

Top 15 Reasons

Why Magazines Should Be on the Plan

- 1. Reach 'High Value' Consumers** - Magazine readers are better educated, have higher purchasing power and watch less TV -- they deliver the hardest to reach and most influential of opinion leaders.
- 2. Bonus Impressions** - The average magazine page is viewed 1.7 times, providing more impressions per ad than newspapers or TV. These bonus exposures increase a brand's opportunity to be seen when the consumer is ready-to-buy.
- 3. Active Medium** - The active, involving process of reading ensures focus on and understanding of the brand message.
- 4. Magazines Communicate Better** - Reader involvement in magazine advertising delivers 39% more awareness of the brand message than TV, on that all important first exposure.
- 5. Tell The Entire Brand Story** - Magazines allow in-depth, detailed communication of the entire brand story, not :15 or :30 sound bites. And they do so with exceptional reproduction values.
- 6. The Most Informative Medium** - Consumers rate magazines as *the* most informative medium. Magazines influence purchase behaviour early in the decision-making process, giving readers ideas of what to buy, more so than newspapers or TV.
- 7. Selective Targeting** - Magazines tightly target all areas of reader interest and passion -- there's a magazine for virtually everyone! Use magazines to reach/cover your target audience in a meaningful way -- a way in which Specialty TV just can't compare.
- 8. Brand Relevant Imagery** - Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 9. Build Relationships** - Magazines are the most personal of media, creating private and intimate connections with each individual reader. Magazines are invited guests, creating strategic or tactical one-on-one conversations with *your* customers.
- 10. A Lasting Message** - Consumers clip and save magazine ads for future reference. They provide a lasting, durable message with time to study a brand's benefits.
- 11. A Credible Message** - Magazine ads are perceived to be highly credible, believable and trustworthy sources of information.
- 12. Flexibility** - Magazines provide opportunities for inserts, supplements, advertorials and a variety of size and positioning options to meet any advertiser's specific creative needs.
- 13. Media Multiplier Effect** - Magazines are additive to most any TV plan -- they add 'readers' not just viewers. The net effect is increased net coverage, faster and more efficiently, delivering hard-to-reach light TV viewers. Together, magazines and TV communicate the same message in different ways, ensuring improved brand messaging.
- 14. Magazines Generate Response** - Magazines make it happen. After reading ads, consumers are motivated to shop for and purchase products, call 1-800 numbers or go to a website. Response *is* immediate.
- 15. Increase Your Sales** - Magazines sell! Research proves it, time and time and time again. Let us show you. Contact us to find out more.