

Comparing
Reach & GRPs

Magazines
Canada

Objective

To compare Magazine & TV Reach/GRP delivery across a variety of expenditure levels

Put Magazines to the toughest test: Compare against broad “TV demos”:

A25-54

M25-54

W25-54

Why?

Little cross-media comparison work available in this area.

Benchmark Reach & GRP Delivery

Why?

These comparisons are useful to determine how to achieve the greatest media impact, dollar for dollar

Hypotheses

- Outdated perceptions of magazine reach & GRP delivery remain
- Magazines deliver reach & GRPs, competitive to TV, even against the broadest of demographics without income or education screens

An easily replicable methodology was developed by PHD Canada purposefully skewed so as not to disadvantage TV

Separate Magazine & TV plans
were created for each of seven
budget levels

(\$165,000 to \$1.5 Million)

TECHNICAL OUTLINE

TELEVISION

MAGAZINES

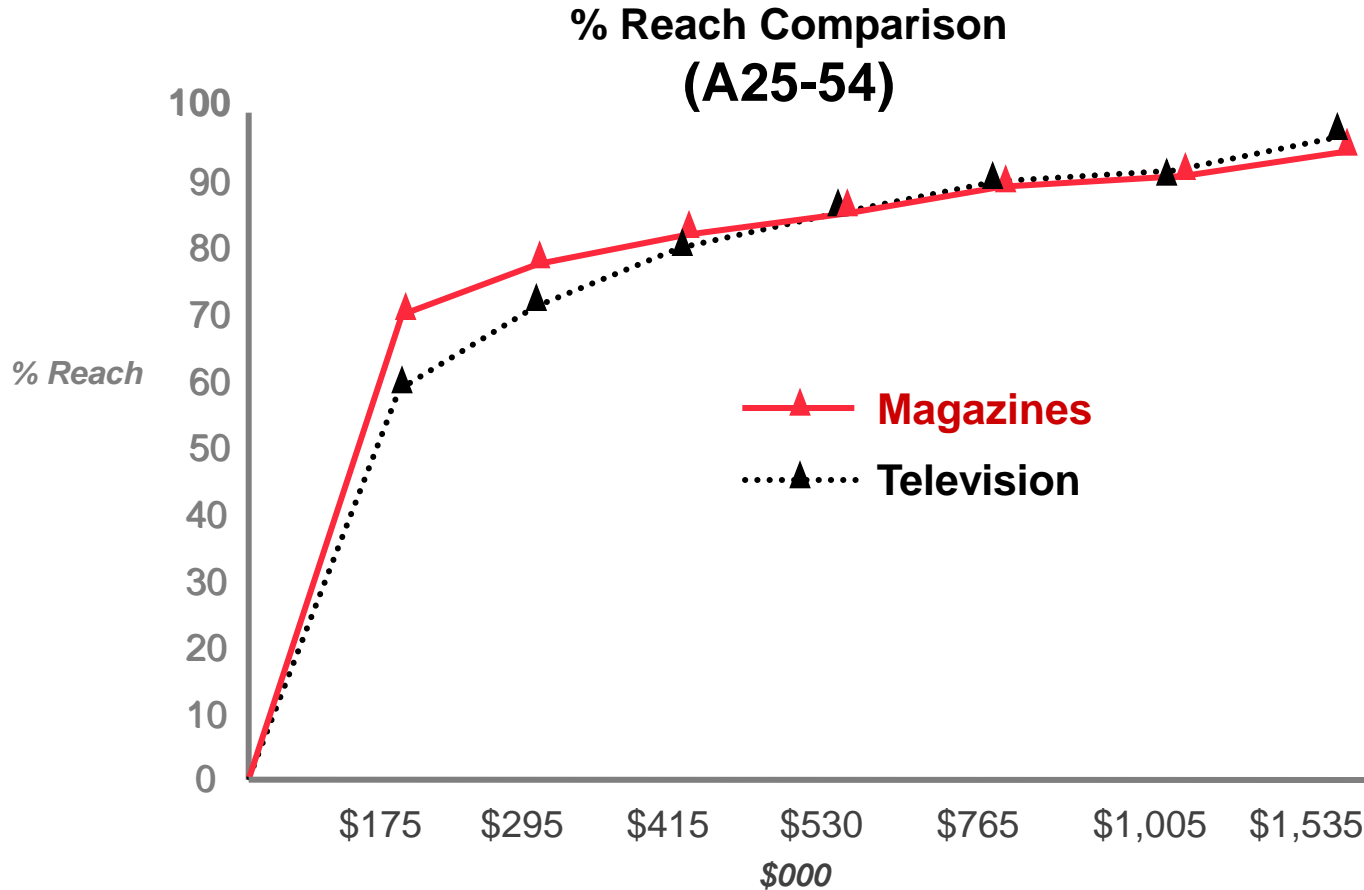
GEOGRAPHY	TOP 18 TV MARKETS (13xA, 5xB)
LANGUAGE	ENGLISH
TARGET DEMOS	25-54... ADULTS, MEN, WOMEN
SOURCE	BBM PMT METERS, FALL '03 - WNTR '04
SOFTWARE	BBM INFOSYS - DAYPART MODULE
UNIT	30" SPOT
RATES	FALL'04 EST'D INDUSTRY CPRs (GROSS)
BUDGETS	7 SPEND LEVELS... BASED ON GRPs x CPR; RANGE \$165,000 - \$1.5 MILLION
METHODOLOGY	REACH MAXIMIZATION - 40 GRP x WKS (REGENCY)
PARAMETERS	65% CONVENTIONAL, 35% SPCLTY GRPs; % PRIME... 60% ADULTS & MEN... 55% WOMEN
DURATION	3 WEEKS - 28 WEEKS
# VEHICLES	ALL 9 CONVENTIONAL ORIGINATING TOR/HAM STNS; 15-23 OF 24 SPECIALTIES (VARIES BY DEMO)

NATIONAL
ENGLISH
25-54... ADULTS, MEN, WOMEN
PMB 2004 2-YEAR READERSHIP SURVEY
IMS OPTIMZR™
PAGE 4 COLOUR
C'2004 1X RATE minus 20% (GROSS)
ADOPTED TV SPEND LEVELS: ... RANGE \$165,000 - \$1.5MILLION
REACH MAXIMIZATION
BUILD TO SPECIFIED BUDGET
2 MONTHS - 12 MONTHS
CANDIDATE TITLES DRAWN FROM TOP 15; RANKED ON BOTH CPM AND COVERAGE
7-18 MAGAZINE TITLES PER SCHEDULE; VARIES BY SPEND (TOTAL 48 ENG. PMB MAGS)

A25-54

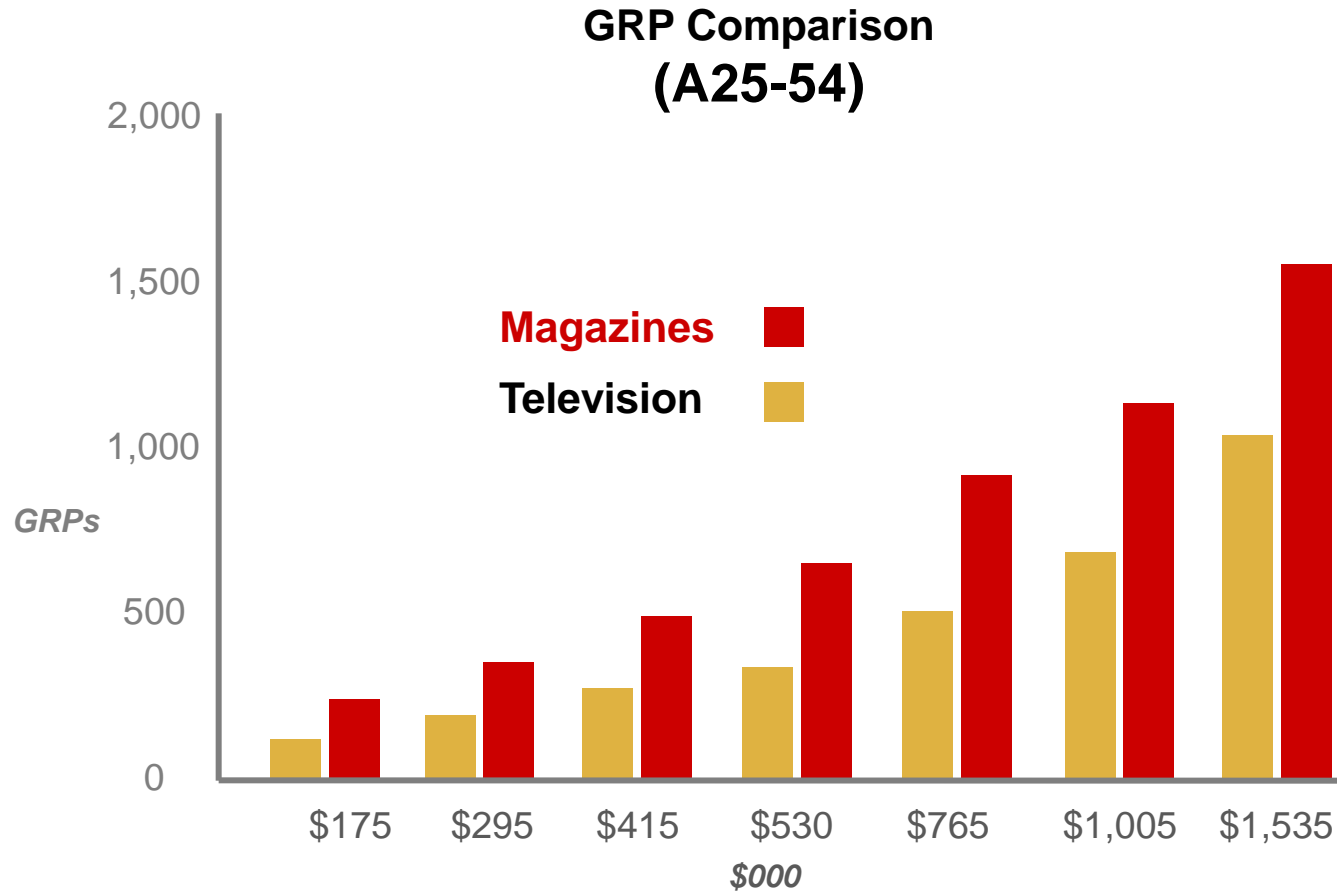
Comparing Bang for the Buck

100% Magazines vs. 100% TV



Comparing Bang for the Buck

100% Magazines vs. 100% TV



A25-54

Reach delivery across the seven spend levels indicates comparatively little difference between the two media although a magazine advantage was evident in the lower ranges. Magazine GRP delivery outperforms TV across all expenditure levels, ranging from 48% to 83% higher than TV GRPs, depending on the spend level:

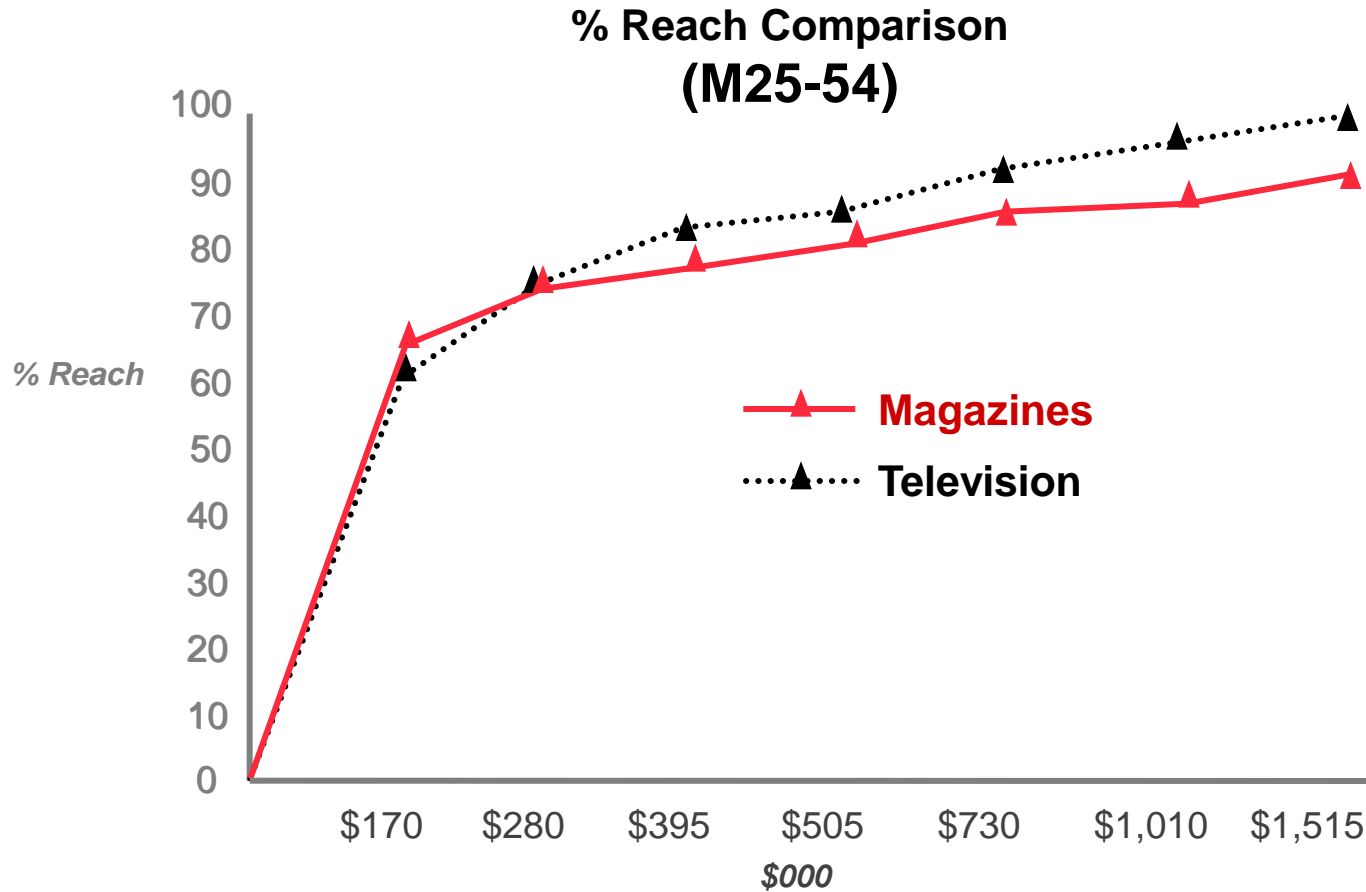
Media Expenditure Levels (\$000)

	\$175	\$295	\$415	\$530	\$765	\$1,005	\$1,535
Reach -- Magazine	70%	78%	82%	85%	89%	91%	93%
-- TV	59%	72%	80%	85%	90%	92%	97%
GRPs -- Magazines	215	365	500	625	890	1105	1542
-- TV	120	200	280	360	520	680	1040
Mag/TV Index	179	183	179	174	171	163	148

M25-54

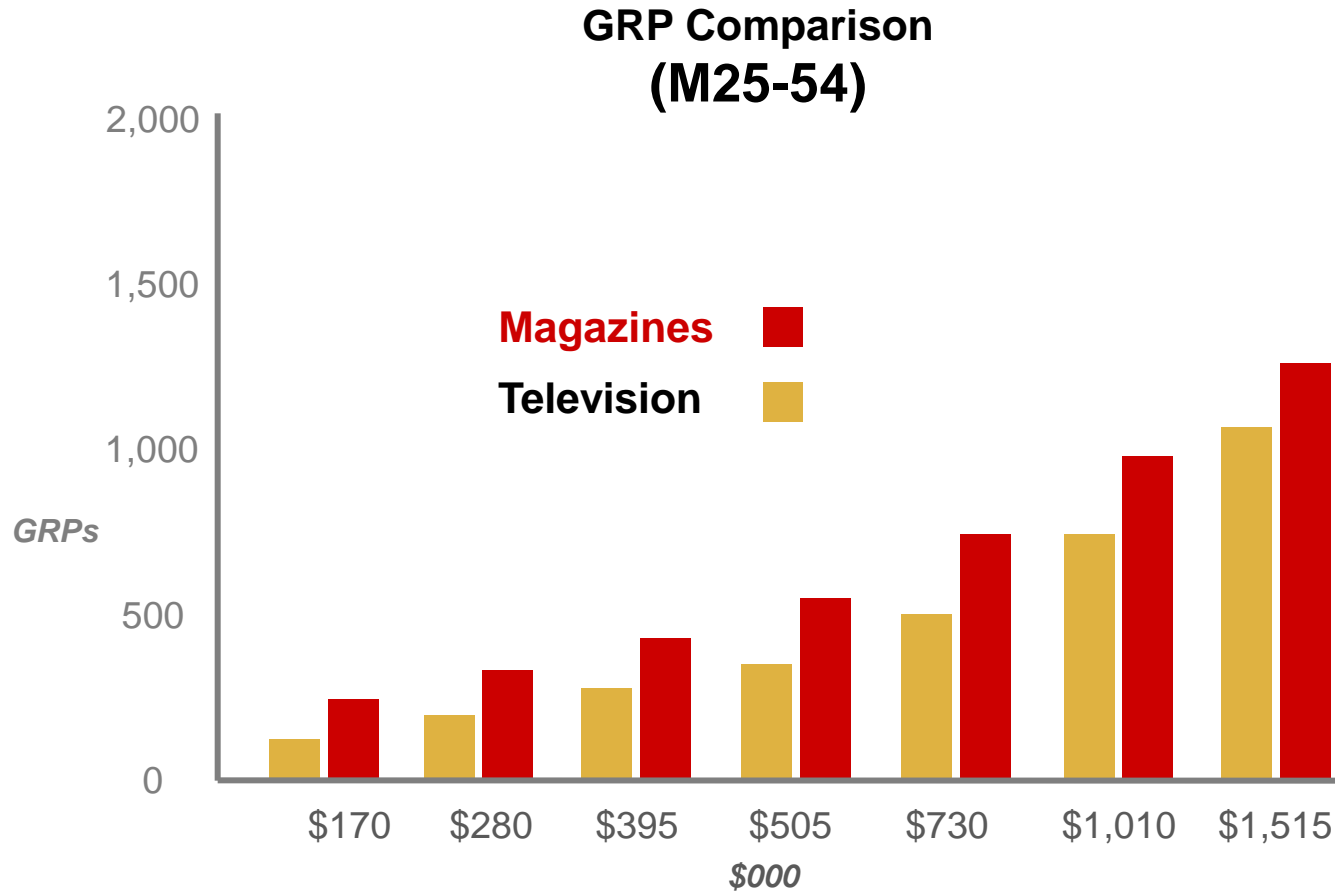
Comparing Bang for the Buck

100% Magazines vs. 100% TV



Comparing Bang for the Buck

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M25-54

Reach delivery proved to be a little higher for TV across higher spend levels. However, magazine GRPs ranged from 19% to 75% higher than TV GRPs, depending on the spend level.

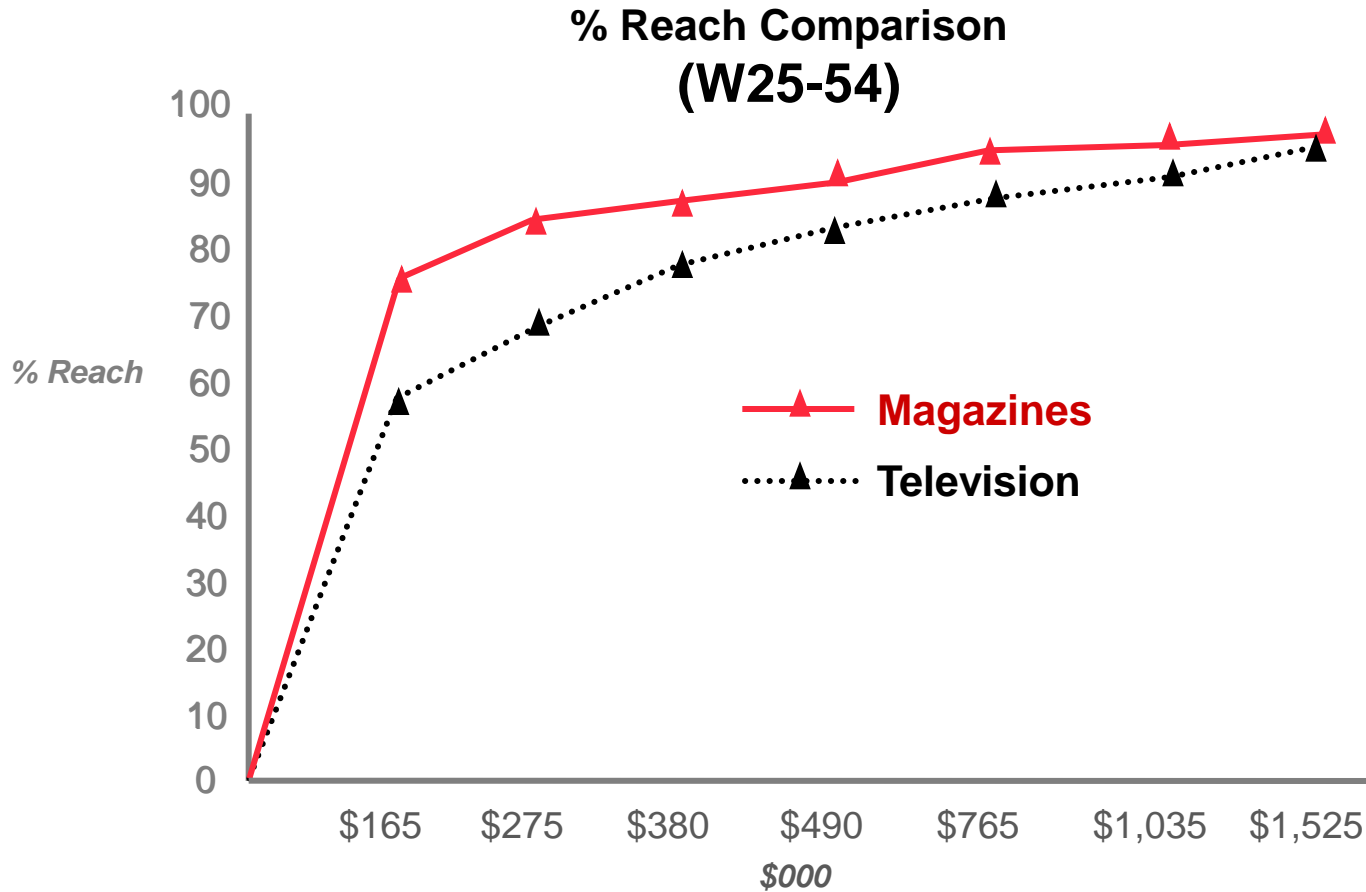
Media Expenditure Levels (\$000)

	\$170	\$280	\$395	\$505	\$730	\$1,010	\$1,515
Reach -- Magazines	66%	74%	78%	81%	85%	87%	91%
-- TV	61%	75%	83%	86%	92%	96%	99%
GRPs -- Magazines	210	305	440	555	750	965	1290
-- TV	120	200	280	360	520	720	1080
Mag/TV Index	175	153	158	154	144	134	119

W25-54

Comparing Bang for the Buck

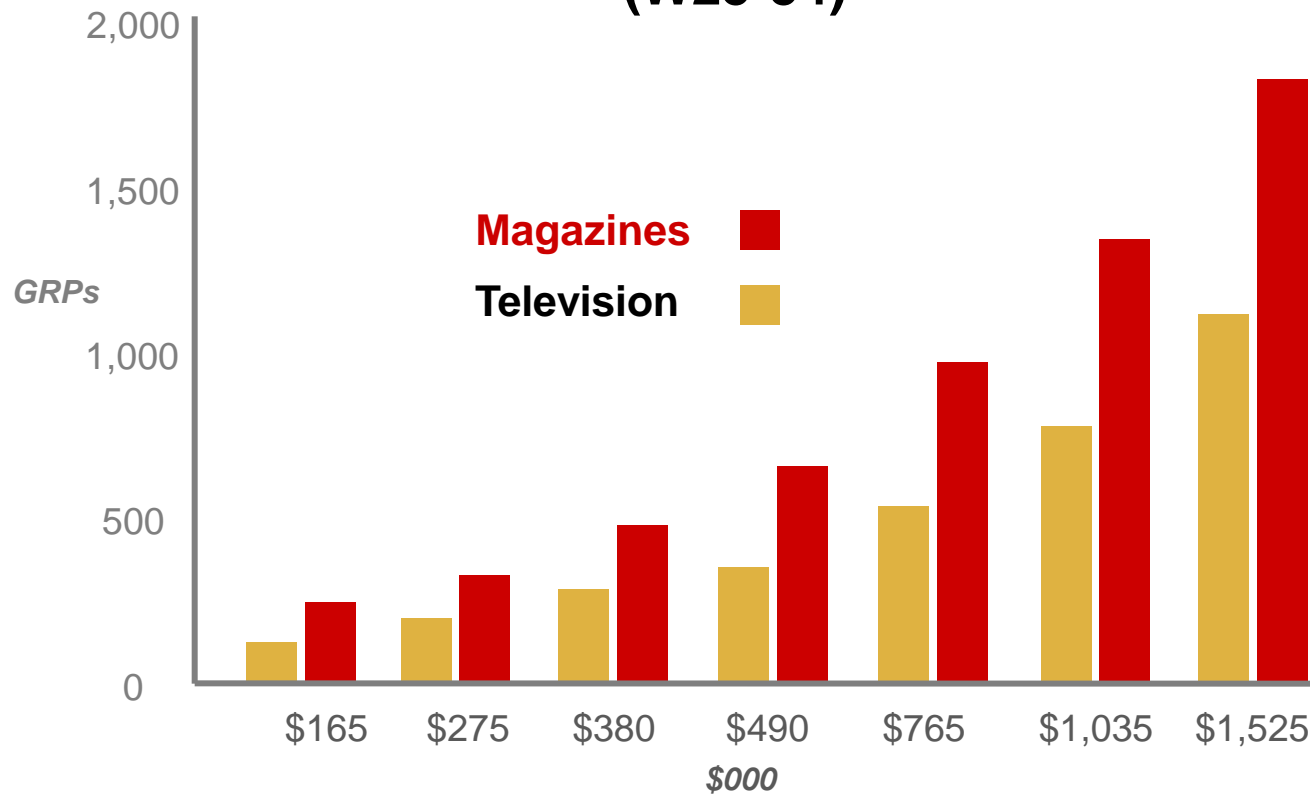
100% Magazines vs. 100% TV



Comparing Bang for the Buck

100% Magazines vs. 100% TV

& GRP Comparison
(W25-54)



W25-54

Magazine reach solidly outperformed TV across all measured spend levels, as did magazine GRPs having generated between 65% and 89% higher GRPs than TV.

Media Expenditure Levels (\$000)

	\$165	\$275	\$380	\$490	\$765	\$1,035	\$1,525
Reach -- Magazines	76%	84%	88%	90%	94%	95%	97%
-- TV	58%	69%	78%	83%	88%	91%	95%
GRPs -- Magazines	227	345	485	655	975	1330	1845
-- TV	120	200	280	360	560	760	1120
Mag/TV Index	189	173	173	182	174	175	165

Conclusion

Magazines can be counted on to deliver high campaign reach & the highest of GRP tonnage against broad demographic targets.

What's more, the numbers only get better, in favour of magazines, when income screens are added.

While old perceptions die hard, the numbers support a new reality

**Dollar for Dollar
Magazines
Deliver
More Bang
for the Media Buck**



For brands struggling to make TV work with budgets that don't go as far as they used to, or for those looking to increase bang for the media buck (and who isn't!), we invite you to...

Put Magazines to Work For You

www.magazinescanada.ca
adinfo@magazinescanada.ca
416-596-5382

We're Here to Help...

**Magazines
Canada**