



June 10, 2010

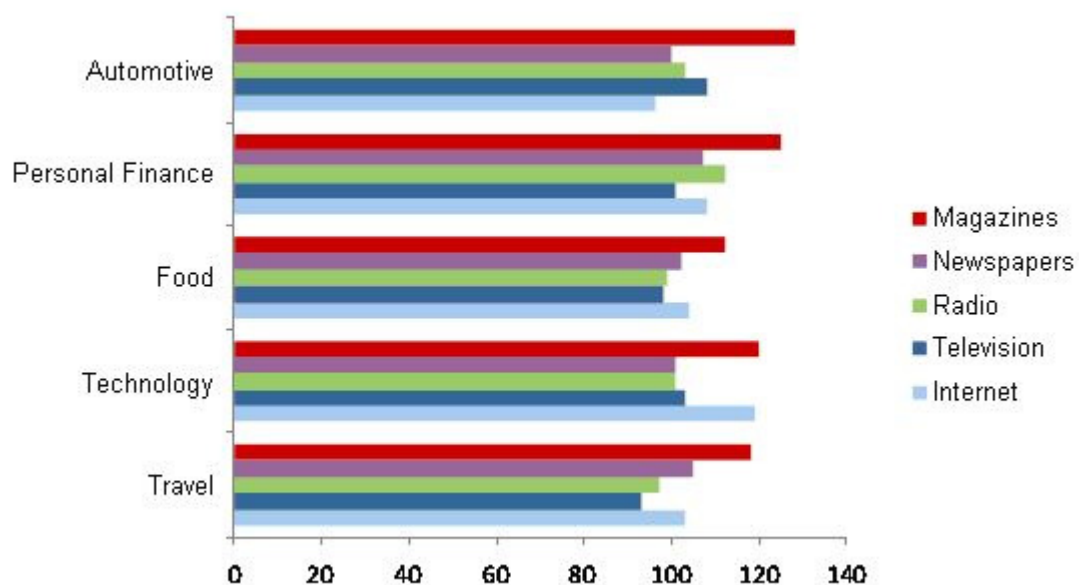
PAGE features news, research and articles of specific relevance to the media agency and magazine publishing communities.
Volume 13, Number 4

Magazines Build Brand Buzz

Word-of-mouth recommendation is an important component of any brand or retail building program. When consumers are compelled to tell friends about the products and services they learn about in media, good things happen. Yes, brand buzz is good!

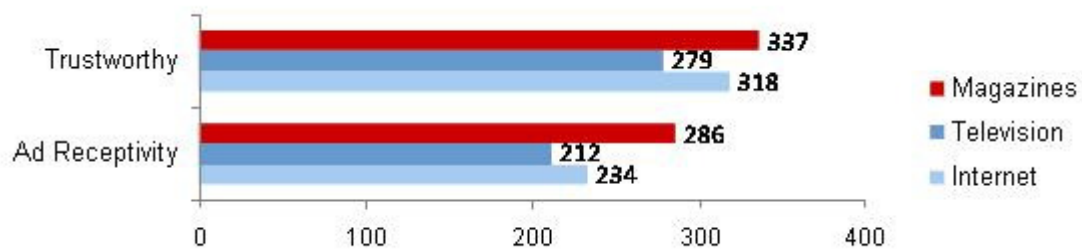
Recent studies suggest that magazine readers are most likely to influence friends and family by word-of-mouth recommendation:

Word-of-mouth Influence on Friends/Family by Media Use
Index vs. Total Adults



Source: Omnibus Recontact Study, MRI 2008
Base: Top quintile of usage for each medium

Across all five categories measured, magazines had the most impact on word-of-mouth recommendations. Why? Perhaps it's because magazines are particularly strong at generating consumer trust and a resulting receptivity to advertising:

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Source: Simmons' Multi-Media Engagement Study, 2008 (full year study)

Supporting research tells us that trust is a key driver of advertising receptivity and resulting commitment to the information which leads, ultimately, to positive actions such as purchase and/or product recommendation.

Add magazines to build buzz for your brands.

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