

SHERIDAN MAGAZINE SERVICES'

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tell your advertisers: magazines' influence strong

The numerous reports of the decline in ad pages over the past two years notwithstanding, there's reason to be optimistic about the future of magazine advertising. A new report from Dynamic Logic, a company specializing in advertising accountability research, bolsters the contention of the 2009/10 Magazine Handbook from the Magazine Publishers of America: that magazines remain the most efficient medium at driving consumer behavior, both individually and in combination with other media.

Continuing its work on the way television, magazine and online advertising combine to affect the attitudes and intended behavior of consumers as they go through five identified stages of the buying process — referred to as the "purchase funnel" — Dynamic Logic last month released a report based on 39 newly aggregated accountability studies.

Among its conclusions:

- Magazine advertising drove consumer attitudes and intended behavior more effectively and efficiently than viewing television advertising alone or TV in combination with online advertising.
- Across the 39 studies, adding magazines to TV and online had the greatest impact on consumer attitudes and intended behavior in three out of five stages in the purchase funnel: aided brand awareness, brand favorability and purchase consideration. Magazines and TV virtually tied in their contribution to ad awareness.

■ On the basis of two related measures of ROI — cost per person and people affected per dollar spent — magazines were the most cost-effective medium throughout the purchase funnel.

■ For effectiveness, magazines were the most consistent performer across all three media, contributing significant lift overall and at each stage of the purchase funnel.

MPA's Magazine Handbook, released this summer, comes to the same conclusions — and then some. It offers a dozen "top reasons to advertise in magazines," supported by nearly 100 pages of advertiser-funded research, facts, figures and statistics. If you haven't already armed your sales reps with this compelling data, today's the day.

Magazines and magazine ads garner the most attention.

BIGresearch studies show that when consumers read magazines, they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the internet. According to research from Jack Myers, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list.

Magazine advertising is valuable content. Consumers value magazine advertising, according to numerous studies. Yankelovich and Dynamic Logic both report that consumers are more

likely to have a positive attitude toward advertising in magazines compared to other media. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories compared to the internet, based on research from MediaVest.

Magazines supply credibility. Consumers trust and believe magazines and magazine advertising more than other media. Simmons Multi-Media Engagement Study shows magazines score higher on being “trustworthy” compared to TV or the internet. Other independent research confirms that consumers place significant trust in magazine advertising.

Magazine print and digital audiences are growing. The number of magazine readers, as well as the average number of magazine issues read in the past month, has grown over the past five years. In addition, magazine website usage is growing faster than web usage overall.

Magazine advertising is relevant and targeted. Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs.

Magazines are a leading influence on word-of-mouth. Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories. Magazines are also most likely to complement the web in reaching social networkers, whom marketers increasingly favor in generating buzz.

Magazine audiences accumulate faster than you think — and with lasting impact. The average monthly magazine accumulates approximately 60% of its audience within a month’s time, and the average weekly magazine accumulates nearly 80% of its audience in two weeks.

Magazine advertising sells. Several studies demonstrate that magazines are generally the strongest driver of purchase intent. According to Affinity Research, more than half of all readers act on magazine ads, .

Magazines improve advertising ROI. Based on a recent analysis of cross-media accountability studies, Marketing Evolution found magazines most consistently generate a favorable cost per impact throughout the purchase funnel. Multiple studies confirm that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazine advertising drives web search, traffic and action taking. BIGresearch proves that magazines lead other media in influencing consumers to start a search for merchandise online, ranking at or near the top by gender as well as by age. In addition, studies from Marketing Evolution, JupiterResearch and the OPA show that ads in magazines or on magazine websites boost web traffic, spur online purchase and offline behavior.

Magazine advertising drives effectiveness throughout the purchase funnel. Magazines generally contribute more than other media when looking at consumers’ purchase decision-making process. As a result, magazines boost the effectiveness of other media at all stages of the funnel.

Magazines deliver reach. Across major demographic groups, the combination of the top 25 magazines delivers considerably more rating points than the top 25 TV shows.

For the research supporting these conclusions, download a copy of the full Handbook at <http://www.magazine.org/handbook>.