

Magazines Exert Sizable Influence on Auto Purchasers

If you look at which media customers say influence them to purchase a car and then compare that to the allocation of advertising dollars, you will see the **auto makers are under-spending on most media, including magazines, while over-allocating dollars to TV.**

According to BIGresearch, magazines garner only about 12-13% of the ad budget for most auto advertisers, but magazines command about 17% of the influence on consumers to purchase a car. Typically, TV takes up about 40% of the total budget, but this is more than double the percentage of influence that consumers say TV has on their decision to purchase a car.

Automotive Ad Spending vs. Influence to Purchase (percent)

	General Motors	Ford	Toyota
Magazine Spend	12%	13%	13%
Magazine Influence	17	17	19
TV Spend	40	41	40
TV Influence	18	18	17
Internet Spend	4	4	3
Internet Influence	9	8	9
Newspaper Spend	7	7	3
Newspaper Influence	17	17	16
Radio Spend	3	2	1
Radio Influence	6	7	5
Outdoor Spend	1	1	1
Outdoor Influence	10	12	11

Source: BIGresearch, 2008 and analysis of Adage Domestic Car Spending by Category, 2006