

Focus on Retail

Magazines Raise Retail Purchase Intent for Electronics

Magazine Ads Raise Electronics 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 electronics.

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 electronics.

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.

Electronic Purchases: TOP FIVE Media Influences

	% of Teens		% of Age 18-24		% of Age 25-34		% of Age 35-44
Magazines	45%	Word of Mouth	46%	Word of Mouth	47%	Word of Mouth	47%
TV/Broadcast	42%	Magazines	40%	Read Article	39%	Read Article	42%
Internet Advertising	41%	Read Article	39%	Magazines	34%	Magazines	34%
Word of Mouth	40%	Internet Advertising	37%	TV/Broadcast	31%	Internet Advertising	27%
Cable TV	31%	TV/Broadcast	37%	Internet Advertising	29%	In-Store Promo	25%

Electronic Purchases: BOTTOM FIVE Media Influences

	% of Teens		% of Age 18-24		% of Age 25-34		% of Age 35-44
Newspaper Inserts	19%	Instant Messaging	13%	Outdoor Billboards	6%	Yellow Pages	6%
Outdoor Billboards	19%	Outdoor Billboards	12%	Blogging	6%	Blogging	5%
Blogging	13%	Blogging	10%	Instant Messaging	6%	Outdoor Billboards	4%
Picture Phone	13%	Yellow Pages	8%	Yellow Pages	5%	Instant Messaging	2%
Yellow Pages	11%	Picture Phone	7%	Picture Phone	3%	Picture Phone	2%

Make the Retail Connection with Magazines

Source: BIGresearch, 2005