

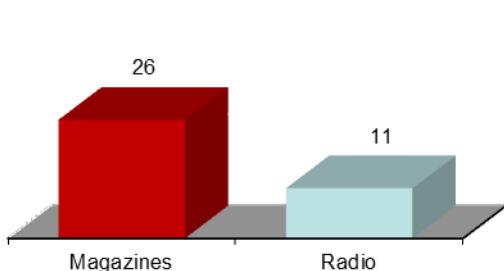
Magazines and Radio

Magazine Ads Drive to Web, Online Search and Create Recall

Magazines Drive to Websites and Search

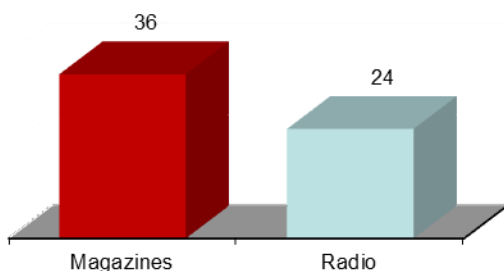
Magazines drive consumers to advertiser websites where they can learn more or purchase the advertised product/service. Magazines are also great at initiating a search. Readers shop magazines to learn what's new and what may be of interest to them; they are often inspired to learn more through search before purchasing a product.

I have gone to a website after seeing an advertisement in/on (medium) (%)



Source: ICOM, American Advertising Federation

Media that trigger online search (%)

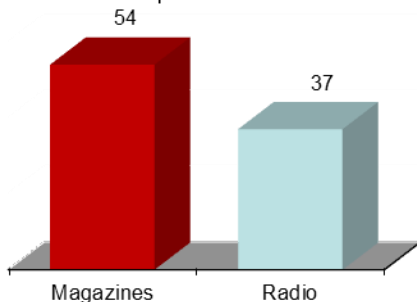


Source: BIGresearch, Simultaneous Media Survey (SIMM 17)

Magazine Ads Encourage Word-of-Mouth Recommendation and Aid Ad Recall

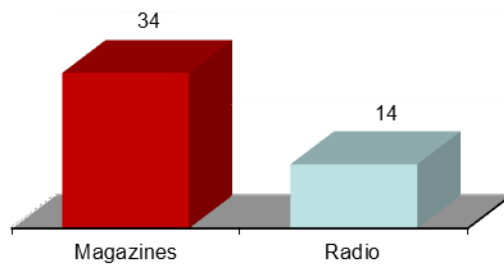
Consumer trust in magazine content and advertising leads to word-of-mouth product recommendation. Readers follow advice that's given, try new things and buy products and services as a result. Studies also show that magazines are particularly adept at creating advertising recall – magazine readers can more successfully name the advertiser of the last advertisement they've seen. In today's cluttered and often cynical advertising landscape, it's good to know that magazine advertising can give you a lift in ad recall and word-of-mouth recommendations.

% agree that (medium) is a leading contributor to word-of-mouth product recommendation



Source: Roper Reports: What Prompts Consumer Word of Mouth

% correctly named last advertisement seen



Source: Magazine Dimensions