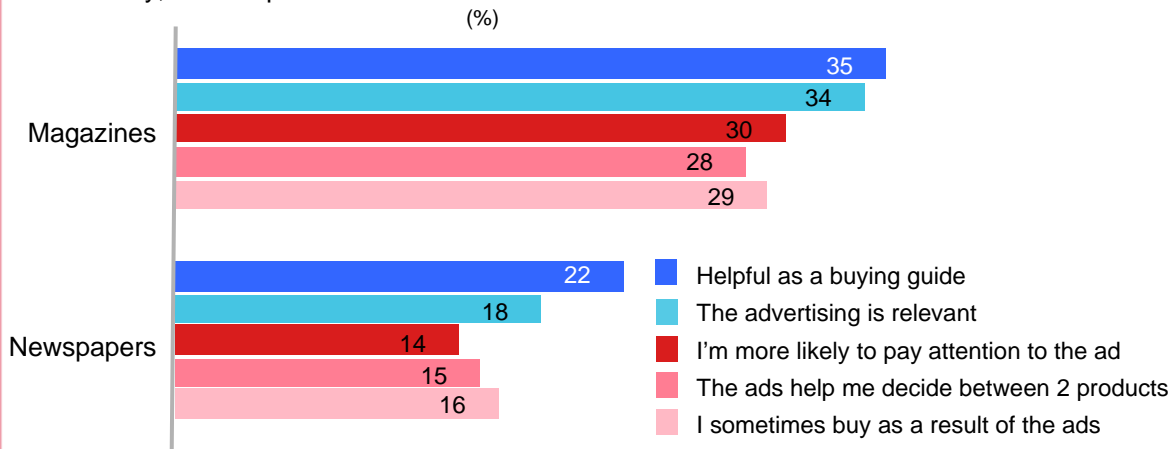


# Magazines and Newspapers

## Magazines Lead Decision Making and Trial

### Magazines Aid Decision Making

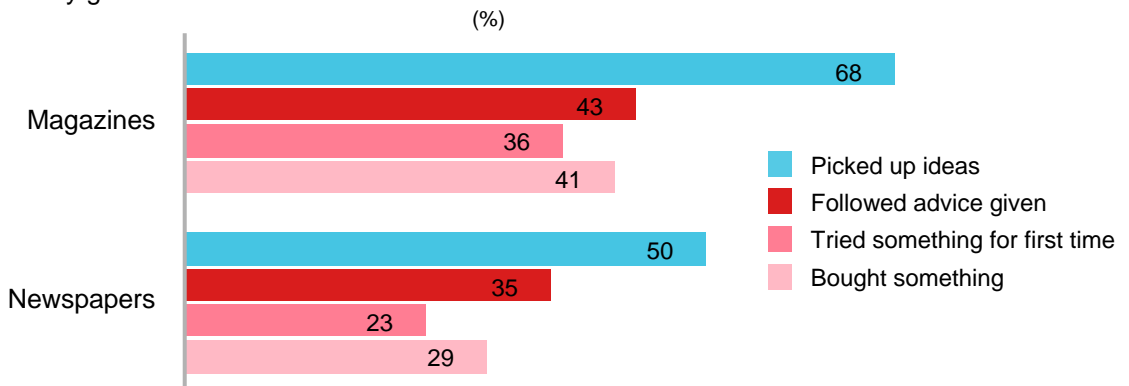
Magazines provide a suitable environment and the information necessary to help consumers make decisions about what to buy. The magazine context provides advertising relevance which delivers greater attention to the message. It makes an individual title a buying guide. The result is a shopping environment that helps consumers decide between products and, ultimately, make a purchase.



Source: Absorbing Media, NFO Worldwide

### Magazines Encourage Trial

Magazines help consumers pick up new ideas about what to buy for the first time. Readers follow advice that's given, try new things and buy products and services as a result. Study after study proves that magazines are particularly adept at creating purchase intent, the holy grail of marketers.



Source: Absorbing Media, NFO Worldwide