

Performance Update

Advertisers Increase Presence in Magazines

A “who’s who” of advertisers are increasing their presence in magazines as they prove to themselves the power of magazines in building brands and growing the business.

Advertiser	% Growth 2010 vs 2009
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3M Canada	+80
Alberto-Culver Canada	+17
Aldo Group	+24
Apple Canada	+586
Best Buy	+234
BMO Financial Group	+63
BMW Canada	+133
Canadian Tire Corporation	+34
Cascades	+38
Church & Dwight	+117
Clover Leaf Seafoods	+65
Coca-Cola Beverages	+71
Dairy Farmers of Canada	+6
DHL Express Canada	+65
Diesel Canada	+61
Ford Motor Car Co. of Canada	+232
General Mills Canada	+84
General Motors of Canada	+126
Home Depot, The	+230
Honda Canada	+21
HSBC Bank Canada	+274
IBM Canada	+16
IKEA Canada	+384
Johnson & Johnson	+51
Kellogg Canada	+7
Kraft Canada	+36
Manulife Bank of Canada	+56
Mars Canada	+53
Mastercard International	+8
Mazda Canada	+63
Molson Coors Canada	+118
Procter & Gamble	+17
RIM Research in Motion	+17
Scotiabank	+21
Sears Canada	+97
Shell Canada	+105
Sony of Canada	+32
Unilever Canada	+33
Virgin Mobile	+61
Wal-mart Canada	+58

Source: Leading National Advertisers (LNA)

Why Advertisers Are Using More Magazines

1. Reach ‘high value’ consumers with the means to purchase advertised brands
2. Readers are more receptive to advertising – ads are seen as an integral part of the magazine environment
3. Connectivity to engaged readers with shared interests and passions
4. Efficient reach of segmented and mass target groups
5. A wide selection of compatible editorial environments
6. Flexible space to promote brand benefits in depth
7. A lasting message that continues to work 24/7
8. Magazines are all about the reader, understanding their needs and aspirations
9. A proven sales response – research proves it time and again
10. Improved ROI – bigger bang for the media buck