

Focus on Retail

Magazines Raise Retail Purchase Intent for Apparel

Magazine Ads Raise Apparel/Clothing Purchase Intent at Retail

The retail category continues to expand its use of magazines having increased ad spending by +16% in 2006. Why? Research supports the significant influence that magazine advertising has on retail purchases of apparel and clothing.

Research Shows Consumers Rely on Magazines

Consumers of all ages rely upon magazines for making retail purchase decisions. When looking at major—and diverse—areas within the retail category, BIGresearch data found that magazines were one of the top five purchase influences on 18-44 year-olds for apparel and clothing.

What's more, "new" media methods, such as blogging, which might be expected to be a strong influence on younger consumers, rank in the bottom five of media influences in retail areas that, according to data from BIGresearch.

Apparel/Clothing Purchases: TOP FIVE Media Influences

	% of Teens	% of Age 18-24	% of Age 25-34	% of Age 35-44			
Magazines	34%	Word of Mouth	37%	Word of Mouth	33%	Word of Mouth	30%
Word of Mouth	28%	Magazines	31%	Magazines	26%	Magazines	23%
TV/Broadcast	25%	TV/Broadcast	26%	In-Store Promo	25%	In-Store Promo	23%
Cable TV	17%	In-Store Promo	24%	TV/Broadcast	24%	TV/Broadcast	20%
Internet Advertising	17%	Coupons	18%	Cable TV	14%	Newspaper Inserts	19%

Apparel/Clothing Purchases: BOTTOM FIVE Media Influences

	% of Teens	% of Age 18-24	% of Age 25-34	% of Age 35-44			
Email Advertising	11%	Radio	10%	Radio	6%	Yellow Pages	4%
Newspapers	11%	Instant Messaging	6%	Blogging	3%	Outdoor Billboards	3%
Blogging	7%	Blogging	6%	Instant Messaging	2%	Blogging	2%
Yellow Pages	6%	Yellow Pages	5%	Yellow Pages	2%	Instant Messages	1%
Picture Phone	5%	Picture Phone	5%	Picture Phone	2%	Picture Phone	1%

Make the Retail Connection with Magazines

Source: BIGresearch, 2005