

# 10 REASONS WHY YOU SHOULD USE CONSUMER MAGAZINES

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1. **Magazines and magazine ads capture focused attention:** The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
2. **Magazine advertising is targeted:** Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which Specialty TV just can't compare. Plus magazine readers reach the affluent, those with disposable income to buy advertised brands.
3. **Magazine advertising is relevant and welcomed:** Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
4. **Magazines are credible:** Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
5. **Magazines offer a lasting message:** Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.
6. **Magazines deliver brand relevant imagery:** Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
7. **Magazine advertising drives web searches and visits:** Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
8. **Magazines drive the purchase funnel:** Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.
9. **Magazine advertising enhances ROI:** Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.
10. **Magazines sell:** Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.