

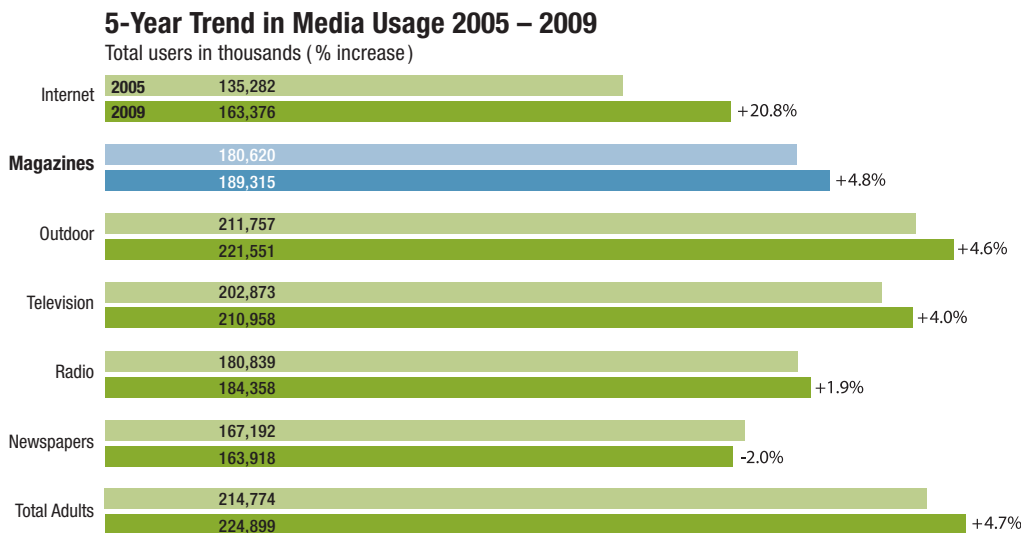
Ad impact:

what you don't know
could hurt your bottom line

busting popular media myths

MYTH > NO ONE READS magazines, especially younger consumers.

REALITY > Magazine usage has grown over the past five years at a higher rate than usage of all other media except the web



Source: MRI Spring studies 2005 and 2009

REALITY > Readership continues to be strong for adults 18-34

Magazine Readers ('000) Adults 18-34



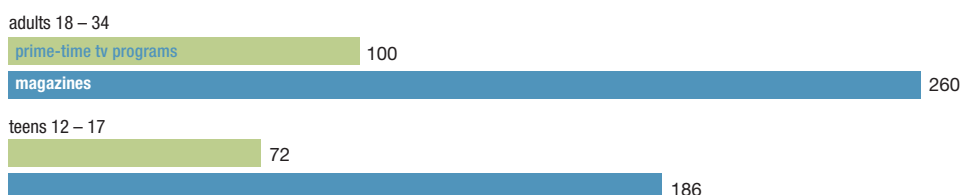
Median Issues/Month, Adults 18-34



Base: Magazine Readers, U.S. Adults 18+
Source: MRI, Spring Studies 2005 and 2009

REALITY > Top 25 magazines outperform the top 25 primetime TV programs in all major demos, including adults 18-34 and teens

Gross Rating Points of Top 25 Magazines and Prime-Time TV Programs

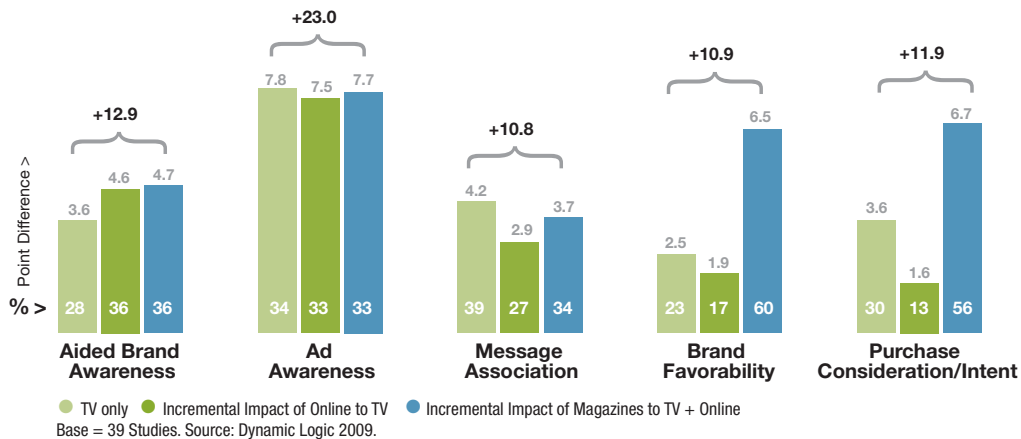


Sources: Carat Insight; Nielsen September 2007 – May 2008 (Prime regularly scheduled programs); MRI Fall 2008; MRI Twelvplus 2008

MYTH > Cutting my magazine budget WON'T COMPROMISE ad results.

REALITY > **Magazines perform best** through the purchase funnel, especially in brand favorability and purchase intent

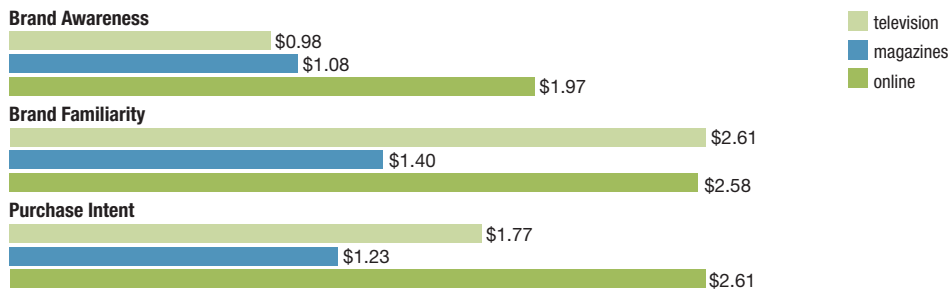
Incremental Effect of Medium on Brand Metrics



REALITY > **Magazines are the most cost-effective medium** throughout the purchase funnel, looking at two measures of ROI

> **Magazines most consistently generate a low cost per impact**

Media Performance for Cost per Impact (CPI)



Aggregate of 38 studies.
Source: Marketing Evolution, 2008

> **For cost per person, the most efficient media combination always includes magazines**

Most Cost Efficient Media Combinations Based on Average Cost per Person

	tv only	online only	magazine only	tv + online	tv + magazine	magazine + online	tv + online + magazine
Aided Brand Awareness			■			●	
Ad Awareness			■			●	
Message Association	●				■		
Brand Favorability			●			■	
Purchase Consideration/Intent			■		●		

■ Denotes most cost-effective medium for metric
● Denotes second most cost-effective medium for metric

Aggregate of 10 studies. Source: Dynamic Logic 2009

MYTH > Magazines aren't KEEPING PACE in the digital age.

REALITY > **Magazines rank #1** at influencing consumers to start a search online – higher than newer media options

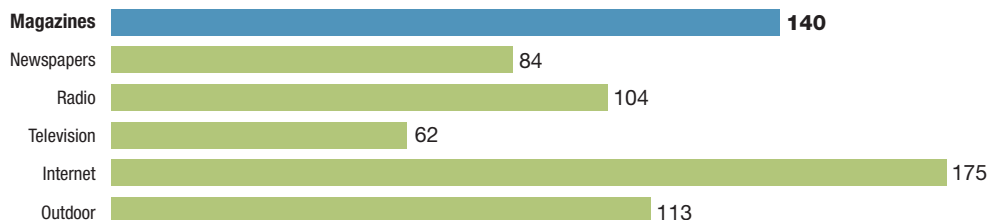
Media That Trigger an Online Search by Age and Gender

Medium (percent)	Total	M	F	18–24	25–34	35–44	45–54	55+
Magazines	44%	40%	47%	36%	44%	45%	45%	44%
TV/Broadcast	38	40	37	30	39	40	42	38
Newspapers	36	35	36	21	27	33	40	45
Face-to-Face	35	34	36	39	43	38	35	27
TV/Cable	32	35	28	37	42	34	29	23
Radio	27	30	25	22	34	32	29	21
Direct Mail	26	24	28	20	27	27	27	27
E-mail Ads	23	22	23	22	28	24	22	19
Internet Ads	21	23	18	26	26	22	20	15
Online Communities	11	10	12	23	19	12	7	4

Source: BIGresearch, Simultaneous Media Usage Study (SIMM14), June 2009

REALITY > **Magazines best complement the web** in reaching social networkers

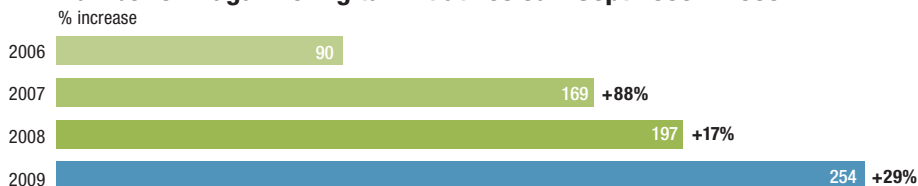
Index Based on Percent of Consumers Using Facebook or MySpace in Last 30 Days



Base: Top quintile of usage for each medium.
Source: MRI, Spring 2009

REALITY > **Magazine digital initiatives have increased** in double digits every year since 2006

Number of Magazine Digital Initiatives Jan-Sept 2006 – 2009



Magazine digital initiatives cover online and mobile extensions, and include partnerships with companies such as Facebook, Hulu, YouTube and Twitter.
Source: MPA Information Center, 2009

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

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