include such factors as quality, level of trust, “fits my personality,” and appearance/style. Practical purchase stimulators include basic price, special offers and promotions, and equipment/features.

Purchase Stimulators for Automotive Brands

Percent of consumers who indicated these information sources “perform well” for practical/emotional purchase indicators

	practical	emotional
Television	33%	23%
Magazines	30	20
Newspaper	28	12
Radio	17	10
Loose Inserts or Flyers	15	8
Movie Theatre Advertising	11	9
Internet Advertising	11	7
Sponsorship Events	6	7
Outdoor	6	6
Public Transportation	5	6

Source: PointLogic M3 Automotive Survey, 2008