

MAGAZINE
handbook
engagement to action

a comprehensive guide and factbook 2010/11

Stay current throughout the year at www.magazine.org, featuring updated information and news on a range of topics that matter to you:

Accountability
Advertising Case Studies
Category-Specific Insights
Circulation
Consumer Marketing
Creative Effectiveness/Kelly Awards
Digital Initiatives
Editorial/ASME
Engagement
E-Reading
Industry News
Mobile Apps
Readership
Research/White Papers
Upcoming Events

To get the latest research emailed to you, sign up for SalesEdge, a biweekly e-newsletter, at www.magazine.org/salesedge.

Top Reasons to Advertise in Magazines

Magazine audiences are growing — and young adults read heavily:

The number of magazine readers has grown more than 4% over the past five years. In fact, 93% of adults overall and 96% of adults under age 35 read magazines. — *see pages 7 and 8*

Magazine audiences are expanding across platforms: The number of magazine websites and mobile apps is increasing, e-readers are projected to grow rapidly — and consumers want to see magazine content on them. — *see pages 20, 23 and 44*

Magazine advertising gets consumers to act: Two separate sources show that more than half of all readers (56%) act on magazine ads. And, action-taking has increased +10% in the last five years. — *see pages 30 and 75*

Magazines improve advertising ROI: Based on analyses of client-commissioned cross-media accountability studies, two separate sources found that magazines most consistently generate a favorable cost-per-impact throughout the purchase funnel. — *see pages 36 and 37*

Top Reasons to Advertise in Magazines

Magazines contribute most throughout the purchase funnel:

Magazines are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent. — *see page 35*

Magazines build buzz: Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories. Magazines complement the web in reaching social networkers, whom marketers increasingly favor to generate word-of-mouth. — *see page 45*

Magazines spur web traffic and search: 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 across all age groups. In addition, magazine ads boost web traffic, and magazine readers are more likely than non-readers to buy online. — *see pages 43 and 41*

Magazines prompt mobile action-taking: Magazine readers are most likely to use a text message to respond to an ad and redeem a mobile coupon versus other media. Plus, magazines rank high in generating other mobile action. — *see page 44*

Top Reasons to Advertise in Magazines

Magazines and magazine ads garner the most attention: 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. — *see page 25*

Magazine advertising is valuable content: Yankelovich and Experian Simmons report that consumers are more likely to have a positive attitude toward advertising in magazines compared to other media. — *see pages 24, 26, 27 and 28*

Magazines supply credibility: Multiple sources show that consumers trust ads in magazines. — *see pages 24, 26 and 45*

Magazines deliver reach: Across major demographic groups, the top 25 magazines deliver considerably more rating points than the top 25 primetime TV shows. — *see page 10*

Magazine audiences accumulate faster than you think: More than three-quarters of readers read their copy within the first three days. 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. — *see page 11*

CONTENTS



THE MAGAZINE HANDBOOK 2010/11

www.magazine.org/handbook

A Comprehensive Guide for
Advertisers, Advertising Agencies
and Consumer Magazine Marketers

Top Reasons to Advertise in Magazines

Readership and Reach

- 7 Magazine Readership Continues to Grow
- 8 Magazines Appeal to Younger Adults
- 9 Magazines Appeal to Diverse Readers
- 10 Magazines Provide Better Reach Compared to TV
- 11 Magazines Accumulate Faster than Commonly Believed

Circulation Metrics

- 12 Magazine Reading by Location
- 13 Magazines Let Consumers Choose
- 14 Magazines Attract Mass and Niche Audiences
- 15 Bulk of Paid Circulation Revenue is Subscription Based
- 16 Consumers Invest in Their Magazines
- 17 Consumers Rely on Multiple Outlets to Buy Their Magazines
- 18 Magazines Are a Key Source of Profits at Checkout
- 19 Public Place Copies Have Great Appeal

NEW! E-Reading

- 20 Magazine Readers Want Content in Print and Digital Versions
- 21 The E-Reading Market is Projected to Grow Rapidly
- 22 Consumers Are Willing to Pay for Content on E-Readers
- 23 The Number of Magazine Websites Continues to Grow

Magazine Engagement

- 24 Magazines Are *the* Medium of Engagement
- 25 Consumers Pay More Attention to Magazines
- 26 Consumers Enjoy Magazine Ads More Than Other Media
- 27 Consumers Feel Positive about Magazine Advertising
- 28 Magazines Provide a Relevant Advertising Experience

Advertising Accountability Including Drive to Digital

- 29 Magazine Advertising Gets Readers to Act
- 30 Magazine Ad Effectiveness Has Grown
- 31 Readers Respond to Magazine Ads
- 32 Magazine Ads are Effective Throughout the Book
- 33 Magazines Deliver More Ad Impressions Than TV or Web
- 34 Magazines Lead in Ad Influence Relative to Time Spent
- 35 Magazines Excel at Driving Results Through the Purchase Funnel
- 36 Magazines Consistently Produce a Low Cost Per Impact
- 37 Magazines Rank #1 in Driving Results Efficiently
- 38 Increasing Accuracy of Media Mix Modeling Results
- 39 Magazines Drive Consumers to Go Online
- 40 Magazine Readers Are Most Likely to Take Action Online
- 41 Magazine Ads Build Web Traffic Across Purchase Funnel
- 42 Advertising on Content Sites Yields Greatest Impact
- 43 Magazines Excel in Driving Web Search Across Demographics
- 44 Magazines Prompt Action Taking on Cell Phones
- 45 Magazines Influence Word-of-Mouth—Including Social Networkers

Accountability by Category

- 46 Magazine Readers and Web Users Are Influencers
- 47 Magazine Readers Are Innovators
- 48 Auto: Magazines Play a Major Role in Auto Purchase Process
- 49 Auto: Magazines Influence Auto Consideration Set
- 50 Auto: Magazines Are More Efficient Than Other Media
- 51 Auto: Magazines Hone in on Auto Purchasers
- 52 Electronics: Magazines Are Efficient in Influencing Purchase Intent
- 53 Electronics: Magazines Target Likely Buyers
- 54 Entertainment: Magazines Generate Low Cost Results
- 55 Consumers of Entertainment Products Choose Magazines
- 56 Fashion/Beauty: Magazines Influence Consumers
- 57 Financial: Magazines Are a Smart Investment
- 58 Food: Consumers Crave Magazines for Information

- 59 Green: Magazines Target Environmentally Conscious Consumers
- 60 Healthcare/DTC: Magazines Are a Prescription for Positive Results
- 61 Healthcare/DTC: Magazines Provide Healthy Ad ROI
- 62 Healthcare/DTC: Magazines Are a Top Resource for Consumers
- 63 Healthcare/DTC: Readers Are Knowledgeable on the Topic
- 64 Healthcare/DTC: Magazine Readers Are Super Influentials
- 65 Home Improvement: Magazines Inspire Remodeling Projects
- 66 Home Improvement: Home Remodelers Read Magazines
- 67 Luxury Goods: Buyers and Influencers Read Magazines
- 68 Packaged Goods: Magazines Target the Right Shoppers
- 69 Packaged Goods: Influencing Play Major Role in Purchase Funnel
- 70 Retail: Magazine Readers Influence Purchases
- 71 Technology: Magazines Target Key Purchase Influencers
- 72 Travel: Magazines Are a Destination for Travel Aficionados

Increasing Creative Effectiveness

- 73 Including a URL in Magazine Ads Increases Web Visits
- 74 Magazines Show Immunity to Ad Wearout
- 75 Recall of Magazine Ads by Unit Type, Color and Position
- 76 Case Studies: The 29th Annual Kelly Award Winners

Advertising Metrics

- 79 Editorial and Advertising Contribute to the Reader Experience
- 80 Magazines Inform and Entertain
- 81 Number of Magazines
- 82 Magazines Continue to Target Consumers' Interests
- 83 Magazine Advertising Rate Card Revenue
- 84 Share of Ad Spend by Medium
- 85 The Top 12 Magazine Advertising Categories
- 86 Top 50 Magazine Advertisers

- 87 Resources
- 88 MPA Resources

The Magazine Handbook 2010/2011 was produced by
Magazine Publishers of America, © Copyright 2010.
All rights reserved.

Magazine Publishers of America
810 Seventh Avenue, 24th Floor
New York, NY 10019-5818
www.magazine.org

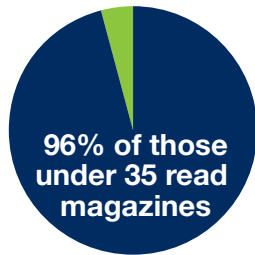
Nina Link — President and Chief Executive Officer
Ellen Oppenheim — Executive Vice President and Chief Marketing Officer
Wayne Eadie — Senior Vice President, Research
Nicole Kaplan — Vice President, Marketing and Promotions
John De Francesco — Handbook Design
Chris Stoppiello — Marketing Intern



Special thanks to NewPage
premium paper for this year's edition
of the Magazine Handbook.

Sterling® Ultra
COVER: 120 lb. dull TEXT: 80 lb. dull

Magazine Readership Continues to Grow



Source: MRI, Spring 2010

Magazine audiences are growing at a rate second only to the internet across all groups

5-Year Growth Trend in Media Usage – Percent Change 2009 vs. 2005

	magazines	newspapers	radio	television	internet
Age 18+	4.3	-3.9	2.4	3.5	19.0
Age 18 – 34	1.4	-9.8	-1.6	-0.9	14.6
Age 35 – 49	-0.3	-9.9	-2.4	-1.1	11.1
Age 50+	10.8	5.1	10.8	10.3	34.3

Note: Internet defined as any Internet/Online usage

Source: MRI, Fall 2005 – 2009

Reading a magazine is an intimate, involving experience, which is one reason the average reader spends 43 minutes reading each issue.

Source: MRI, Fall 2009

Magazines Appeal to Younger Adults

An analysis of MRI data demonstrates that adults under 35 years old read more issues per month than adults who are over 35.

Readership by Age

MRI	Total	18–24	25–34	35–44	45–54	55–64	65+
Issues Read/Past Month (median)	5.3	7.3	6.2	6.0	5.3	4.5	3.4
Index	100	138	117	113	100	85	47
“Heavy” Magazine Readers – Top Quintile	20.0	26.2	23.0	23.0	20.3	16.7	11.1
Index	100	131	115	115	102	84	56

Base: U.S. Adults 18+
Source: MRI, Fall 2009

Did you know that adults 18–34 are more likely to be in the top quintile of magazine readership—the most avid or “heaviest” readers overall.

Magazines Appeal to Diverse Readers

The MPA Market Profiles offer an in-depth look at the African-American/Black, Asian American, Hispanic/Latino and Teen markets. Each group is an important, growing segment of the U.S. population that uniquely redefines the culture of the United States in areas such as food, apparel and music. Not surprisingly, each group displays specific magazine readership patterns.

Source: MRI, Fall 2009; Oxbridge Communications MediaFinder, 2009; MRI Teenmark, 2009; Carat Insight, 2009

For more on market profiles, visit www.magazine.org/marketprofiles.

www.magazine.org/handbook

To download these charts for a PPT presentation, [click here](#).

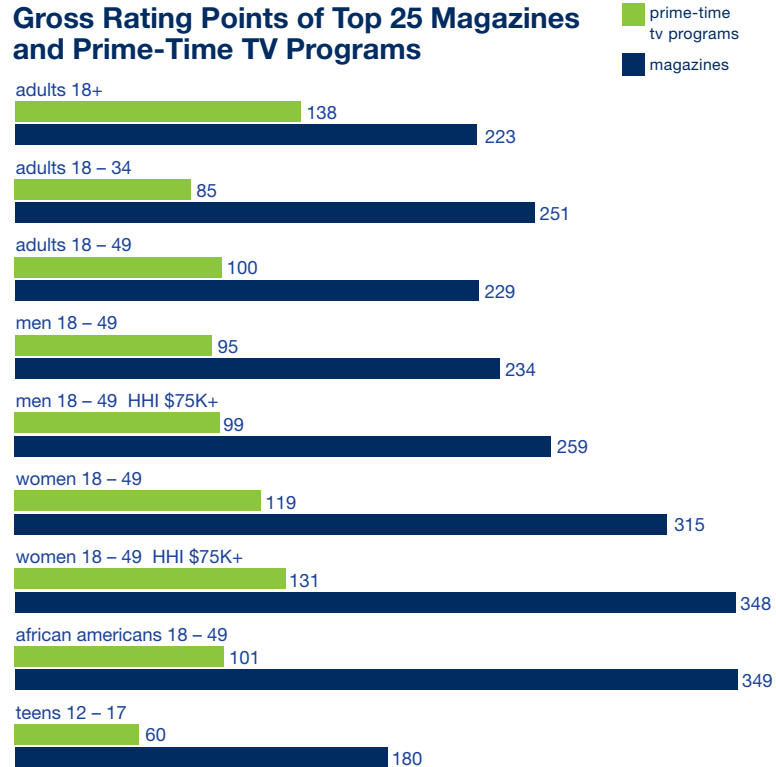
- More than eight out of ten **African-American/Black** adults (82%) are magazine readers. They read an average of 15.4 issues per month, compared to 11.2 issues per month for all U.S. adults.
- More than two out of three **African-American/Black** adults (69%) who read magazines are between the ages of 18 to 49, compared to only 62% of the U.S. adult population.
- According to Oxbridge Communications, from 2005 to 2009 the total number of **African-American/Black** targeted titles rose from 112 to 146, an increase of 30.4%.
- **Asian-American** magazine readers are younger, more affluent, and better educated than magazine readers overall.
- More than 75% of adult **Hispanic/Latinos** read magazines. They read an average of 12.5 issues per month, slightly higher than the U.S. average.
- Magazines serving **Hispanic/Latino** readers grew from 132 in 2005 to 215 titles in 2009, a surge of 62.9% over the five year period.
- Nearly three-quarters of **teens**, 72%, read magazines.
- A cross-media comparison conducted by Carat Insight found that the top 25 magazines lead the top 25 primetime TV shows in reaching **teens** age 12 to 17 by three times as much.

Top 25 Magazines Outperform Top 25 Prime-Time TV Programs in Reaching Adults and Teens

Magazines provide superior reach compared to TV programs for major target audiences, including adults 18–49, women 18–49, African Americans 18–49 and teens 12–17, when Carat’s cross-media research compared the top 25 prime-time TV programs and top 25 magazines.

Note: Total GRPs equal the rating of each of the top 25 vehicles of each medium added together.

Gross Rating Points of Top 25 Magazines and Prime-Time TV Programs



Sources: Carat Insight; Nielsen September 2008 – May 2009 (Prime regularly scheduled programs); MRI Fall 2009; MRI Twelvplus 2009

Magazines Accumulate Reach Faster Than Commonly Believed

Magazine reach begins accumulating audience before the actual on-sale date. The average monthly accumulates approximately 60% of its audience within the first month. The average weekly magazine accumulates 80% of its audience within the first two weeks.

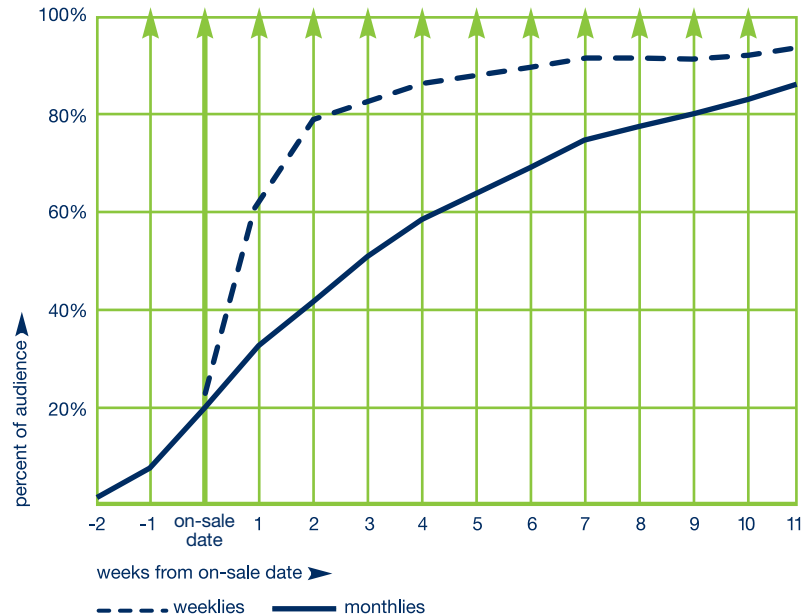
Because consumers control their media experience with magazines, magazines provide “on-demand” audience accumulation.

Immediacy of Reading A Typical Issue by percent

Same day I receive it	44%
Within 2-3 days	34
Within 1 week	14
Within 2 weeks	5
Two weeks or longer	3

Base: All magazines – 210,000 Issue-Specific Readers
Source: Affinity VISTA January– December 2009

Magazine Audience Accumulation Over Time



Source: MRI, Fall 2009

Note: The on-sale date is the actual date the magazine will appear on the newsstand or is likely to arrive in subscriber households. For weeklies it is generally one week earlier than the cover date of the magazine. For monthlies, the on sale date is generally weeks ahead of the cover date.

The Portability of Magazines Allows Consumers to Read Them at Home or Away

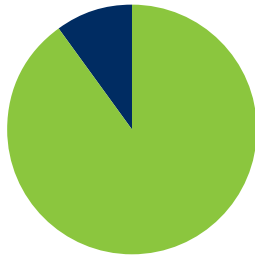
For another view on the portability of magazines, check out the new e-reading section on pages 20 through 22.

Magazine Reading by Location by percent

In Own Home	79%
Out of Home	75
Doctor / Dentist Office	37
Someone Else's Home	25
Newsstand / Store	26
Work	22
Beauty / Barber Shop	15
Library / Club / School	8
Somewhere Else	8
Airplane	6
Business / Reception Room	7
During Other Travel	2
Traveling To / From Work	2

Note: Percentages add up to more than 100% due to multiple responses.
Source: MRI, Fall 2009

Magazines Let Consumers Choose



subscription 90%
single copy 10%

In 2009, 90% of total circulation was from magazine subscriptions, while single copy sales accounted for the remaining 10%.

To see where consumer's buy and read magazines go to pages 17 and 12.

Subscription/Single Copy Sales 2000 – 2009

year	subscription	single copy	total
2000	318,678,718	60,240,260	378,918,978
2001	305,259,583	56,096,430	361,356,013
2002	305,438,345	52,932,601	358,370,946
2003	301,800,237	50,800,854	352,601,091
2004	311,818,667	51,317,183	363,135,850
2005	313,992,423	48,289,137	362,281,559
2006*	321,644,445	47,975,657	369,620,102
2007*	322,359,612	47,433,976	369,793,587
2008*	324,818,012	43,664,772	368,363,773
2009*	310,433,396	36,138,517	346,571,912

*Paid and Verified - Effective 2006-2009, ABC established verified subscription circulation as a category. Source: Averages calculated by MPA from each year's ABC Publishers Statements, 2000-2009. Comics, annuals and international editions are not included.

Magazines Attract Mass and Niche Audiences

Magazines with circulation ranging from 1.0 to 4.9 million represent more than half of total reported circulation.

Total Paid and Verified Circulation 2009

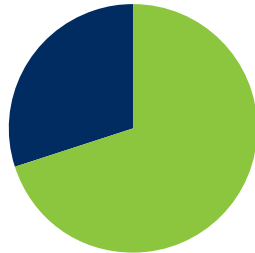
Magazines by Circulation Size Groups

circulation size	MAGAZINES		TOTAL CIRCULATION	
	# in Group	% of total	for group	% of total circ.
Over 10,000,000	2	0.4%	48,637,387	14.0%
5,000,000 – 9,999,999	2	0.4	15,257,097	4.4
2,000,000 – 4,999,999	35	6.7	98,730,786	28.5
1,000,000 – 1,999,999	54	10.3	74,720,469	21.6
750,000 – 999,999	28	5.4	24,113,381	7.0
500,000 – 749,999	47	9.0	29,103,618	8.4
250,000 – 499,999	74	14.2	26,887,567	7.8
100,000 – 249,999	134	25.7	22,051,852	6.4
Under 100,000	146	28.0	7,069,755	2.0
Totals	522	100.0%	346,571,912	100.0%

Source: Averages calculated by MPA from Audit Bureau of Circulations Publishers Statements, 2009. Comics, annuals and international editions are not included.

Bulk of Paid Circulation Revenue Comes from Subscriptions — and Increasingly from the Web

In 2009, subscriptions accounted for 70% of total paid circulation revenue, while single copy sales accounted for the remaining 30%.



paid subscription 70%
single copy 30%

Paid Circulation Revenue 2009

Subscriptions	\$ 6,358,164,942
Single Copy	\$ 2,726,642,690
Total	\$ 9,084,807,632

Source: Averages calculated by MPA from ABC Publishers Statements, 2009. Verified circulation is not included in revenue calculations.

New Business Subscriptions from the Internet Nearly Doubled from 2006 to 2008



Source: MPA Internet Subscription Survey, 2009

Consumers Invest in Their Magazines

Over the years, consumers have proven their commitment to magazines by spending their hard-earned money to purchase them on the newsstand and/or by subscription.

Cost of Magazines 2000 – 2009

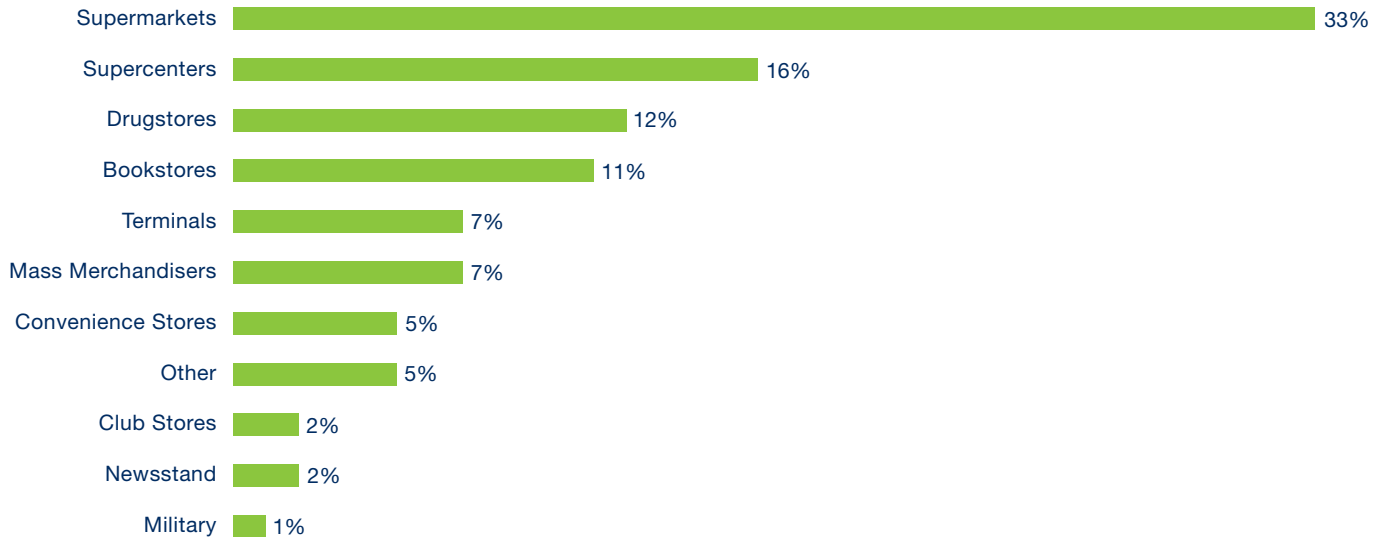
year	average price single copy	average price 1-year basic subscription
2000	\$ 3.83	\$ 24.41
2001	3.88	25.30
2002	4.11	25.70
2003	4.22	26.55
2004	4.40	25.93
2005	4.40	26.78
2006	4.46	27.30
2007	4.53	27.83
2008	4.70	28.01
2009	4.86	28.86

Sources: Averages calculated by MPA from ABC Publishers Statements, 2000-2009

Consumers Rely on Multiple Outlets to Buy Their Magazines

The top three newsstand outlets account for more than 60% of retail sales.

Retail Sales by Channel 2009 by percent



Source: Harrington Associates, 2010

Magazines Are a Key Source of Profits at Checkout

Share of Checkout Total Profits



Magazines, Confectionery and Beverages Generate the Bulk of Checkout Sales and Profits

category	share of checkout dollar sales	share of checkout total profits
Confectionery	29.9%	30.5%
Magazines	24.8	24.8
Beverages	24.3	25.4
Miscellaneous		
gift/phone cards	6.2	1.3
snacks	3.7	2.8
batteries	3.0	3.8
razor blades	2.0	1.8
tobacco accessories	2.0	1.4
other	1.4	1.9
oral care	0.6	0.8
video media	0.6	3.4
lip care	0.5	0.7
cookies/crackers	0.5	0.6
film/cameras	0.3	0.4

Source: Front End Focus, 2009

Public Place Copies Have Great Appeal

Public Place Copies Build Audience

- 80% of all adults have read magazines in a public place at some time in the past month
- Public place magazines generate an average of 19 readers per copy

Public place readers have positive attitudes about the experience

- 87% pay the same or more attention to magazines read in a public place compared to non-public place reading
- 68% look for their favorite magazines when visiting public places
- 52% use the opportunity to try magazines they don't ordinarily read

Public Place Readers Are Engaged Readers

	public place readers	total mag readers
Time spent reading magazines per month (hours)	6.4	5.9
Number of individual titles read	5.1	4.6
Number of magazines purchased per month	2.3	2.3

Source: McPheters & Co. AudienceLab, 2008

Magazine Readers Want to Experience Content in Print and Digital Versions

Two separate sources show consumers' interest in reading across platforms.

Among current subscribers, more than half chose to renew with a digital product.

Source: Next Issue Media, 2010



53% chose digital + print
47% chose print only

Among non-subscribers, nearly 40% chose an offer including print.

Source: Next Issue Media, 2010



61% chose digital only
39% chose digital + print

87% of those interested in reading magazines on a digital device still want a printed copy.

Source: CMO Council, 2010



87% want digital + print
13% don't care about delivery

The E-Reading Market is Projected to Grow Rapidly

Nearly 60% of U.S. consumers expect to purchase an e-reader or tablet within the next three years.

For the latest in e-reading trends and magazines go to www.magazine.org/digital/ereading

To follow the latest in magazine mobile apps go to www.magazine.org/mapps

For information on magazine readership and reach, see pages 12 to 19.

Very Strong Intent to Purchase E-Reader/Tablet Over the Next 1–3 Years

How interested are you in purchasing an e-reader/tablet within 1 year?

Overall



Already Familiar (*do not currently own*)



How interested are you in purchasing an e-reader/tablet within 3 years?

Overall



Already Familiar (*do not currently own*)



Note: Survey excludes people who already own e-readers
Source: BCG e-reader survey, Adults 18+ (N=12,717, March 2010)

Consumers Desire Magazine Content on E-Readers — and Are Willing to Pay for It

4 in 5 prospective e-readers want to read magazines on e-readers/tablets.

Would you expect to read...

digital books



digital magazines



digital newspapers



Source: BCG e-reader survey, Adults 18+ who are interested in purchasing an e-reader/tablet within 3 years. (N=12,717, March 2010)

What would you consider a fair price to pay...

...for a yearly magazine subscription on an e-reader device if the print subscription price is \$24.95?



...for a single issue of a magazine on a e-reader device if the newsstand price is \$6.95?



Source: North American Technographics® Digital Home Online Survey, Q4, 2009

The Number of Magazine Websites Continues to Grow

The number of consumer magazine websites has increased nearly 50% since 2006, extending the reach and influence of magazines' editorial and advertising messages to an even wider audience.

To follow digital trends in magazines go to www.magazine.org/digital.

For information on accountability with digital media see pages 39 through 46.

Number of Consumer Magazines with Websites 2006 – 2010



Source: MediaFinder 2010 (data as of March 2010)

In an Age of Multitasking, Magazines Engage

Magazines are *the* Medium of Engagement

New data from Simmons' Multi-Media Engagement Study find **magazines continue to score significantly higher than TV or the Internet in ad receptivity and a number of other engagement dimensions, including “trustworthy” and “inspirational.”**

Comparing Media Channels

Average engagement dimension scores (100 = least engaged / 500 = most engaged)

Ad Receptivity



Trustworthy



Life Enhancing



Social Interaction



Personal Timeout



Inspirational



Source: Experian Simmons Multi-Media Engagement Study, 2009 Full-Year Study

Note: Experian Simmons used a 100 – 500 rating scale, with 500 being the highest score

In an Age of Multitasking, Magazines Engage

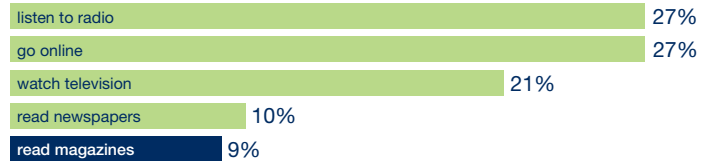
Consumers Pay More Attention to Magazines Than Other Media

BIGresearch found that **magazine readers are the least likely of all media users to engage in other (non-media) activities** while reading.

In addition, their data show that **when consumers read magazines, they are much less likely to engage in other media.** Only 9% of magazine readers will simultaneously go online, only 13% will listen to the radio, and only one in four (22%) will watch TV.

Consumers Pay Attention to Magazines by percent

Percent of consumers who regularly engage in non-media activities while using media. Lower percentage = better performance.



Source: BIGresearch Simultaneous Media Usage Study, 2009

Consumers Pay Attention to Magazines by percent

Lower percentage = better performance

regularly engage in other medium when you...	read magazines	watch television	listen to radio	read newspapers	go online
read magazines	n/a	22%	13%	n/a	9%
read newspaper	n/a	26	14	n/a	11
go online	9	43	24	13	n/a
listen to radio	10	10	n/a	13	21
watch tv	12	n/a	5	13	32

Source: BIGresearch Simultaneous Media Usage Study, 2009

In an Age of Multitasking, Magazines Engage

Consumers Enjoy and Trust Magazine Advertising More Than Advertising in Other Media

Yankelovich reports that **magazines rank #1 out of 16 media for consumers having a positive impression of advertising.** This may be because magazines are second only to video games for consumers enjoying the content at the time they saw the ad.

In addition, as seen in Simmons data on page 24, magazine advertising is highly trusted.

Top 5 Ranking (of 16 Media) on Key Ad Performance Areas:

Ads (in this medium) made a positive impression:	1	magazines
	2	in-store
	3	television
	4	newspapers
	5	radio
Enjoying content (in this medium) at the time I saw the ad:	1	video games
	2	magazines
	3	radio
	4	television
	5	newspapers

Source: The Futures Company Yankelovich MONITOR/Sequent Partners, 2008

Adults Age 18 – 54 Who Trust Advertising in Medium by percent



Source: Time Inc. "Storytelling in a Multiplatform World," 2008

In an Age of Multitasking, Magazines Engage

Consumers Feel Positive About Magazine Advertising

Consumers, including younger consumers, consider magazine advertising:

- useful in providing information
- credible
- less repetitive
- less inconvenient

Consumer Experiences with Advertising by percent

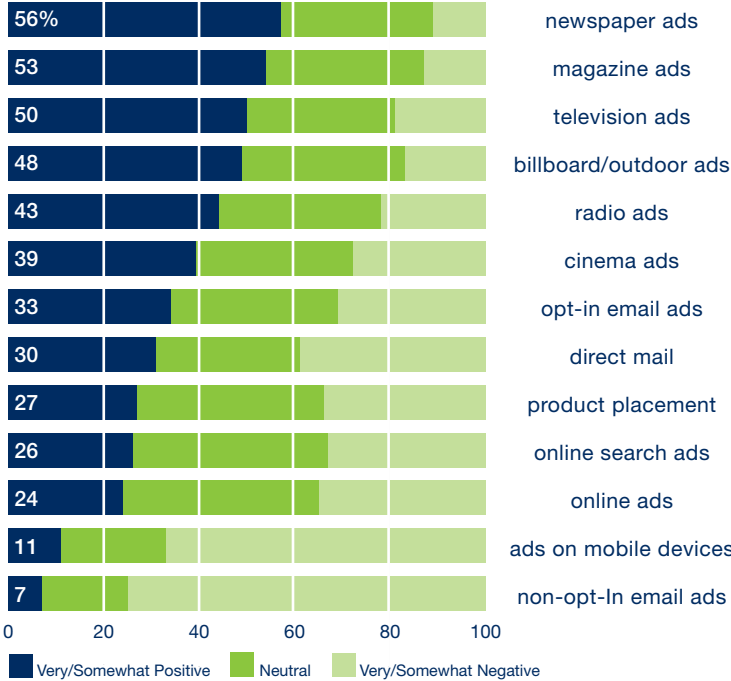
Positive Drivers	age	magazines	television	radio	newspapers	internet
Ads provide useful information about new products/services	18+	48%	56%	39%	49%	34%
	18-24	43	53	37	38	37
Ads provide information about product use of other consumers	18+	39	42	31	40	28
	18-24	35	43	29	35	30
Negative Drivers						
Ads have no credibility	18+	16	33	24	15	31
	18-24	21	35	29	17	34
Ads appear at inconvenient moments	18+	18	53	36	14	47
	18-24	23	49	39	18	48
All ads are alike	18+	22	31	28	19	29
	18-24	26	34	34	23	35
Ads are repeated too often	18+	26	63	47	19	44
	18-24	29	58	48	21	48

Source: MRI, Fall 2009

In an Age of Multitasking, Magazines Engage

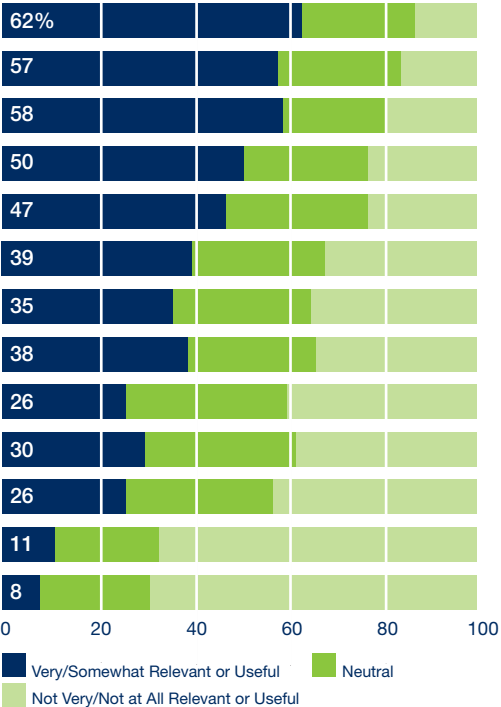
Magazines Provide a Positive and Relevant Advertising Experience

Opinions of General Ad Formats



Source: Dynamic Logic AdReaction Study, 2007

Relevance of Ads in Various Media



Magazine Advertising Gets Readers to Act

More than half (56%) of readers took action or had a more favorable opinion about the advertiser because of magazine advertising, according to the latest research from Affinity’s VISTA Print Effectiveness Rating Service.

To see how using a URL in a magazine ad can improve results, see page 73.

Actions Readers Took or Plan to Take as a Result of Exposure to Specific Magazine Ads by percent

Took any action (net)	56%
Consider purchasing the advertised product or service	21
Have a more favorable opinion about the advertiser	11
Gather more information about advertised product or service	11
Visit the advertiser’s website	10
Purchase the advertised product or service	9
Visit a store, dealer or other location	8
Save the ad for future reference	6
Recommend the product or service to a friend, colleague or family member	5

Source: Affinity’s VISTA Print Effectiveness Rating Service, 2009

Magazine Ad Effectiveness Has Grown

Advertising recall — a measure of ad effectiveness for magazines — has grown 13 percent over the last five years.

Actions-taken based on readers recalling specific ads is also strong, with an increase of 10 percent since 2005, according to Affinity's VISTA Print Effectiveness Rating Service.

View more than 300 case studies from Kelly Awards campaigns at www.magazine.org/casestudies.

Magazine Advertising Recall by percent

Index to 2005



Magazine Advertising Actions Taken by percent

Index to 2005



Note: Actions taken based on readers recalling specific ads.
Source: Affinity's VISTA Print Effectiveness Rating Service, 2005 – 2009

More than Half of Readers Respond to Magazine Ads Regardless of How They Acquire the Magazine

Actions Taken or Plan to Take in Response to Magazine Advertising by percent

	paid	nonpaid	pass-along	total readers
Took any action (net)	56%	54%	57%	56%
Consider purchasing the advertised product or service	21	20	20	21
Have a more favorable opinion about the advertiser	11	10	10	11
Gather more information about product or service	12	11	11	11
Visit the advertiser's website	11	9	10	10
Visit a store, dealer or other location	9	8	8	9
Purchase the advertised product or service	9	7	8	8
Save the ad for future reference	7	5	6	6
Recommend the product or service	5	5	5	5

Base: Actions taken based on respondents recalling specific ads
 Source: Affinity's VISTA Print Effectiveness Rating Service, 2009

Magazine Ads Are Effective Throughout the Book

Two separate studies show that ads towards the back of the magazine perform similarly to those in front.

Ad Effectiveness by Location in Book by percent

	VISTA		STARCH	
	total recall	action taken	noted	action taken
Full Issue	59%	56%	53%	58%
First quarter of book	60	55	55	58
Second quarter of book	60	56	53	58
Third quarter of book	60	56	52	58
Fourth quarter of book	59	55	51	57

Sources: Affinity VISTA (1P4), July 2008 – March 2010. MRI Starch (1P4) December 2009 – March 2010

Magazines Deliver More Ad Impressions Than TV or Web

Research from McPheters & Company shows that for each half-hour spent with the medium:

- Magazine readers are exposed to twice as many ads as internet users and four times as many as primetime TV viewers
- As a result, **magazines effectively deliver more than twice the number of advertising impressions as TV and six times the number of ad impressions as the internet**

This study demonstrates that **time spent with a medium is not a good predictor of advertising effectiveness.**

Magazines Deliver More Ad Impressions than TV or the Internet in a Half-hour Period

	no. of ads exposed	no. of ads absorbed
magazines (full-page, 4C)	65.1	24.4
television (30-second primetime)	16.2	11.7
internet (standard banner)	27.8	3.8

Source: McPheters & Company, 2009 for Condé Nast Publications and CBS-TV

Magazines Lead in Ad Influence Relative to Time Spent

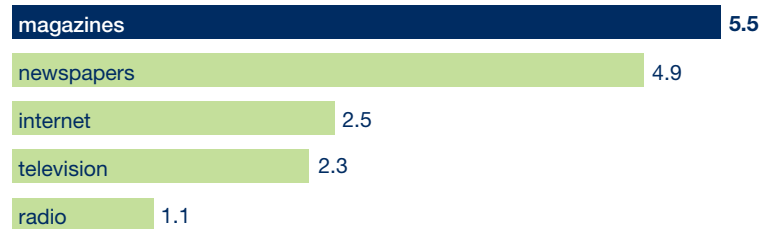
Magazines outperform other media when looking at the “Time-Ad Impact Ratio.”

An analysis of time spent with media focuses on the influence of advertising in a medium relative to the more commonly used metric of time spent. This analysis, dubbed the “Time-Ad Impact Ratio,” is made up of two components:

- Share of time consumers spend with each medium in an average day, and
- The percentage of U.S. consumers who said advertising in a medium has the most influence on their buying decisions

Time-Ad Impact Ratio

The ad influence of a medium relative to time spent with that medium



Time-Ad Impact = Media Influence/Share of Total Time Spent

Sources: MRI MediaDay, 2008. Deloitte “State of the Media Democracy” Study, 2008

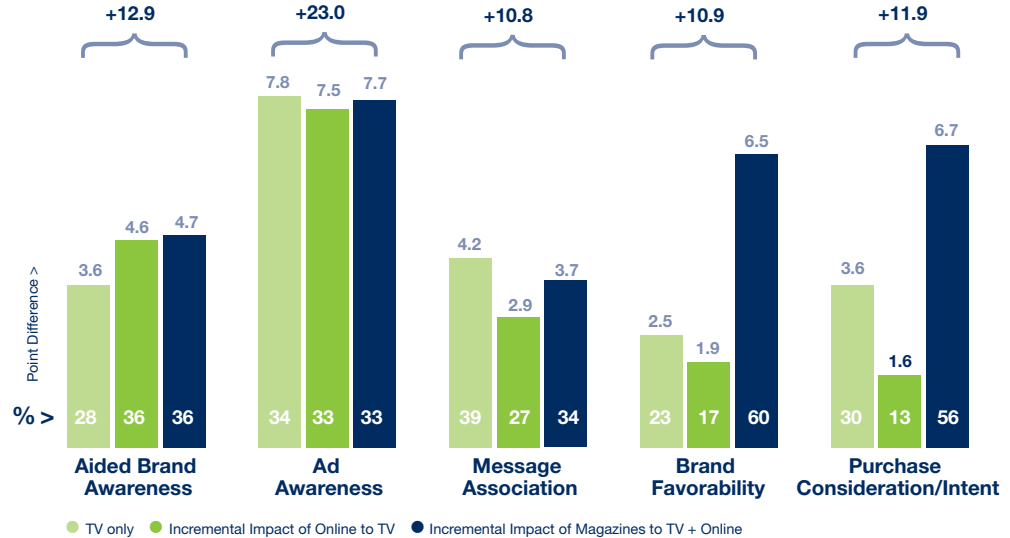
By dividing a medium’s influence by the share of total time spent with that medium, a Time-Ad Impact Ratio can be calculated. Results show advertisers that **magazines’ ratio is more than two times higher than that of TV or the internet and more than five times higher than that of radio.**

Magazines Excel at Driving Results Through the Purchase Funnel, Especially at Key Lower Stages

Through all stages of the purchase funnel magazines performed most consistently with significant lift at each of the five stages. Among consumers with opportunity to see all three media, **magazines were the only medium to contribute one-third or more to the total point change at every stage of the purchase funnel.**

Performance Across the Purchase Funnel

Pre/Post Point Change



Base = 39 Studies. Source: Dynamic Logic 2009.

Magazines Most Consistently Produce a Low Cost per Impact Throughout the Purchase Funnel

When analyzing ROI across 38 cross-media accountability studies, Marketing Evolution found:

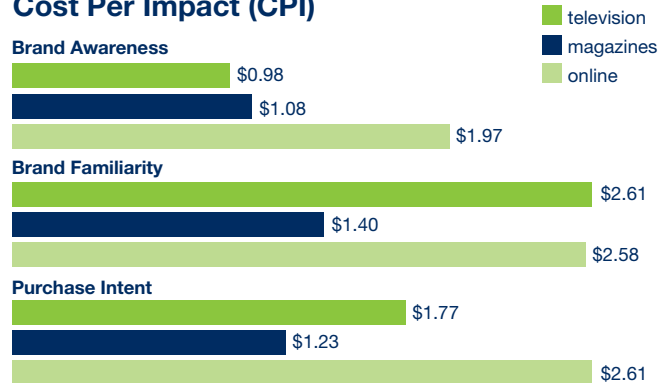
- **TV led in cost efficiency for brand awareness with magazines a close second**
- **Magazines generated a superior cost-per-impact for brand familiarity with TV and online performing at almost double magazines' CPI**
- **For purchase intent magazines yielded a far more efficient cost per impact than TV or online**

Across categories studied, magazines outperformed TV and online when looking at the # 1 ranking as well as the combined ranking for # 1 and 2. Categories include auto (pages 48 – 51), electronics (pages 52, 53), entertainment (page 54), and healthcare DTC (page 60 – 64).

www.magazine.org/handbook

To download these charts for a PPT presentation, [click here](#).

Aggregate Trends Across the Purchase Funnel Cost Per Impact (CPI)



Aggregate of 38 studies. Lower cost = better performance. Source: Marketing Evolution, 2008

Overall Media Performance Across Categories for CPI

Based on number of times each medium ranked # 1, 2 or 3 throughout the purchase funnel

media rank	#1	#2	#3
television	5	6	3
magazines	8	5	2
online	2	4	6

Base: Automotive, Electronics, Entertainment and Pharmaceutical categories. Source: Marketing Evolution, 2008

Magazines Rank #1 in Driving Results Efficiently

Magazines provide more “bang for the buck.”

When looking at how each medium alone affected purchase intent, magazines increased purchase intent five times as much as TV or the internet.

Number of People Impacted Per \$1 Spent



Source: Dynamic Logic 2009, aggregation of 10 ROI studies

Magazines were the only medium to be ranked as most efficient at each stage of the purchase funnel, when media alone or in combination with other media were assessed.

Which medium or media contribution was most efficient at each purchase funnel stage?

	tv	online	mags	tv+ online	tv+ mags	mags + online	tv+mags online
Aided Brand Awareness			1			2	
Ad Awareness			1			2	
Message Association		2				1	
Brand Favorability			2			1	
Purchase Intent/ Consideration			1		2		

1 Denotes most cost-effective medium for metric
2 Denotes second most cost-effective medium for metric
 Source: Dynamic Logic, 2009, aggregation of 10 ROI studies.

More Precise Media Inputs Increase Accuracy of Marketing Mix Modeling Results

Learning across three separate studies shows that:

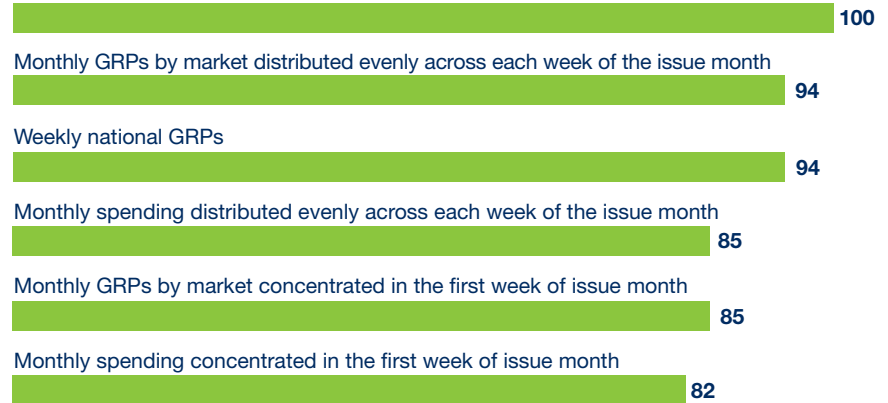
- **More specific media inputs yielded a better match with marketing mix modeling results**, e.g., GRPs provided greater accuracy than did dollars
- **Less precise inputs for a medium can significantly affect outcomes**, by as much as 18% based on an analysis of magazine inputs

To get the white paper on how to improve the accuracy of marketing mix modeling results – including best practices – go to www.magazine.org/accountability.

Using More Precise Inputs Can Affect Magazines' Contribution to Results by as Much as 18%

Index based on the contribution from modeling results

Weekly GRPs by market

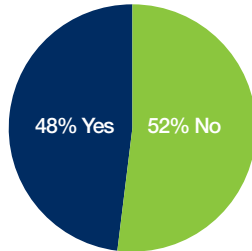


Source: *Magazines and Media Mix Models: Prescription for Success*, 2009; Media Vest/Ninah/Meredith

Magazines Drive Consumers to go Online in General and to Magazine Sites

Nearly 50% of readers go online to find more information about the advertising in their printed magazines.

Source: CMO Council, 2010



Almost one-third (31%) of magazine readers report that they have used a computer or mobile device to visit a magazine's web site in the past six months.

Activities Performed by Magazine Readers Who Visit a Magazine Website

activities

Read an article online	72%
Forward an article to someone	24
View/click on an ad	23
Bookmark the magazine's site	21
Download/print an article	19
Purchase a product/service	9
Subscribe to the magazine	7
Post a comment/blog	7
Download an application	4
Some other activity	24

Source: Affinity's VISTA Service (January – March 2010)
Base: 126,342 issue-specific readers; multiple responses

Magazine Readers Use the Web Heavily and Best Complement Web Users in Taking Actions Online

On average, magazine readers spend more time online and are more likely to purchase products or services online than non-readers.

Internet Usage by percent

Spend 10 hours or more online per week



Purchase products or services online



Purchase products online at least once a month



Source: Affinity AMS, Spring 2010

Online Actions Taken in Past 30 Days by medium

	magazines	newspapers	radio	television	internet
Obtained information for new or used car purchase	144	123	111	74	178
Obtained financial information	132	117	97	62	180
Obtained information about real estate	149	126	107	57	171
Obtained medical information	142	123	100	78	172
Looked for recipes	138	114	105	74	166
Made personal or business travel plans	141	137	97	52	177
Looked up movie listings or showtimes	149	97	98	65	183
Obtained childcare or parenting information	169	100	107	71	192

Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009

Magazine Ads Build Web Traffic Overall and Across the Purchase Funnel

An analysis by Marketing Evolution showed **more than a 40% lift in web traffic occurred after consumers were exposed to magazine advertisements** compared to a control group of respondents who were not exposed to magazine ads.

Percent of Group to Visit Brand Website

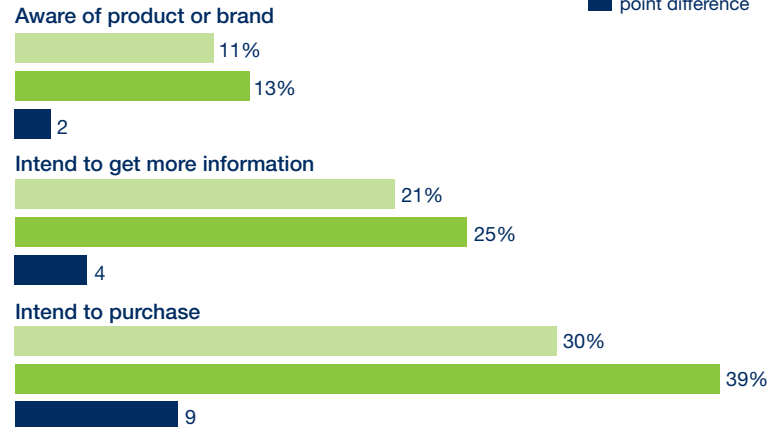


Aggregated base sizes Control n = 21,410 Exposed n = 22,619
Source: Marketing Evolution, 2007

For insights on how including a URL in magazine ads can further boost web traffic, see page 73.

Magazines contributed to building web traffic at each stage of the purchase funnel, especially excelling at influencing purchase intent, often considered the most important stage. These results parallel those seen in overall purchase funnel analysis, see page 35.

Percent of Group to Visit Brand Website at Each Stage of the Purchase Funnel



Analysis completed at the individual respondent level. Control n = 4,260 Exposed n = 4,492
Source: Marketing Evolution, 2007

Advertising on Content Sites Yields Greatest Impact

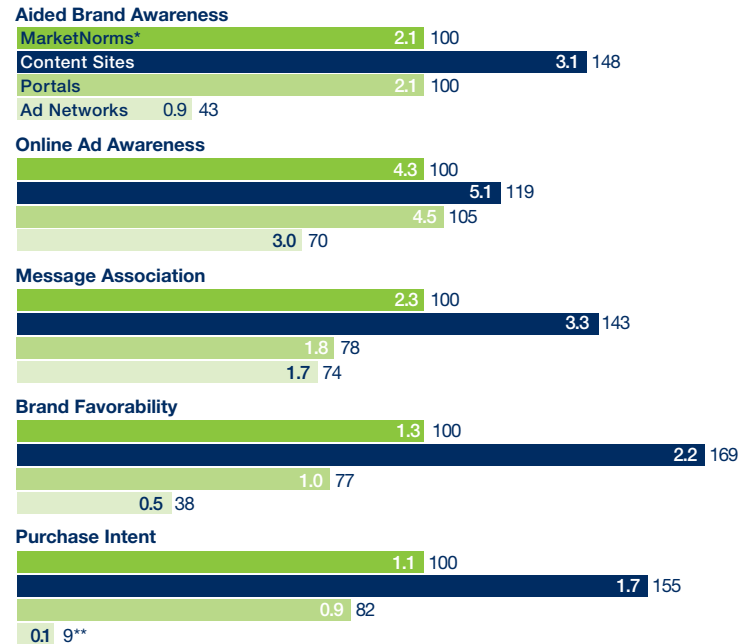
Content (branded media) sites provide the best results for online ad campaigns, compared to portals and ad networks, according to a recent study by the Online Publishers Association (OPA).

Online Case Study

A prominent women’s magazine partnered with a well known CPG brand and an industry leader in cross platform metrics to measure the CPG Brand’s multimedia campaign across the publications’s platforms. Results showed that levels for the digital audience metrics — intent to take action and various attitudinal statements — averaged an impressive 10-20 points higher for a magazine-branded over a non-magazine-branded audience.

Source: MSLO Cross Platform Study, 2009

Ad Effectiveness Scores by Site Category



*Dynamic Logic’s MarketNorms for campaigns over last three years through Q4, 2009

**Ad effectiveness score is statistically insignificant

Source: OPA “Improving Ad Performance Online: The Impact of Advertising on Content Sites” Wave IV, April, 2010

Note: Indexed to MarketNorms.

Magazines Excel in Driving Web Search Across Various Demographics

Magazines perform best overall at influencing consumers to start a search for merchandise online—ahead of online media and word-of-mouth, according to the latest data from BIGresearch. What’s more, **magazines are the only medium to fall within the top three media across all age groups and both genders.**

Which of the Following Triggers You to Start an Online Search? by percent

medium	overall	M	F	18–24	25–34	35–44	45–54	55+
magazine	42%	40%	43%	40%	42%	42%	42%	42%
tv/broadcast	39	43	36	36	37	40	42	40
face-to-face	36	36	36	41	42	38	35	30
newspaper	36	36	35	24	27	32	37	46
cable	33	38	28	47	42	35	29	22
radio	27	30	25	32	31	31	28	21
direct mail	26	25	26	20	26	27	27	27
email advertising	23	24	23	25	28	25	23	20
internet advertising	23	27	19	32	28	25	22	17
online communities	15	15	14	29	23	16	10	6
outdoor billboard	10	13	8	15	14	12	10	6
blogs	8	10	7	19	14	8	5	3

Note: The sum of the percentage totals may be greater than 100% because the respondents can select more than one answer. Source: BIGresearch Simultaneous Media Usage Study (SIMM15), December 2009

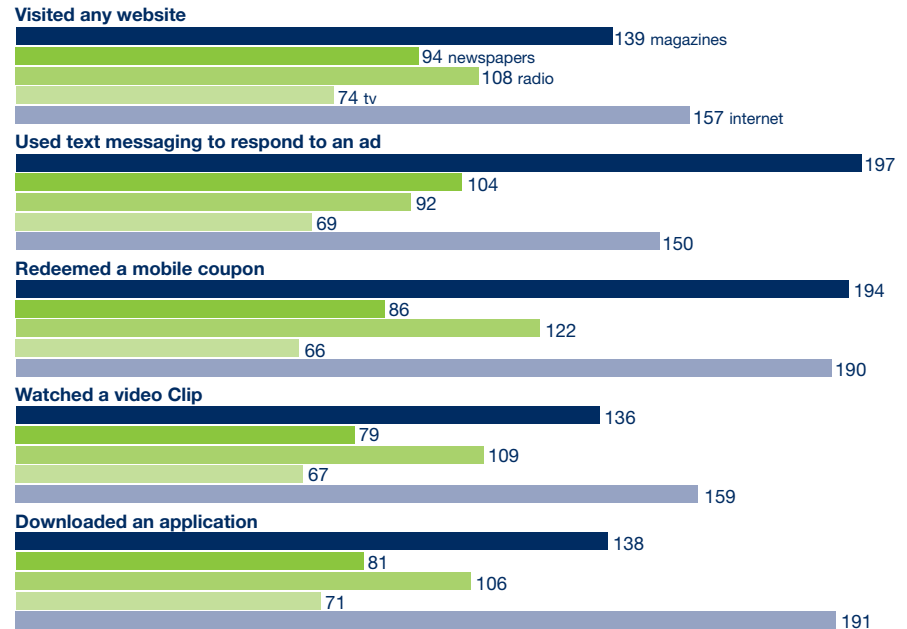
Magazines Prompt Action-taking on Cell Phones

A combination of magazines and the web is the best way to target mobile action-takers.

The number of magazine mobile apps is increasing. To follow the latest in magazine mobile apps go to www.magazine.org/mapps

For the latest in e-reading trends and magazines go to www.magazine.org/digital/ereading

Cell Phone Activities in Last 30 Days



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009.

Magazines Influence Word-of-Mouth — Reaching Social Networkers and Gaining Trust

Magazines readers are highly trusted for their advice across a number of categories.

Magazines are most likely to complement the web in reaching social networkers who build buzz.

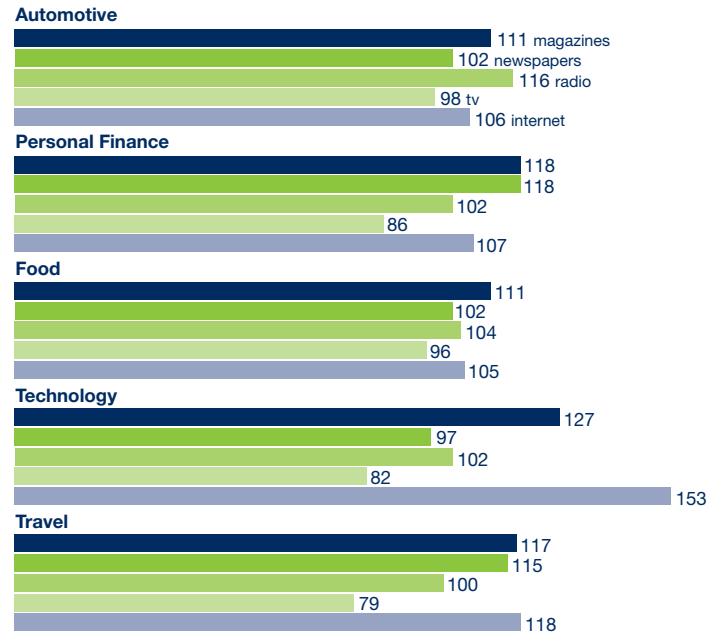
Social Networkers by Media Use

Used Facebook/MySpace in Past 30 Days – by index

magazines	135
newspapers	86
radio	103
television	63
internet	187

Base: Top quintile of usage for each medium
Source: MRI Fall 2009

Consumers Whose Advice is Trusted by Media Use



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009.

Magazine Readers and Web Users Most Influence Friends and Family Across Categories

Across 60 product categories, **magazines tied with the internet most often ranking #1 or #2 (out of six media) in delivering the highest concentration of Super Influential Consumers.**

“Super Influentials” are defined by MRI as the people who have great experience in this product area and whose advice on a specific category is trusted by friends and family members.

Number of times medium ranks #1 or #2 among Super Influential Consumers across 60 product categories

magazines	46
internet	46
outdoor	19
radio	9
newspapers	7
television	0

Top Quintile of Usage for Each Medium
Source: MRI, Fall 2009

The next 26 pages will delve deeper into individual product categories to show how magazines are both effective and efficient in driving ad results.

www.magazine.org/advertising

Magazine Readers Are Innovators

Magazine and web users are most open to and active in trying new products.

Early Adopters and Media Use by medium

product category	magazines	newspapers	radio	television	internet
Electronics	136	94	98	59	175
Financial	109	148	90	58	122
Food	122	117	98	89	109
Home Appliance	112	116	93	70	111
Leisure	129	97	98	44	174
Personal Care/Health	119	105	108	109	100
Super Innovators (3+ segments)	141	131	106	47	162

Base: Top quintile of usage for each medium, indexed to Adults, 18+
Source: MRI, Fall 2009

Information on e-reading and magazine websites is available on pages 20 through 23.

Auto: Magazines Play a Major Role in the Purchase Process

Magazines play a major role at the upper and middle stages of the auto purchase funnel when consumers determine which vehicles they want to buy versus the lower funnel stage in which price plays a key role.

Primary Source of Information — Top 5 of 32 Sources

Upper Funnel

Build Demand
6–5 months prior to purchase

Television Ads	13.7%
Manufacturer Websites	10.5
Consumer Magazine Ads	10.3
Friend / Relative	10.2
Business Associates	7.6

Middle Funnel

Maintain Consideration
4–2 months prior to purchase

Third Party Sites*	12.7%
Consumer Magazine Ads	11.3
Consumer Reports	10.9
Television Ads	10.0
Manufacturer Websites	7.8

Lower Funnel

Commit to Spend
4–2 weeks prior to purchase

Local Newspaper Ads	13.8%
Consumer Reports	11.1
Dealer Websites	8.9
Friends / Relatives	8.4
Third Party Sites*	7.6

*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, 2010

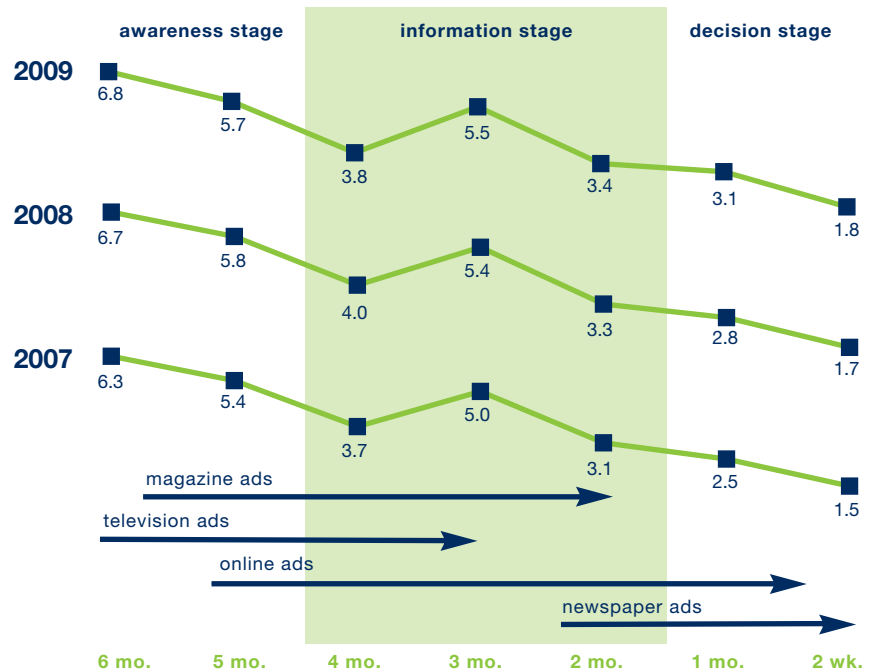
Auto: Magazines Influence Auto Consideration Set

As seen on the prior page, magazine ads form an integral part of influencing the buyer's auto consideration set by playing a key role in both the upper (awareness) and middle (information) funnel stages. These are stages in which consumers narrow and then rebuild the set of cars that top their lists.

Note: arrows show stages at which each medium plays a leading role.

Creating A New Car Shopping List 2007 – 2009

■ Average number of vehicles in consumer consideration set



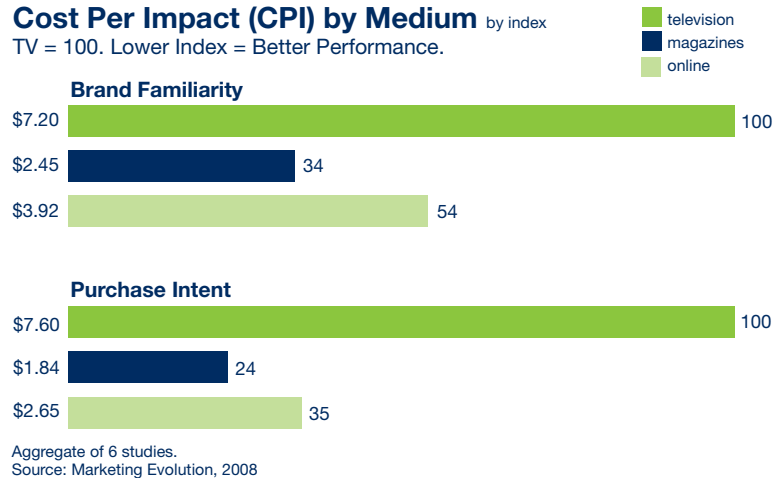
Source: Time Inc. and CNW Research, Automotive Purchase Process Studies, 2007 – 2009

Auto: Magazines Are More Efficient Than Other Media at Critical Stages of the Purchase Funnel

Across six studies encompassing domestic and imported cars and trucks, including new launches and repositioning of existing brands, analysis by Marketing Evolution showed:

- **Magazines had a superior cost per impact (CPI) for brand familiarity**—two-thirds that of TV and nearly 40% less than online
- **Magazines also had the lowest CPI for purchase intent**—three-quarters that of TV and about one-third the CPI of online

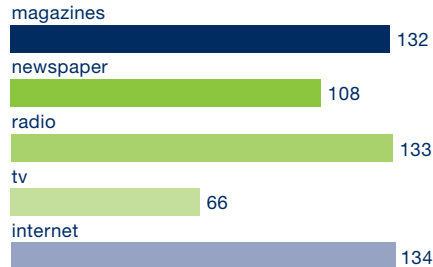
To see how magazines produced the lowest cost per impact throughout the purchase funnel across 38 cross-media accountability studies, see page 36.



Auto: Magazines Hone in on Auto Purchasers and Influencers

Magazines work with the web and radio to target auto influencers.

Auto Super Influentials by medium



Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Magazines Best Target Purchase Intenders for New Vehicles by index

Very/somewhat likely to buy/lease in next 12 months

	magazines	newspapers	radio	television	internet
Any vehicle	121	106	108	100	110
4-door car	117	98	110	96	102
Van/mini-van	139	93	120	110	93
Sport utility vehicle	126	100	123	94	113

Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009

Electronics: Magazines Are Powerfully Effective

In eight cross-media accountability studies for electronics items ranging from cell phones to electric tooth-brushes, Marketing Evolution found that **magazines work with TV to improve results efficiently** at all stages of the purchase funnel with their most significant role in generating purchase intent.

Electronics Cost Per Impact for Purchase Intent

cpi/index
TV = 100. Lower Index = Better Performance.

online	\$ 3.80	494
television	\$ 0.77	100
magazines	\$ 0.88	114

Source: Marketing Evolution, 2008

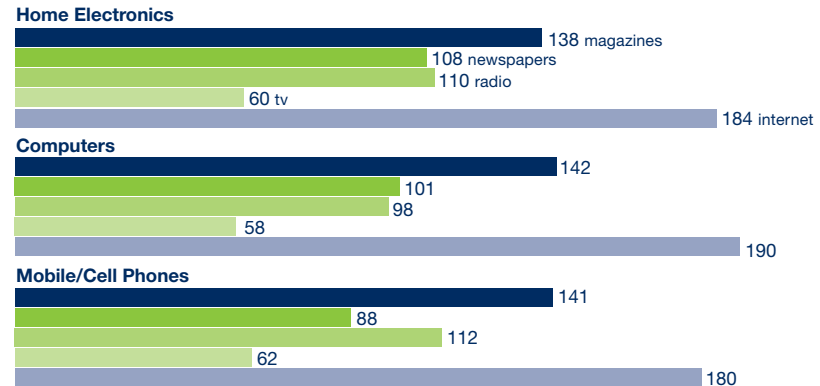
For more about how magazines produce the lowest CPI throughout the purchase funnel, see page 36.

www.magazine.org/handbook

To download these charts for a PPT presentation, [click here](#).

Magazines work with the internet in targeting Super Influential Consumers for electronics purchases — from computers to mobile phones.

Super Influential Consumers for Electronics Purchases Are Heavy Users of Magazines and the Web

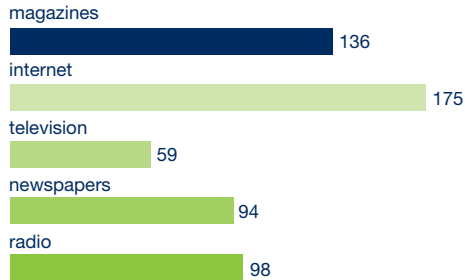


Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Electronics: Magazines Target Early Adopters and Likely Buyers

Magazine readers and web users are most likely to be electronics early adopters.

Electronics Category Innovators by medium



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009

Magazines Best Target Likely Buyers for Electronics Products by medium

very/somewhat likely to buy in next 12 months

	magazines	newspapers	radio	television	internet
Home theater system	135	83	115	104	117
Big screen projection TV	133	94	106	113	113
Flat screen/plasma TV	123	102	109	94	113
Portable DVD player	142	87	121	107	99
HDTV	128	100	109	88	112
Digital video/digital camera	125	89	107	99	112
Laptop computer	121	94	104	93	116

Base: Top quintile of usage for each medium. Indexed to Adults 18+
Source: MRI Fall, 2009

Entertainment: Magazines Play a Leading Role in Influence and Generating Low Cost Results

Magazines have a significantly lower cost per impact (CPI) for purchase intent of entertainment products (DVD releases, TV show promotions, and theatrical releases) than TV or online.

Entertainment Cost Per Impact for Purchase Intent cpi/index

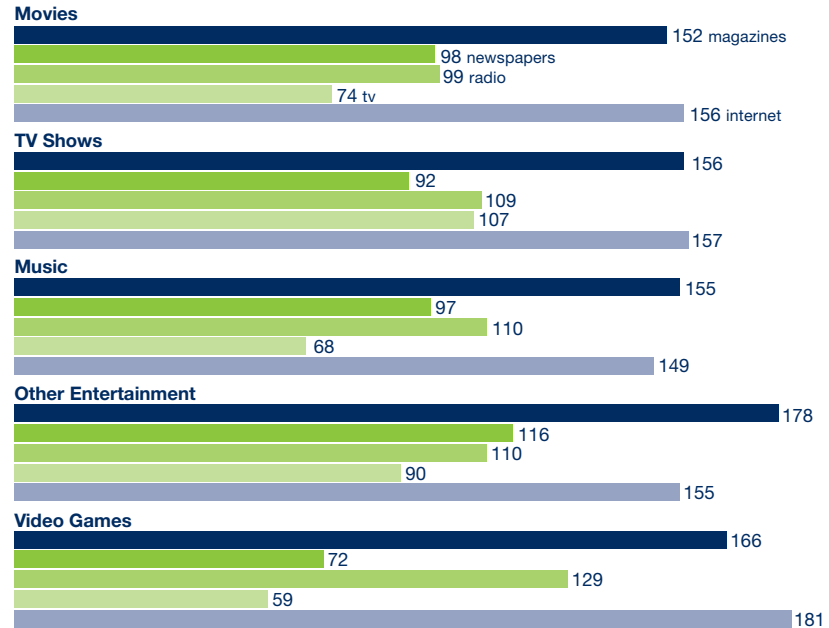
TV = 100. Lower index = better performance.

online	\$ 2.23	114
television	\$ 1.95	100
magazines	\$ 1.27	65

Aggregate of 20 studies.
Source: Marketing Evolution, 2008

Magazines produced the lowest CPI across the purchase funnel overall, see page 36.

Super Influential Consumers for Entertainment Purchases Are Heavy Users of Magazines and the Web



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI Fall 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.

Consumers of Entertainment Products Choose Magazines and the Web Most

Consumers of a variety of entertainment products tend to be above average magazine readers and below-average TV viewers. These consumers also tend to be heavy users of the Internet.

Top Media Usage for Entertainment Activities by medium

	magazines	newspapers	radio	television	internet
Attended movies 2-3 times per month in last 90 days	147	109	101	93	136
Category influential consumers: movies	146	93	108	84	148
Prefer to see a new movie on opening weekend	127	78	106	89	137
Purchased 3+ video games in past 12 months	128	84	103	74	141
Likely to buy portable DVD player in next 12 months	142	81	122	124	90
Bought a home theatre/entertainment system in last 12 months	149	81	106	93	144
Bought 5+ pre-recorded CD's/audio tapes in last 6 months	130	103	113	98	117

Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009.

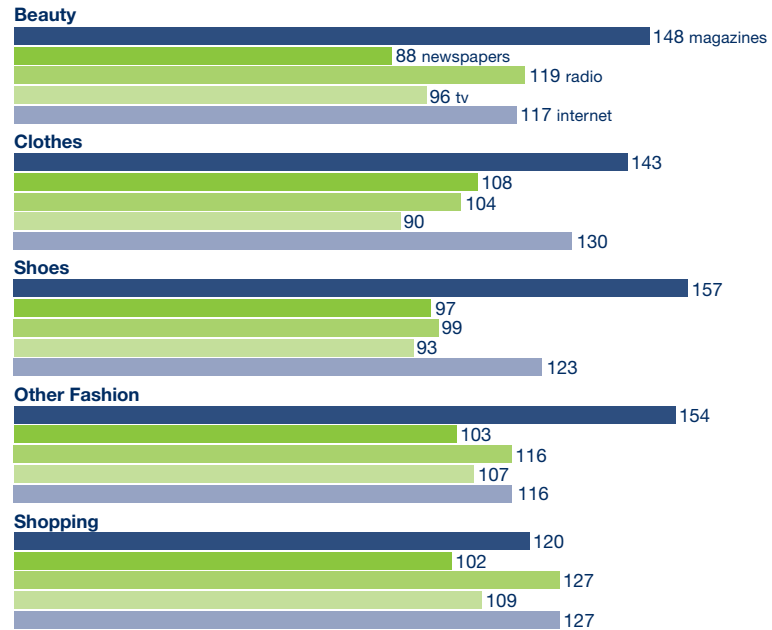
Fashion/Beauty: Magazines Look Good When it Comes to Influencing Consumers

Top Six Major Media Influences for Apparel/Clothing

magazines	27%
broadcast television	24
newspaper	22
internet	19
cable television	15
radio	10

Source: BIGresearch, Simultaneous Media Survey (SIMM15), December 2009. Adults 18+

Super Influential Consumers for Fashion/Beauty Purchases Are Heavy Users of Magazines and the Web



Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Financial: Magazines Are a Smart Investment

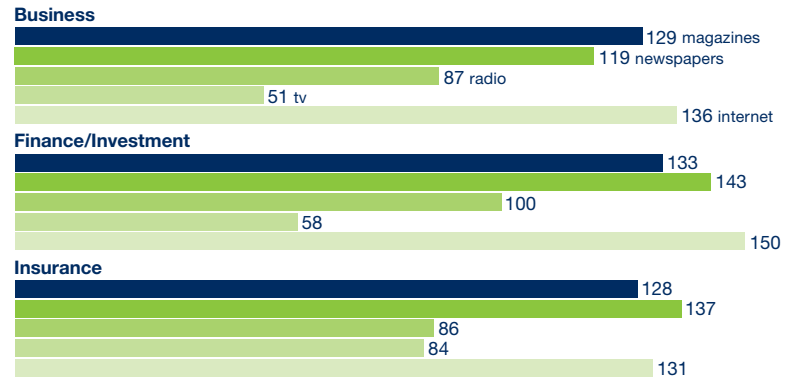
Heavy users of magazines are most likely to be affluent investors. They index highest for having used any brokerage service in the past year and to have financial accounts with a total value of \$250,000 or more.

Affluent Investors Read Magazines

by medium	mags	tv	radio	web
in past year				
Used any brokerage (full service, discount, other)	123	105	102	103
Value of total financial accounts \$250,000+	122	107	99	100

Heavy media users. Base: Heads of House, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2009

Heavy Users of Magazines are Likely to be Super Influential Consumers for Financial Purchases



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI Fall 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.

Food: Consumers Crave Magazines for Information

Heavy users of magazines and the Internet are more likely to be Super Influential Consumers for food purchases, including snacks, coffee, new food items, and grocery shopping.

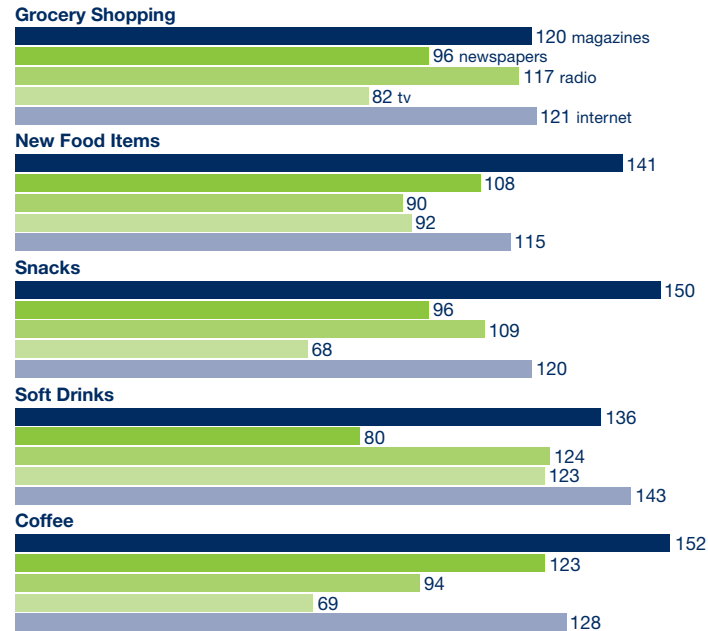
Magazines are a leading source of food information, according to a study from Mediavest.

Percent Using Each Medium Once a Week or More Often for Food/Cooking Information



Source: Mediavest Print/Digital Study, 2008

Super Influential Consumers for Food Purchases Are Heavy Users of Magazines and the Web



Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Green: Magazines Target Environmentally Conscious Consumers

Above average users of magazines and the web are most likely to be Super Influential Consumers for the purchase of green products by friends and family.

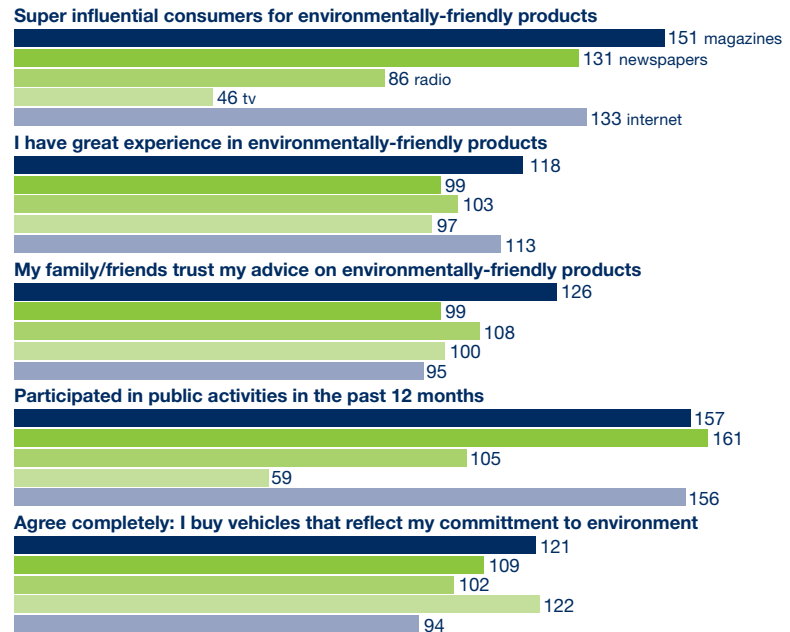
Likewise, in a segmentation based on environmental friendliness, heavy magazine readers and internet users index highest in the top two of six segments. Heavy TV viewers index highest in the least green segment.

Segmentation by Environmental Friendliness by medium

	mags	tv	web
Green Advocates	150	58	141
Green at Their Best	106	98	110
UnGreen (least green)	95	102	96

Base: Top Quintile of Usage for Each Medium; six segments identified. Source: MRI Fall, 2009

Environmentally-Friendly Consumers Are Likely to Use Magazines and Web Most



Base: Top quintile of usage for each medium, Indexed to Adults 18+ Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Healthcare/DTC: Magazines Are a Prescription for Positive Results

The MARS OTC/DTC study reveals that, overall, **magazine readers are by far the most likely to take action on healthcare ads when compared to the users of any other medium.**

Actions Taken Last 12 Months Due to Healthcare Advertising by medium

	magazines	newspapers	radio	television	internet
Returned free sample card	166	138	113	113	129
Discussed an ad with your doctor	162	116	131	110	113
Called a toll free number to get additional information	149	135	123	110	121
Visited a pharmaceutical company's website	146	123	121	133	174
Asked doctor for a prescription sample	145	112	112	125	113
Visited any website	138	115	113	119	161
Consulted a pharmacist	136	117	104	117	107
Switched to a different brand	134	125	112	125	118
Discussed an ad with a friend/relative	133	116	122	116	114
Asked doctor to prescribe a specific drug	132	112	122	128	117
Purchased a non-prescription product	119	107	102	117	104

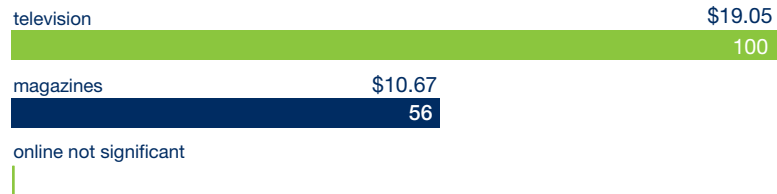
Base: Top two quintiles by medium, Indexed to Adults 18+
 Source: MARS OTC/DTC Study, 2010

Healthcare/DTC: Magazines Provide Healthy Advertising ROI

Marketing Evolution found that **magazines' average cost per impact for purchase intent—phrased as an intention to talk to a doctor/physician—was almost half that of TV.**

Pharmaceutical Cost Per Impact by index

Intent to talk to doctor/physician



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

Healthcare/DTC: Magazines Are a Top Resource for Consumers

Magazines are a leading source of healthcare information, according to a consumer study from Mediavest.

MARS OTC/DTC also found magazines and magazine ads are a major influence:

- When looking at advertising among the five major media, magazines rank #2
- Magazines rank #3 out of 10 public place resources

Percent Using Each Medium Once a Week or More Often for Health and Wellness Information



Source: Mediavest Print/Digital Study, 2008

Consumer Sources of Healthcare Information

Media Ads

	very much/ somewhat value
Television ads	25%
Magazine ads	22
Newspaper ads	18
Radio ads	17
Internet ads	13

Source: MARS OTC/DTC Study, 2010

Public Place Media

Materials* in doctors' offices	40%
Brochures in dentists' offices	33
Magazines in doctors' offices	31
Brochures in grocery/drug stores	24
TV programs in doctors' offices	22
In-store television	15
In-store Radio	13
Posters/Wallboards at Health Clubs	11
Movie Theater On-screen Ad	9
Posters/Wallboards at Bars/Clubs	5

*Ads/brochures/pamphlets/wallboards
Source: MARS OTC/DTC Study, 2010

Healthcare/DTC: Magazine Readers Are Knowledgeable About Healthcare

Consumers who make their own personal healthcare decisions and influence those of their friends and family are most likely to be magazine readers.

Consumer Attitudes by medium

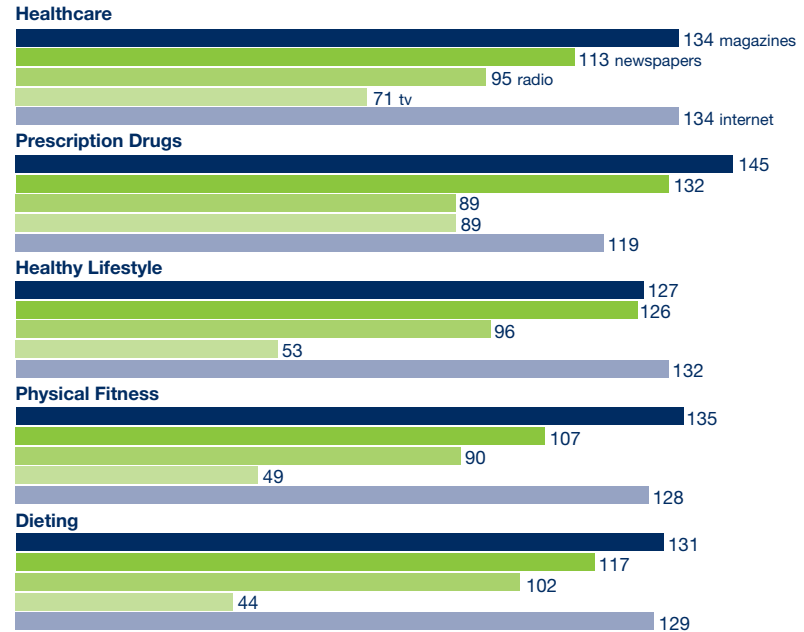
any agree	magazines	newspapers	radio	television	internet
I am more knowledgeable about medicines because of the information provided in pharmaceutical advertising	121	102	110	120	90
I am better informed about my health than most people	120	109	104	104	102
Friends come to me for advice about healthcare and medications	135	98	113	102	107
I often discuss new prescription medicines with my doctor	124	107	105	112	95
I trust pharmaceutical companies that advertise the medications I take	124	99	105	113	83
It's worth paying more for branded prescription medications rather than to get generic product	122	109	104	101	105

Base: Top two quintiles of usage, Indexed to Adults 18+
 Source: MARS OTC/DTC Study, 2010

Healthcare/DTC: Users of Magazines and the Web Keep Family and Friends in Good Shape

Magazine readers and web users most often influence the healthcare decisions of friends and family.

Super Influential Consumers for Healthcare Categories Are Heavy Users of Magazines

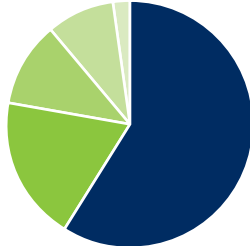


Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Home Improvement: Magazines Inspire Remodeling Projects

More than half of remodelers (59%) cited magazines as their clients' primary source of ideas for a new home improvement project.

Remodelers' Selection as #1 Source of Client Ideas



magazines 59%
neighbors + friends 19%
web sites 11%
tv shows 9%
travel 2%

Source: Professional Remodeler Survey, Meredith Corporation, 2009

Overall, magazines best target the consumers most likely to initiate home improvement projects by medium

very/somewhat likely in next 12 months

	magazines	newspapers	radio	television	internet
Buy first house/residence	129	71	116	94	114
Buy second house/vacation	124	100	103	110	100
Convert room to home office	135	107	109	99	115
Add rooms/additions	129	114	96	87	118
Remodel kitchen	112	114	102	91	97
Buy home/property insurance	109	104	99	105	101

Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009

Home Improvement: Magazines Measure Up in Targeting Home Remodelers

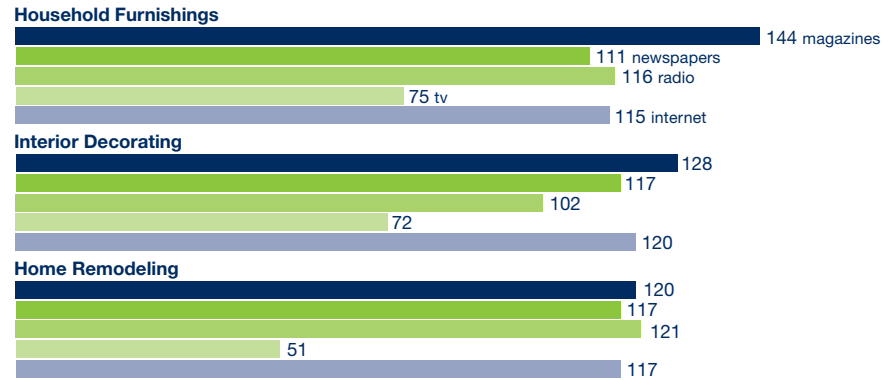
When looking at affluent consumers, **magazine readers are more likely to invest in their homes than users of other media.**

Home Remodelers Read Magazines by medium

	mags	tv	radio	web
\$1,000+ HH appliances	124	108	105	110
\$3,000+ furniture	127	105	103	109
\$5,000+ decorating service	165	118	112	112
\$10,000+ remodeling	133	107	98	115

Note: Dollars reflect money spent in last year.
 Heavy media users. Base: Heads of House, HHI \$100,000+
 Source: Mendelsohn Affluent Survey, 2009

Heavy Users of Magazines are Likely to Influence Others' Home Improvement Purchases



Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Luxury Goods: Affluent Buyers and Influencers Read Magazines

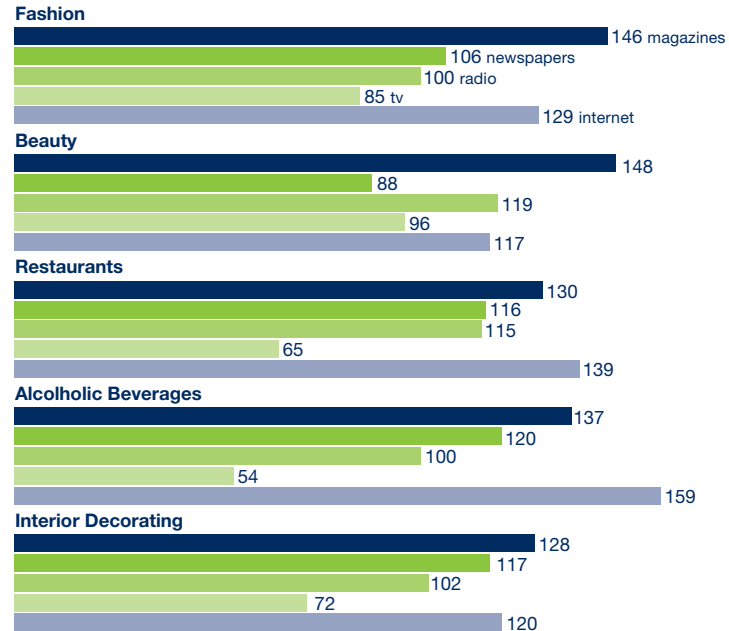
More than users of other media, **heavy users of magazines are more likely to be affluent luxury goods buyers and to eat out.**

Affluent Luxury Goods Buyers Spending in Past Year by medium

spent/designer items	mags	tv	radio	web
\$3,000+ watches	156	122	117	122
\$5,000+ fine jewelry	152	96	111	115
\$10,000+ clothes	167	112	131	144
\$1,000+ day spa	171	90	114	129

Heavy media users. Base: Heads of House, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2009

Super Influential Consumers of Luxury Goods Purchases Are Heavy Users of Magazines and the Web



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Packaged Goods: Magazines Target the Right Shoppers

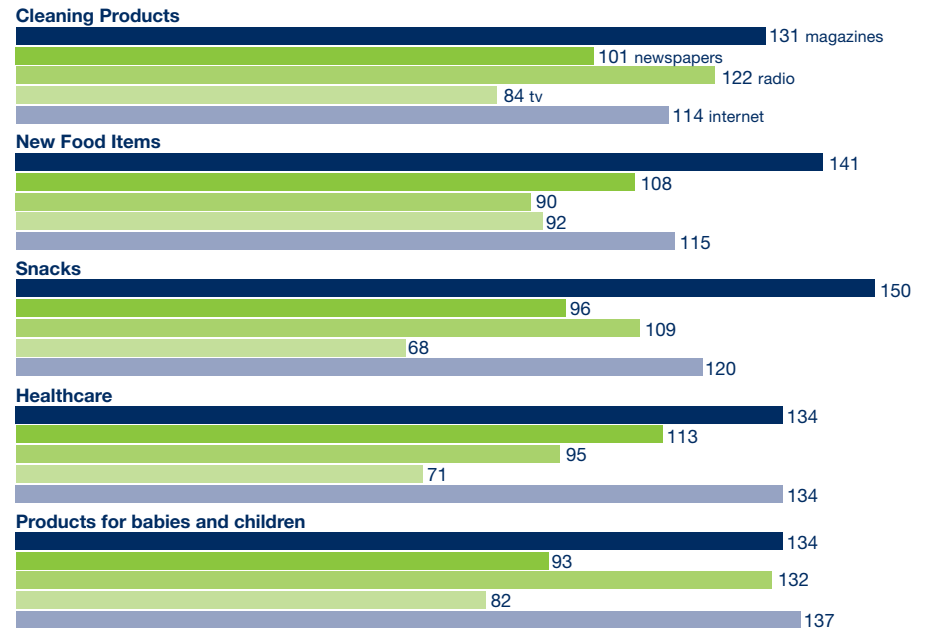
Magazines are used more frequently than the Internet as a resource for packaged goods-related information.

Percent Using Each Medium Once a Week or More for Category Information

	magazines	internet
Fashion/beauty	47%	33%
Food/cooking	35	27
Health & Wellness	37	33

Source: Mediavest Print/Digital Study, 2008

Super Influential Consumers for Packaged Goods Purchases Heavily Use Magazines and the Web



Base: Top quintile of usage for each medium
 Source: MRI Fall 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.

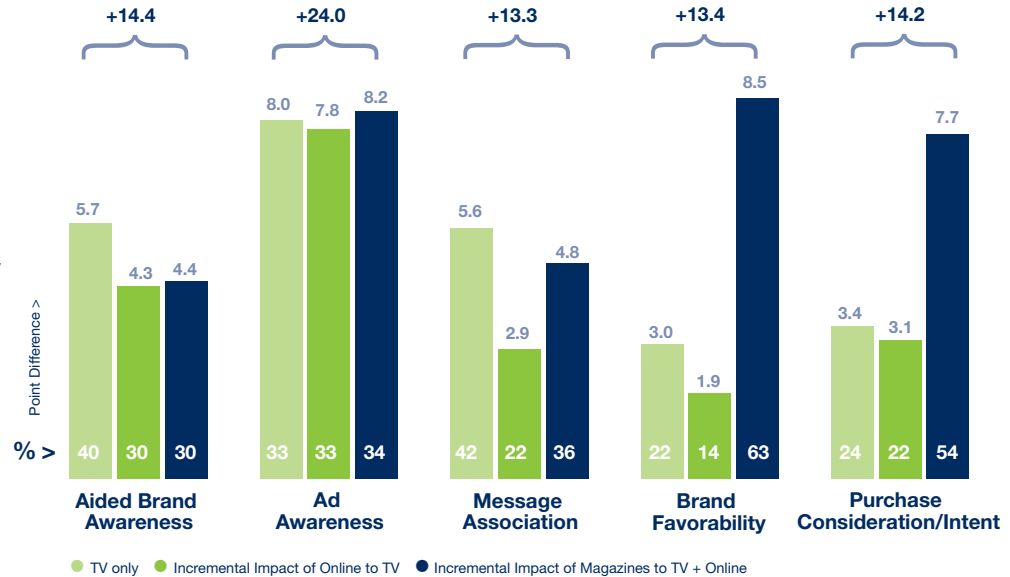
Packaged Goods: Magazines Play a Major Role Through the CPG Purchase Funnel

In an analysis of cross-media accountability studies for the consumer packaged goods category, Dynamic Logic found **magazines were a strong contributor throughout the funnel:**

- Playing an important role in the top three stages, especially ad awareness
- Increasing brand favorability four times more than online and two times that of TV
- Boosting purchase intent/consideration the most, more than double that of TV and online

CPG Incremental Impact of Media

Pre/Post Point Change (Index versus TV alone; TV alone = 100)

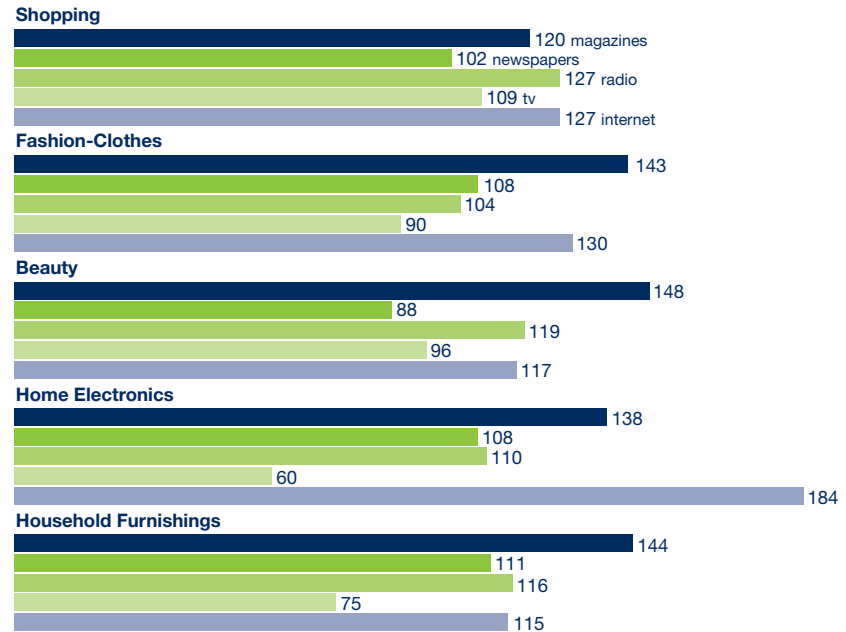


Base = 17 Studies. Source: Dynamic Logic 2009.

Retail: Magazine Readers Influence Purchases of Friends and Family

Above average users of magazines and the internet are most likely to influence decisions of friends and family across a number of categories important to retailers including shopping prospects.

Super Influential Consumers for Key Retail Prospects Are Heavy Users of Magazines and the Web



Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Technology: Magazines Target Key Purchase Influencers

Two independent sources show that magazine readers are key influencers for technology products.

IntelliQuest reports that heavy users of magazines are more likely to be decision makers for the purchase of their company’s technology products — even more so than heavy users of the internet.

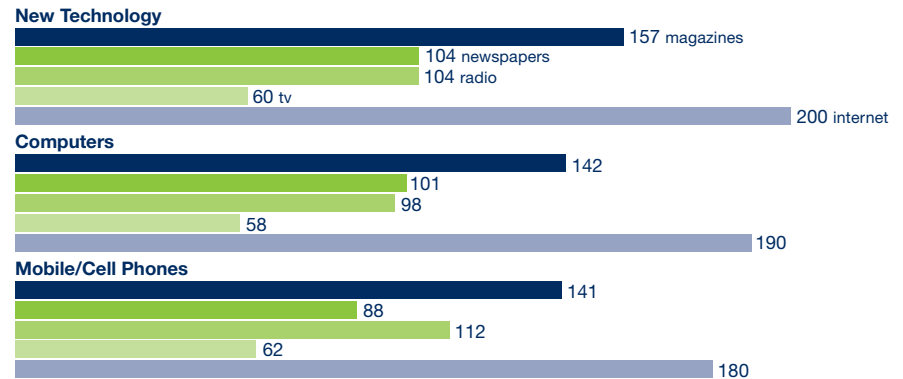
Corporate Decision Makers for Technology Products

% heavy users	mags	tv	web
Computer Servers	24	22	21
Desktop + Notebook PC	81	77	80
Handheld Devices	53	46	49
Networking/Telecom	54	49	48

Source: IntelliQuest Business Study, Spring 2009

Heavy users of magazines and the web are more likely to be Super Influential Consumers for technology purchases, including computers, mobile phones and new technology products and services.

Super Influential Consumers for Technology Purchases Are Heavy Users of Magazines and the Web



Base: Top quintile of usage for each medium, Indexed to Adults 18+
 Source: MRI, Fall 2009. Super Influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Travel: Magazines Are a Destination for Travel Aficionados

Magazine readers and web users are more likely to travel and to influence others travel decisions.

Affluent Travelers Use Magazines Most

travel activity	by index			
	mags	tv	radio	web
Europe/past 3 years	137	89	89	117
\$5,000+ vacation outside U.S.	142	99	106	117

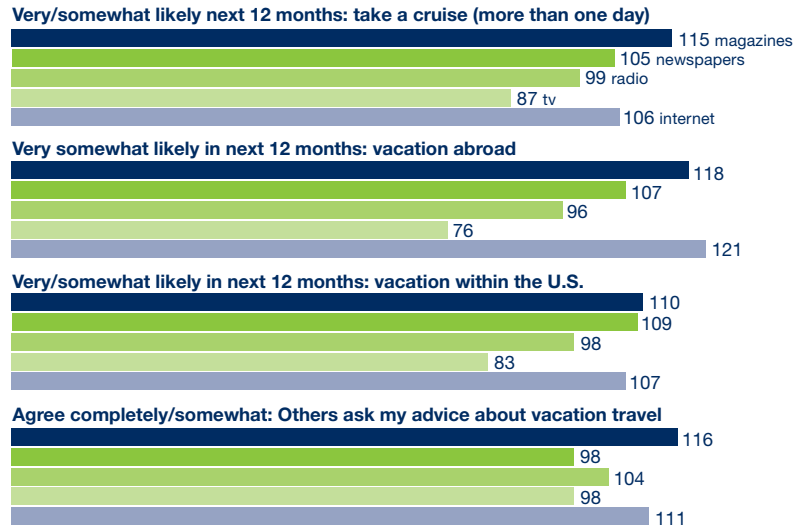
Heavy media users. Base: Heads of House, HHI \$100,000+
Source: Mendelsohn Affluent Survey, 2009

Super Influentials for Travel Most Heavily Use Magazines and the Web

travel activity	by index			
	mags	tv	radio	web
business	149	54	115	147
vacation	124	63	96	148

Base: Top quintile of usage for each medium, Indexed to adults 18+
Source: MRI Fall, 2009

Magazines and the Web Excel at Targeting Travelers

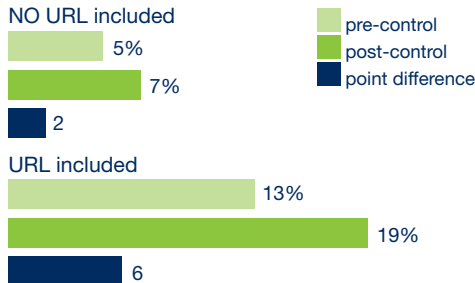


Base: Top quintile of usage for each medium, Indexed to Adults 18+
Source: MRI, Fall 2009.

Including a URL in Magazine Ads Increases Web Visits

When a URL was included in the magazine advertising creative, the percent change in visits tripled from two to six points in Marketing Evolution’s research.

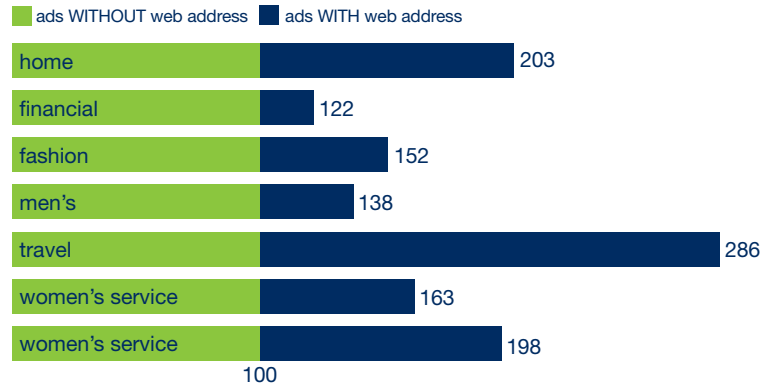
Percent of Group to Visit Brand Website



Analysis completed at the study level. 4 studies include URL and 5 studies do not include URL.
 Aggregated base sizes Control n = 21,410 Exposed n = 22,619
 Source: Marketing Evolution, 2007

Affinity found that **magazine ads with URLs are more likely to drive readers to advertiser websites** across a range of magazine genres.

Ads With URLs Compared to Ads Without URLs Drive Readers to Advertiser Websites by index

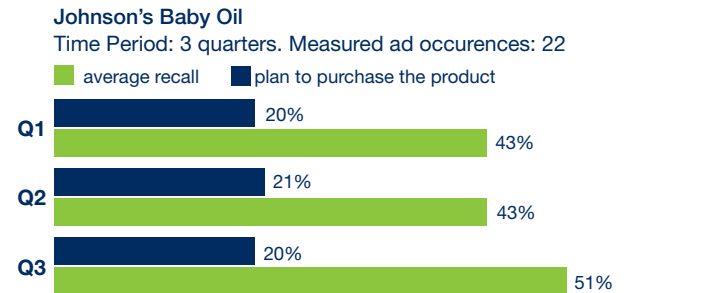
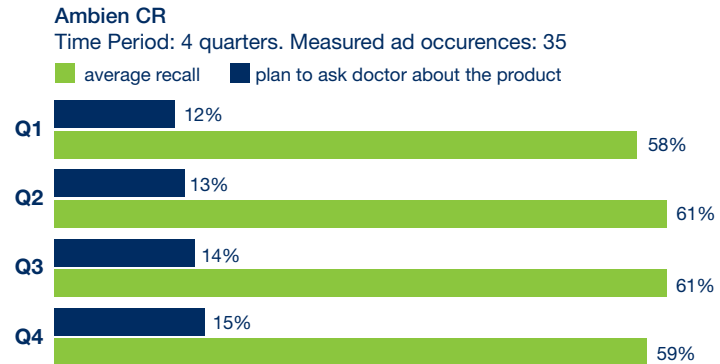


Action Index: Visit Advertiser’s Website
 Base: Actions taken based on respondents recalling specific ads
 Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

Magazines Show Immunity to Ad Wearout

VISTA research, using examples from two recent magazine ad campaigns in which the same creative approach was employed over an extended period of time, found that the ads did not exhibit any measurable declines in effectiveness.

Magazine Ad Recall and Actions Stay Strong Across Time



Base: Actions Taken Based on Readers Recalling Specific Ads
Source: Affinity's VISTA Print Effectiveness Rating Service, 2008

Magazine Advertising Recall and Action-Taking Vary by Ad Size, Color and Position

Two separate sources show that more than 50% of readers recall magazine ads and nearly 60% of those consumers act on the ads.

Larger unit sizes, color and premium position increase ad response.

Impact of Magazine Advertising by percent

type/size of magazine ads	VISTA		STARCH	
	total recall	action taken	noted	action taken
ALL ADS	59%	56%	53%	59%
AD SIZE				
multiple pages (excluding spreads)	64	59	56	59
gatefold ads	69	58	66	60
spread	63	57	58	57
full page	59	56	53	58
half page spread	55	60	49	57
half page	49	55	45	61
third page	48	54	43	62
less than full page	48	53	45	62
COLOR				
four color	59	56	52	59
black and white	56	51	44	57
PREMIUM POSITION				
inside front cover	63	56	74	58
inside back cover	60	54	61	59
back cover	66	52	64	59
opposite table of contents	62	56	n/a	n/a

Sources: VISTA Norms – January 2009 – December 2009. Starch Adnorms December 2009 – March 2010

Increasing Creative Effectiveness: The 29th Annual Kelly Award Winners for Outstanding Advertising

Grand Prize Winner

Goodby, Silverstein & Partners for Häagen-Dazs

RESULTS: Total ad awareness rose +6 points from spring to summer during the ‘Five Ingredient’ campaign



RR DONNELLEY INNOVATION AWARD

GSD&M Idea City's BMW Z4 campaign, "An Expression of Joy"

RESULTS: +85% boost in sales over three month launch period with halo effect post-launch



The MPA Kelly Awards recognize the best magazine advertising as defined by advertising that demonstrates creative excellence and produces positive marketplace results.

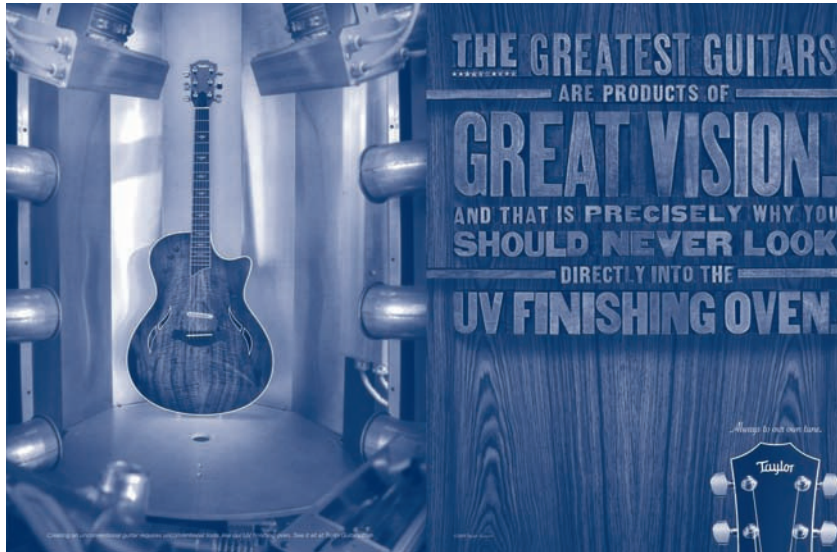
See all the Kelly Awards winners' and finalists' campaigns — including results, at www.kellyawards.org.

Increasing Creative Effectiveness: The 29th Annual Kelly Award Winners for Outstanding Advertising

Gold Award

Vitro's Taylor Guitars for, "Always to our Own Tune"

RESULTS: Taylor gained double-digit share growth and became #1 in the premium acoustic category



View more than 300 case studies from Kelly Awards campaigns at www.magazine.org/casestudies.

www.kellyawards.org

To download more case studies for a PPT presentation, [click here](#).

EFFECTIVENESS AWARD

Goodby, Silverstein & Partners "Hyundai Genesis Coupe Launch (Epic Lap)" campaign for Hyundai

RESULTS: Sales of the Coupe have surpassed Hyundai's goal by nearly 25%; close to 1.2 million virtual visitors to the site have taken the Coupe for a spin online

INTEGRATED

Carmichael Lynch's "Harlistas" effort for Harley-Davidson

RESULTS: +8.2% rise in share of motorcycles among Hispanic target; +615% increase in web traffic to the Hispanic section of the Harley-Davidson web site

PUBLIC SERVICE

Arnold Worldwide's ads for the American Legacy Foundation/truth "Do You Have What It Takes?"

RESULTS: Post campaign, two-thirds of teens expressed greater negativity about tobacco; brand awareness among the teen target increased +3 percentage points

Increasing Creative Effectiveness: The 29th Annual Kelly Award Winners for Outstanding Advertising

Silver Award

The Martin Agency for The John F. Kennedy Presidential Library and Museum “We Choose the Moon”

RESULTS: Attendance climbed +10% over previous years; 3.5 million web visits within the first three months



FULL PAGE

mono’s “Good Design” ads for Blu Dot

RESULTS: Blu Dot enjoyed a sales lift of +27%, far outpacing its ambitious goal of +18%

SPREAD

BBDO New York’s “Unreal Campaign” for Armstrong

RESULTS: Generated +19% lift in purchase intent of Armstrong Laminate Floors

MULTI PAGE

GSD&M Idea City’s “Diesel Reinvented” for BMW

RESULTS: +1,463% increase in sales year over year, making brand the top-selling U.S. premium diesel in 2009

INSERT/OUTSERT

Crispin Porter + Bogusky’s “Ready for Holiday Cheer” ad for Gap

RESULTS: Gap’s North America stores returned to positive same-store sales for the first time since November 2007, as sales rose +1% compared to a -12% decline a year ago

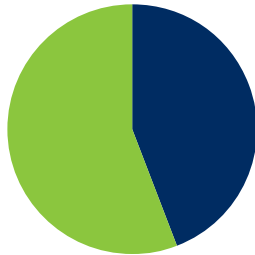
SINGLE EXECUTION

Goodby, Silverstein & Partners NBA campaign.

“Where Will Amazing Happen This Year?”

RESULTS: Increased viewership +10% in just two games

Editorial and Advertising Contribute to the Reader Experience



editorial pages 56%
advertising pages 44%

Most magazines contain both editorial and advertising content. **The ratio of editorial and advertising content has ranged between 40 and 60 percent over the past ten years.**

Editorial vs. Advertising Pages 2000–2009

year	% editorial	% advertising
2000	49.7	50.3
2001	54.9	45.1
2002	53.4	46.6
2003	52.1	47.9
2004	51.9	48.1
2005	52.8	47.2
2006	53.0	47.0
2007	52.9	47.1
2008	53.8	46.2
2009	56.0%	44.0%

Source: Hall's Magazine Reports, 2010.

Percent of Total Editorial Pages by Subject

Magazines Inform and Entertain

In 2009, the 154 magazines measured by Hall's Magazine Reports showed that the top three subject categories were Entertainment/Celebrity, Wearing Apparel/Accessories, and Travel/Transportation.

Number of Editorial Pages 2009

type of editorial	pages	percent
Entertainment/Celebrity	22,766.6	16.0%
Wearing Apparel/Accessories	17,480.7	12.3
Travel/Transportation	11,300.2	7.9
Food & Nutrition	11,113.8	7.8
Home Furnishings/Management	10,491.5	7.4
Business & Industry	8,935.2	6.3
Culture	8,622.6	6.1
Beauty & Grooming	6,186.4	4.4
Sports/Recreation/Hobby	6,062.1	4.3
Health/Medical Science	5,628.8	4.0
National Affairs	5,549.1	3.9

type of editorial	pages	percent
General Interest	5,470.4	3.8%
Self-Help/Relationships	4,353.4	3.1
Personal Finance	4,015.4	2.8
Building	3,636.2	2.6
Fitness/Beauty	3,148.1	2.2
Gardening & Farming	1,928.9	1.4
Global/Foreign Affairs	1,914.4	1.3
Children	1,717.7	1.2
Consumer Electronics	1,422.9	1.0
Fiction	406.1	0.3
Total Editorial	142,150.5	100.0%

Source: Hall's Magazine Reports, 2010.

Number of Magazine Titles

A Magazine for Everyone

Fluctuations reflect that the number of magazines changes based on economic conditions.

For a list of the number of magazines by category, visit www.magazine.org

Number of Magazines 2000 – 2009

year	total*	consumer
2000	17,815	8,138
2001**	17,694	6,336
2002**	17,321	5,340
2003	17,254	6,234
2004	18,821	7,188
2005	18,267	6,325
2006	19,419	6,734
2007	19,532	6,809
2008**	20,590	7,383
2009**	20,638	7,110

*Includes, but is not limited to, consumer magazines in North America regardless of publishing frequency

**Represents economic downturn

Source: *National Directory of Magazines*, 2010

Magazines Continue to Target Consumers' Interests

In 2009, 193 new magazines were introduced to satisfy consumers' need to be informed and entertained.

New magazine launch announcements are highlighted on a monthly basis at www.magazine.org/launches.

New U.S. Magazine Launches by Category in 2009

21	Special Interest/Lifestyle	3	Fishing & Hunting
19	Crafts/Games/Hobbies/Models	3	Gaming
16	Metropolitan/Regional/State	3	Literary/Reviews/Writing
11	Sports	3	Media Personalities
10	Black/Ethnic	3	Military/Naval
10	Epicurean	3	Nature/Ecology
8	Fashion/Beauty/Grooming	3	Religion
7	Comic Technique/Comics	3	Teen
7	Home	3	Travel
7	Men's	3	Women's
5	Automotive	2	Computers
5	Children's	1	Art/Antiques
5	Health	1	Boating
5	Music	1	Gardening
4	Business	1	Gay/Lesbian
4	Photography	1	Motorcycles
4	Politics	1	Mystery/Science Fiction
3	Camping/Outdoor Recreation	1	Sex
3	Dogs/Pets	193	Total New Magazine Launches

Note: This list represents weekly, bi-monthly, monthly, and quarterly titles only.
Source: Samir Husni's Guide to New Consumer Magazines, 2010.

Magazine Ad Rate Card Revenue Exceeds \$19 Billion — With Highest Spend in Q2 and Q4

Magazine Ad Pages and Rate Card Revenue 2000–2009

year	pages	rate card revenue
2000	286,932	\$ 17,665,305,333
2001	237,612	16,213,541,737
2002	225,619	17,254,061,740
2003	225,831	19,216,085,358
2004	234,428	21,313,206,734
2005	243,305	23,068,182,388
2006	244,907	23,996,768,141
2007	244,737	25,501,793,278
2008	220,813	23,652,018,530
2009	169,218	\$ 19,450,949,765

Note: Sunday supplements excluded.
Source: PIB (data as of January 2010)

Magazine advertising rate card revenue is highest in the second and fourth quarters.

Magazine Rate Card Revenue by Quarter 2009 (billions)



Note: Sunday supplements excluded.
Source: PIB (data as of January 2010)

Ad pages and revenue are updated quarterly on the MPA website at www.magazine.org/pib. Revenue is reported at one-time open rate card rates.

Consumer Magazines Remain an Important Part of the Advertising Mix

Share of Advertising Spend by Medium by percent

	2009	2008	2007	2006	2005	2004
Consumer Magazines	15.3%	16.4%	17.0%	15.8%	15.8%	15.1%
Sunday Magazines	1.3	1.3	1.3	1.3	1.2	1.1
Local Magazines	0.3	0.3	0.3	0.3	0.3	0.3
Hispanic Magazines	0.1	0.1	0.1	0.1	0.1	0.1
B-to-B Magazines	2.3	2.7	2.8	3.0	3.4	3.7
Network Television	17.2	16.3	15.8	15.9	16.1	16.5
Cable Television	15.3	13.6	12.7	11.5	11.2	10.4
Spot Television	10.2	11.7	11.4	12.5	11.7	13.2
Syndicated Television	3.3	3.1	2.8	2.8	2.9	2.8
Spanish Language Television	2.7	2.5	2.3	2.2	2.1	1.9
National Newspapers	1.9	2.0	2.2	2.3	2.3	2.3
Local Newspapers	12.6	13.9	15.1	15.9	17.1	17.4
Hispanic Newspapers	0.2	0.2	0.2	0.2	0.2	0.2
Network Radio	0.7	0.7	0.7	0.7	0.7	0.7
National Spot Radio	1.3	1.5	1.7	1.8	1.8	1.8
Local Radio	3.9	4.4	4.8	4.9	5.1	5.2
Internet	8.6	6.7	6.1	6.4	5.7	5.1
Outdoor	2.7	2.7	2.7	2.5	2.4	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Kantar Media (data as of March 2010)

The Top 12 Advertising Categories Account for 87% of Magazine Spending

Toiletries & Cosmetics was the largest magazine advertising category in 2009. followed by Food & Food Products and Drugs & Remedies according to Publishers Information Bureau (PIB).

Magazine rate card reported revenue by class is made available quarterly at www.magazine.org/pib.

Magazine Advertising Rate Card Reported Revenue Top Ad Categories 2009

category	revenue	share
Toiletries & Cosmetics	\$ 2,399,067,983	12.3%
Food & Food Products	2,131,398,139	11.0
Drugs & Remedies	2,023,875,191	10.4
Media & Advertising	1,510,888,430	7.8
Apparel & Accessories	1,493,252,774	7.7
Retail	1,436,175,256	7.4
Direct Response Companies	1,284,108,767	6.6
Home Furnishings & Supplies	1,138,100,126	5.9
Automotive	1,087,926,487	5.6
Public Transportation, Hotels & Resorts	867,584,615	4.5
Financial, Insurance & Real Estate	797,586,902	4.1
Technology	742,714,316	3.8
Top Categories Total	\$ 16,912,678,986	87.0%

Note: Sunday supplements excluded.
Source: PIB (data as of January 2010)

Leading Marketers Depend on Magazines

Total 2009 Top Marketers' Magazine Rate Card Reported Spend \$7,259,680,300

Note: Sunday supplements excluded. Source: PIB (data as of January 2010)

1	Procter & Gamble Co	\$ 949,073,140	26	Bristol-Myers Squibb Co	\$ 100,654,675
2	L'Oréal SA	382,164,965	27	U.S. Government	97,421,161
3	Johnson & Johnson	311,019,387	28	Honda Motor Co LTD	95,091,992
4	Kraft Foods Inc	289,840,374	29	Joh A Benckiser GMBH	94,062,266
5	Unilever	268,892,496	30	Astrazeneca PLC	91,279,353
6	General Motors Corp	265,023,042	31	Verizon Communications Inc	88,704,839
7	Pfizer Inc	259,121,895	32	Target Corp	82,107,433
8	Time Warner Inc	221,901,575	33	Revlon Inc	78,836,597
9	Merck & Co Inc	206,391,114	34	Synergistics Marketing Inc	77,906,098
10	Clorox Co	175,770,929	35	Bayer AG Group	77,738,797
11	Campbell Soup Co	174,590,694	36	Gap Inc	76,609,541
12	Nestlé SA	169,270,619	37	Hearst Corp	76,600,017
13	Ford Motor Co	168,229,494	38	Nissan Motor Co LTD	74,642,045
14	Pepsico Inc	146,543,050	39	Kao Corp	74,400,106
15	Advance Publications Inc	145,219,126	40	The Coca-Cola Company	70,533,350
16	Wal-Mart Stores Inc	139,846,037	41	SC Johnson & Son Inc	70,143,185
17	GlaxoSmithKline PLC	138,544,881	42	Macy*s Inc	69,948,274
18	Berkshire Hathaway Inc	127,363,761	43	Bradford Exchange LTD	69,582,147
19	Walt Disney Co	125,089,469	44	Church & Dwight Co Inc	69,189,697
20	LVMH Môt Hennessy Louis Vuitton SA	122,087,193	45	Abbott Lab	68,386,958
21	Mars Inc	119,429,477	46	Sprint Nextel Corp	68,161,247
22	Kellogg Co	112,684,392	47	GE General Electric Co	67,313,495
23	Estée Lauder Cos Inc	112,017,188	48	VF Corporation	60,297,308
24	Iovate Health Sciences Inc	107,224,715	49	H.J. Heinz Co	59,763,796
25	Toyota Motor Corp	104,400,901	50	Energizer Holdings Inc	58,566,009

RESOURCES

INDUSTRY PERIODICALS AND WEBSITE RESOURCES

Advertising Age

www.adage.com
A leading authority on advertising, marketing and media news.

Adweek

www.adweek.com
Featuring creative, client/agency relationships and advertising strategies.

Audience Development

www.audiencedevelopment.com
Covers consumer marketing, retail and direct mail for magazines.

Circ Matters

www.circmatters.com
Newsletter devoted to magazine circulation analysis.

The Circulator

A weekly e-newsletter from Circulation Management.

Creativity

www.creativity-online.com
Devoted to the most important element of advertising – the work.

DM News

www.dmnews.com
The weekly "Newspaper of Record" for the direct marketing industry.

Folio

www.foliomag.com
Strategies and tactics for magazine management.

Mediaweek

www.mediaweek.com
Targeting media specialists.

Newsstand Resource

www.NRMag.com
Magazine for the newsstand industry.

The New Single Copy

www.nscopy.com
News and trends about the retail environment.

PrintCritic

www.printcritic.com
A resource covering innovative ads.

Romenesko's MediaNews

www.poynter.org
News from the Poynter Institute, a school for journalists.

RESEARCH/REFERENCE

Affinity Research

www.affinityresearch.net
a marketing and media research company specializing in advertising effectiveness and media engagement.

American Journalism Review

www.ajr.org
A joint venture of American Journalism Review and NewsLink Associates. Its website posts magazine and journalism listings.

A.M.I.C. The Advertising Media Internet Center

www.amic.com
A collection of links to media-related resources, message boards, and research tools.

Audit Bureau of Circulations (ABC)

www.accessabc.com
Audit organization for consumer periodicals.

Business of Performing Audits Worldwide (BPAW)

www.bpaww.com
Auditing services for trade/business and consumer publications.

Columbia Journalism Review

www.cjr.org
Information about journalism and public policy including "Who Owns What," a database of media owners.

Experian Simmons

www.smr.com
Syndicated and custom research for publishers and advertising agencies.

Gebbie Press

www.gebbieinc.com
A media directory listing, for TV, radio, newspapers and magazines.

GfK MRI (formerly Mediarmark Research & Intelligence)

www.gfkmri.com
Provider of research data and services for the advertising industry.

Hall's Reports

www.hallsreports.com
Measurement of magazine editorial categories with ad/edit ratios.

Ipsos Mendelsohn

www.ipsosmediact.com/
A provider of affluent syndicated and custom research.

Mediafinder

www.mediafinder.com
A comprehensive listing of magazines, newspapers, catalogs and newsletters.

Media Info Center

www.mediainfocenter.org
Northwestern University's Media Management Center website providing media management news.

Mr. Magazine: Samir Husni

www.mrmagazine.com
Samir Husni is the Professor of Journalism at the University of Mississippi. The website tracks new launches of magazines monthly.

Publishers Information Bureau (PIB)

www.magazine.org/pib
Tracks the amount and type of advertising in consumer magazines.

PubList.com

www.publist.com
Contains over 150,000 print and electronic publications.

Standard Rate & Data Service (SRDS)

www.srds.com
Publisher of media rates and data for magazines and other media.

Kantar Media Intelligence

www.kantarmediana.com
A provider of strategic advertising intelligence and contract supplier for PIB.

DIRECTORIES

Bacon's Directories

www.cision.com
Phone: (312)-922-2400

Benn's Media Directory

www.wbime.com/bennsmedia.htm
Phone: 44-20-7549-8666

Encyclopedia of Associations

Thomson Gale
www.gale.cengage.com
Phone: 800-354-9706

Gale Directory of Publications

and Broadcast Media
www.gale.cengage.com
Phone: 800-354-9706

LexisNexis Advertising Red Books

www.redbooks.com
Phone: 800-340-3244

National Directory of Magazines

www.mediafinder.com
Phone: 800-955-0231

Samir Husni's Guide to New Consumer Magazines

www.mrmagazine.com
Phone: 662-915-1414

Standard Rate & Data Service (SRDS)

www.srds.com
Phone: 800-851-SRDS

Ulrich's International Periodical Directory

www.Ulrichspub.com
Phone: 866-737-4257

MPA RESOURCES

ACCOUNTABILITY AND EFFECTIVENESS

www.magazine.org/accountability

NEW! Marketing Mix Modeling and Media Inputs providing more precise media inputs in marketing mix modeling (MMM) is critical for more accurate assessment of marketing impact.

NEW! Assessing Ad Impact how TV, online and magazines contribute throughout the purchase funnel.

Accountability Studies from Dynamic Logic, Hudson River Group, Marketing Evolution and others analyze media mix dynamics and provide compelling proof that magazines positively impact sales.

Case Studies Nearly 300 examples show how advertisers have successfully used magazines: www.magazine.org/casestudies.

Category Fact Sheets downloadable one-sheets show how different media drive results across 17 categories.

Measuring Media Effectiveness Across the Purchase Funnel, research from Dynamic Logic and Marketing Evolution demonstrates magazines' significant contribution across the purchase funnel.

Creative Diagnostic Tool makes magazine creative accountable based on feedback from advertisers. The tool can provide insights quickly and detail the learning on media engagement.

Quantifying Influentials' Relationship with Magazines reveals that Influentials – the 21 million Americans who influence the decisions

of the rest of the population – rank magazines as their key source of news and information and find magazine advertising valuable.

Media Mythbusters Third party research is used to debunk common misperceptions about media vitality and show how various media drive ad results.

Accountability II: How Media Drive Results and Impact Online Success A compilation of accountability research, based on multiple independent studies, the strengths of magazines and their role with other media.

Accountability: A Guide to Measuring ROI and ROO Across Media examines accountability research across media.

CREATIVE

Kelly Awards Gallery Guide and online gallery (kellyawards.org) showcase the best magazine ads and the marketplace results they achieved.

READERS AND READERSHIP

The Value of Magazine Readership: Reader Dynamics and Ad Impact on Readers of Pass-Along Copies shows that readers value pass-along copies and take action at a similar rate as readers overall.

The Value of Magazine Readership: Reader Dynamics and Ad Impact Among Paid and Nonpaid Readers demonstrates that how much a consumer pays for a magazine or how the magazine was acquired does not affect the level of magazine engagement or likelihood to act on the advertising.

African-American/Black, Asian-American, Hispanic/Latino and Teen Market Profiles consolidate research on these targets.

ENGAGEMENT

Engagement: Understanding Consumers' Relationships with Media a media-neutral approach that shows how consumers connect with advertising-supported media: television, newspapers, radio, the Internet and magazines.

Understanding Magazine Circulation: A Guide for Advertising Buyers and Sellers offers insights on key strategic concepts in circulation to help facilitate communication between advertisers and publishers.

Magazine Reader Experience Study examines what consumers experience when they read a magazine and how those experiences drive readership and advertising impact. The research, conducted by the Media Management Center at Northwestern University, offers significant insights for advertisers, consumer marketers, publishers and editors.

ENVIRONMENT

MPA Environment Handbook An in depth educational guide on environmental policies and procedures of interest to our magazines and companies. The handbook includes the many facets of magazine manufacturing – from harvesting trees, to the printing, distribution, and final disposition by our readers.

Forest Certification An authoritative review and analysis of forest and forest product certification schemes in North America to help publishers understand paper purchasing considerations.

GENERAL

Handbook of Consumer Marketing Practices contains important information on effective circulation practices, the value of readership, subscription marketing regulations as well as overviews of the retail picture for magazines.

Media Research Index puts more than 1,000 research studies from 1950 to 2003 at your fingertips. The index is available online at www.magazine.org/mediaresearchindex and free of charge to MPA members and advertisers. Listings are searchable by media type, study type, author, title or keyword. Also available in two-volume printed version.

MAGAZINE INDUSTRY CONFERENCES AND EVENTS

- American Magazine Conference
- Independent Magazine Group (IMAG) Conference
- Lifetime Achievement Awards
- Magazines 24/7 – Digital Conference
- MPA Kelly Awards for Outstanding Magazine Advertising
- National Magazine Awards
- National Magazine Awards for Digital Media
- Professional Development
- Retail Marketplace Conference

www.magazine.org/events

For all these resources and more, visit www.magazine.org.

Didn't find what you need in the handbook or at www.magazine.org?

The MPA Information Center offers personalized research services for MPA members, advertisers and their agencies. The staff can provide data on historical trends, industry statistics, news and much more. E-mail requests to infocenter@magazine.org or make an appointment to visit the Center in New York. Staff is available 9 a.m. to 5 p.m. Eastern time, Monday through Friday.



The Please Recycle initiative is an industry-wide public education campaign. For more information and to download the logo, visit www.magazine.org/environment.



The Association of Magazine Media™

www.magazine.org/handbook