

auto



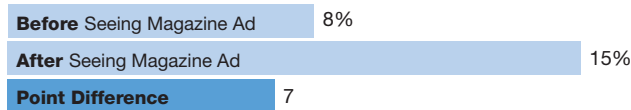
# In the market for a high- performance media vehicle?

## Magazine readers are more likely than users of other media to be auto enthusiasts and influencers

Activity/Attitude (Index)	Magazines	Newspapers	Radio	TV	Internet
Personally attended auto show in last 12 months	127	99	114	91	105
Agree completely: I often discuss my knowledge of automobiles with others	121	85	115	104	99
Any agree: I consider myself to be an automotive enthusiast	114	95	116	102	98
My family/friends trust my advice on this topic: automobiles or other vehicles	115	97	113	103	96
Agree completely: People often ask my advice when it comes to autos	122	90	111	88	105

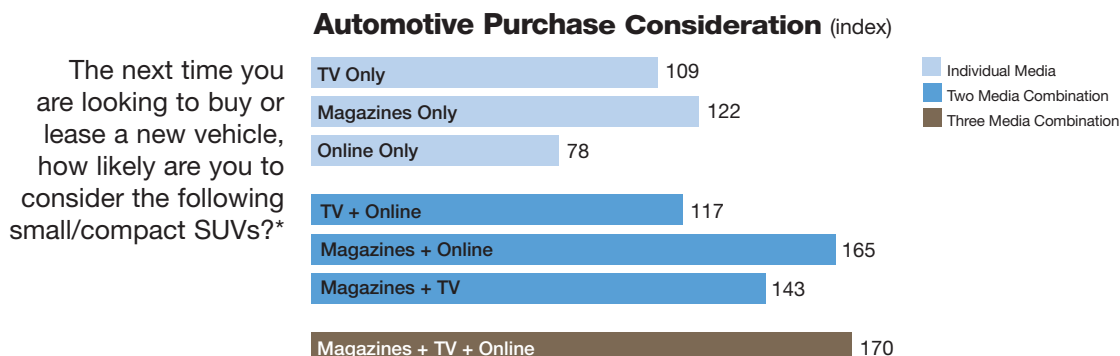
Base: Top Quintile of Usage for Each Medium.  
Source: MRI, Spring 2009

## Advertising in magazines nearly doubles auto online traffic



Automotive — overall percent of group to visit brand website  
Analysis completed at the study level. Three studies included.  
Aggregated base sizes Control n = 10,655 Exposed n = 10,194  
Source: Marketing Evolution, 2007

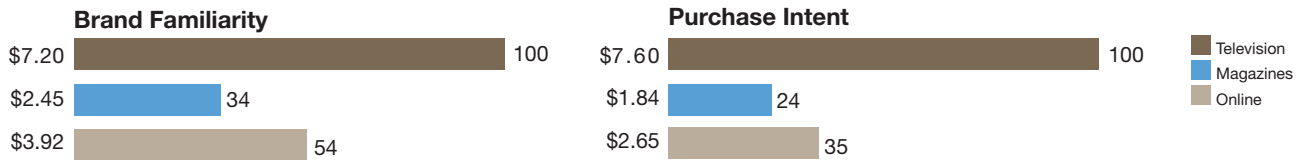
## Magazines excel at driving automotive purchase consideration



\*Results shown are for Jeep Compass. Question referred to the Jeep Compass within a competitive set of additional brands.  
Source: Dynamic Logic, 2007

## Magazine generate the lowest cost for auto at critical lower stages of the purchase funnel

Cost Per Impact by Medium (Index)



TV=100. Lower Index = Better Performance. Aggregate of 6 automotive studies.  
Source: Marketing Evolution, 2008

## Magazines best target purchase intenders for new vehicles

Very/Somewhat Likely to Buy in Next 12 Months (Index)	Magazines	Newspapers	Radio	TV	Internet
Buy/lease a new vehicle	120	104	111	98	111
Buy/lease a 2-door car	118	79	117	99	102
Buy/lease a 4-door car	122	100	115	100	106
Buy/lease a van/minivan	133	77	127	132	91
Buy/lease a sport utility vehicle	129	97	126	97	123

Base: Top Quintile of Usage for Each Medium.  
Source: MRI, Spring 2009

## Magazines and the web are underspent relative to their auto influence

% of Spending Relative to Purchase Influence

	Toyota	Nissan	General Motors	Ford	Honda
Magazine Spend	13%	14%	12%	13%	14%
<b>Magazine Influence</b>	<b>19</b>	<b>20</b>	<b>17</b>	<b>17</b>	<b>21</b>
TV Spend	40	50	40	41	45
<b>TV Influence</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>
Internet Spend	3	2	4	4	3
<b>Internet Influence</b>	<b>9</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>8</b>

Source: BIGresearch, 2008 analysis, based on AdAge Domestic Car Spending by Category, 2006

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The Association of Magazine Media™

# Magazines are a top influence for car/truck purchases despite greater tv and newspaper spend

Top Four of 17 Media That Influence Car/Truck Purchase (by Age and Category)

Total Adults	Age 18-24	Age 25-34
Broadcast TV 21%	Broadcast TV 19%	Broadcast TV 23%
Newspaper 18	Cable TV 16	Radio 16
<b>Magazines 14</b>	Newspaper 15	<b>Magazines 16</b>
Radio 13	<b>Magazines 14</b>	Newspaper 15

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

# Magazines play a major role when consumers form their auto consideration set

Primary Source of Information — Top 5 of 25 Sources

### Upper Funnel

6-5 months prior to purchase

Television Ads	15%
<b>Magazine Ads</b>	<b>10</b>
Friends / Relatives	10
Manufacturer Websites	10
Consumer Reports	7

### Middle Funnel

4-2 months prior to purchase

Third Party Sites*	12%
Television Ads	11
<b>Magazine Ads</b>	<b>11</b>
Consumer Reports	10
Manufacturer Websites	7

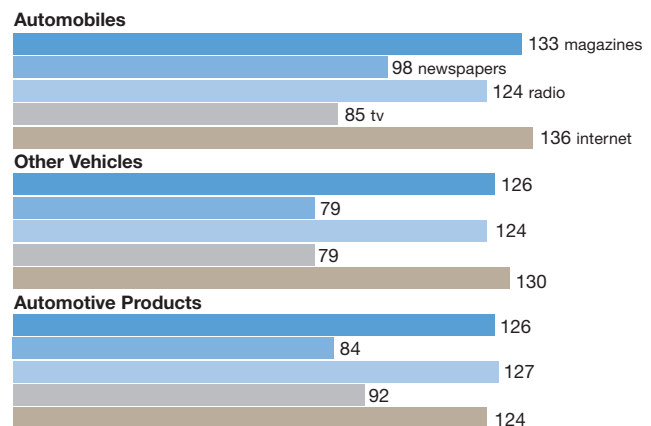
### Lower Funnel

4-2 weeks prior to purchase

Local Newspaper Ads	13%
Consumer Reports	10
Friends / Relatives	10
Dealer Websites	9
Manufacturer Websites	8

\*Third Party Sites: i.e. Edmunds, Kelley, AOL Auto, etc.  
Consumer Magazines, Local Newspapers and Consumer Reports include both print and digital versions.  
Source: Time Inc. / CNW Marketing Purchase Process Study, 2008

# Super influential consumers for auto purchases rely heavily on magazines and the web



Base: Top Quintile of Usage for Each Medium  
Source: MRI Spring 2009. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

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