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PAGE features news, research and articles of specific relevance to the media agency and magazine publishing communities.
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Magazines Canada Introduces New Magazine + Online Resource

How Magazines and Online Work Together

Canadians love their magazines, consumer and trade. All 2,000+ of them. They also love the internet. Separately, each medium has its own strengths but together the multiplier effect kicks in to give readers a richer experience. Together, they make things happen for advertisers. There's simply more to love...!

It's simple, really. Magazine brands have strong relationships with their readers. Magazine editorial and the resulting reader composition provide advertisers with targeting opportunities that make content and advertising relevant. Plus, readers "shop" their favourite magazines for what's new and what to buy. Therefore, it's no surprise that as online search/purchase grows in importance, it's only natural that magazines are well positioned to play a key role in stimulating consumers' online behaviour.

Magazines Canada has compiled the latest data showing how the two media are a natural fit, one with the other, to surround most any target audience with a 360° communication program prompting action. [Download now.](#)

1. Magazines and their websites drive consumers to search and to the web more than any other media channel.
2. Magazines and online together multiply and increase all-important purchase intent metrics.
3. Magazines are the primary driver of online purchase, more than any other medium.
4. Magazines dramatically strengthen enjoyment of the media mix experience; magazine ads are seen as a service, not an interruption.
5. Magazines noticeably add more helpful brand ideas and details to online communications.
6. Magazines and their websites add needed trust to other online communications.
7. Magazines strengthen online's connection and engagement with the consumer.
8. Magazines and online together significantly improve consumer attention and relevance to advertising messages.
9. Magazines and online together deliver all age and key upscale income demographics, broadening magazine and web footprints.
10. Magazines and online together deliver against virtually every mass or vertical audience.

Use magazines and online to connect with your target audience.

Source: *Magazines Canada, Magazines + Online: More to Love...*, 2010.

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