

# Magazine, Web & TV Synergy

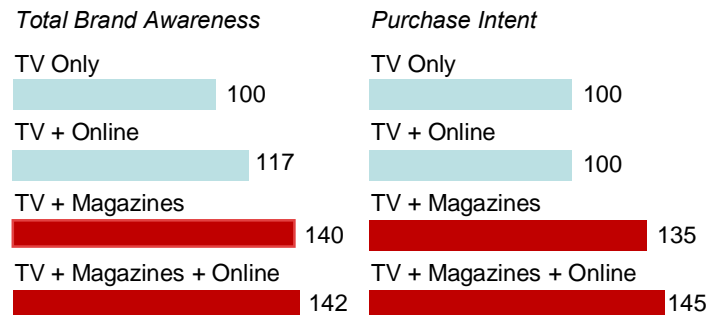
Magazines Are a Key Ingredient in the Media Mix

## Magazines Found to Be a Key Ingredient in the Media Mix

The latest research examining how media perform, alone or in a mix, support the important effect of magazines at various stages of the purchase funnel, from brand awareness through to purchase intent.

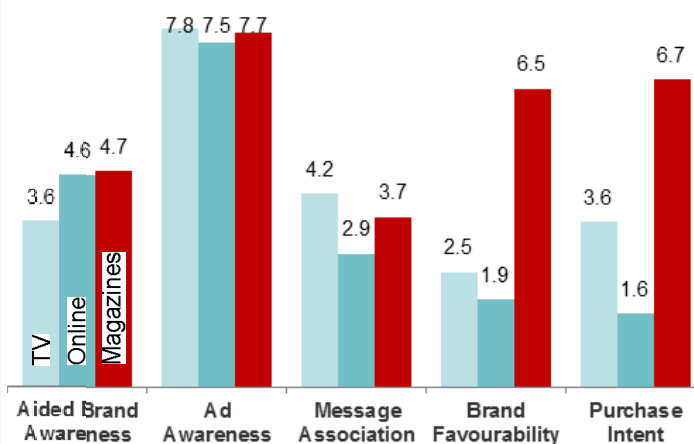
For example, a recent analysis by Marketing Evolution (including 19 studies of the auto, pharma, entertainment, electronics, packaged goods, financial services and retail sectors) reveals that the combinations of Magazines plus TV and Magazines, TV plus Online were more effective across the purchase funnel than either TV alone or the combination of TV and Online. Therefore, magazines proved to be an essential driver of the multiplier effect, optimizing overall media effectiveness and ROI.

### Multiplier Effect of Different Media Combinations Index versus TV Alone



Source: *Measuring Media Effectiveness: Comparing Media Contribution Throughout the Purchase Funnel*, Marketing Evolution and MPA.

### Incremental Effect of Medium on Brand Metrics Average % Increase in 39 Third-Party Studies Over Unexposed (Control) Baseline



### Incremental Media Effects

These results mirror those that *Dynamic Logic* found in earlier work when they looked across categories at how media perform across the purchase funnel.

Overall, they found that magazines, in a media mix that included online and TV, contributed:

- 60% of the total increase in brand favorability (6.5% of a total 10.9% shift)
- 56% of the total increase in purchase intent (6.7% of a total 11.9% shift)

Both studies indicate that magazines help to boost metrics across the purchase funnel, particularly those that are the hardest to impact in a significant way: brand favourability and purchase intent/consideration. Make the connection with magazines.