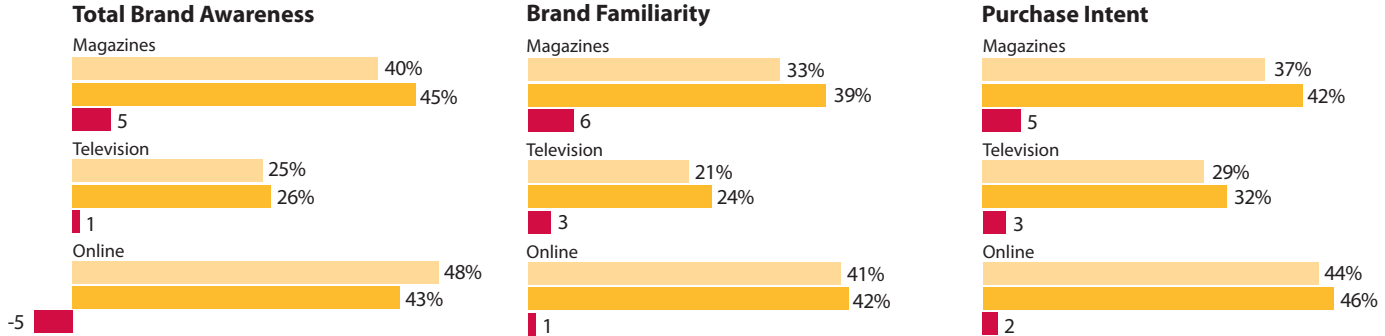


Magazines Excel at Driving Auto Brand Awareness, Brand Familiarity and Purchase Intent

Multiple independent studies prove that magazines influence consumers' intent to purchase an automobile more than TV or online.

Automotive Purchase Funnel

Pre-Control Post-Exposed Point Difference



Note: Aggregate of 4 studies. Source: Marketing Evolution, 2006