

pharmaceutical

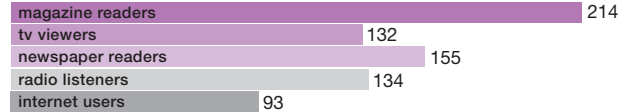


**Experts  
prescribe  
magazines  
for positive  
results.**

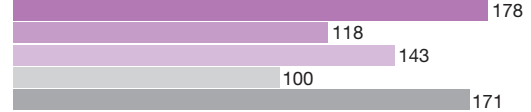
# Magazines readers lead in responding to healthcare ads

## Actions taken in response to healthcare advertising/compared to the general public

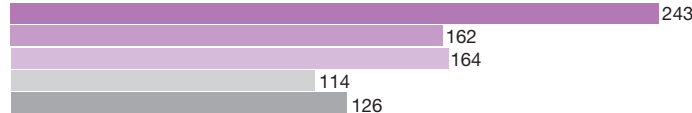
### Discussed an ad with doctor



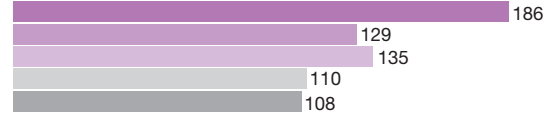
### Visited any website



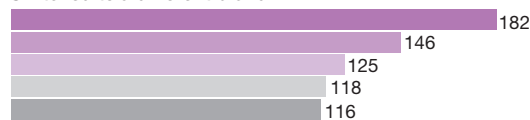
### Called toll-free number to get information



### Asked doctor for a product sample of prescription drug



### Switched to a different brand



Base: Top Quintile of Usage for Each Medium  
Source: MARS OTC/DTC Study, 2009

# Magazines are a top influence for healthcare despite larger spend in tv

## Top Four Media (out of 17) That Influence Medicines Purchase (by Age and Category)

	Total Adults	Age 18-24	Age 25-34
Broadcast TV	14%	Broadcast TV 14%	Broadcast TV 15%
Cable TV	8	Cable TV 11	Cable TV 10
<b>Magazines</b>	<b>8</b>	Internet Advertising 7	<b>Magazines 8</b>
Newspaper	7	<b>Magazines 7</b>	Internet Advertising 6

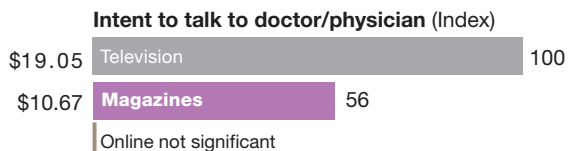
Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), 2009

# Magazines excel at DTC ad recall and action taking

	DTC Ad Recall Percent	DTC Ad Recall Index	DTC Action/Recall Percent	DTC Action/Recall Index
<b>Magazine Ads</b>	<b>50%</b>	<b>139</b>	<b>17%</b>	<b>155</b>
<b>TV Commercials</b>	<b>36%</b>	<b>100</b>	<b>11%</b>	<b>100</b>

Source: Affinity's VISTA Service, 2007

# Magazines are more efficient than tv at cost per impact



TV=100. Lower Index = Better Performance.  
Aggregate of 2 studies. Source: Marketing Evolution, 2008

# Magazine readers and web users most influence healthcare decisions

Super Category Influential Consumers (Index)	Magazines	Newspapers	Radio	TV	Internet
Prescription drugs	<b>162</b>	122	101	98	151
Healthcare	<b>154</b>	112	105	78	153
Healthy lifestyle	<b>146</b>	119	111	63	151

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

Download the most current fact sheets from multiple categories, view case studies and get more information at [www.magazine.org/advertising](http://www.magazine.org/advertising).

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