

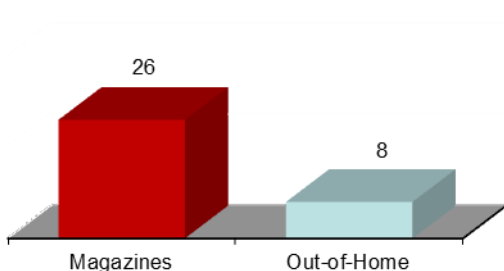
Magazines and Out-of-Home

Magazine Ads Drive to Web, Online Search and Purchase

Magazines Drive to Websites and Search

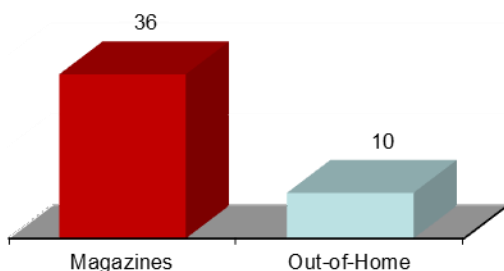
Magazines drive consumers to advertiser websites where they can learn more or purchase the advertised product/service. Magazines are also great at initiating a search. Readers shop magazines to learn what's new and what may be of interest to them; they are often inspired to learn more through search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

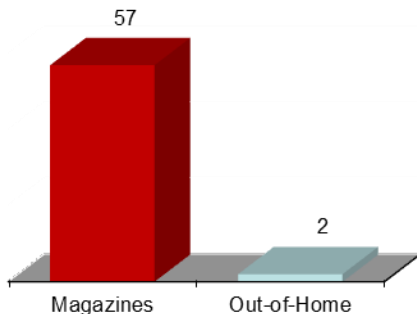


Source: BIGresearch, Simultaneous Media Survey (SIMM 17)

Magazine Ads Contain Important Info and Drive Purchase

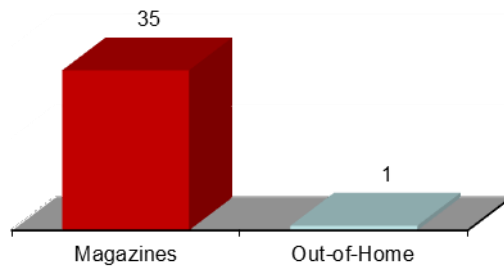
Consumer's look for product details to assist in making an important purchase decision. Magazines excel in providing detail due to the ability to include long copy on the ad page. Plus, readers can spend as much time as they like with that ad to ensure they understand the ad message. Armed with useful, relevant information, magazine readers can make good purchase decisions. In today's cluttered and often cynical advertising landscape, it's good to know that magazine advertising can provide the info needed to help consumers make buying decisions.

Ads in/on (medium) contain important details (%)



Source: Starch Research

I sometimes purchase a product or service as a direct result of the advertising in... (%)



Source: Starch Research