

Magazine Effectiveness

Magazines Drive Readers to the Web

Magazine Readers Have an Action Orientation

53% of magazine readers take action on ads, or form more favorable opinions about the advertiser, once exposed to specific magazine advertisements. They recommend products to friends, visit websites, dealers or stores, purchase the advertised product and more.

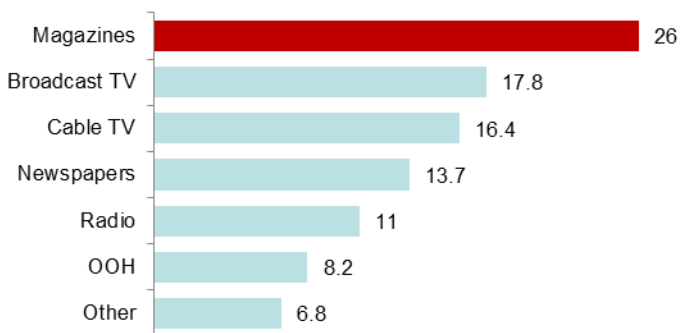
	%
● Consider purchasing the advertised product/service	19
● Have a more favourable opinion about the advertiser	12
● Gather more information about advertised product/service	12
● Visit the advertiser's website	10
● Purchase the advertised product or service	8
● Visit a store, dealer or other location	8
● Save the ad for future reference	6
● Recommend the product/service to a friend, colleague, family	5
Took any action (net)	53%

Source: Affinity Research VISTA Print Tracking Service; Actions taken based on respondents recalling specific ads...

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Magazines lead the way in throwing readers to websites to search for additional ideas and info. Readers may easily save ad pages with web URLs for future reference without the need to memorize or write down a web address.

Effectiveness of (medium) driving consumers to the web (%)



Source: ICOM, American Advertising Federation