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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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The Media Matchmaker

Magazines Get Closer

No matter how engaging a brand's offer, forming a relationship with consumers in their fast-paced lives is more difficult than ever. The result has been a search for those media in which consumers are welcoming of and receptive to relevant brand propositions. Ambush and interruption is no longer seen as the answer.

All media have their own distinct roles in the eyes of consumers. Some are broad in nature (out there for everyone) while others are more personal and intimate. Either way, magazines stand apart as the medium people turn to when they need personalized information and ideas and time to indulge themselves in their favourite interests.

A recent study conducted in the summer of 2007 sheds light on how consumers view magazines versus other media on several dimensions. 1,500 respondents, aged 14 to 69, were polled using a single source database.

Results indicate that people turn to magazines more than any other medium to get close to what interests them:

A very good description of...	Magazines	TV	Newspapers	Internet	Radio
Keeps me up to date with latest styles & trends	64%	33%	25%	24%	5%
Inspires me with ideas	54%	29%	20%	37%	7%
Good for window shopping	52%	19%	30%	51%	2%
Something I reward myself with & enjoy	50%	23%	13%	30%	6%
Something I really look forward to & enjoy	34%	33%	23%	26%	9%
The information is tailored to my interests	44%	18%	24%	45%	9%
It's more for everyone	19%	63%	32%	34%	25%

The study confirms, yet again, that consumers don't avoid ads in magazines the way they do in other media. They embrace the advertising; they find it appealing, attractive, useful and relevant.

Attitude	Magazines	TV	Newspapers	Internet	Radio
Advertising is usually appealing & attractive	58%	36%	15%	10%	6%
Ads contain useful product information	50%	32%	41%	22%	10%
Ads helpful in deciding what to buy	46%	33%	37%	18%	8%
The ads here are more relevant to me	44%	24%	30%	14%	9%
I like this medium to carry advertising	41%	23%	36%	10%	11%
I avoid the ads if I can	19%	67%	23%	30%	32%
The ads annoy me	14%	76%	14%	25%	37%

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If the proposition is to engage consumers with a brand message, build awareness and a lasting relationship while ultimately providing a pathway to sales, magazines are key to achieving these objectives. Make the connection with magazines.

For more information about how magazine advertising works, visit www.magazinescanada.ca.

Source: Media Matchmaker: It's about Relationships, MPA, 2008

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