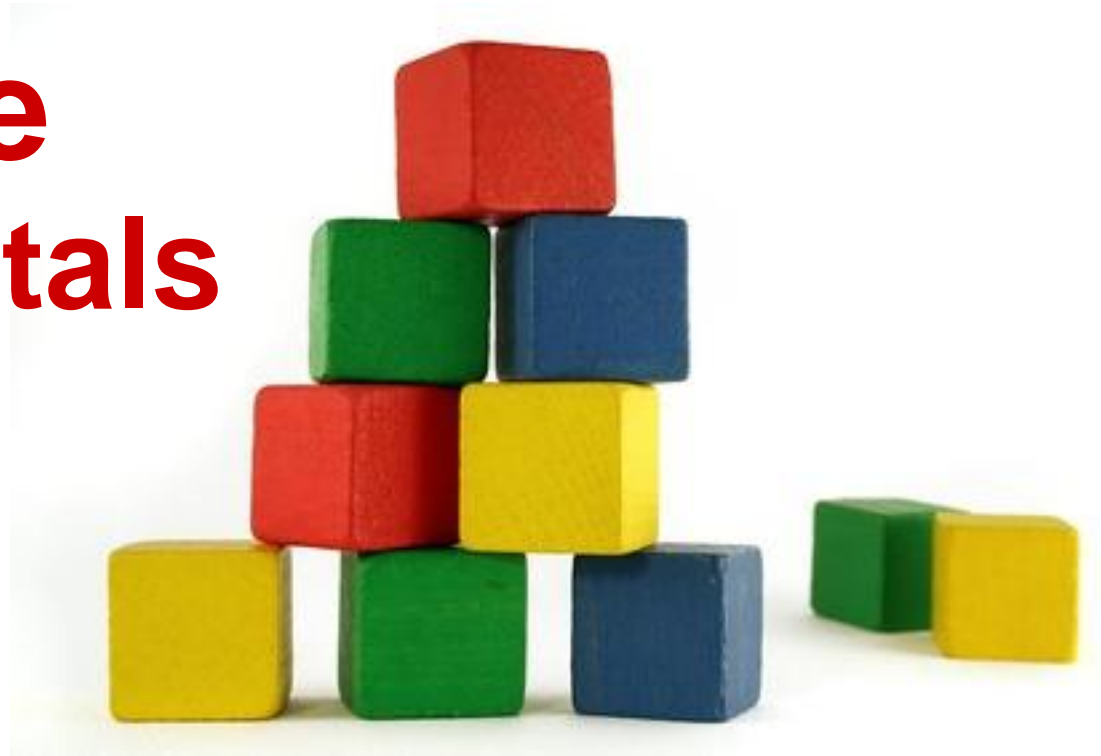


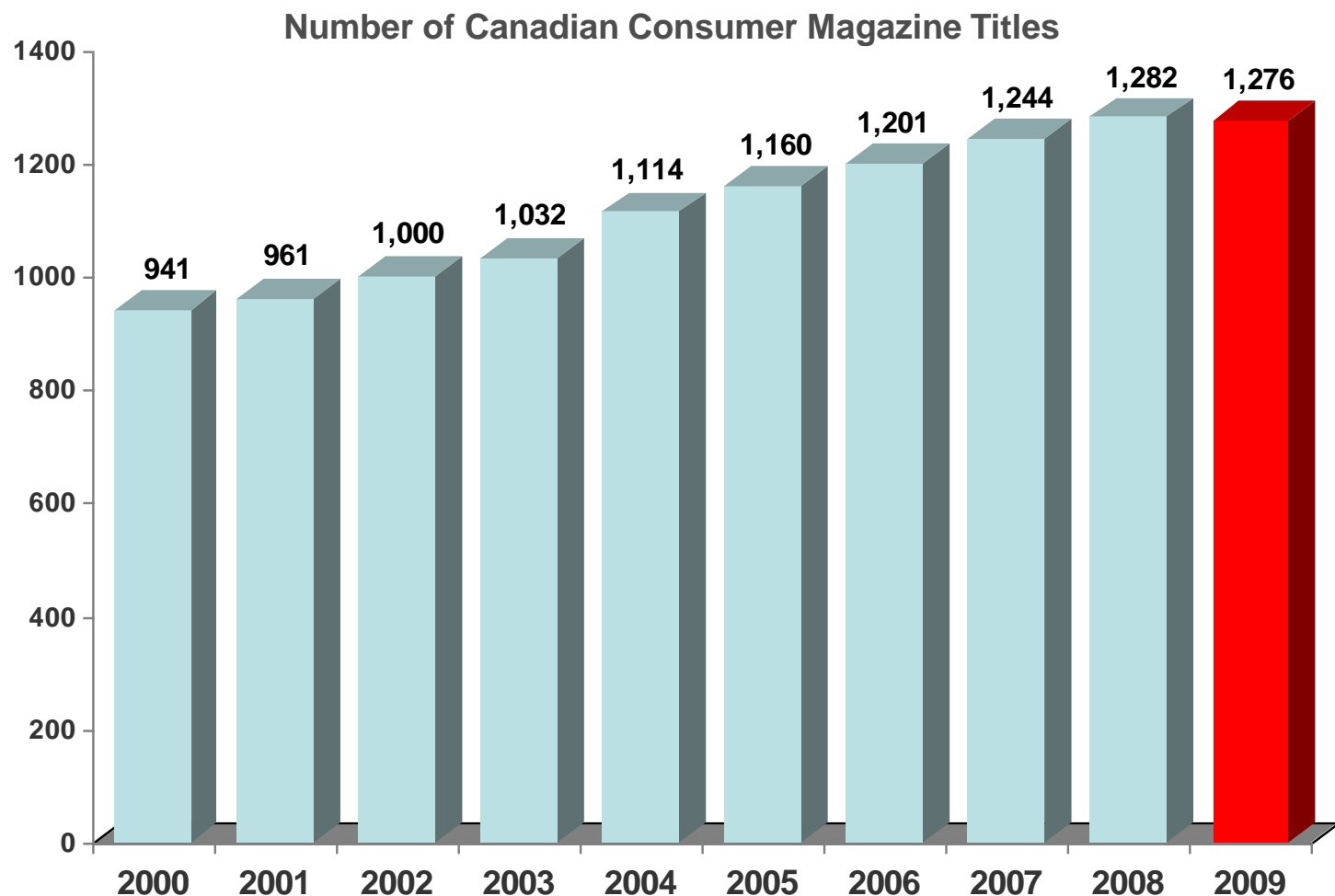
Put
Magazines
to **Work**



Magazine fundamentals are **strong**

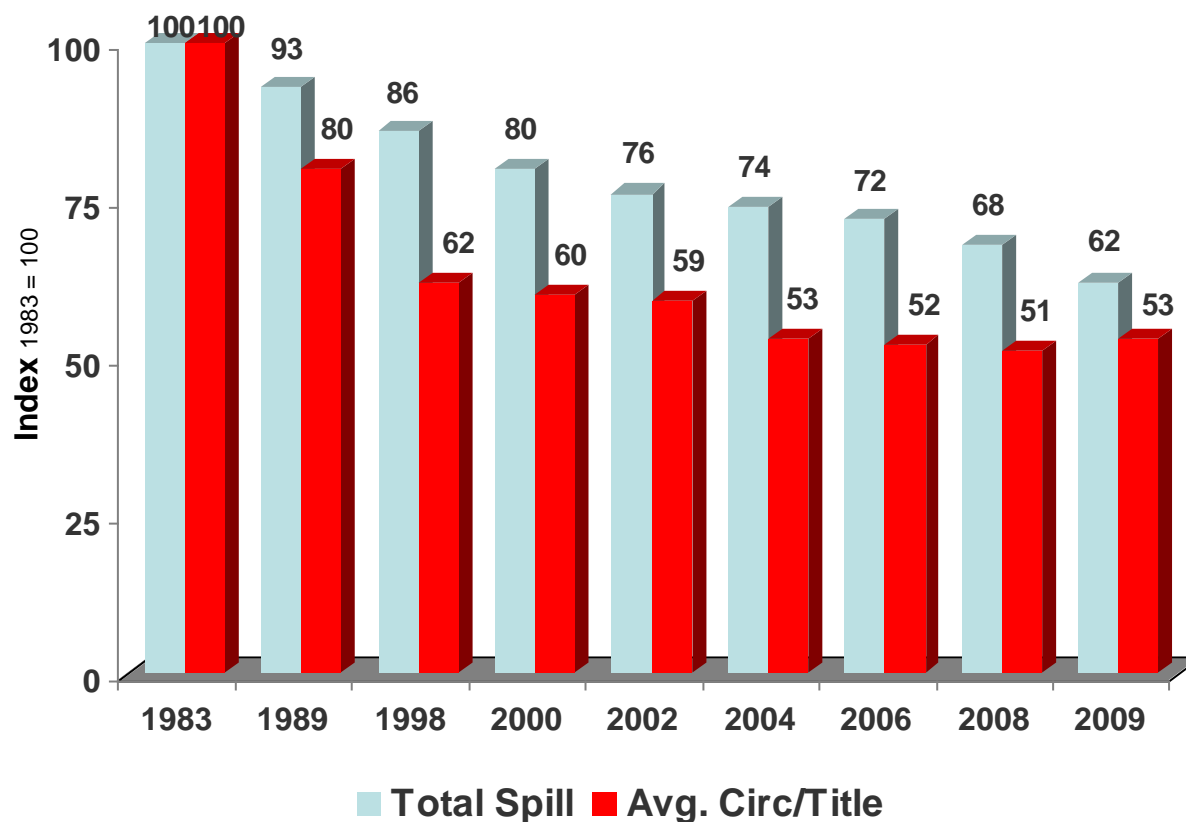


Number of Magazine Titles Increasing



U.S. Spill Continues Decline

U.S. spill circulation is in long term decline as Canadian publications repatriate readership

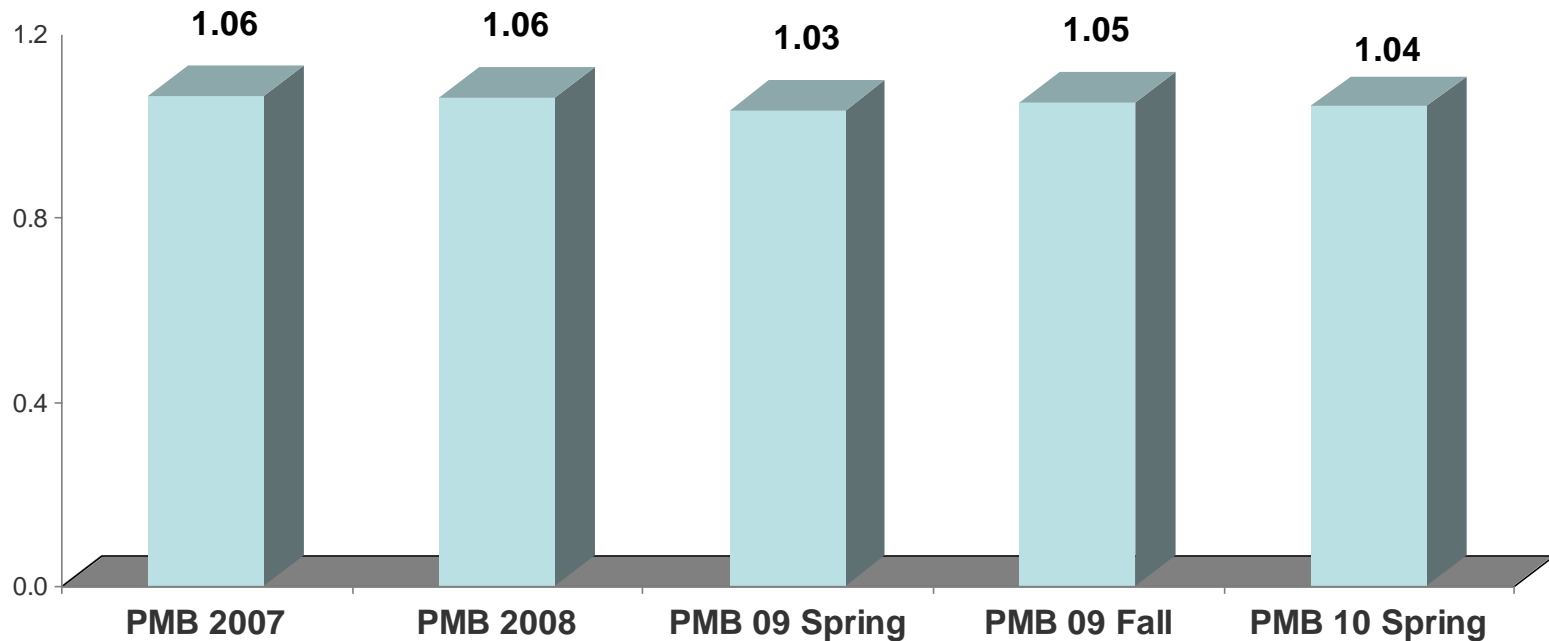


5 U.S. spill titles in Canada's Top 100

Readership is Stable

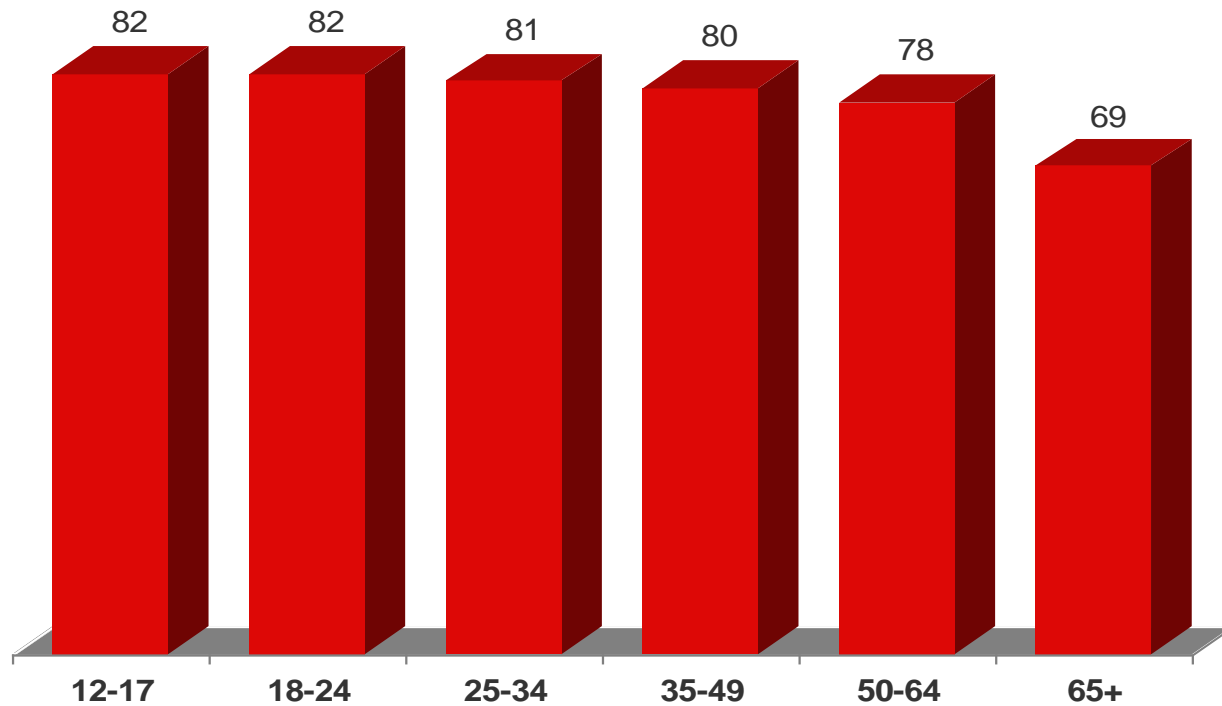
Readership of PMB-Measured Magazines is Stable Despite the Launch of New Titles

(Average # Readers per Title: Millions of Readers)

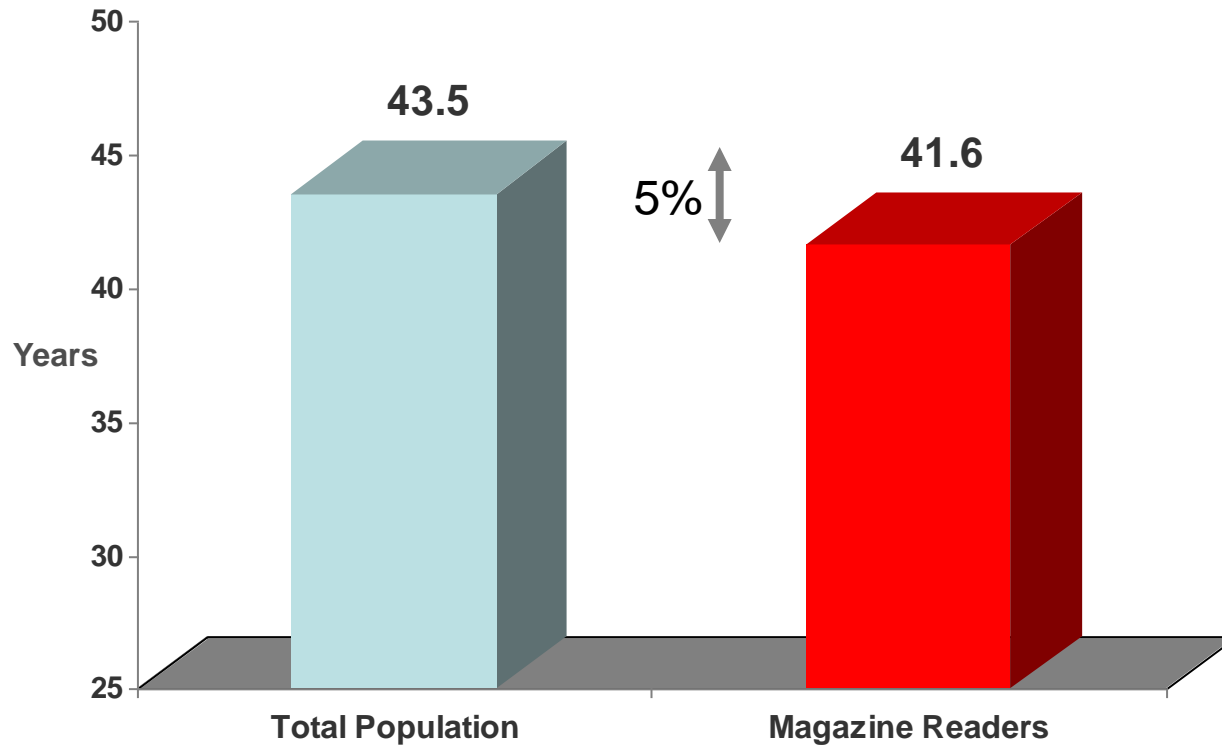


Magazines are Read by All Age Groups

% Read a Magazine in the Past 30 Days



Magazine Readers are Younger than the General Population



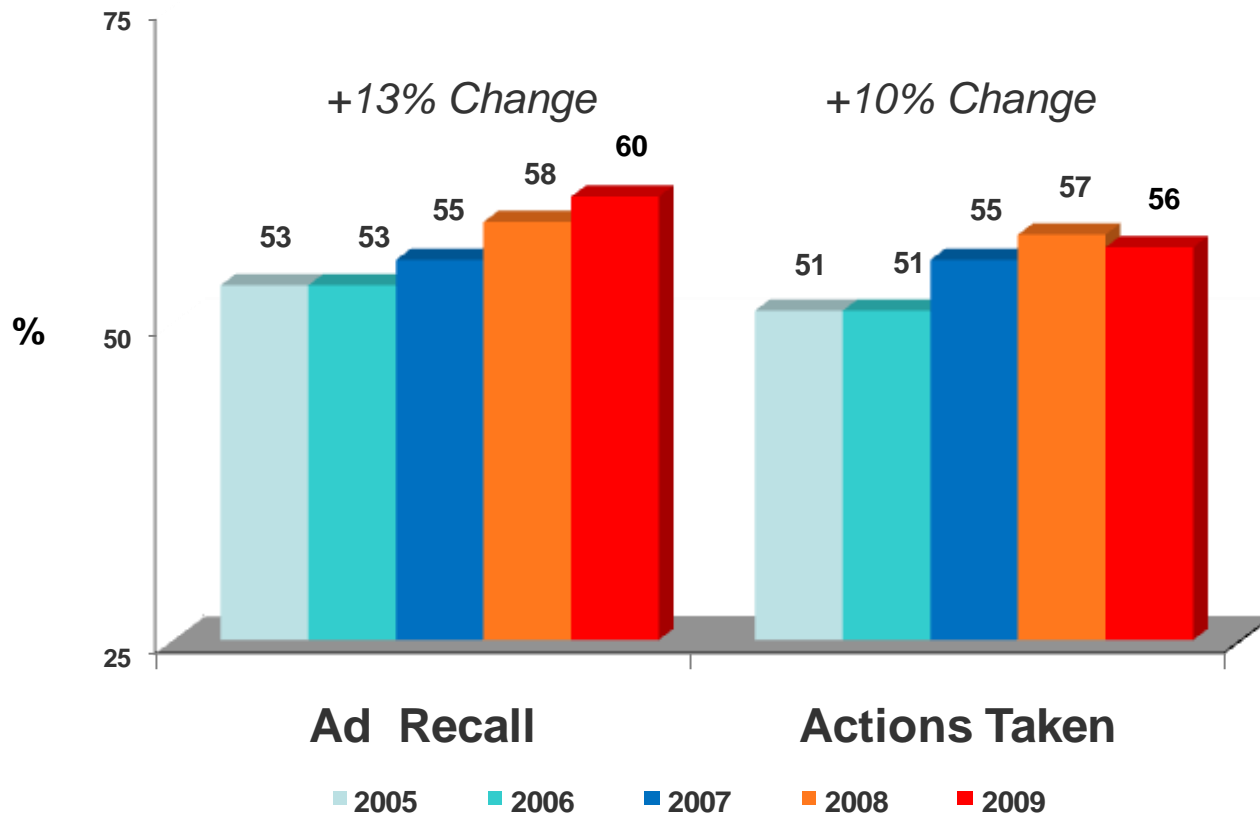
Time Spent & Interest Scores Remains Stable as Online Grows

Qualitative readership scores remain stable despite the growth of online. Time spent reading remains stable as does “average degree of interest” scores across all measured magazines.

Qualitative Readership Scores	PMB 2005	PMB 2007	PMB 2009 Fall	PMB 2010 Spring
Time Spent Reading (minutes/issue)	40.4	40.9	41.3	42.1
Avg. Degree of Interest (10 point scale)	6.7	6.7	6.8	6.8

Ad Effectiveness is Building

(Ad Recall & Actions Taken)

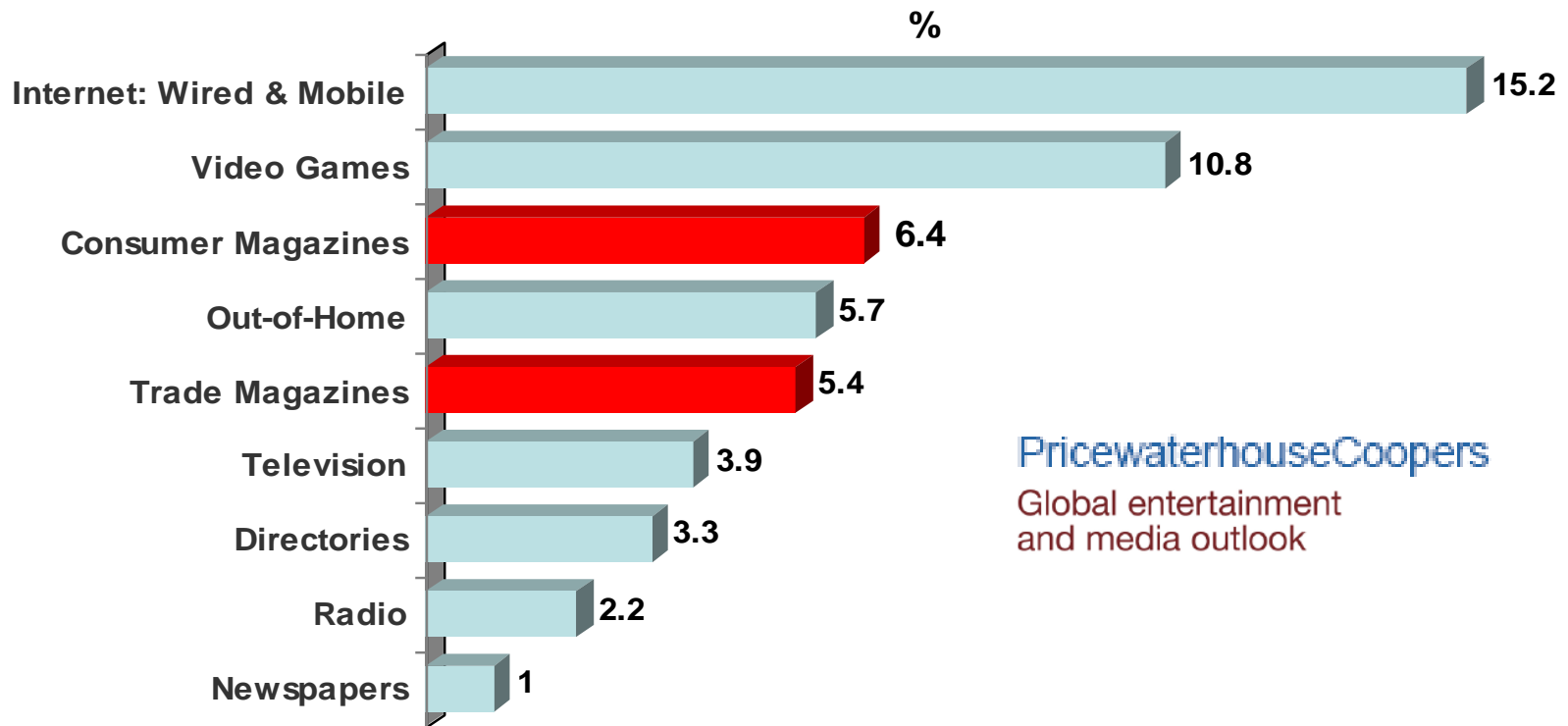


Magazines and the Future



Magazines Projected to be a Growth Leader in 2011 and Beyond

Canada Advertising: By Segment
2011-2013 Compound Annual Growth Rate



Magazines and the Future

- Magazine “brands” create content that transcends platform and can move to most any platform desired by readers:
 - Websites/portals
 - Digital magazines on digital newsstands: e.g. magazinescanada.zinio.com
 - Move to Facebook, Twitter and other social networks
 - Mobile access, e.g. Smartphones
 - Portable eReaders and tablets, e.g. Kindle; iPad
 - Content already moves to TV, radio, books, DVDs, etc.
 - Exciting new digital delivery systems are ramping up
- Printed magazines remain the platform of choice



Magazines and the Future

- The ongoing launch of digital brand extensions will ensure:
 - Continued relevance to consumers
 - Build-out new and emerging audiences
 - Continued industry competitiveness
- Magazines will be ready when the consumer is ready

**Magazines are well positioned as
360° Marketing Providers**



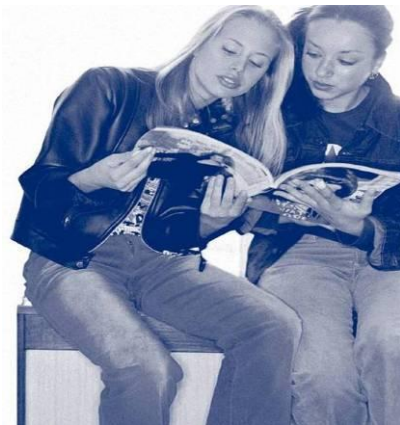
Key Magazine Benefits Alone or in a Media Mix



What do Marketers Want?

Engage the Consumer

Get noticed
Leverage needs/passions
Receptivity to ads



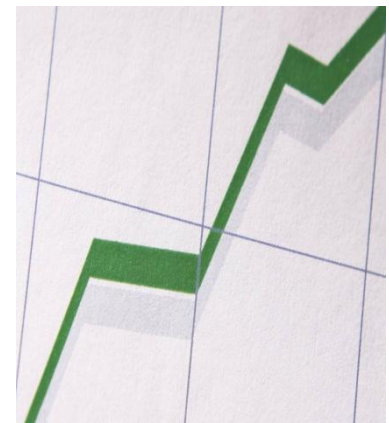
Generate Action

Word-of-mouth
Throw to web/search
Visit a store/dealer



Drive Success

Purchase Intent
Results
ROI



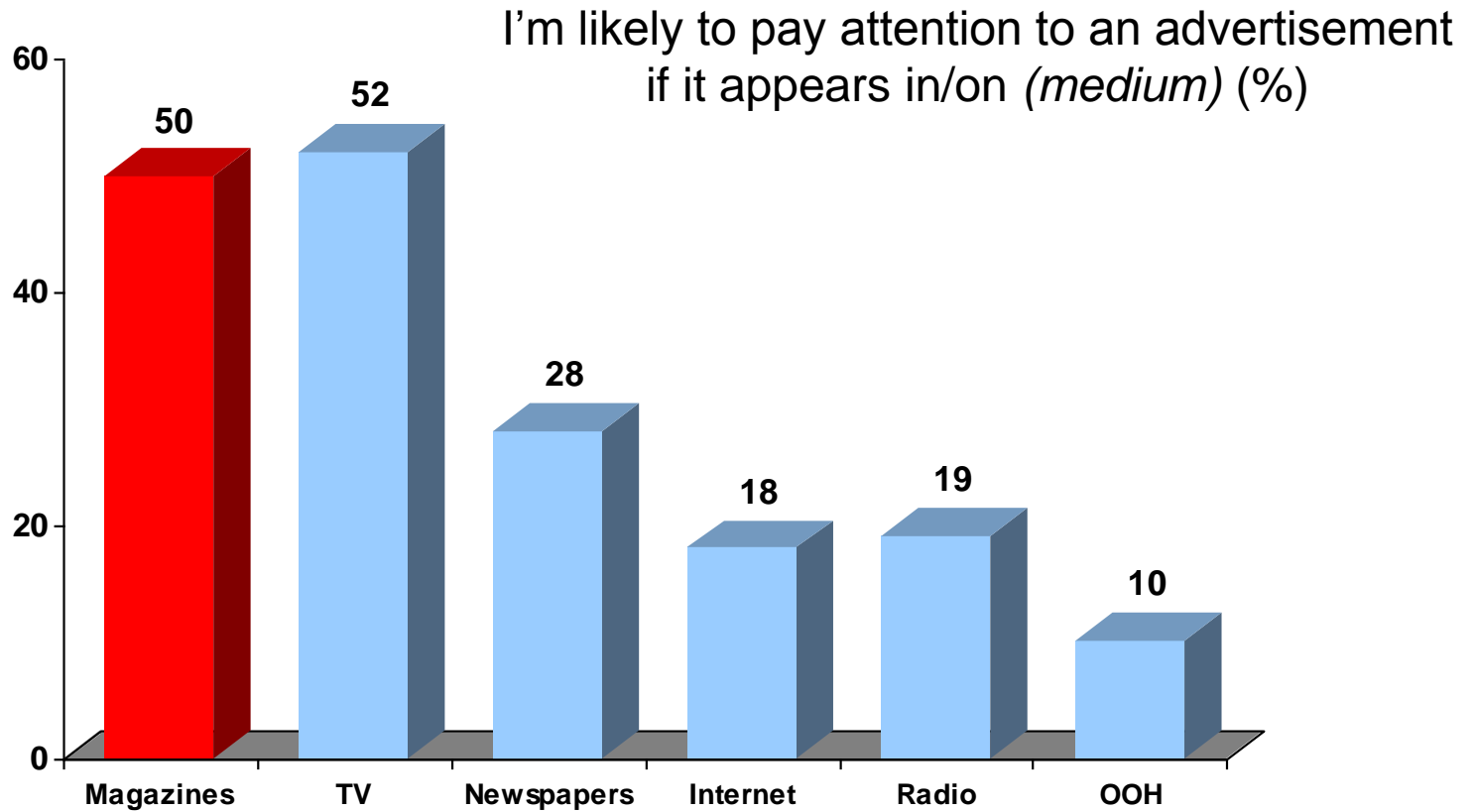
Magazines Deliver!



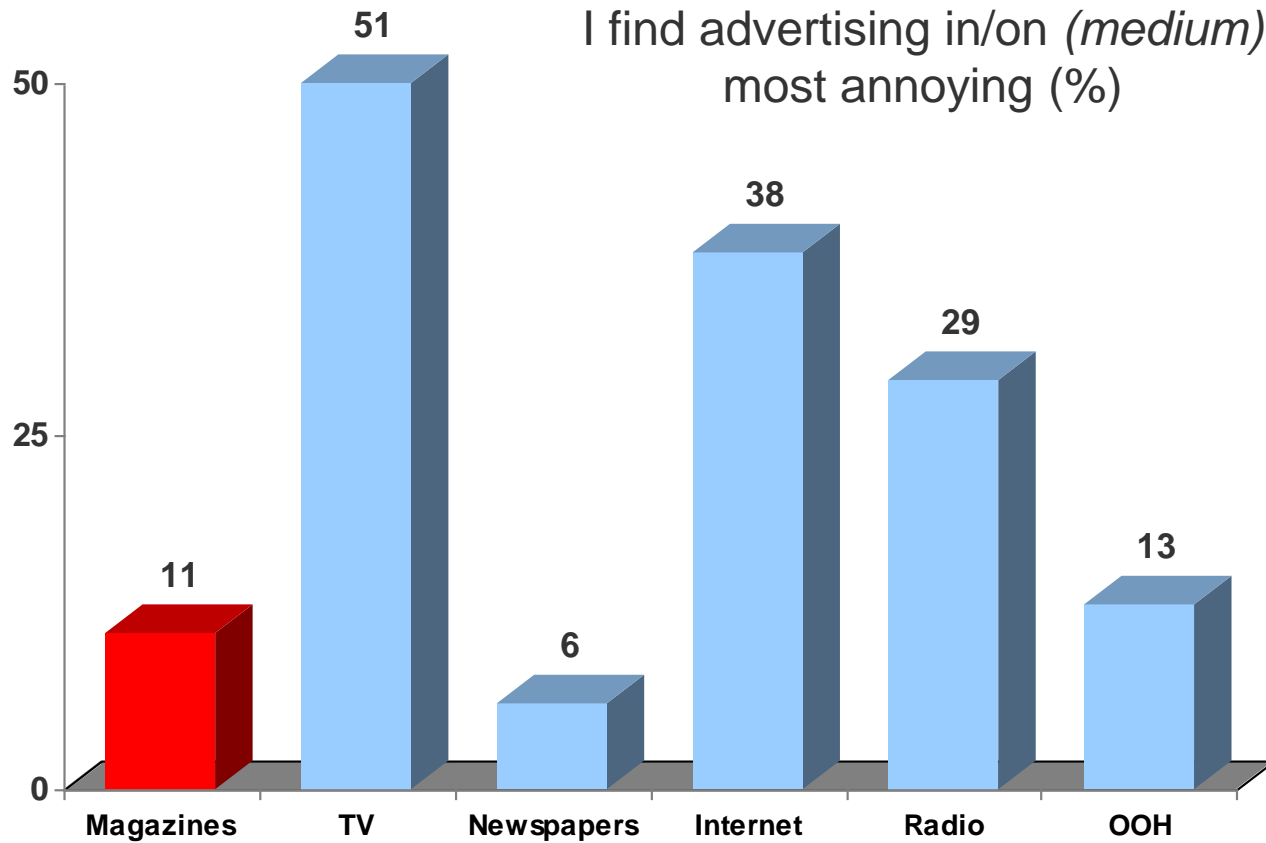
**Magazines
add
engagement
and
receptivity**



Consumers Pay Attention to Magazine Ads



Magazine Ads Don't Annoy Consumers



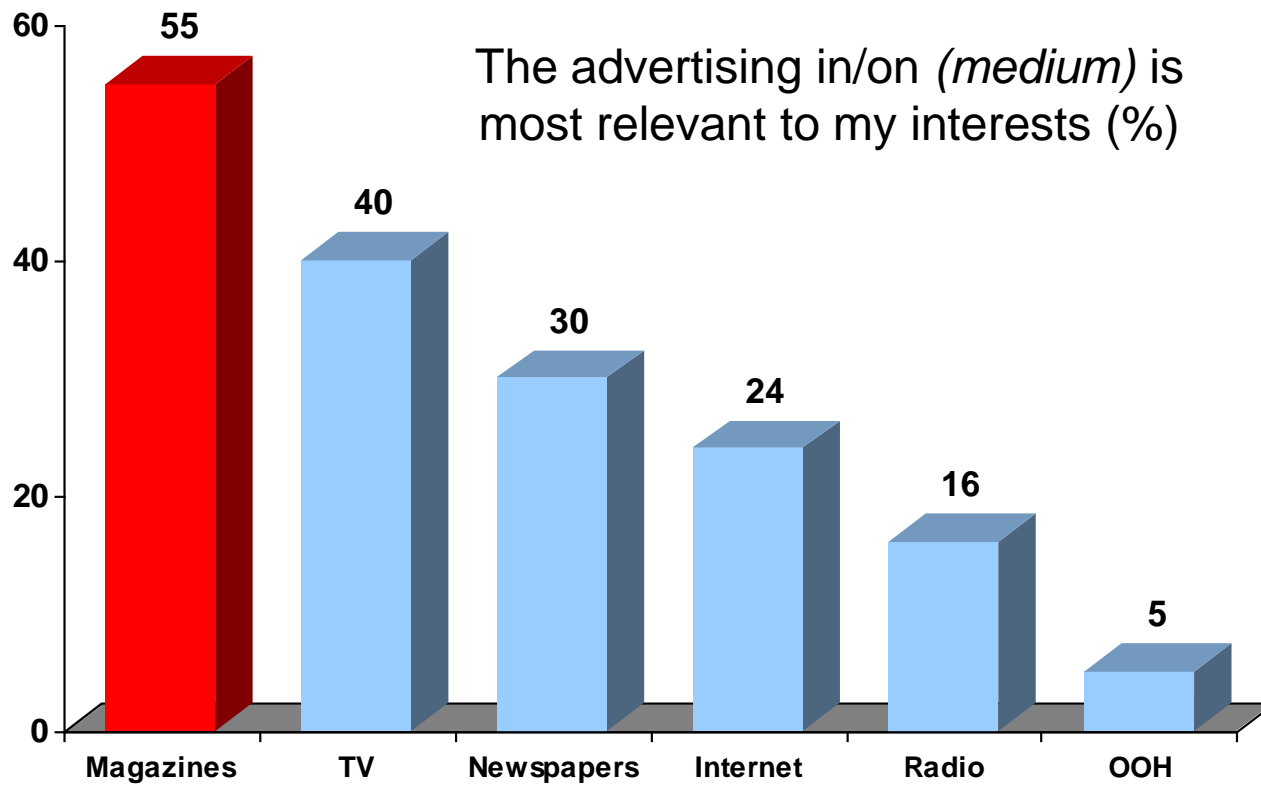
Readers are Receptive to Magazine Ads

Starcom asked magazine readers to pull 10 pages that best exhibit the essence of their Magazine

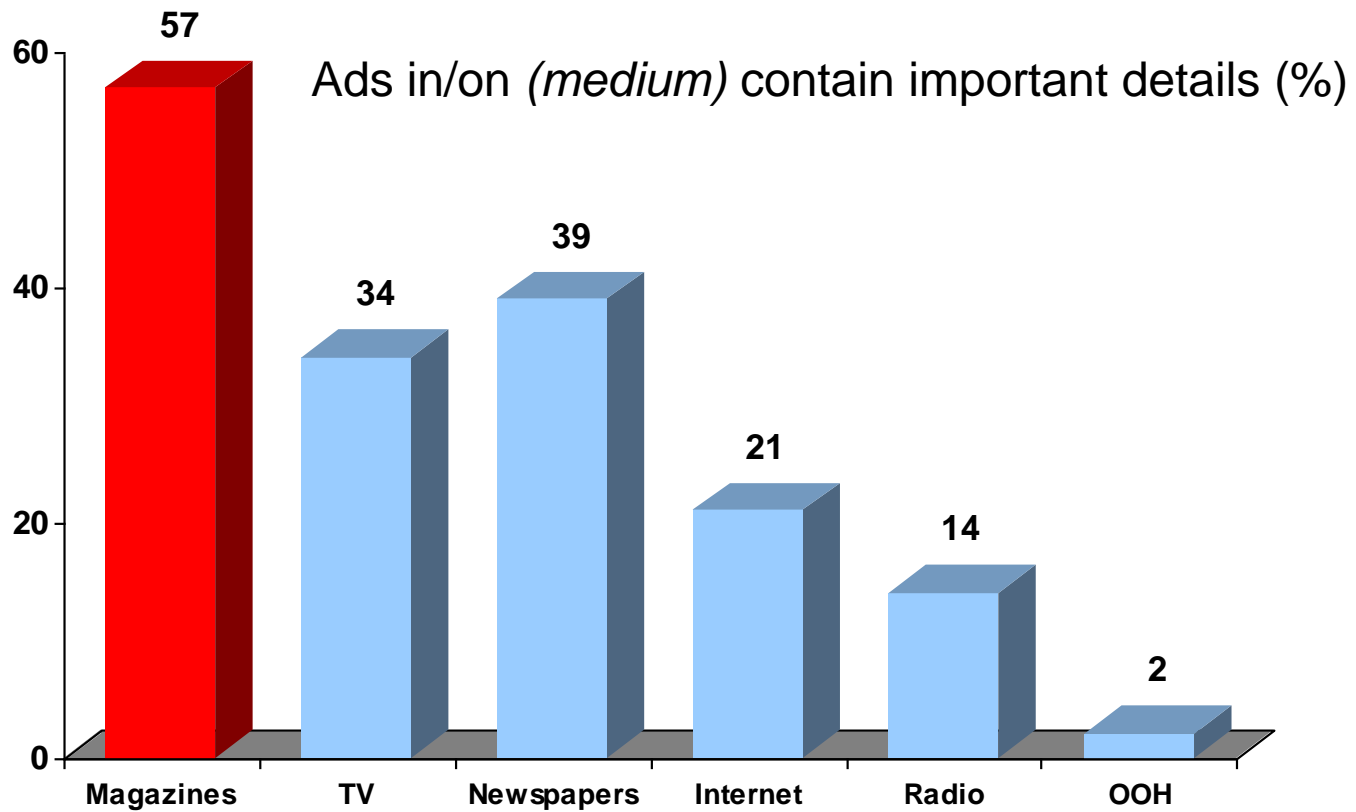
3 of 10
were advertisements



Magazines Ads Win Relevance Measures

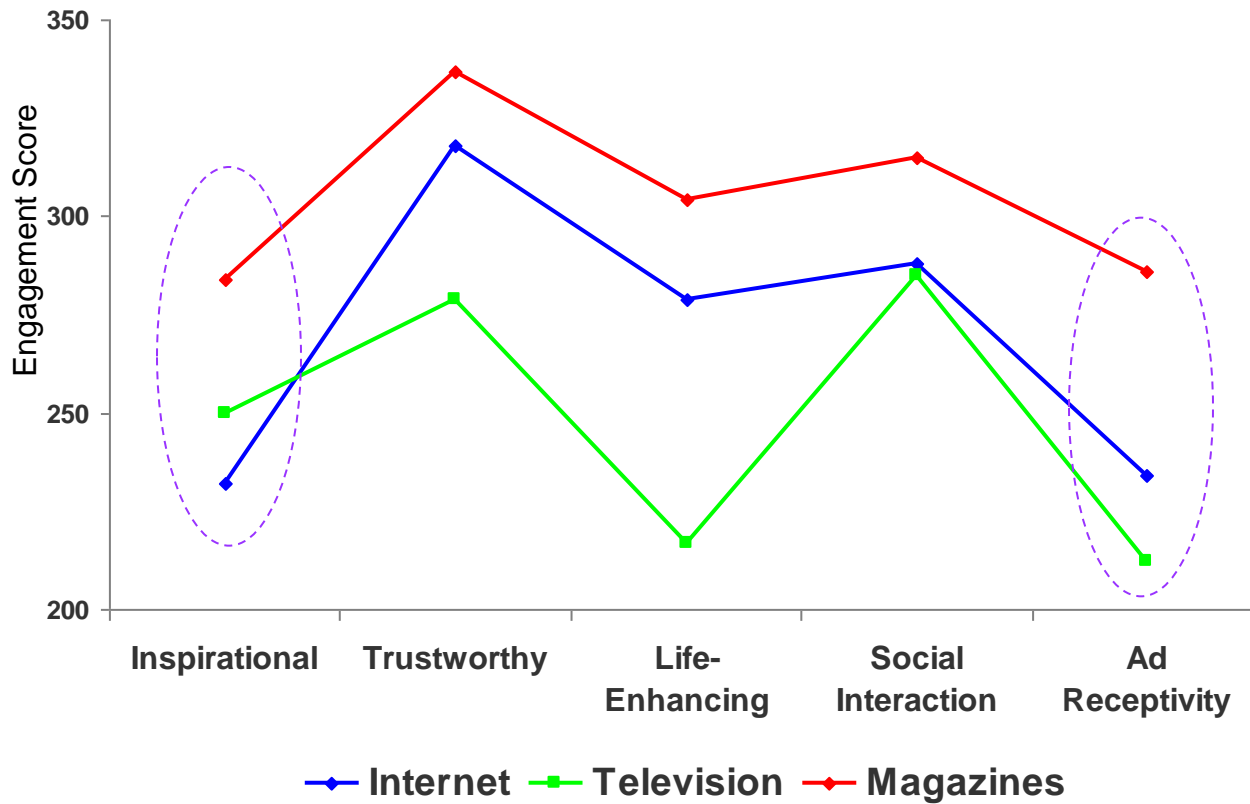


Magazines Ads Win on Providing Important Details



Magazines #1 Across Engagement Dimensions

Engagement Dimensions Measured Across Media Channels

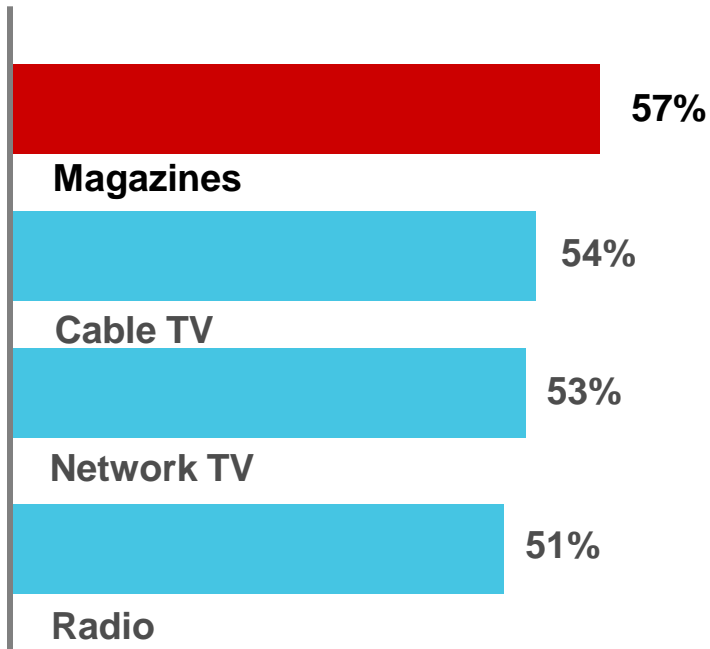


**Magazine
ads
generate
action
including
throw
to web
& search**



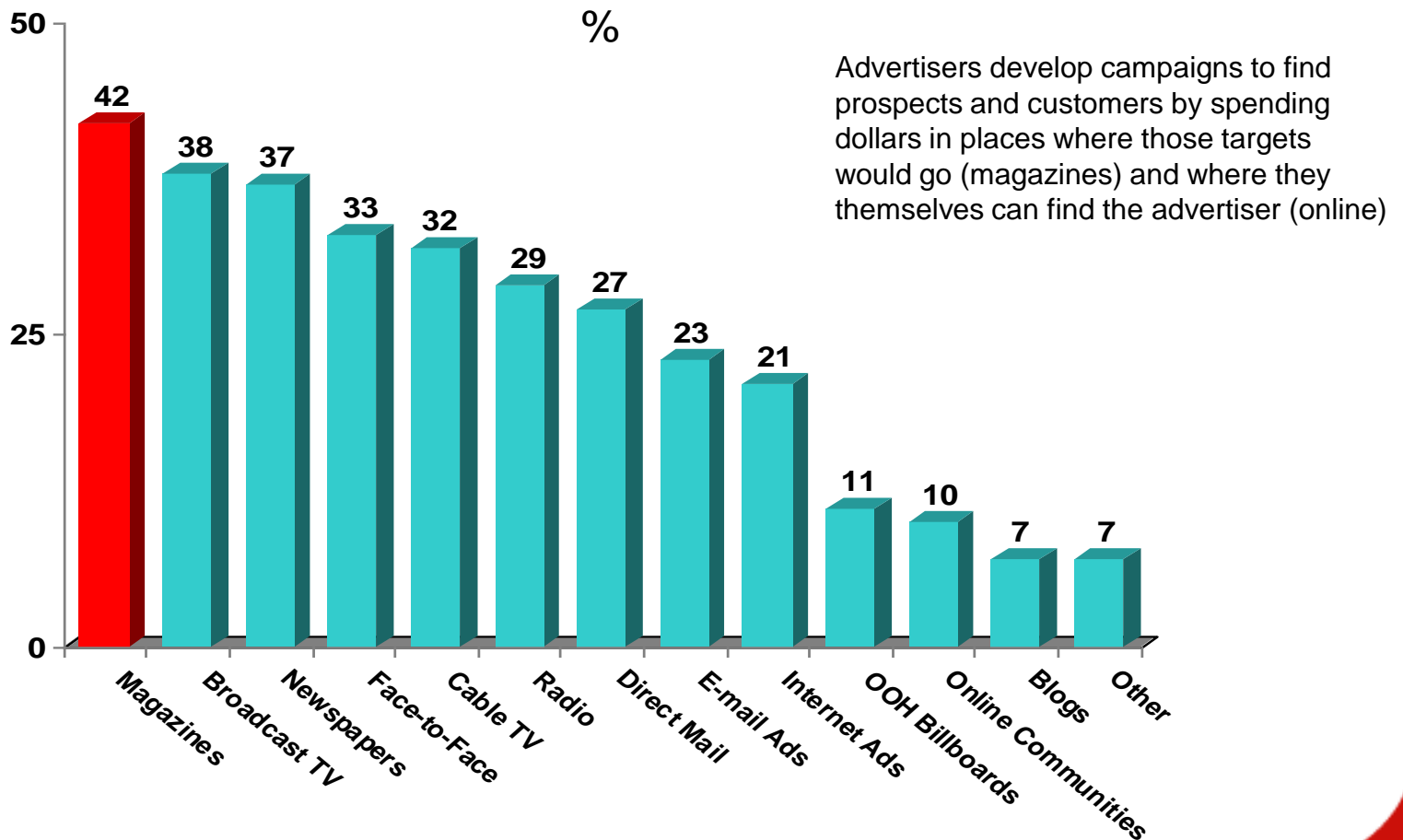
Magazines #1 in Driving Consumers to the Web

Which media provides you with ideas that influence how to get information about products and services on the internet?



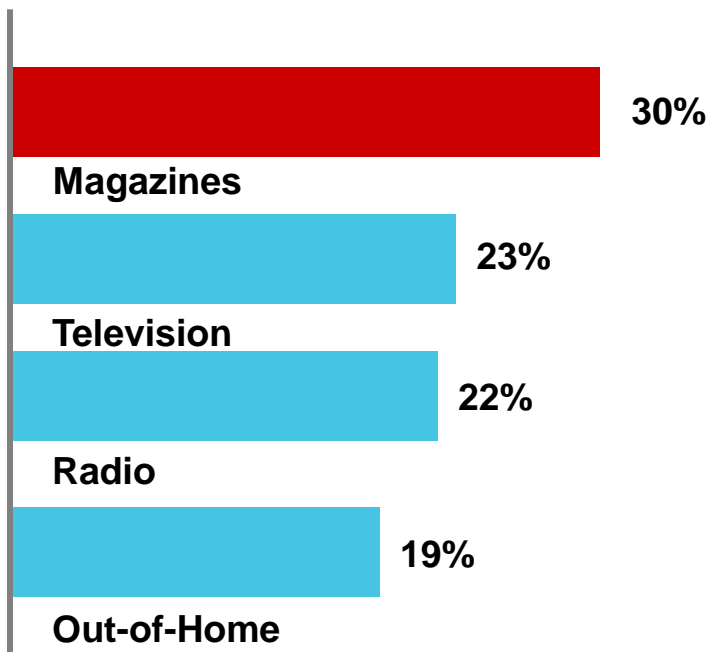
Magazines Ads #1 in Online Search

Top Media that Trigger Online Search (A18+)



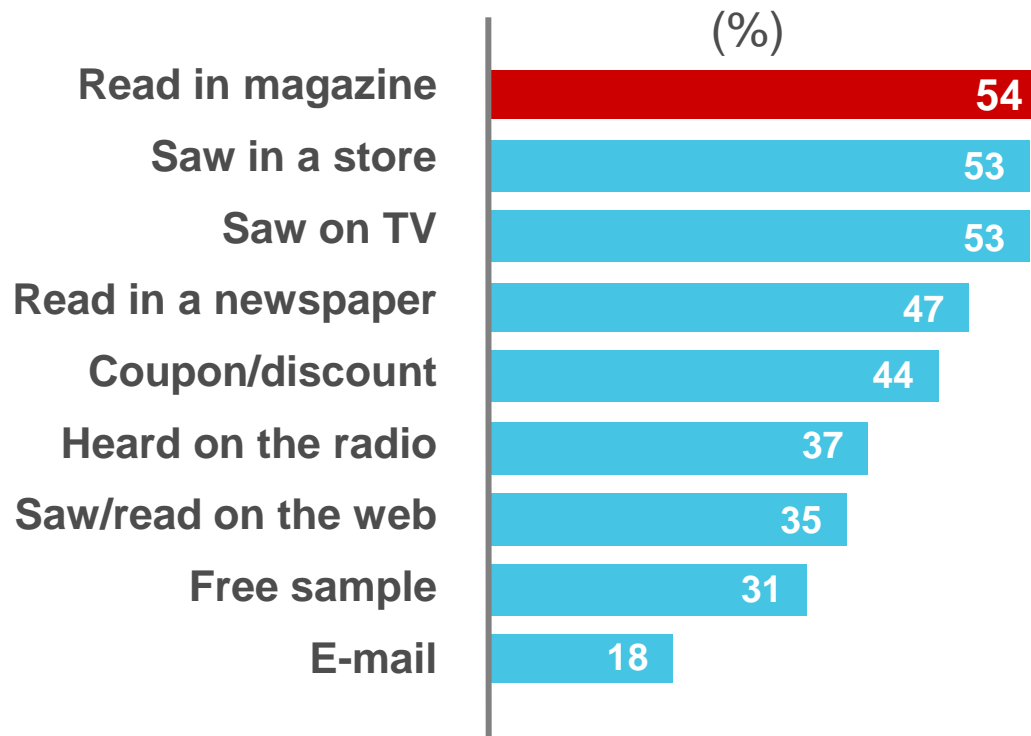
Magazine Ads #1 in Initiating Purchase after Search

% who made a purchase after seeing a magazine ad and conducting search



Magazines #1 Influence on Word-of-Mouth Recommendation

54% of consumers agree that magazines are a leading contributor to word-of-mouth product recommendation





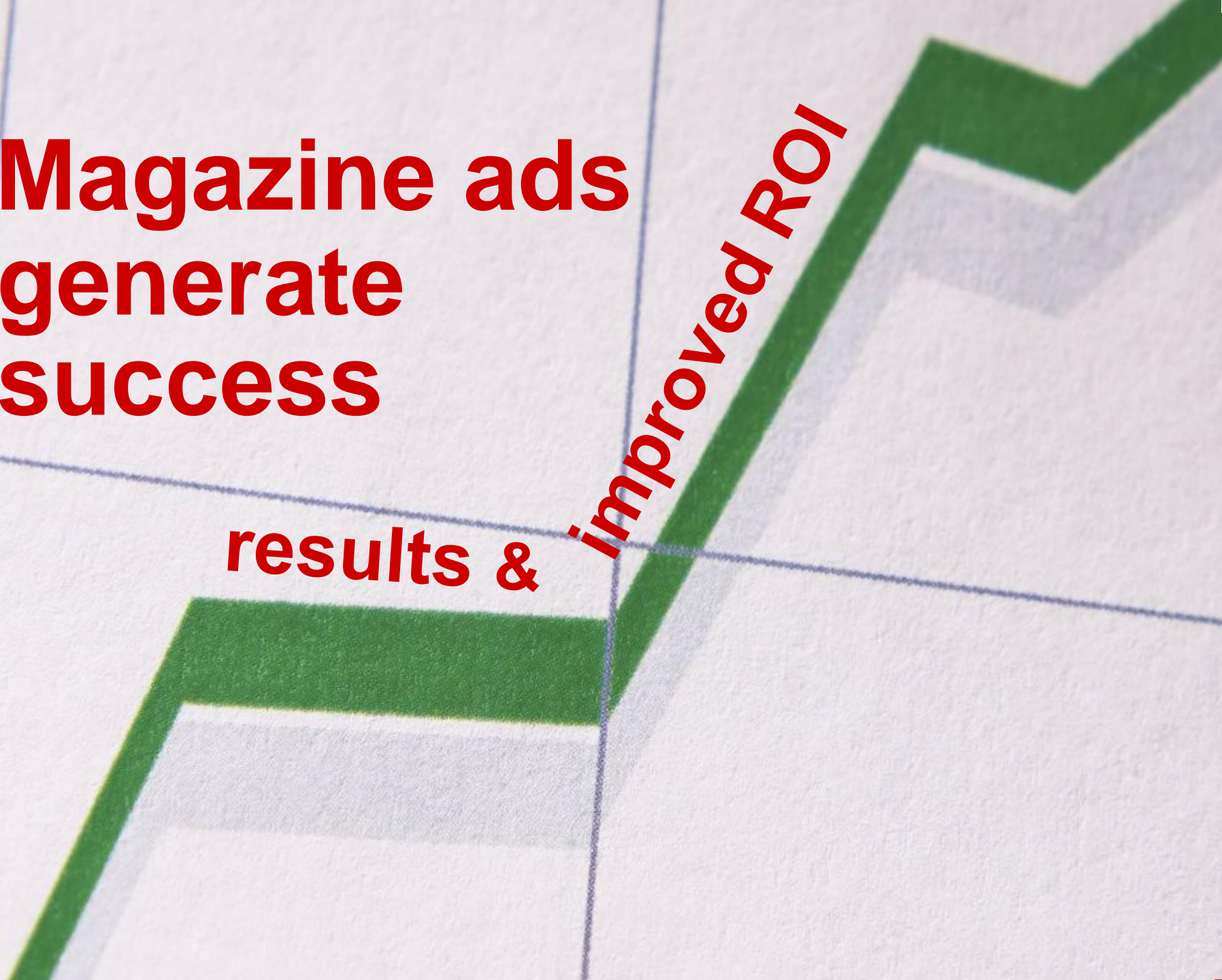
**Saving a Magazine
ad page**
proves a high level of
engagement, receptivity
and intent

73% of readers
regularly/sometimes save
a Magazine ad page for future reference

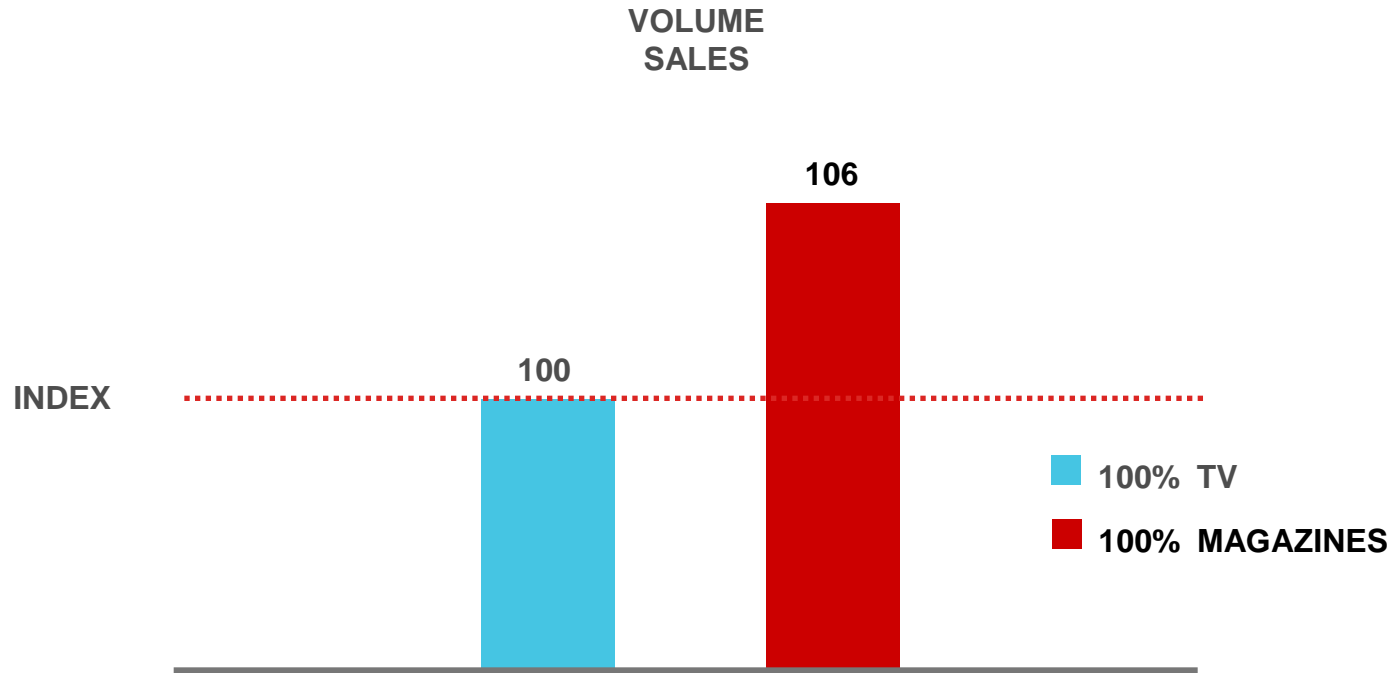
**Magazine ads
generate
success**

results &

improved ROI

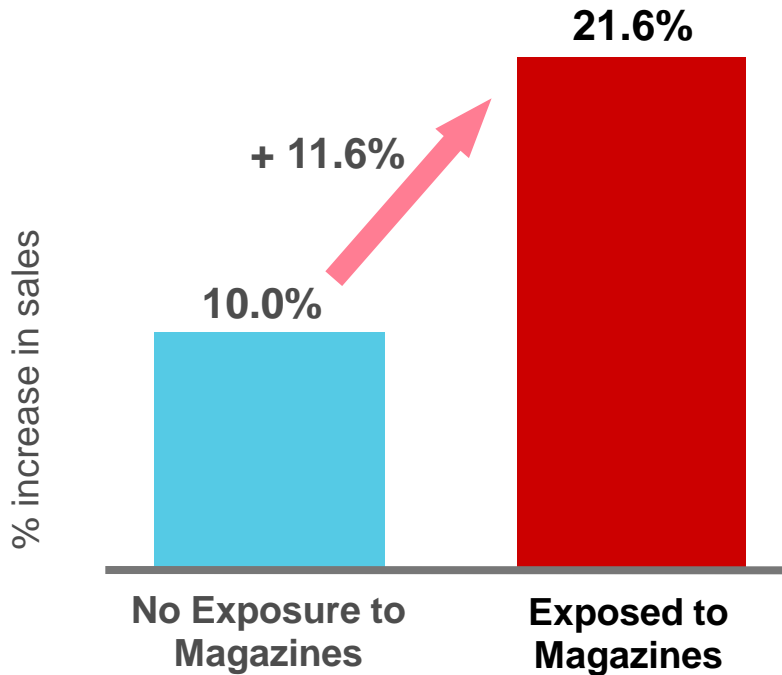


Procter & Gamble Canada



Magazine Advertising Increases Sales & ROI

Chosen by *Media Week* magazine
as one of the best global media studies



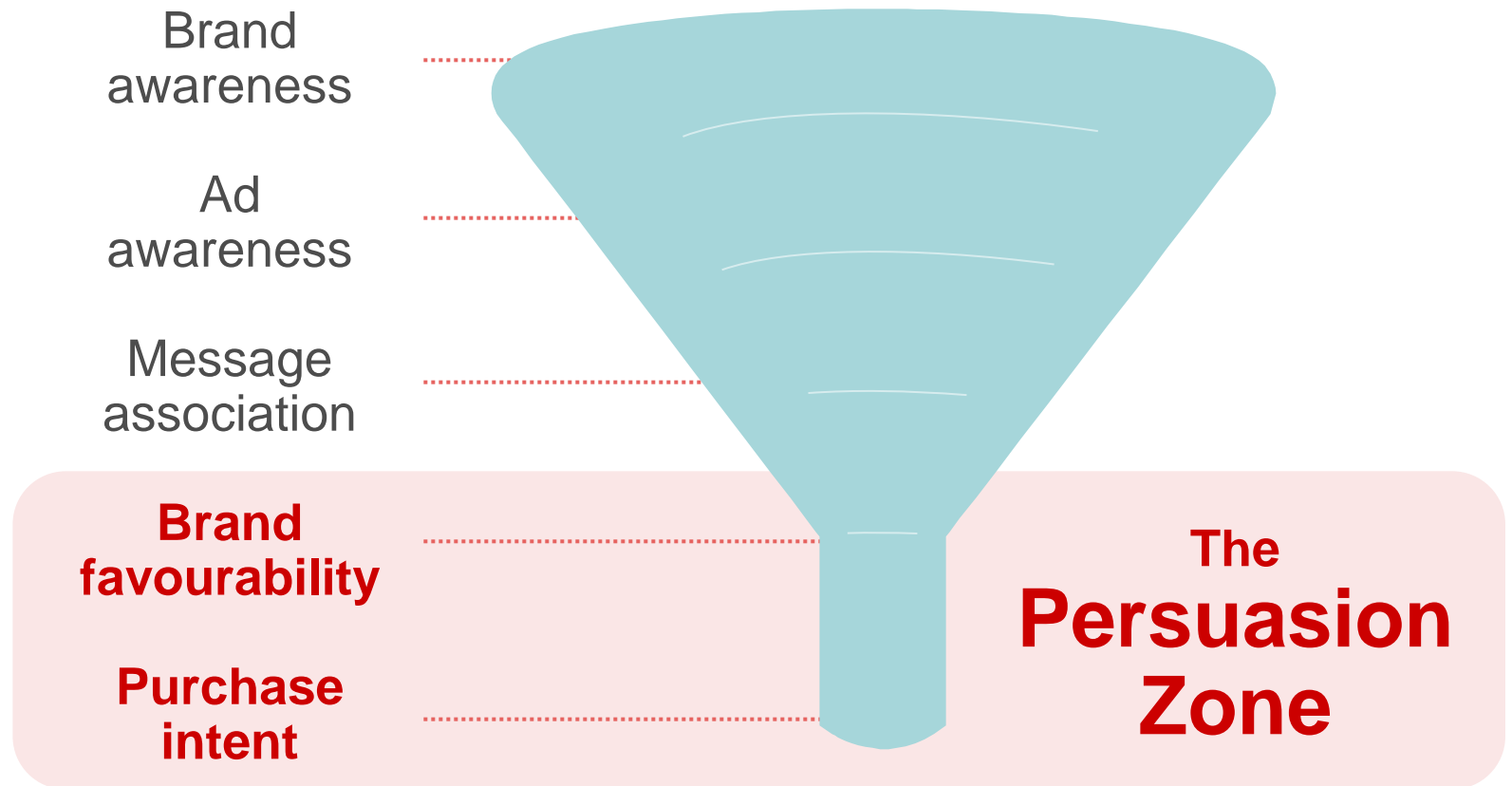
Sales \$
ROI result



\$1 spend in
magazine
advertising



The Purchase Funnel

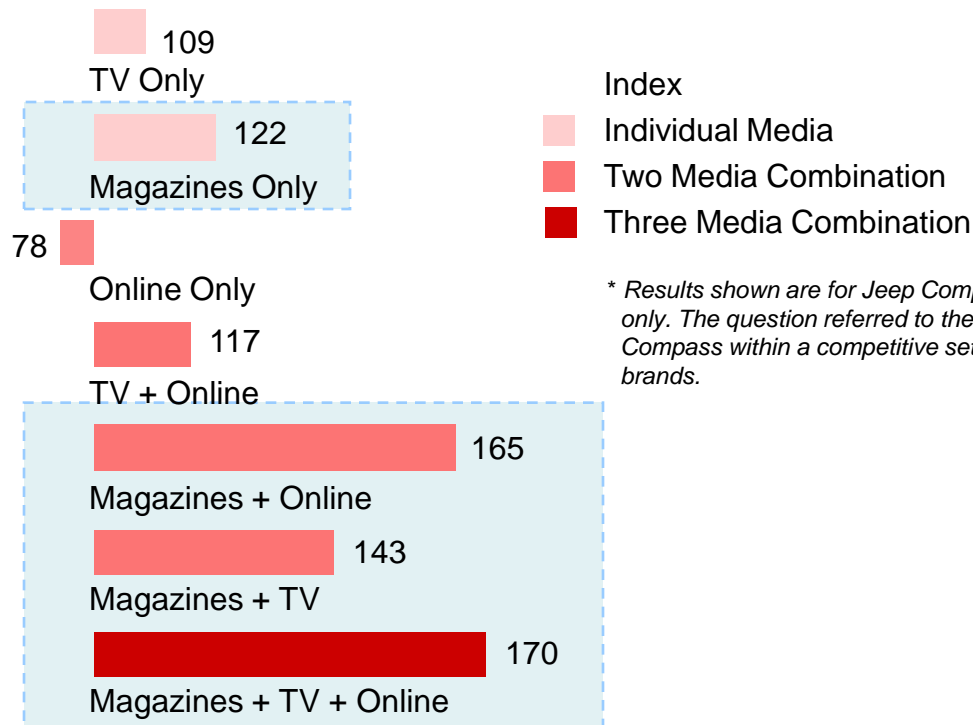


Magazines Help Optimize Purchase Intent

Purchase Consideration



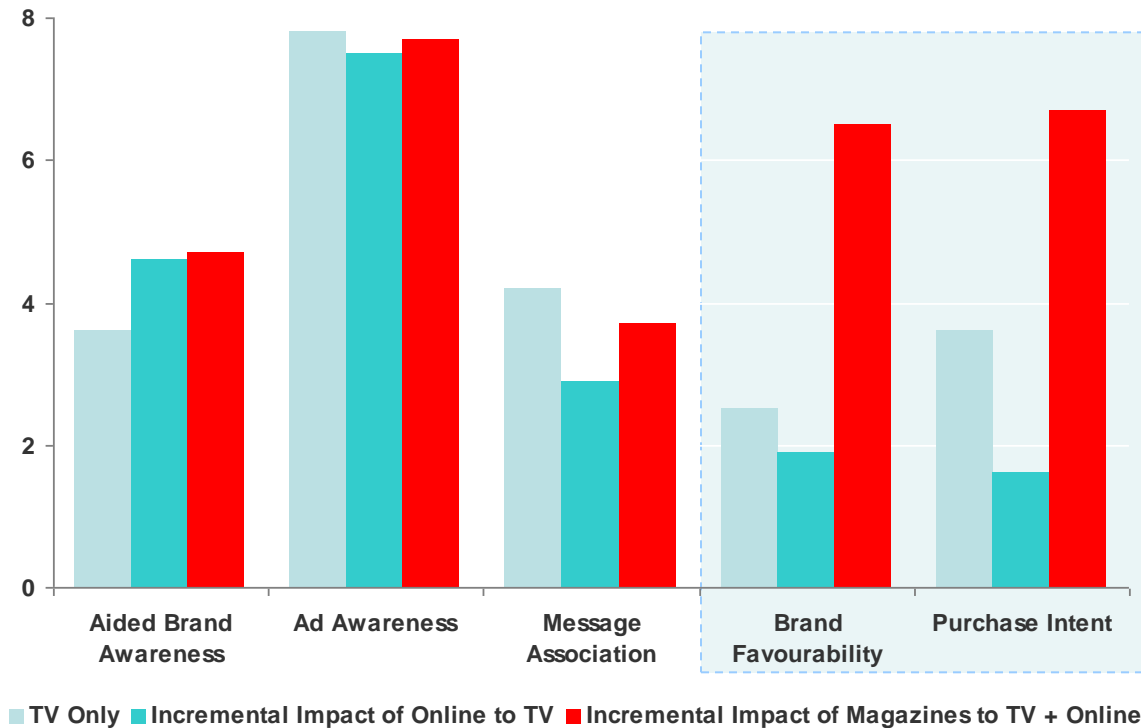
Based on the question: The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



* Results shown are for Jeep Compass only. The question referred to the Jeep Compass within a competitive set of brands.

The Addition of Magazines Drives Brand Favourability & Purchase Intent

Aggregate of 39 Third-Party Cross-Media Accountability Studies
Average % Increase vs. Unexposed Control

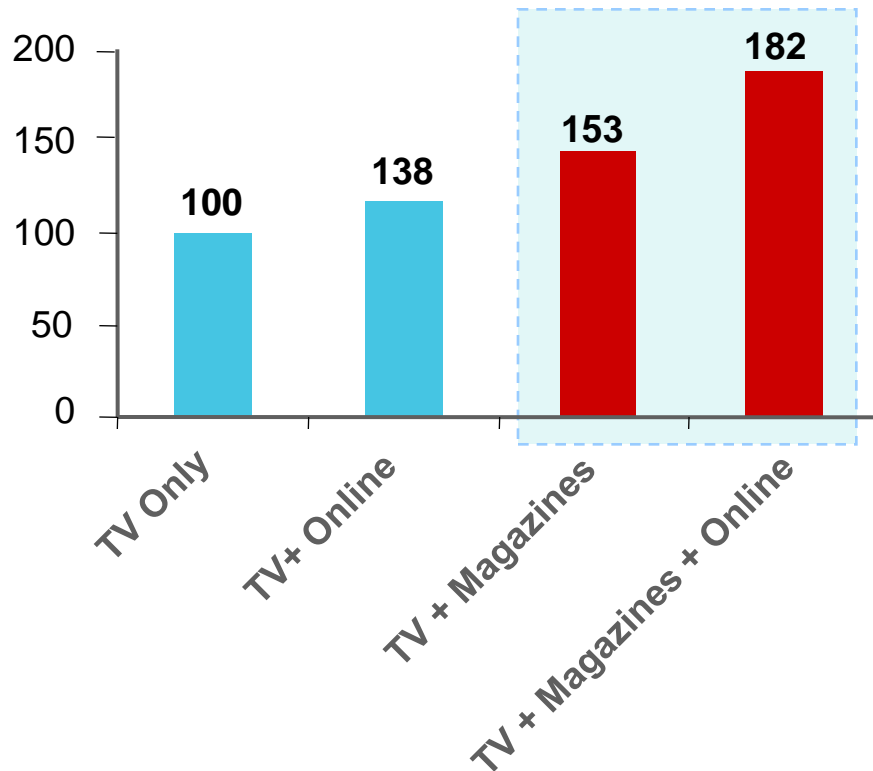


Magazines Help Optimize Media Mix ROI

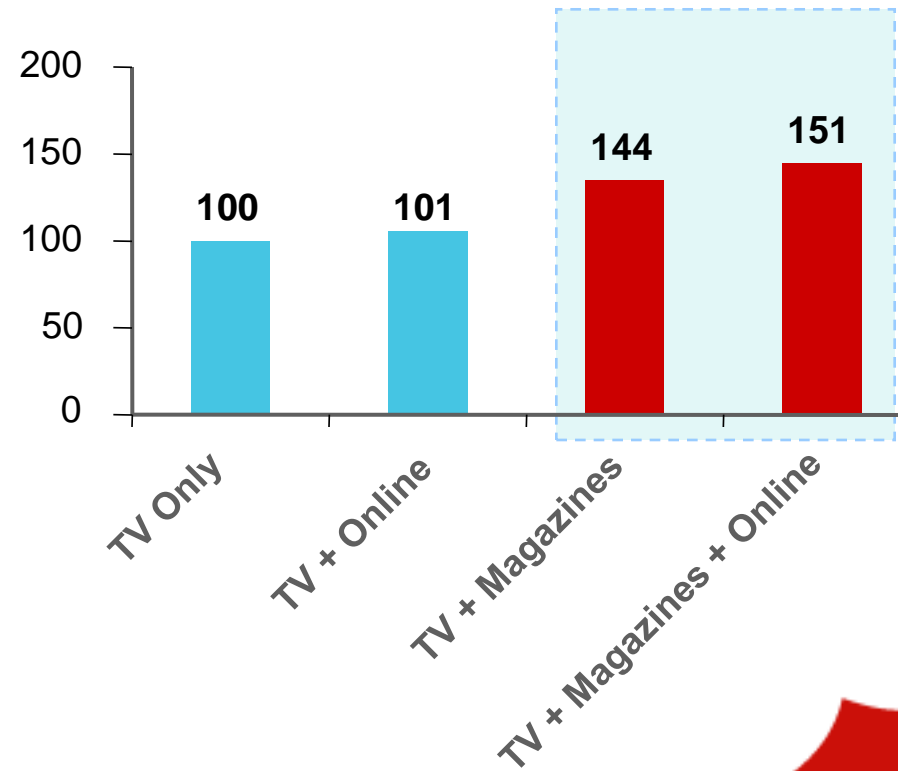
Aggregate of 20 Cross-Media Accountability Studies

Pre/Post Point Change

Total Brand Awareness



Purchase Intent



The Bottom Line

- Magazine fundamentals are strong: launches; circulation; readership; qualitative scores
- In a world where consumers are getting harder to impact meaningfully, readers opt in to magazines, driven by personal passions. It's "My Magazine"
- Magazine content engages, created by Canadians for Canadians
- Magazine ads are an accepted and integral part of the magazine package driving advertising receptivity, not avoidance
- Magazine readers have an "action orientation" that drives word-of-mouth, web search and web visits
- Magazines significantly drive key communication metrics that are hardest to impact: *Favourability* and *Intent* (Persuasion)

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We're Here to Help...

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