

What's in the Mix

**Magazines
Canada**

Multiplier Effect

Two media are better than one

Communication Effect and Targeting Effect

360° Marketing!



Multiply Sales

Multiplier Effect Benefits

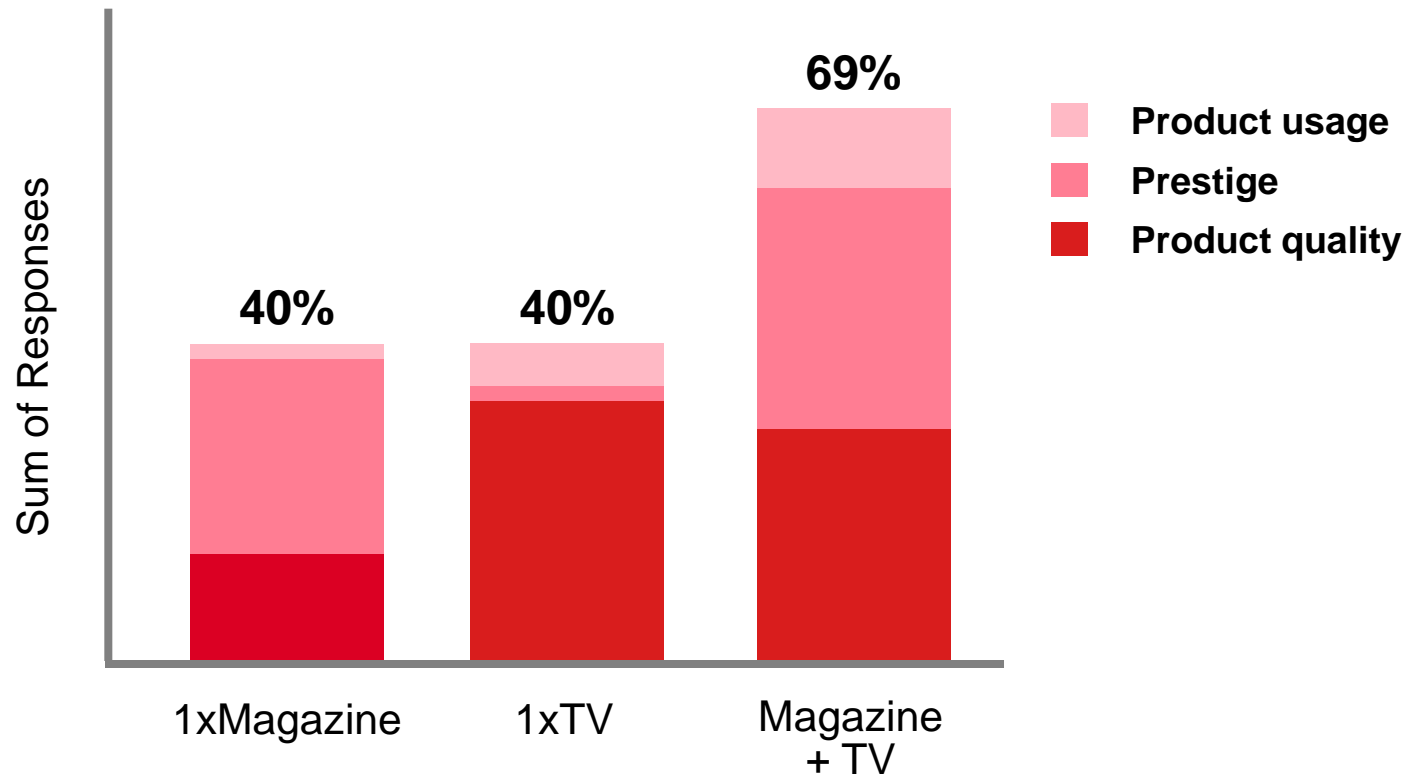
Improved Communication Experience

- **Improved attentiveness** – Each medium peaks interest in the other
- **Improved involvement** – A richer experience across two media
- **Improved learning** – Ability to read and reread adds vs. TV
- **Improved recall** of message – Print spells it out in black and white
- **Improved credibility** – Print adds credibility to more emotionally based TV spots
- **Improved action** – Intensified internalization of why/how to act, especially ‘intent to purchase’



The Multiplier Effect Enhances Brand Engagement

Spontaneous Message Recall Acquavit Bottled Water



Multiplier Effect Benefits

Improved Targeting Effect

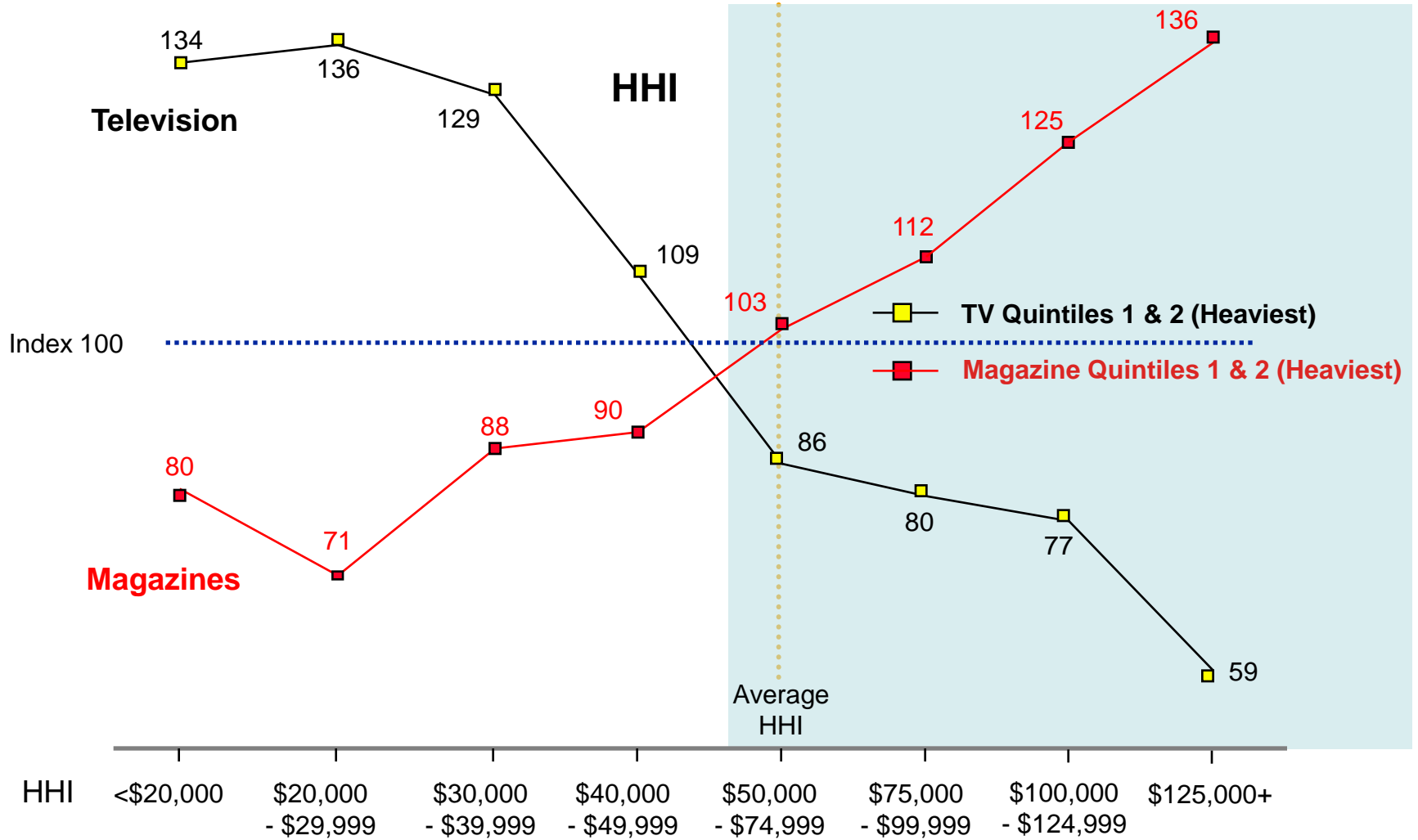
- **Improved reach** – Reach light/non users of other media, i.e. TV
- **Improved audience quality** – Upscale; opinion leaders
- **Improved targeting** – Go beyond demos to passions and needs



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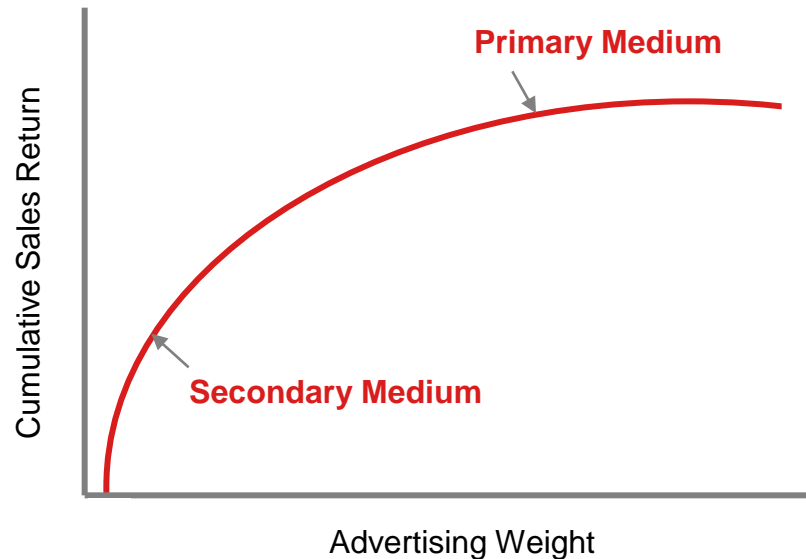
Television
Newspapers
Radio
OOH
Internet

Magazines Deliver Desirable Consumers



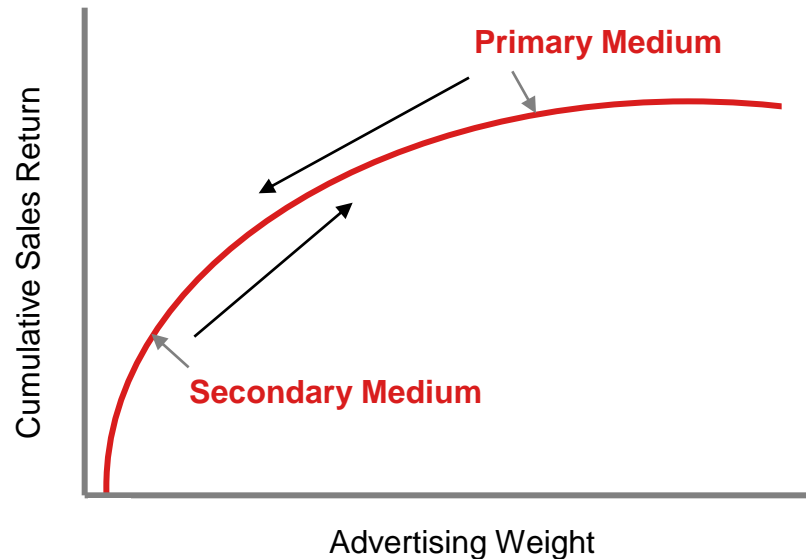
Diminishing Returns & Return on Investment

Diminishing Sales Return Curve



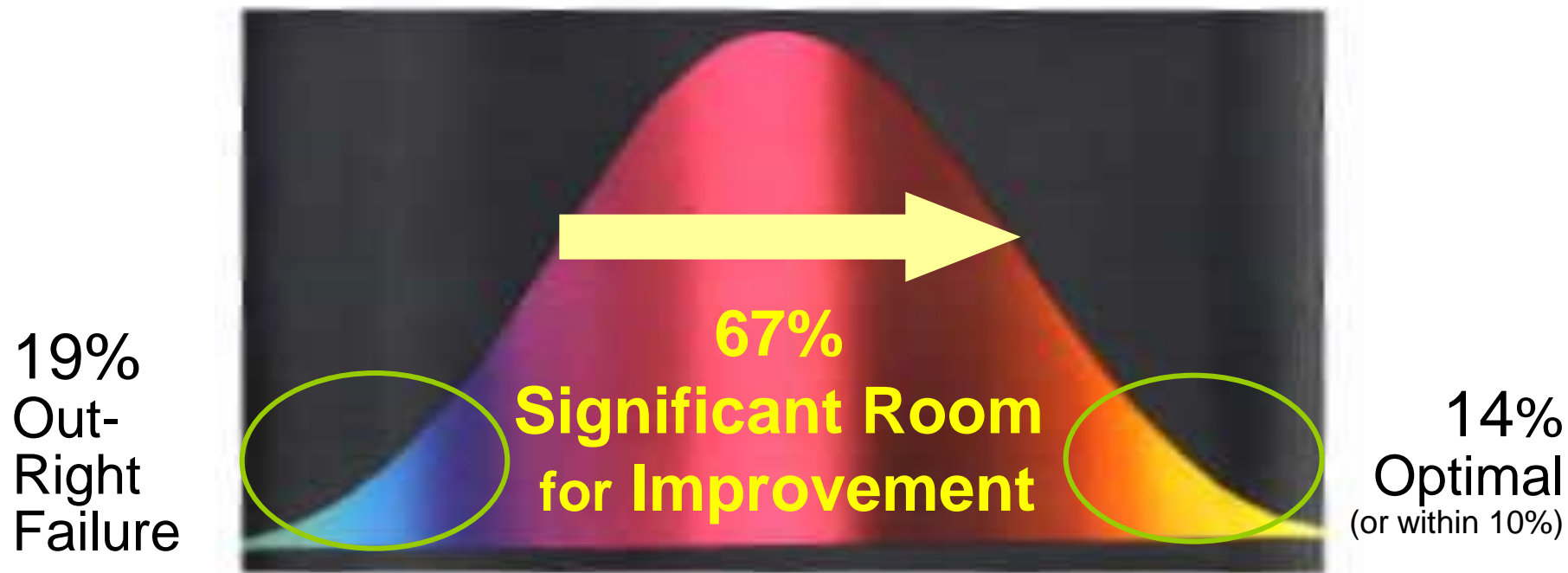
Diminishing Returns & Return on Investment

Diminishing Sales Return Curve



The Mediocre Middle

Many Plans do not Optimize Media Response



Magazines were Recommended more often to Optimize Media Performance

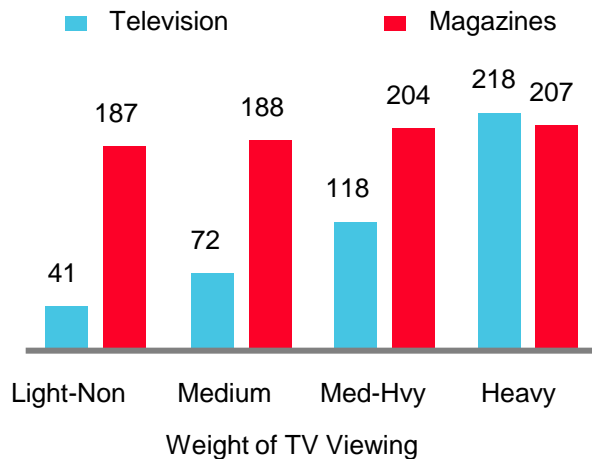
Magazines = Added Performance



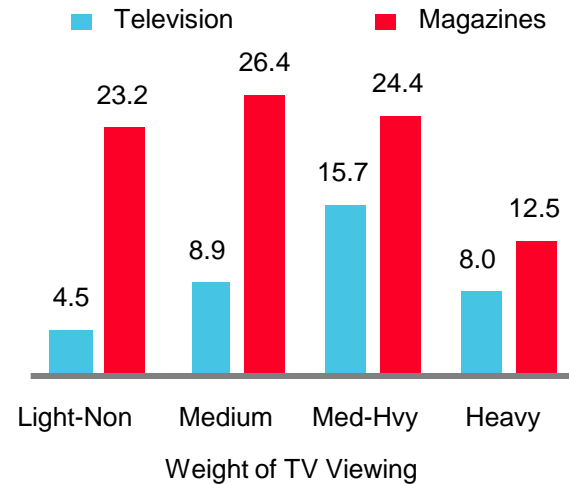
- Share of spending for television increased 19% of the time
- Share of spending for online increased 44% of the time
- Share of spending for magazines increased 69% of the time

The Addition of Magazines Helps To Improve Distribution of Ad Exposures

**The Final 25% of Budget: Use TV or Magazines
Gross Ratings Added**



**The Final 25% of Budget: Use TV or Magazines
4+ Coverage (Reach) Added**



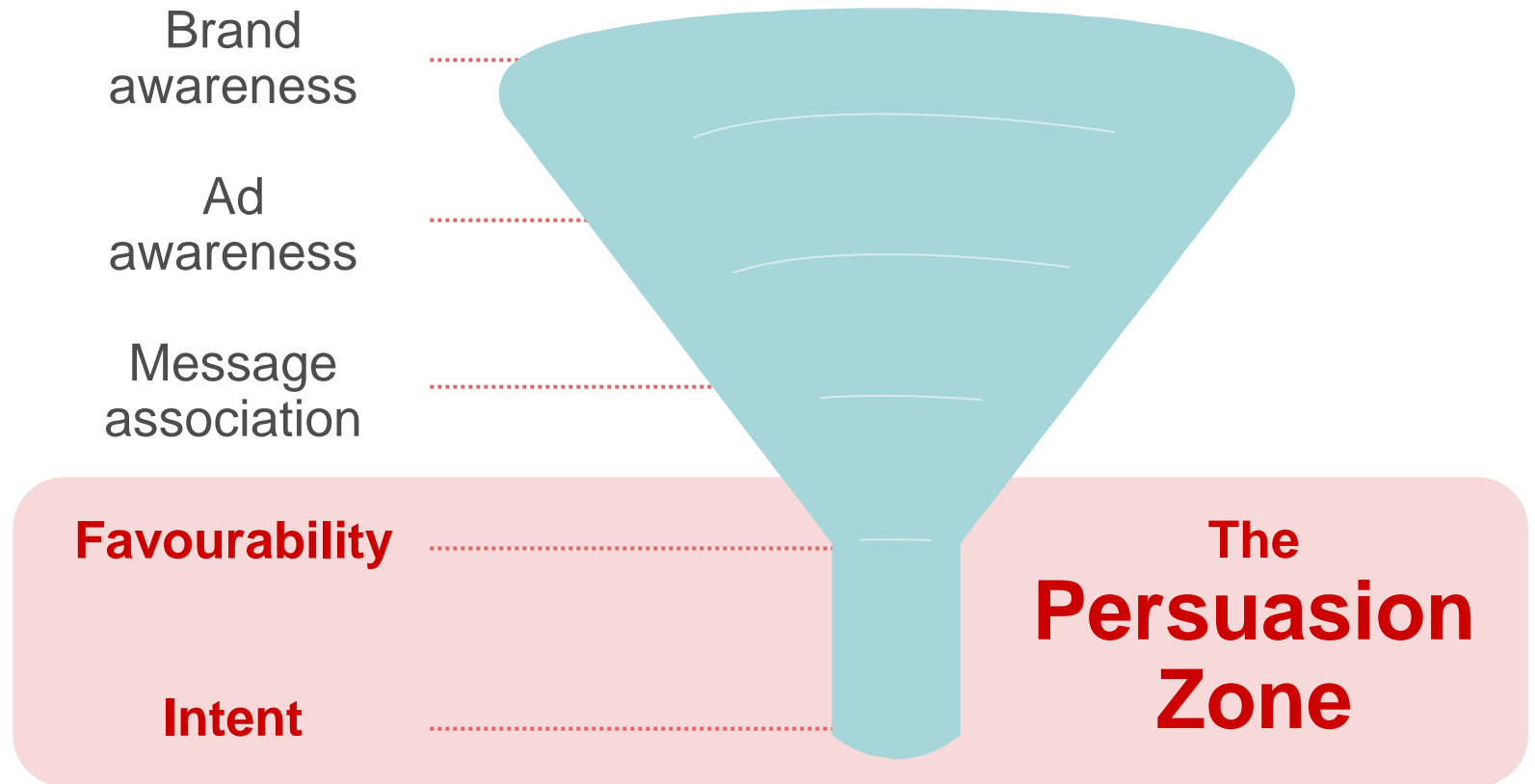
Improved Delivery

Final 25% of Budget

- More reach
- 76% increase in total ratings
- 4.5X increase in ratings vs. light TV viewers
- Increase in coverage of purchase cycles
- No additional cost

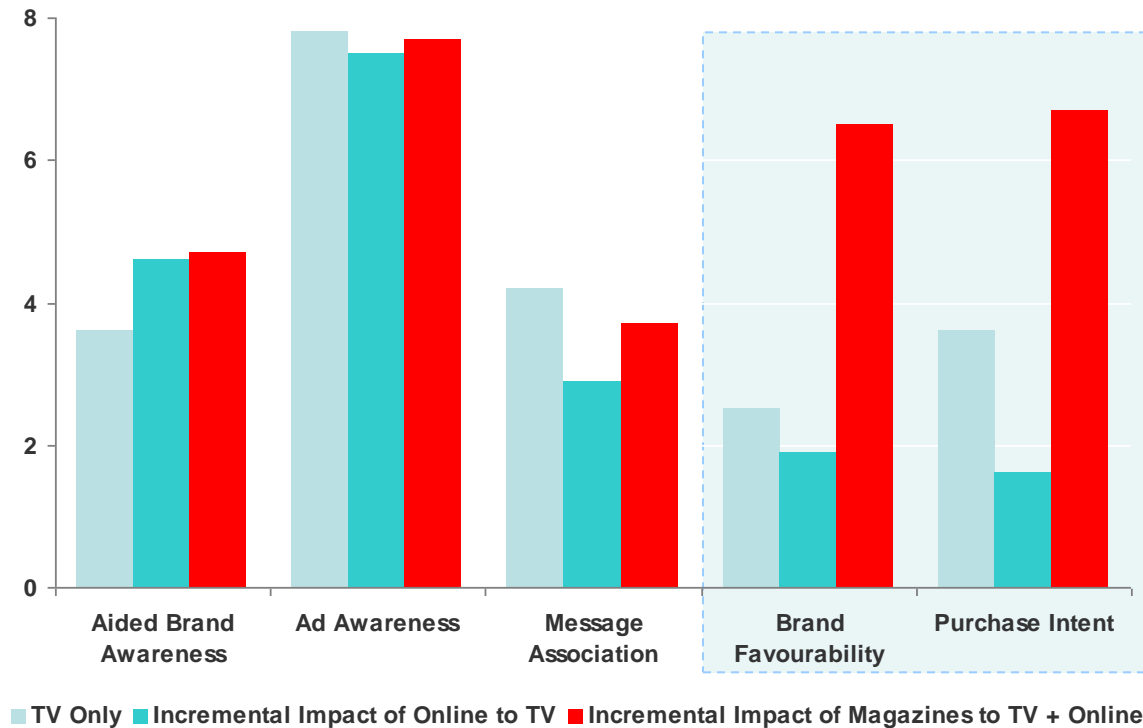
Add Magazines for
more media bang, same media buck

The Purchase Funnel



The Addition of Magazines Drives Brand Favourability & Purchase Intent

Aggregate of 39 Cross-Media Accountability Studies
Average % Increase vs. Unexposed Control

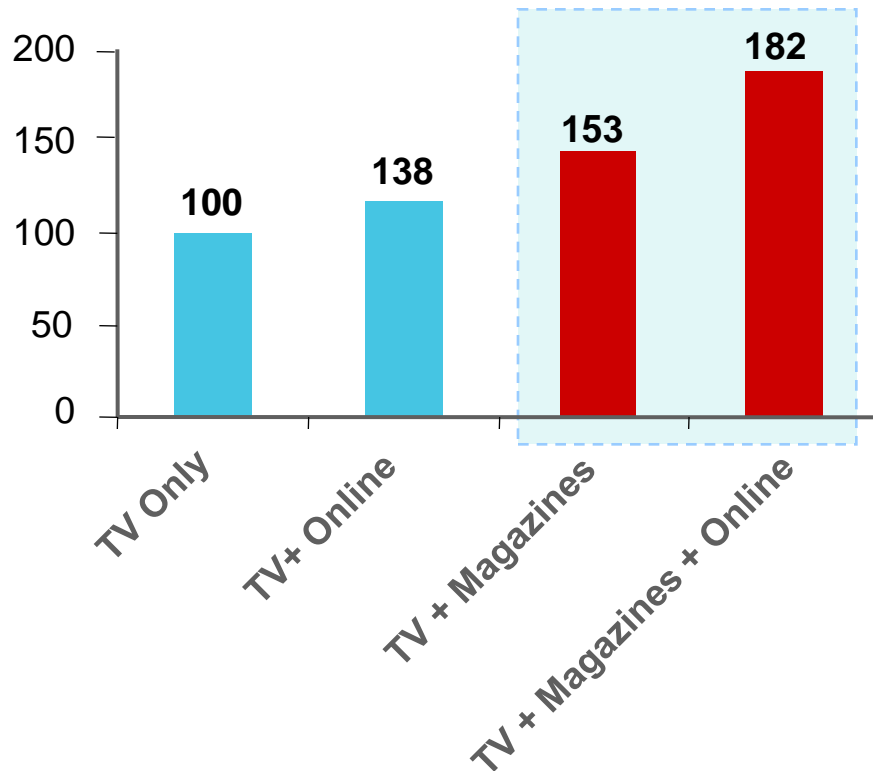


Magazines Help Optimize Media Mix ROI

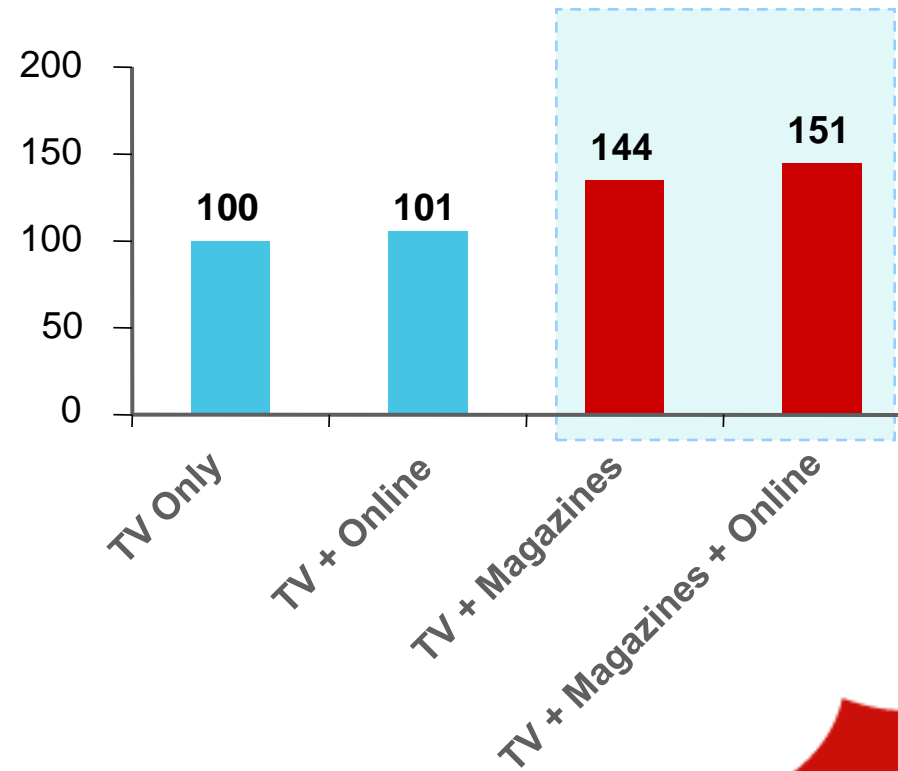
Aggregate of 20 Cross-Media Accountability Studies

Pre/Post Point Change

Total Brand Awareness



Purchase Intent

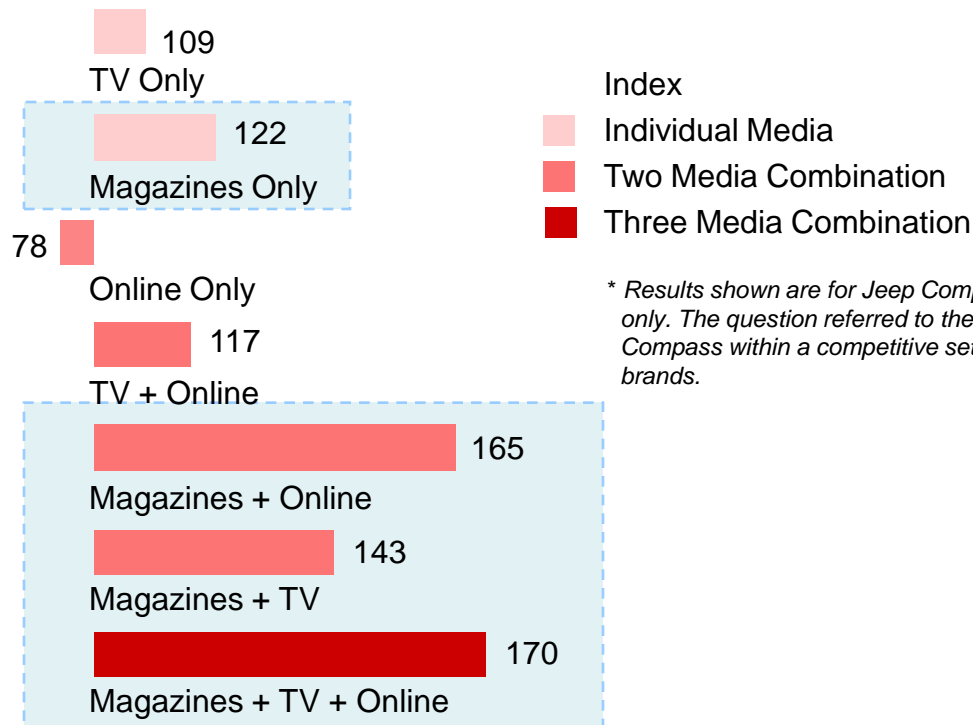


Magazines Help Optimize Purchase Intent

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.

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