



Magazines + Online
More to Love...

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Top 10 reasons why magazines and online go together.





Top 10 Reasons

- 1. Magazines and their websites drive consumers to search and to the web more than any other media channels. *See pages 7, 8, 9, 12, 13, 15 & 25.***
- 2. Magazines and online together multiply and increase all-important purchase intent metrics. *See pages 16, 17, 28, 29 & 30.***
- 3. Magazines are the primary driver of online purchase, more than any other media. *See pages 10, 11 & 14.***
- 4. Magazines dramatically strengthen enjoyment of the media mix experience; magazine ads are seen as a service, not an interruption. *See page 24.***
- 5. Magazines noticeably add more helpful brand ideas and details to online. *See page 22.***



Top 10 Reasons

- 6.** Magazines and their websites add needed trust to other online communications. *See page 21.*
- 7.** Magazines strengthen online's connection and engagement with the consumer. *See page 20 & 23.*
- 8.** Magazines and online together significantly improve consumer attention and relevance to advertising messages. *See page 19 & 27.*
- 9.** Magazines and online together deliver all age and key upscale income demographics, broadening magazine and web footprints. *Visit PMB.*
- 10.** Magazines and online together deliver against any mass or vertical audience. *Visit PMB & comScore.*

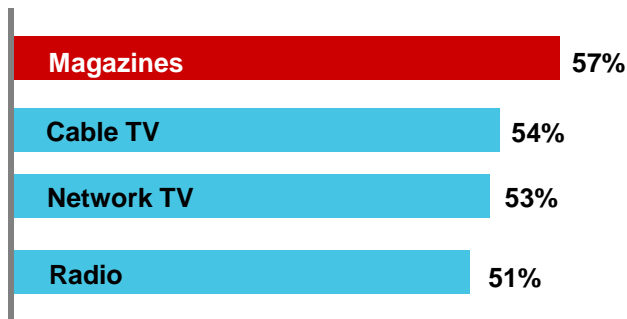
Magazines throw to web and initiate search





Magazines Drive Consumers to the Web

Which media provides you with ideas that influence how to get information about products and services on the internet? Magazines!



Source: Roper Public Affairs, 2005

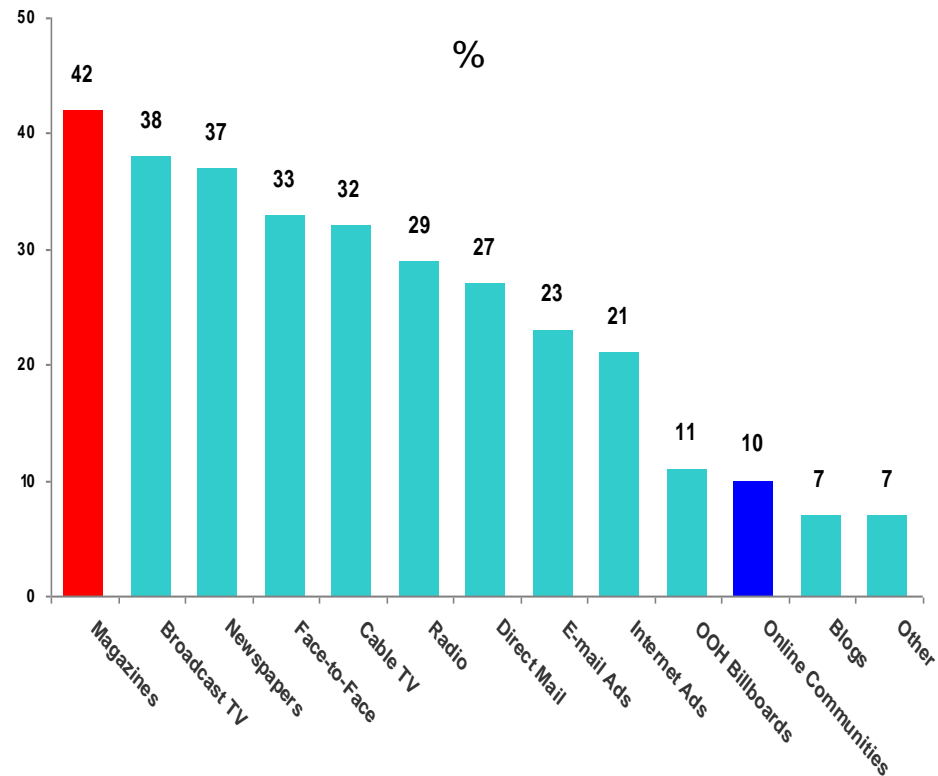
Effectiveness of Media at Driving Consumers to the Web	
Medium	Effectiveness
Magazines	26.0%
Broadcast TV	17.8%
Cable TV	16.4%
Newspapers	13.7%
Radio	11.0%
Out of Home	8.2%
Other	6.8%

Source: ICOM, American Advertising Federation (AAF) 2006, July 2009



Magazines Trigger Online Search

Magazine readers are more likely to start a search online after reading a magazine. Magazines are great sources of info about new products and services providing the catalyst and inspiration to find out more.



Source: BIGresearch, Simultaneous Media Survey (SIMM 13) December 2008, A18+



Magazines Drive Online Search Across All Demos

Across gender and age demos, magazines successfully drive consumers to search online.

“What medium influences you to start a search online?” (% by medium)

Medium	Total	Male	Female	18-24	25-34	35-44	45-54	55-64
Magazines	42	41	43	38	39	44	44	45
TV/Broadcast	38	41	36	31	36	40	41	39
Newspapers	37	38	37	25	29	35	41	47
Cable TV	33	33	32	39	38	33	32	27
Face-to-Face	32	36	28	43	40	34	31	23
Radio	29	33	24	28	31	32	31	24
Direct Mail	27	25	28	21	26	27	28	29
E-mail Advertising	23	22	23	23	25	24	23	20
Internet Advertising	21	24	18	28	24	22	20	16
OOH Billboards	11	12	9	14	14	12	10	7
Online Community	10	10	9	24	16	9	5	3
Blogs	7	8	6	17	10	7	5	3
Other	7	7	7	4	5	7	8	9

Source: BIGresearch In-Market Media Usage Survey among 15,000 adults, ages 18 to 65, Simm13, December 2008



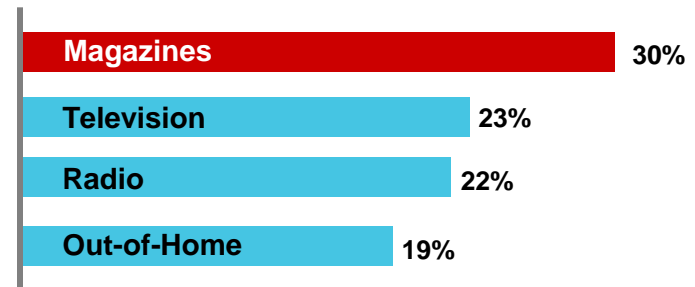
Magazine Ads Lead to Purchase after Search

Readers who saw an ad in a magazine are more likely to purchase after initiating a search.

Magazines provide consumers with ideas about what to purchase.



% who made a purchase after seeing an ad and conducting search



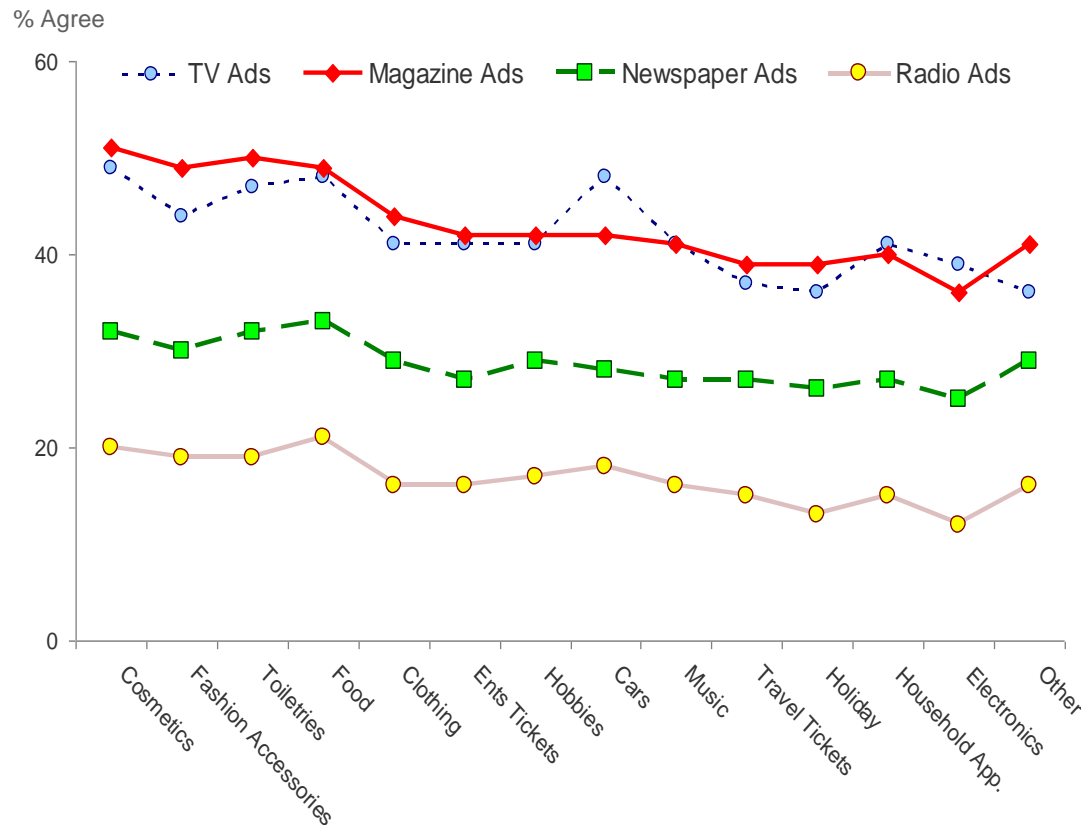
Source: JupiterResearch In-Market Media Usage Survey, 2007



Magazine Ads Drive Purchase by Category

"Did any of the following help you with ideas or information on any of the online purchases you made?"

Base: 16-64 online adults who have gone online in last 12 months to look for info on products considering buying + have made an online purchase.





Magazine Websites Drive Consumers to Company Websites and Retail Stores

Magazine websites outperform other websites in driving consumers to retail stores or advertisers' websites.

Viewed Ads on:	Checked out Company Website	Requested more Information	Gone to Store to Check out Product
Magazine Website	45%	28%	29%
Network TV Website	38%	19%	19%
Cable TV Website	38%	19%	20%
Online Only News & Info	42%	23%	26%
Web Portal Site	37%	23%	17%
User-Generated Content Site	35%	14%	14%

Source: *Eyes on the Internet*, Online Publishers Association, June 2007



Magazine Websites Prompt Action

Magazine websites are more likely than any other media websites to prompt consumer action. Consumers visited websites, searched for more info, clicked on banner ads, talked to friends or went to a store to check out a product. Consumers “act” after viewing magazine ads.

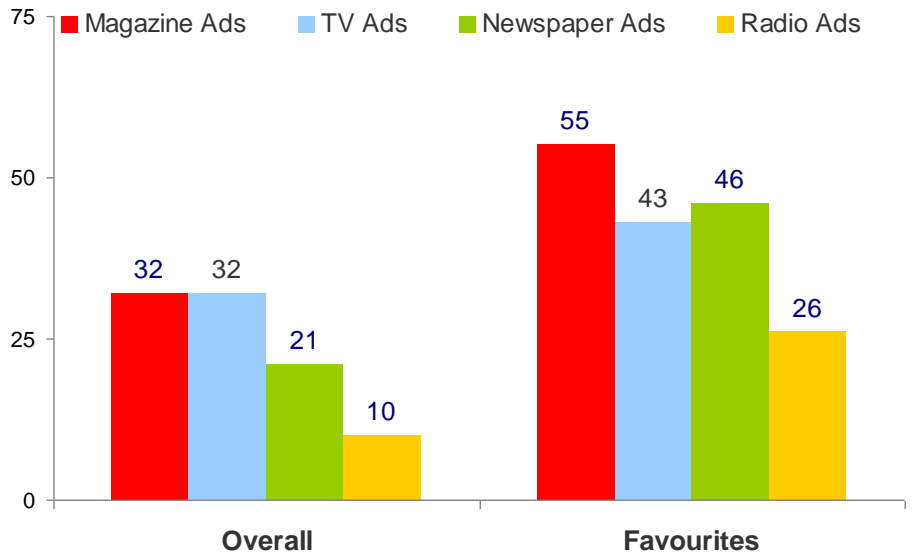
ACTIONS TAKEN AFTER VIEWING ONLINE VIDEO ADS	Went to Company Website	Searched for Info	Clicked on Banner Ad	Talked to Friends or Family	Went to Store to Check Product
Magazine Sites	45%	38%	30%	27%	29%
Online Only News/Info Sites	42%	35%	29%	22%	26%
National Newspaper Sites	40%	37%	25%	23%	22%
National Broadcast TV Sites	38%	31%	25%	22%	19%
Cable TV Sites	38%	30%	25%	22%	20%
Portals	37%	34%	25%	27%	24%
User-generated Sites	35%	24%	20%	18%	14%

Source: Online Publishers Association (OPA), 2007



Engaged Magazine Readers are More Likely to Purchase Online

Consumers with the strongest media engagement are much more likely to purchase online as a result of offline advertising exposure.



Base: 16-64 online adults who have a favourite (Magazine, TV programme, Radio programme, Newspaper) + have gone online in last 12 months to look for info on products considering buying + have made an online purchase



Magazines Prompt Consumer Action

Consumers who saw an ad in a magazine have high action-orientation.

They visit advertisers' websites and stores, make purchases and otherwise take away more favourable opinions about the advertiser.



Actions readers took or plan to take as a result of exposure to specific magazine ads

	%
• Consider purchasing the advertised product or service	21
• Have a more favourable opinion about the advertiser	12
• Gather more information about advertised product or service	12
• Visit the advertisers' website	11
• Visit a store, dealer or other location	9
• Purchase the advertised product or service	8
• Save the ad for future reference	7
• Recommended the product or service to a friend, colleague or family member	5

Took any action (net)

56%

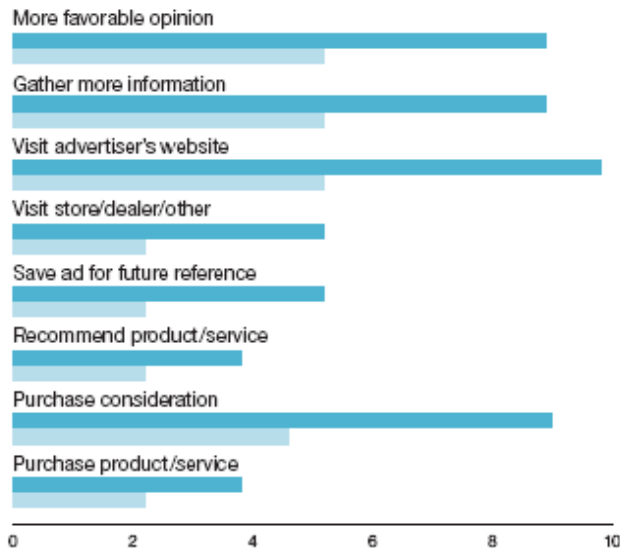
*Based: Actions taken based on respondents recalling specific ads
Source: Affinity Research VISTA Print Tracking Service, 2008*



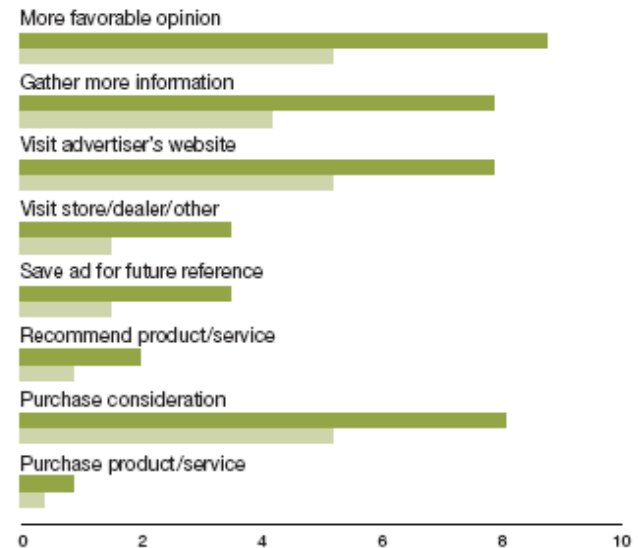
Reader Engagement Drives Effectiveness

Actions readers took as a result of exposure to specific magazines and ads

Automotive



Automotive Ads



■ ■ Agree with engagement statements
■ ■ Disagree with engagement statements

Source: Affinity Research , 2006

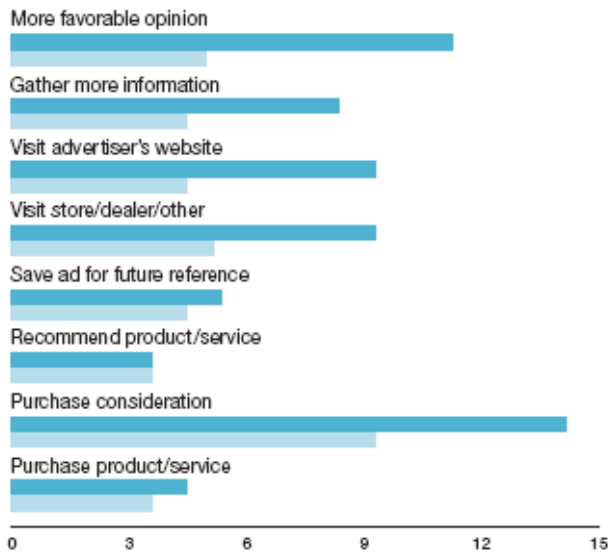
Top/bottom 2 box scores among total respondents
 Source: Affinity, 2006



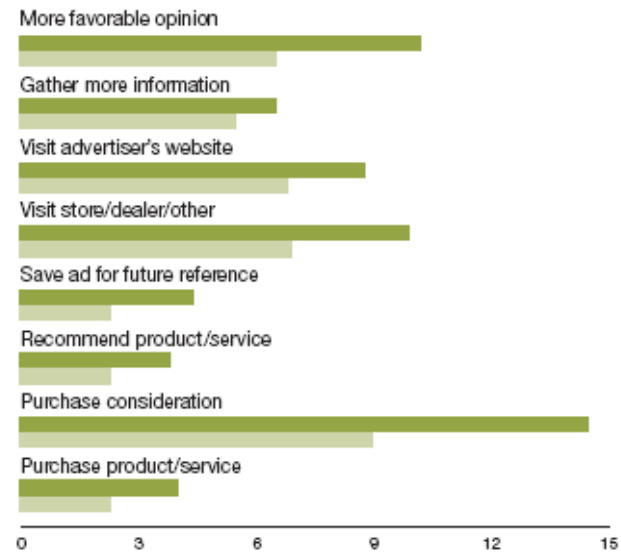
Reader Engagement Drives Effectiveness

Actions readers took as a result of exposure to specific magazines and ads

Fashion



Apparel Ads



Source: Affinity Research , 2006

■ Agree with engagement statements
■ Disagree with engagement statements
 Top/bottom 2 box scores among total respondents
 Source: Affinity, 2006

**Magazines and
Online bring
different strengths
together.**

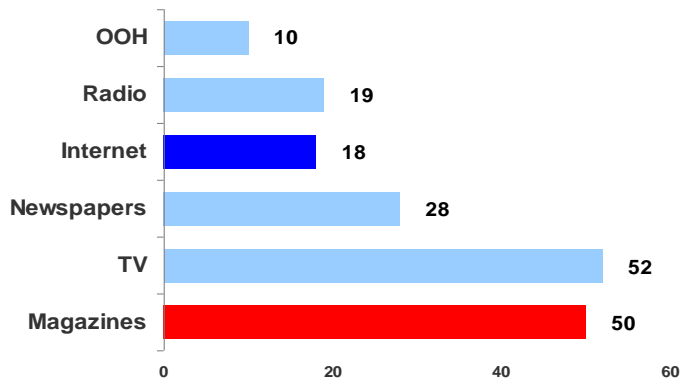




Magazine Ads Boost Communication Attention and Relevance

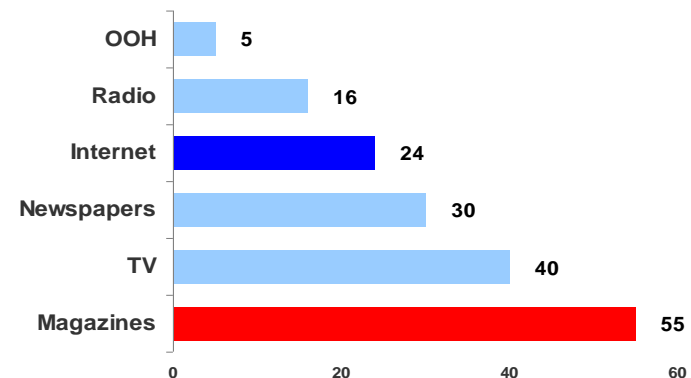
Magazine ads get noticed and paid attention to, in a big way. Perhaps this is because magazine ads are viewed as most relevant to the consumer's interests.

I'm likely to pay attention to an advertisement if it appears in/on (%)



Source: Roper Public Affairs, 2005

The advertising is most relevant to my interests (%)

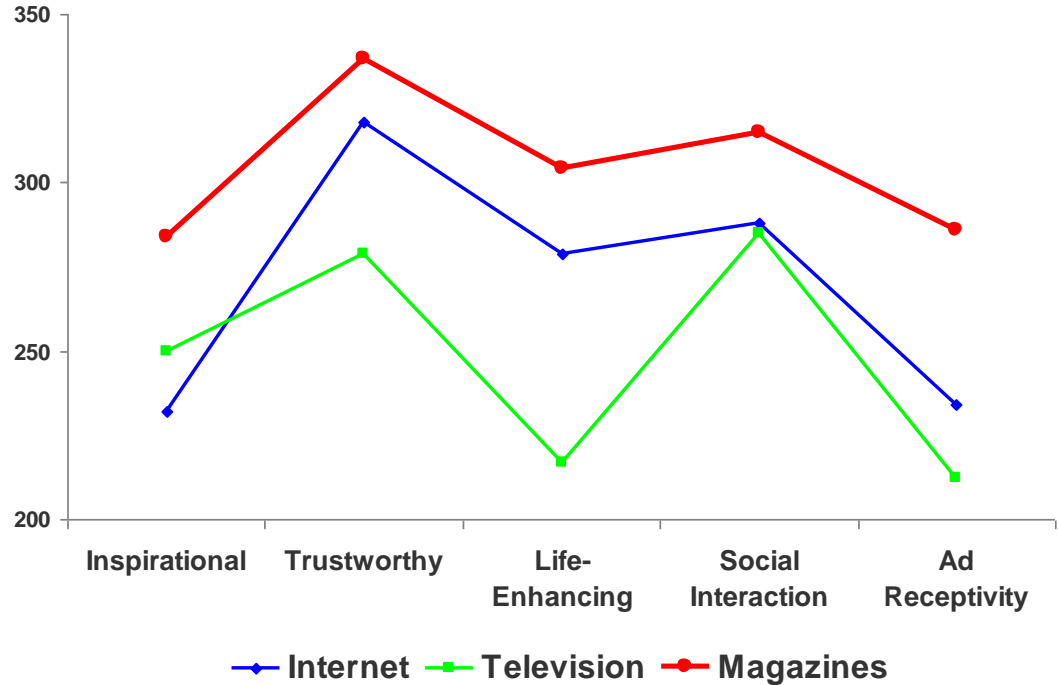


Source: Roper Public Affairs, 2005



Magazines Enhance Consumer Engagement

Magazines and online together create a high level of engagement with the consumer, surrounding the target audience with a compelling message. Consumers and their favourite magazines become inseparably linked.



Source: Simmons Multi-Media Engagement Study, Q1 Wave Release February 2007



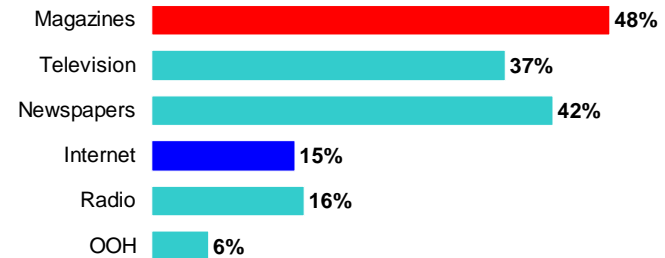
Magazines Improve Trust

In a world where trust is becoming an endangered concept, it's good to know that readers trust magazine advertising more than television, online, newspapers radio and out-of-home.

A similar pattern is also true for millennials (consumers born between 1977 & 1996).

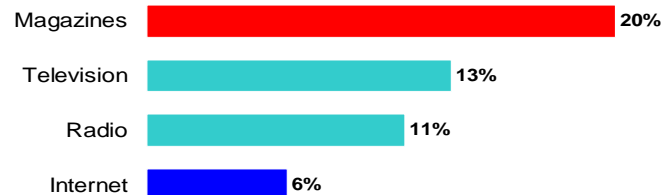


I trust and believe the advertising in/on (medium)



Source: Starch Research, 2009

Percent of millennials* who trust advertising in:



Source: MORI Research, 2006

* Consumers born between 1977 and 1996

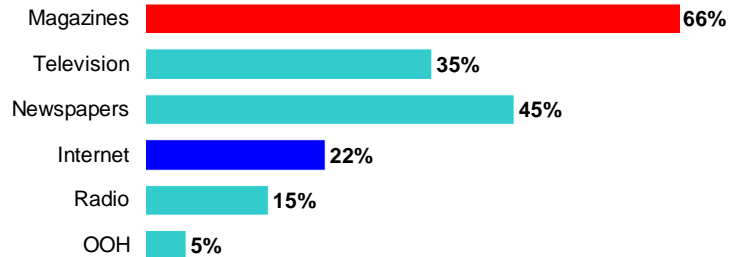
Source: Starch Research, 2009; MORI Research, 2006



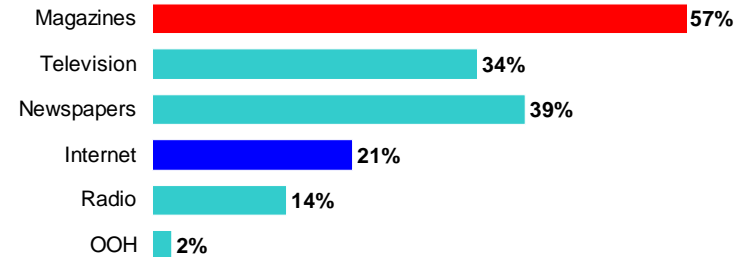
Magazine Ads Offer More Helpful Ideas & Detail

Magazine advertising generally provides consumers with helpful ideas and detailed information about what's new and what to buy. It's no wonder that magazine ads excel at creating brand favourability and purchase intent.

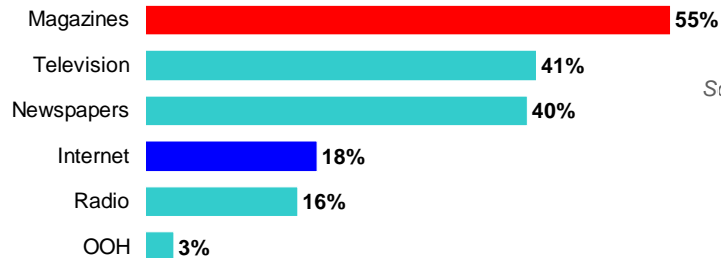
Ads in/on (medium) provide ideas



Ads in/on (medium) contain important details



Ads in/on (medium) are generally helpful

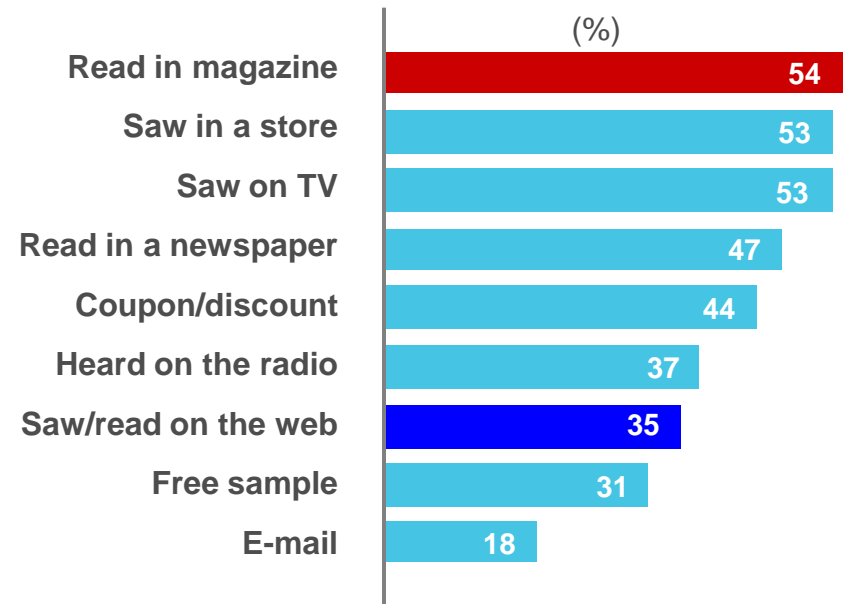


Source: Starch Research, 2009



Magazines Ensure Greater Word-of-Mouth

Magazines are a leading contributor to word-of-mouth product recommendation, complementing online and other media in creating a viral surround.



Source: Roper Reports: What Prompts Consumer Word of Mouth, 2005



Magazine Ads Strengthen Enjoyment of the Media Experience

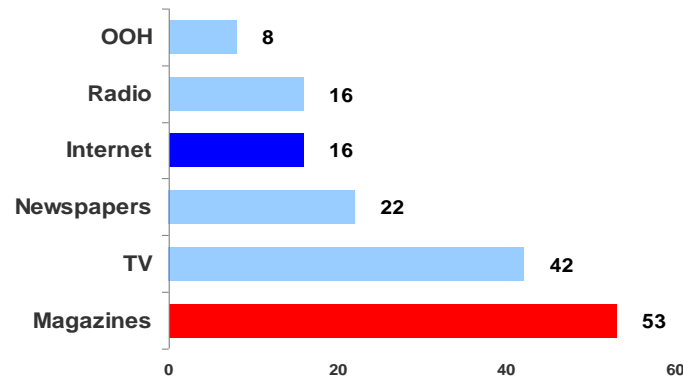
Magazine ads are viewed as a useful service, not an interruption or an annoyance. Furthermore, they add to the magazine reading experience in a positive way, three times that of online ads.

Magazine ads provide advertisers with much higher assurance that the ads are viewed in a more positive light.

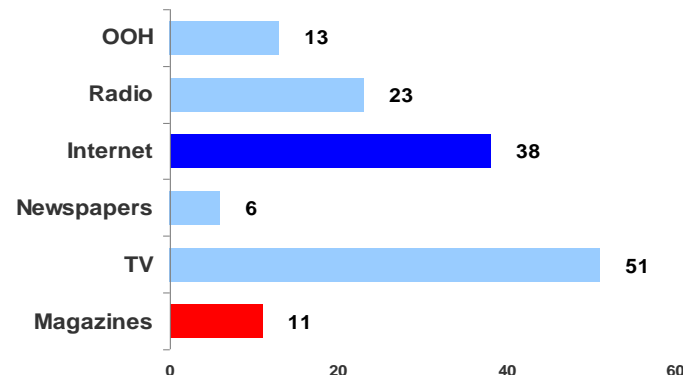


Source: Starch Research, 2009

I generally enjoy the advertising in/on (medium) (%)



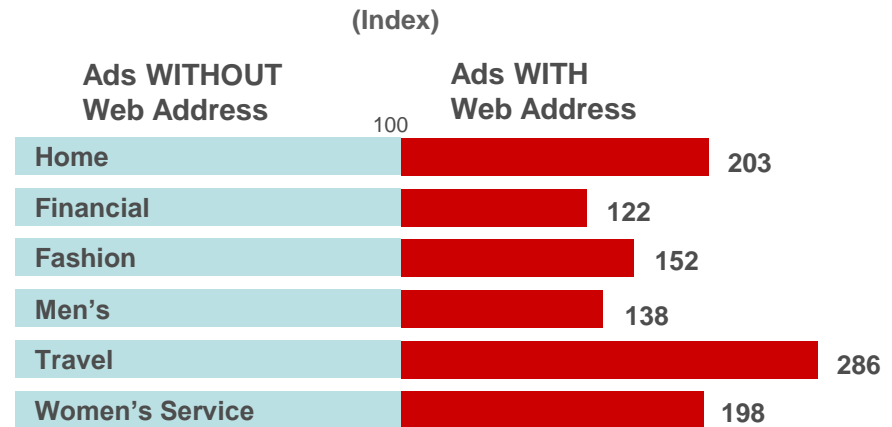
I find advertising in/on (medium) most annoying (%)





URLs in Magazine Ads Increase Website Visits

Magazine ads with advertiser URLs significantly outperform magazine ads that do not contain a URL in driving consumers to advertisers' websites.



Action index: Visit Advertisers Website
 Base: Actions taken based on respondents recalling specific ads

Percent Visiting Brand Website			
	Pre-Control	Post-Control	Point Difference
No URL included	5%	7%	2
URL included	13%	19%	6

Source: MarketingEvolution/MPA, July 2009



**Magazines and
Online in a mix
drive success.**





Magazines + Online

Improve the Communication Experience

- **Improved reach** – Achieve broader coverage of your audience
- **Improved attentiveness** – Each medium peaks interest in the other
- **Improved involvement** – A richer experience across two media
- **Improved learning** – Hammer home strategic messages
- **Improved recall of message** – Print spells it out in black and white
- **Improved credibility** – Print increases credibility
- **Improved action** – Intensified internalization of why/how to act, especially ‘intent to purchase’



+

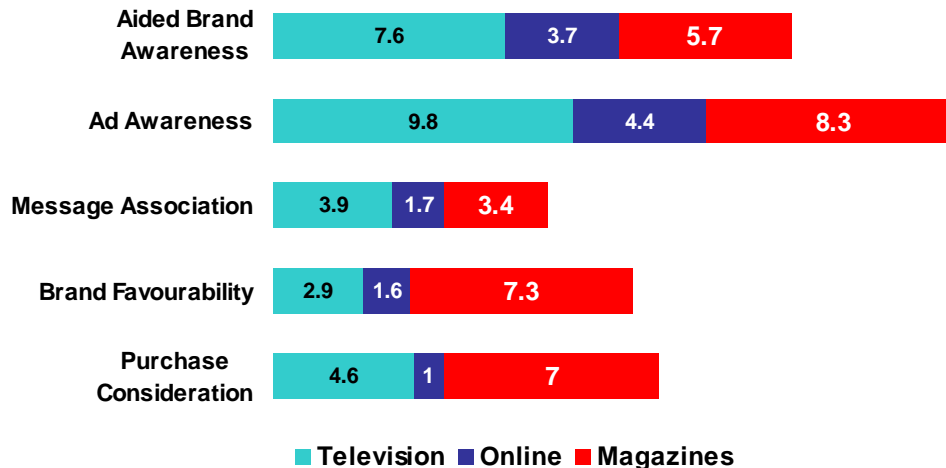




Magazines Increase Brand Favourability and Purchase Intent

More than online or TV, magazines powerfully drive the two metrics most sought after by advertisers and the hardest to impact: brand favourability and purchase consideration.

Aggregate of 32 Cross-Media Accountability Studies



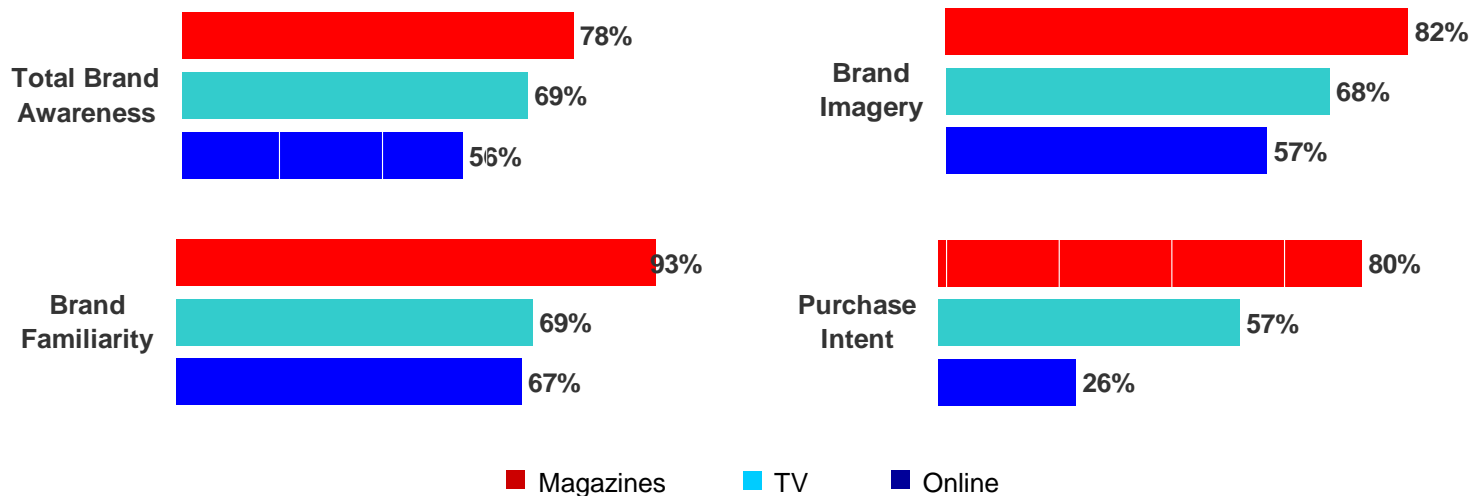
Source: Dynamic Logic/Millward Brown CrossMedia Research Studies, 2007



Magazine Ads Boost Purchase Intent

20 third-party research studies prove the persuasion power of Magazines. Magazines on the plan ensures the highest level of purchase intent for advertised brands.

Percent of 20 studies in which purchase funnel metrics were positively influenced by each medium



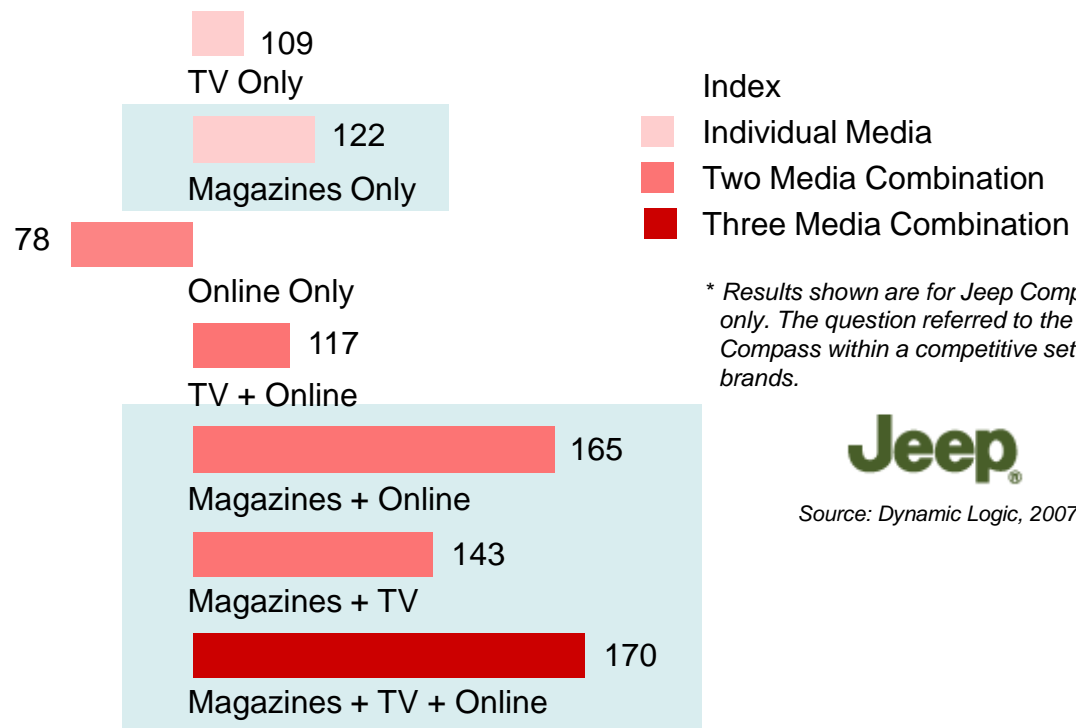
Source: Marketing Evolution, 2006. Note: Not all studies included each purchase funnel metric for every medium.



Magazines + Online Help Optimize Purchase Intent

Purchase Consideration

Based on the question: The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



* Results shown are for Jeep Compass only. The question referred to the Jeep Compass within a competitive set of brands.



Source: Dynamic Logic, 2007



**Magazine
fundamentals are
strong despite
Online growth.**





Magazine Readers are More Likely to be Internet Users

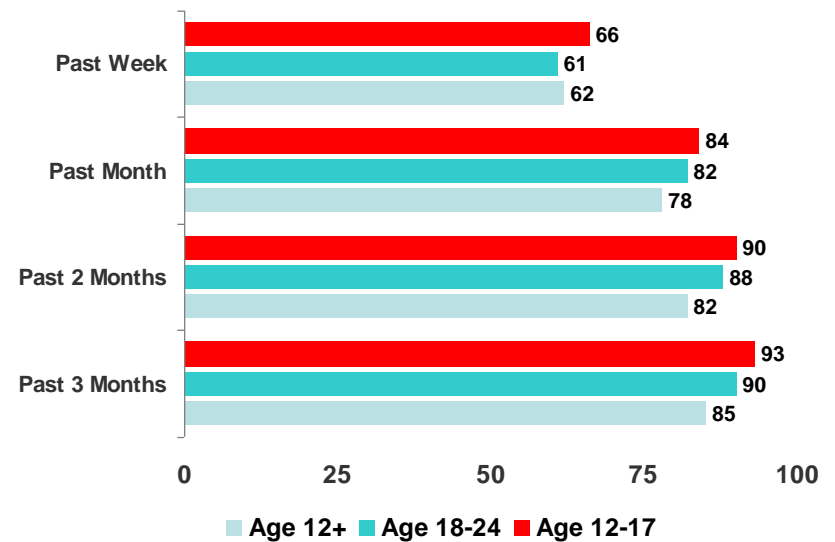
	Heavy Internet Users	Medium	Light Internet Users
Heavy Magazine Readers	123	115	81
Light Magazine Readers	68	69	138

Source: PMB



Savvy Online Users Read Magazines

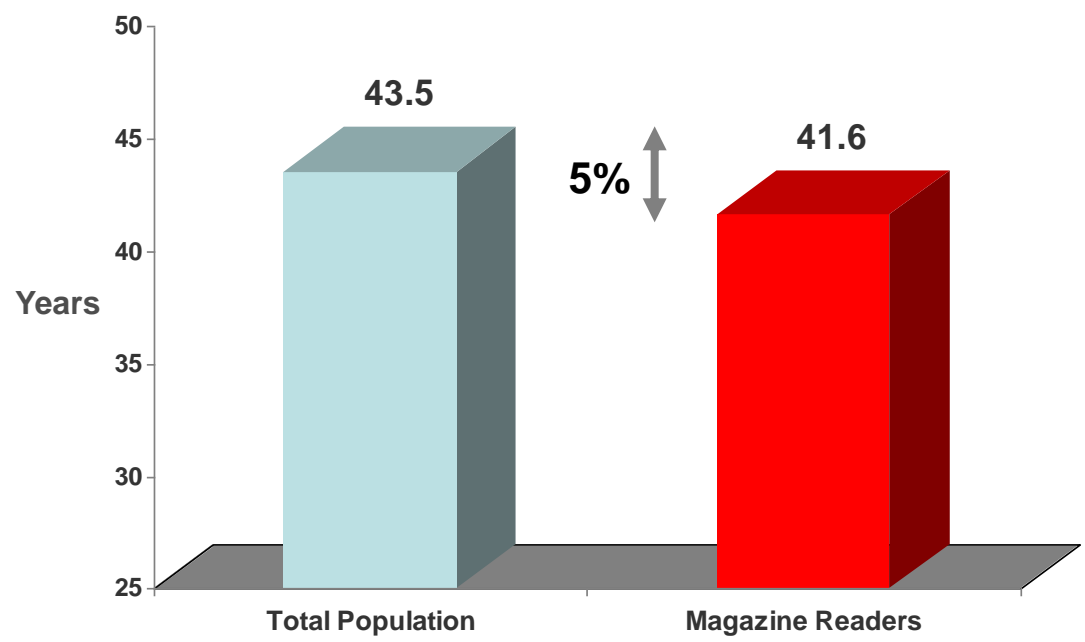
The 12-17 and 18-24 age demos most associated with the use of digital media are among the demographics most highly reached by magazines.



Source: PMB



Magazine Readers are Younger than the General Population

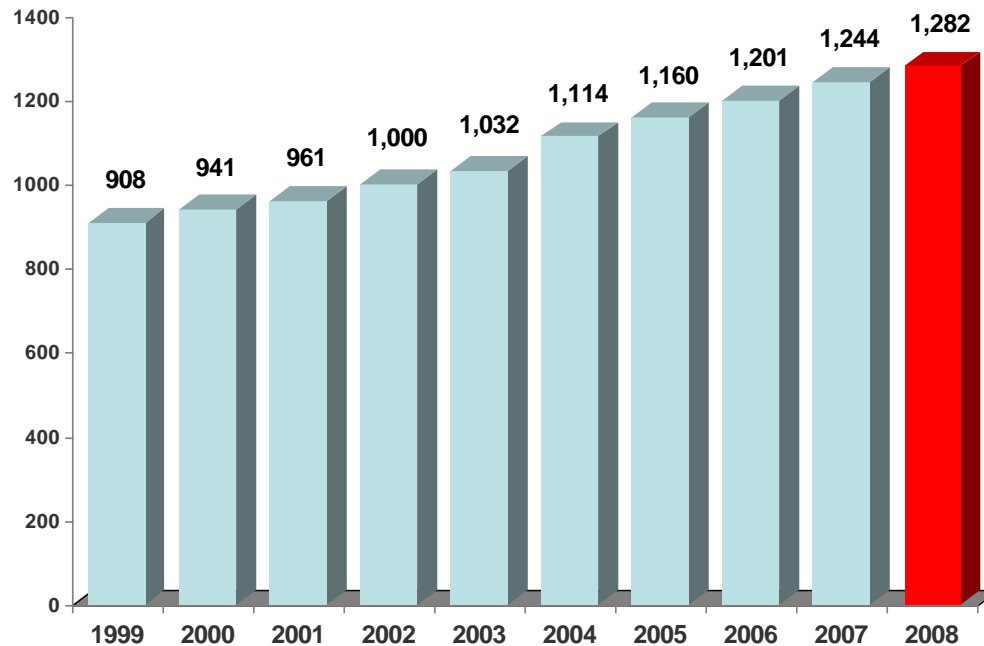


Source: PMB



Number of Consumer Choices Increasing

Number of Canadian Consumer Magazine Titles

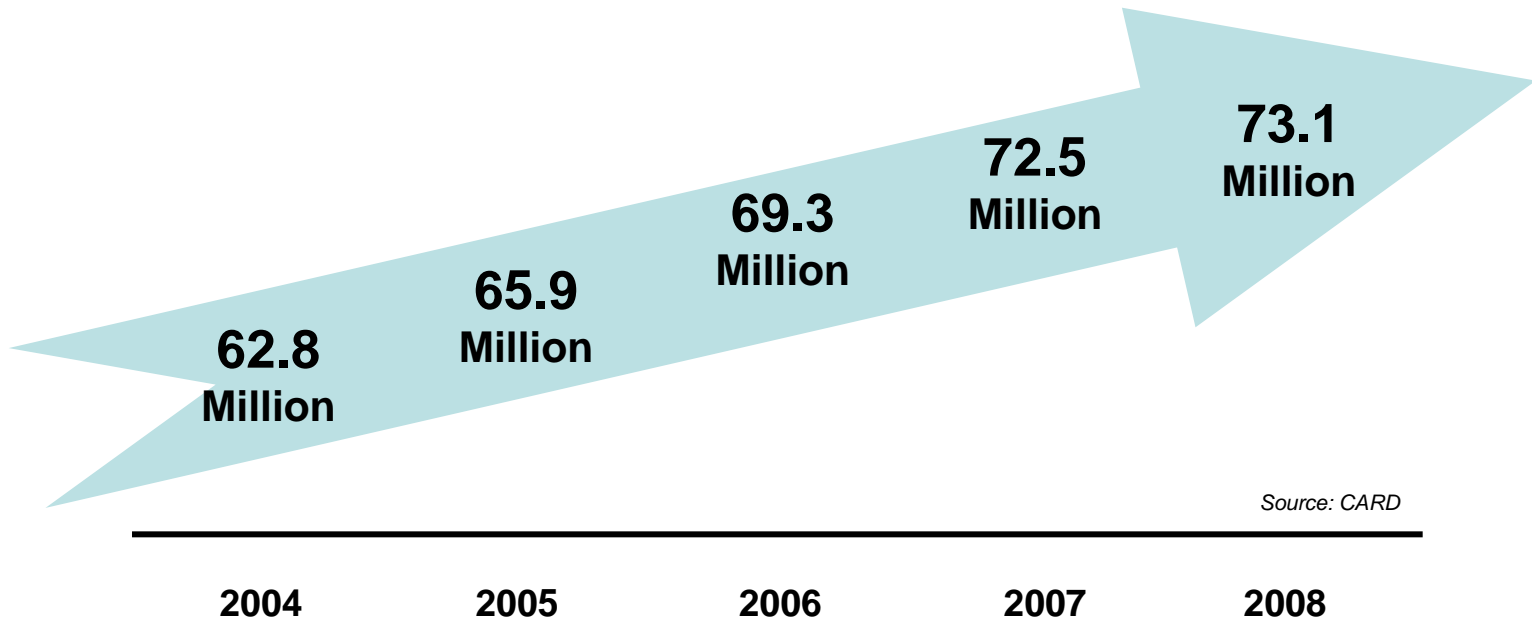


Source: Statistics Canada; Masthead Magazine



Canadian Average Issue Circulation Continues to Increase

Consumer Title Circulation



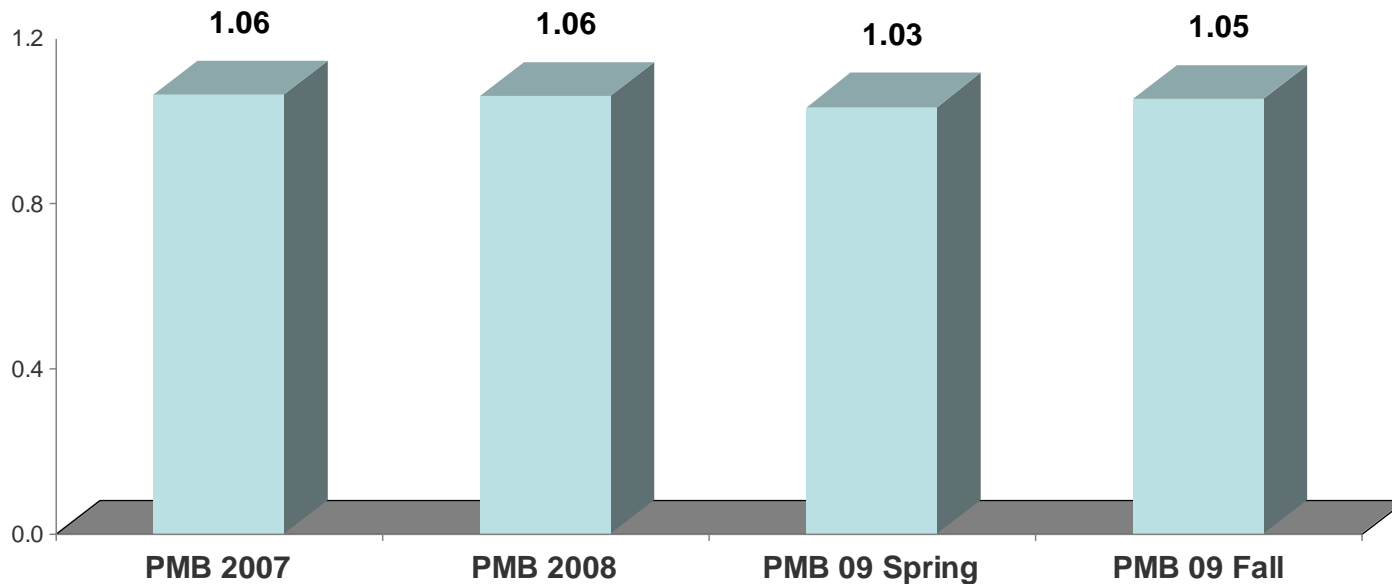
Source: CARD



Readership is Stable

Readership of PMB-Measured Magazines is Stable Despite the Launch of 200+ New Unmeasured Titles

(Average # Readers per Title: Millions of Readers)



Source: PMB



Time Spent Reading Magazines Remains Stable as Online Grows

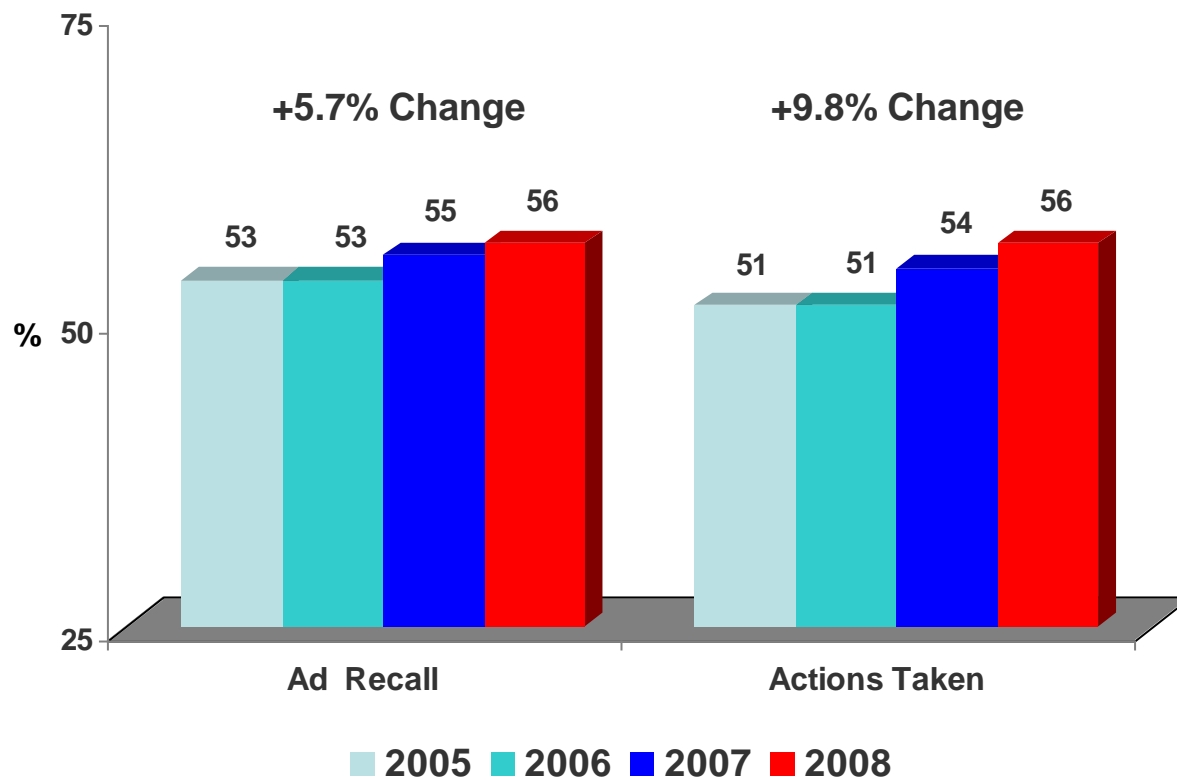
Qualitative readership scores remain stable despite the growth of online. Time spent reading remains stable as does “average degree of interest” scores across all measured magazines.

Qualitative Readership Scores	PMB 2005	PMB 2007	PMB 2009 Fall
Time Spent Reading (minutes/issue)	40.4	40.9	41.3
Avg. Degree of Interest (10 point scale)	6.7	6.7	6.8

Source: PMB



Advertising Effectiveness is Building

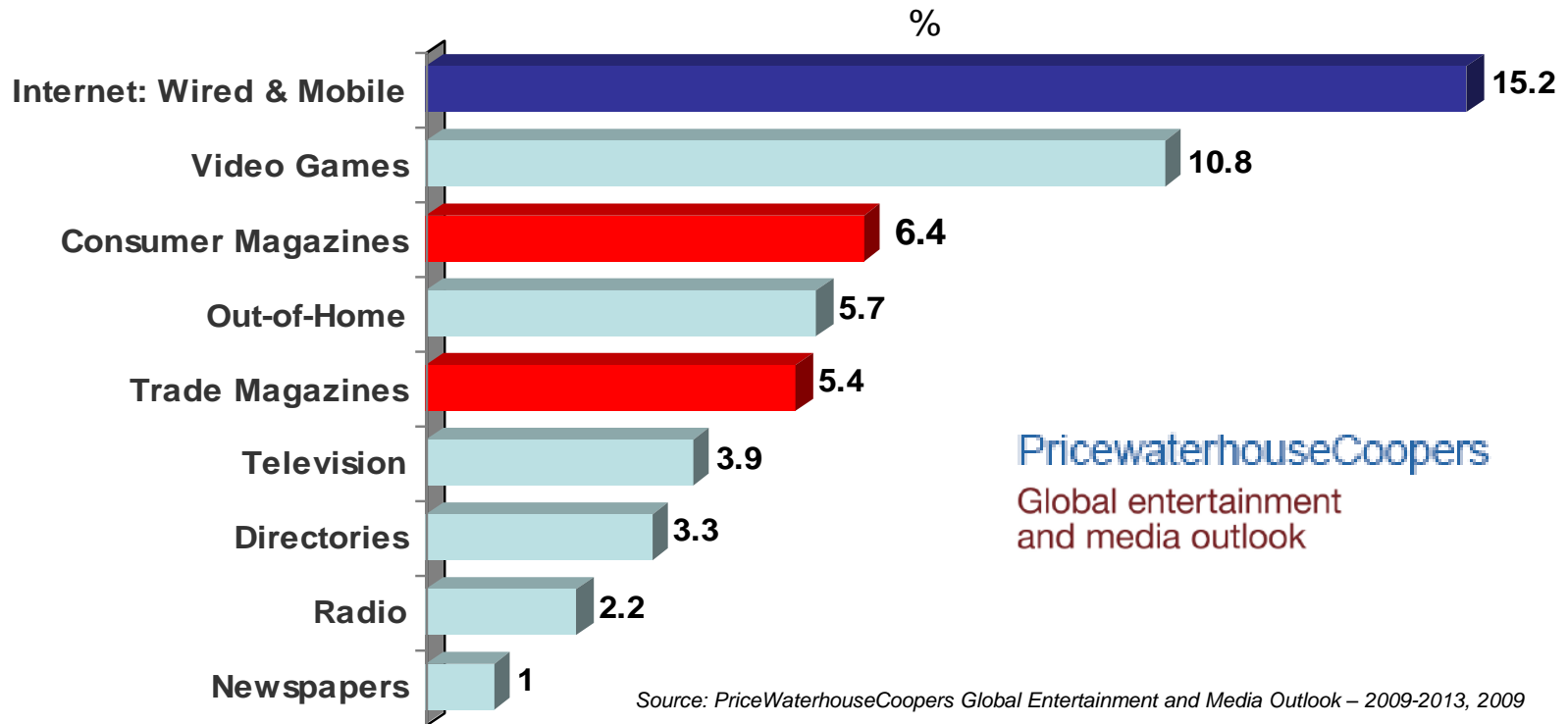


Source: Affinity Vista Print Effectiveness Rating Service, 2005-2008



Magazines & Online Seen as Growth Leaders in 2011 & Beyond

Canada Advertising: By Segment
2011-2013 Compound Annual Growth Rate





**Magazines
embrace digital
opportunities.**





Magazines are Evolving

Magazine “brands” are moving into the digital space and providing readers with access points that fit their needs:

- Magazine titles have robust websites or portals
- Portable eReaders, e.g. Kindle, are poised to expand
- Mobile access, e.g. Smartphones, is expanding
- Content already moving to TV, radio, books, DVDs, etc.

Magazines offer 360° marketing opportunities, creating greater reader convenience, loyalty and community.

Printed magazines remain the consumer’s platform of choice.





Got Questions? Contact Us!

Information is just an email or phone call away.

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We're here to help.



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