

# Magazine Effectiveness

The Remedy for OTC Success

Magazines are advertising therapy for OTC brands. Three studies provide compelling evidence of treatments for the ongoing health of OTC advertisers.

Magazines provide the environment and context for delivering useful and believable information to OTC consumers.

The **most useful** nonprescription drug ads appear...

In magazines	53%
On television	18
On the internet	9
In newspapers	6
On the radio	1
On outdoor billboards	0
None of these	12

The **most believable** nonprescription drug ads appear...

In magazines	35%
On television	19
On the internet	7
In newspapers	6
On the radio	2
On outdoor billboards	0
None of these	32

Source: Affinity Research – VISTA Print Effectiveness Rating Service, 2005

Magazines deliver a consumer predisposed to gathering and acting on information regarding their health. They are much more likely than the average adult 18+ to be:

- Engaged with ads** - They read the fine print and use ads to speak knowledgeably with their doctor
- Influential** - They influence friends regarding healthcare
- Proactive** - They research treatments, look for info and often discuss treatments with their doctor
- Brand loyal** - They like to see a company name in ads and pay more for branded products

When asked statements about attitudes and behaviours connected with healthcare, adults 18+ who are heavy magazine readers, “agree a lot” with the following:

I research treatment options and then ask my doctor	128
I'm influential about healthcare/pharmaceuticals with friends	127
I feel good when I see/hear the name of a pharmaceutical company in ads	127
I look for health information so that I can choose from different treatments	125
I read the small print in magazine/paper pharmaceutical ads	122
I am comfortable registering on a website that offers useful info	122
I carefully examine the ingredient list on over-the-counter medications	120
I request drug samples from my doctor	120
It's worth paying more for branded medications	120

Source: MARS 2005 OTC/DTC Study

Magazines are proven to be an efficient antidote, boosting OTC sales and ROI:

OTC/Healthcare ROI Index (42 Cases)		Efficiency Index (24 cases)	Magazines	TV
Total Advertising	100	Percent Ad Budget	9%	83%
<b>Magazines</b>	<b>571</b>	Share of Incremental Volume	40%	60%
Television	89	Efficiency Index	444	72

*Incremental volume from each medium as a percent of incremental volume from all advertising.*

Source: How Media Measure Up: Financial Services, Personal Care Products, and OTC/Healthcare Products; Hudson River Group & MPA

These studies show why magazines are good medicine for OTC brands looking for a believable media environment, an engaged and influential consumer and the ability to deliver the message with high efficiency and ROI. It's just what the doctor ordered.