

Magazines Canada

Magazine Essentials

Making the Most of Magazines



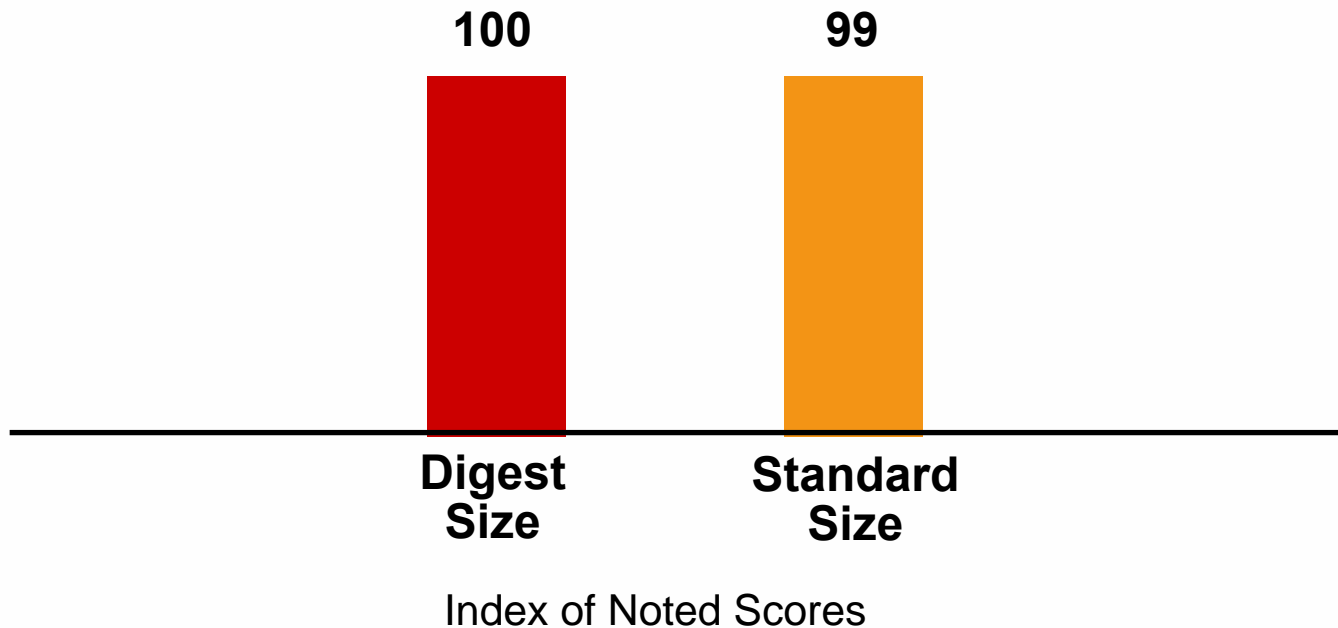
**Compilation of
information
most requested
by media planners**



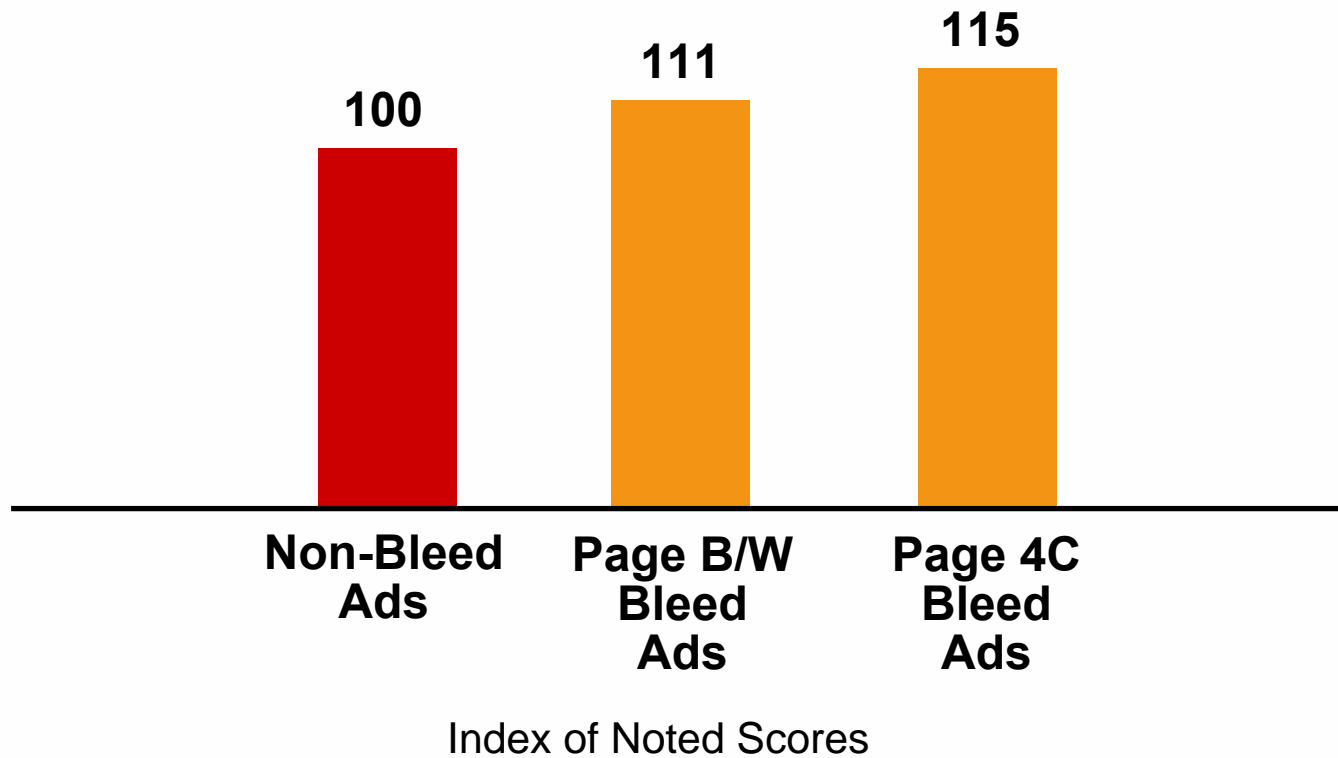
Starch Tested Copy

- **Noted Score:** A measure of the size of the audience that remembered seeing the ad
- **Associated Score:** A measure of those who looked at the ad long enough to learn what brand is advertised
- **Read Most Score:** A measure indicating whether interest in the ad was strong enough to pull the reader through most of the ad

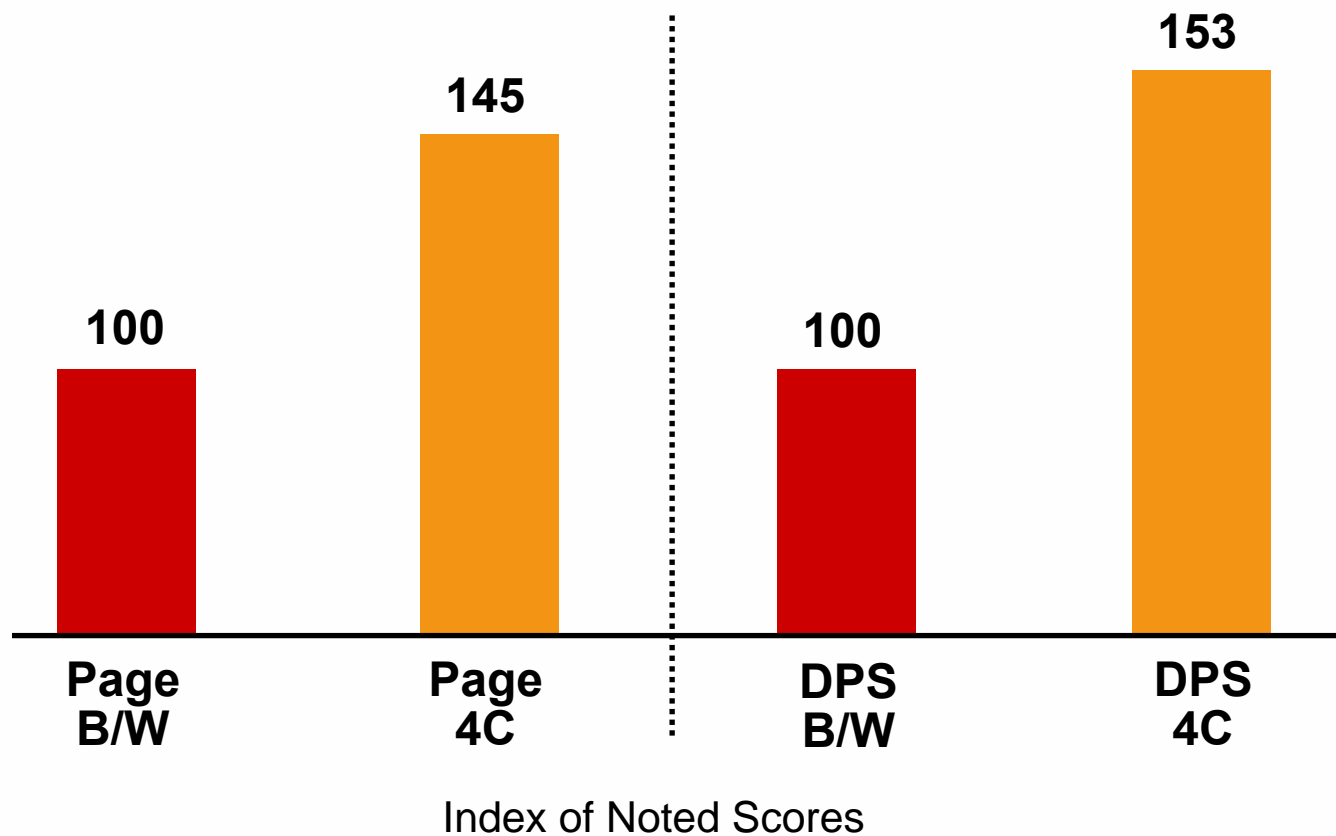
Physical Size of the Magazine Page Does Not Affect Readership



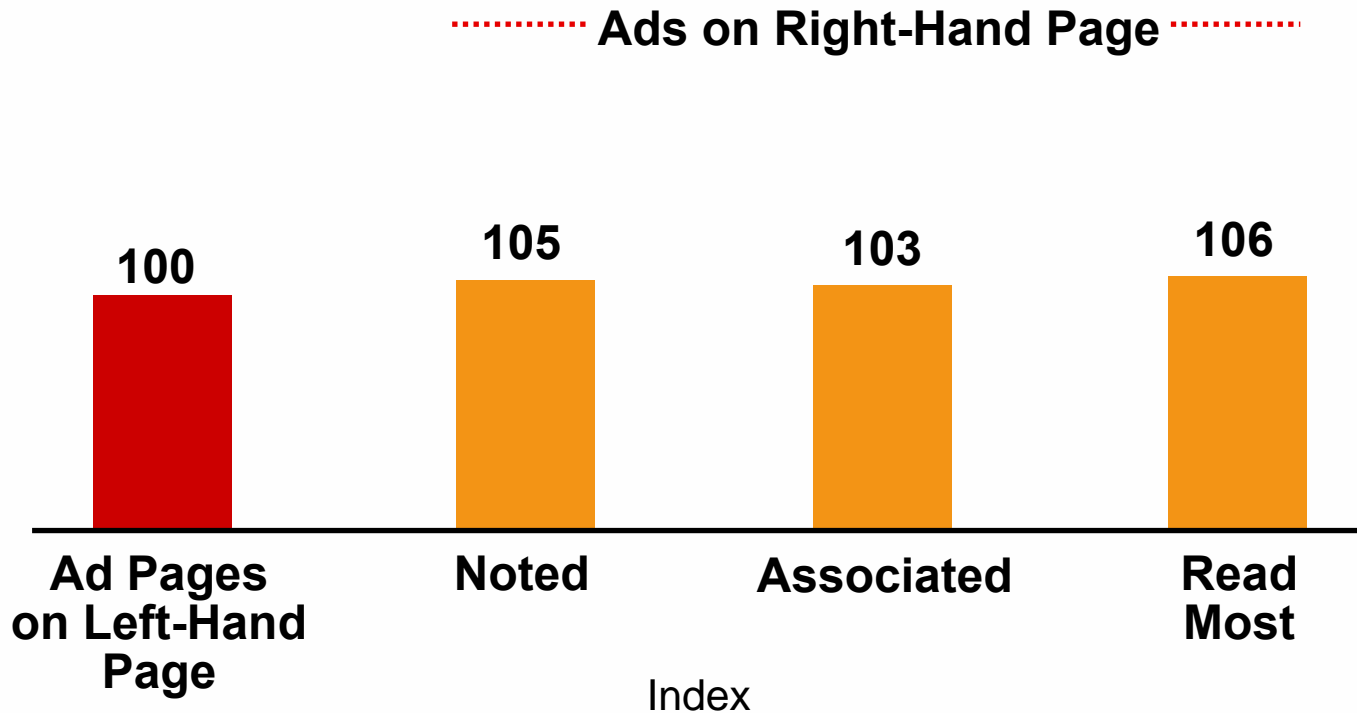
Bleed Ads Increase Readership



Colour vs. B/W

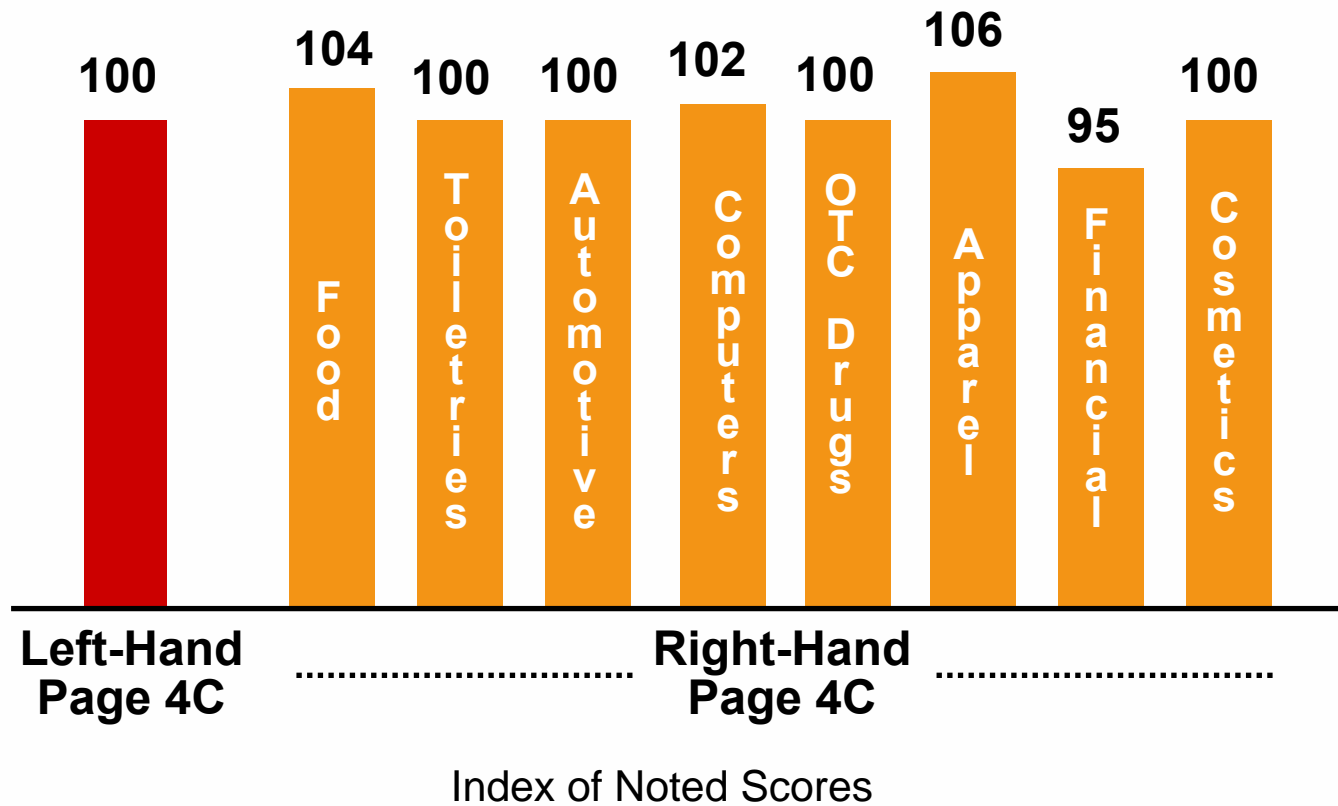


Left-Hand and Right-Hand Positioning has Equal Impact

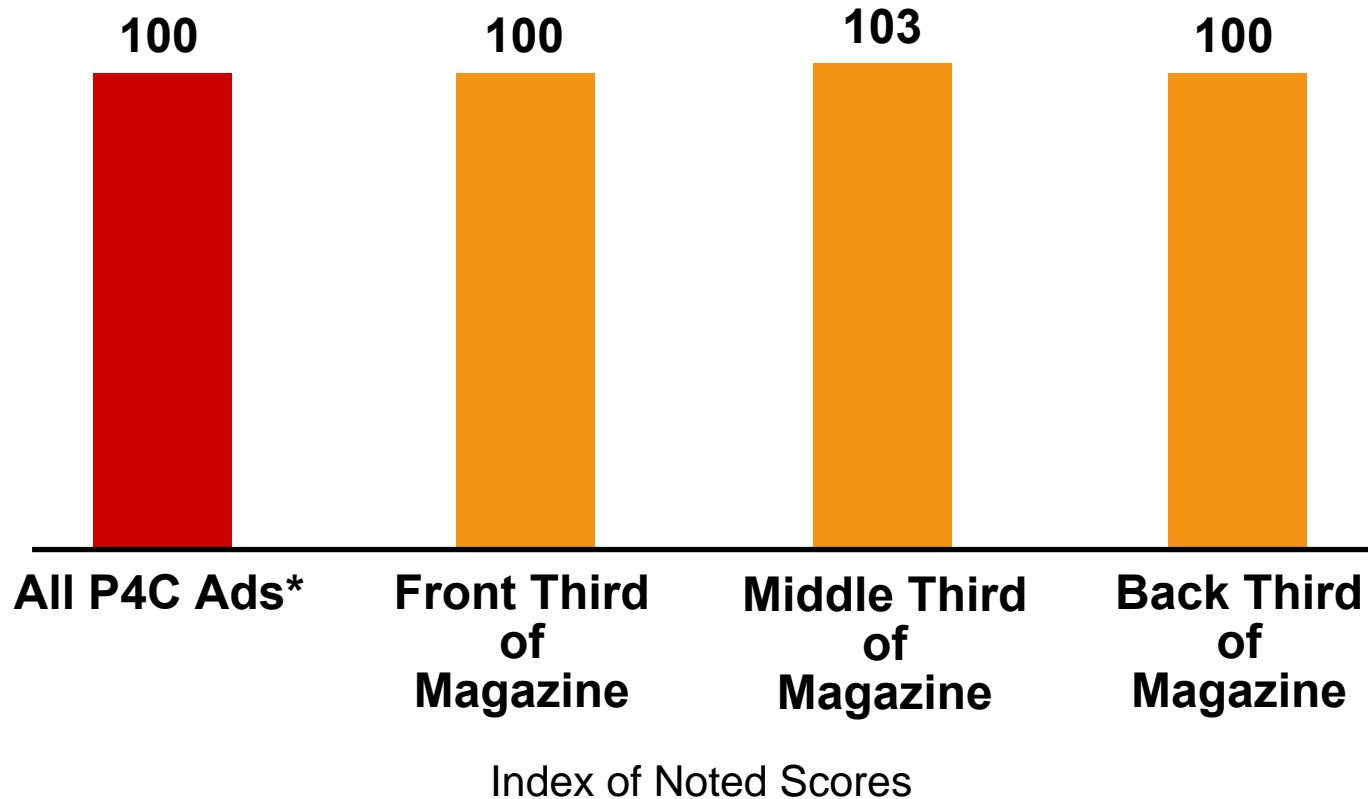


(Differences are not statistically significant)

Left-Hand vs. Right-Hand Positioning

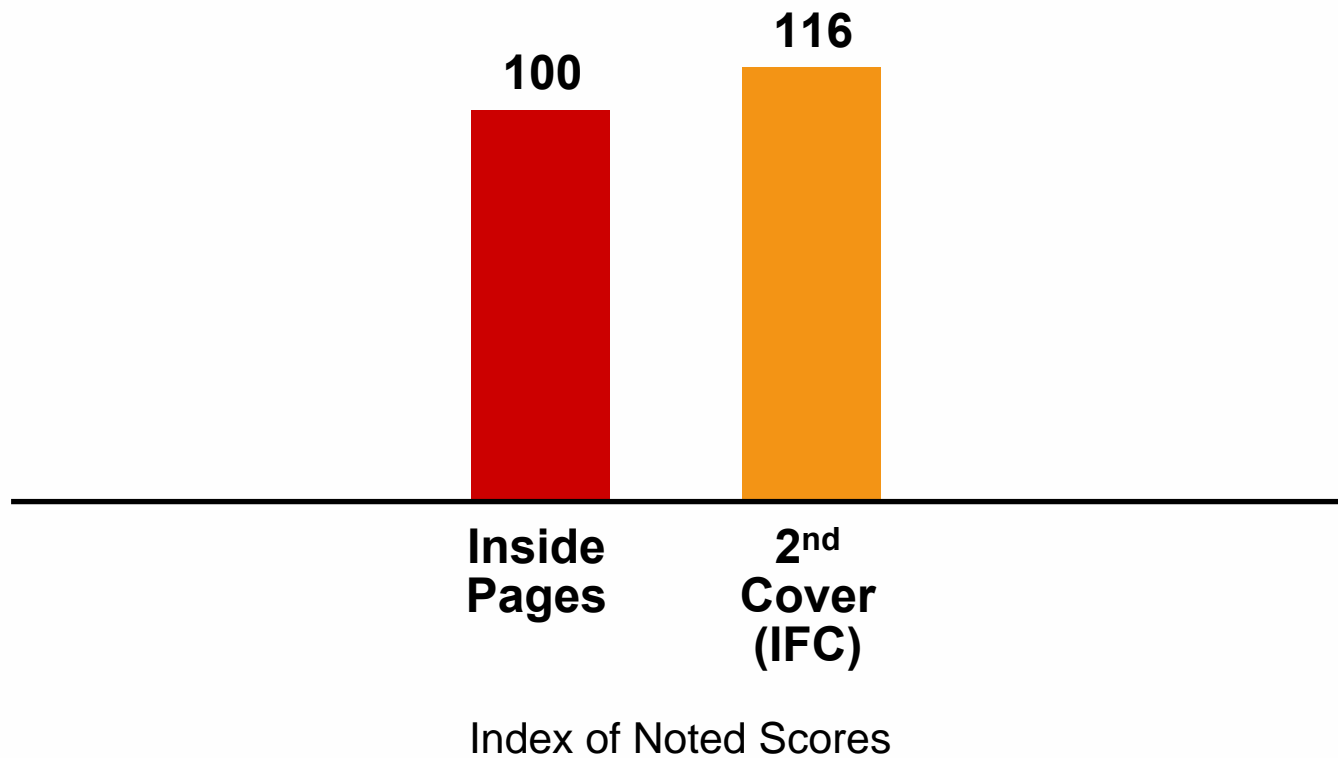


Position Within the Book Is Not An Issue

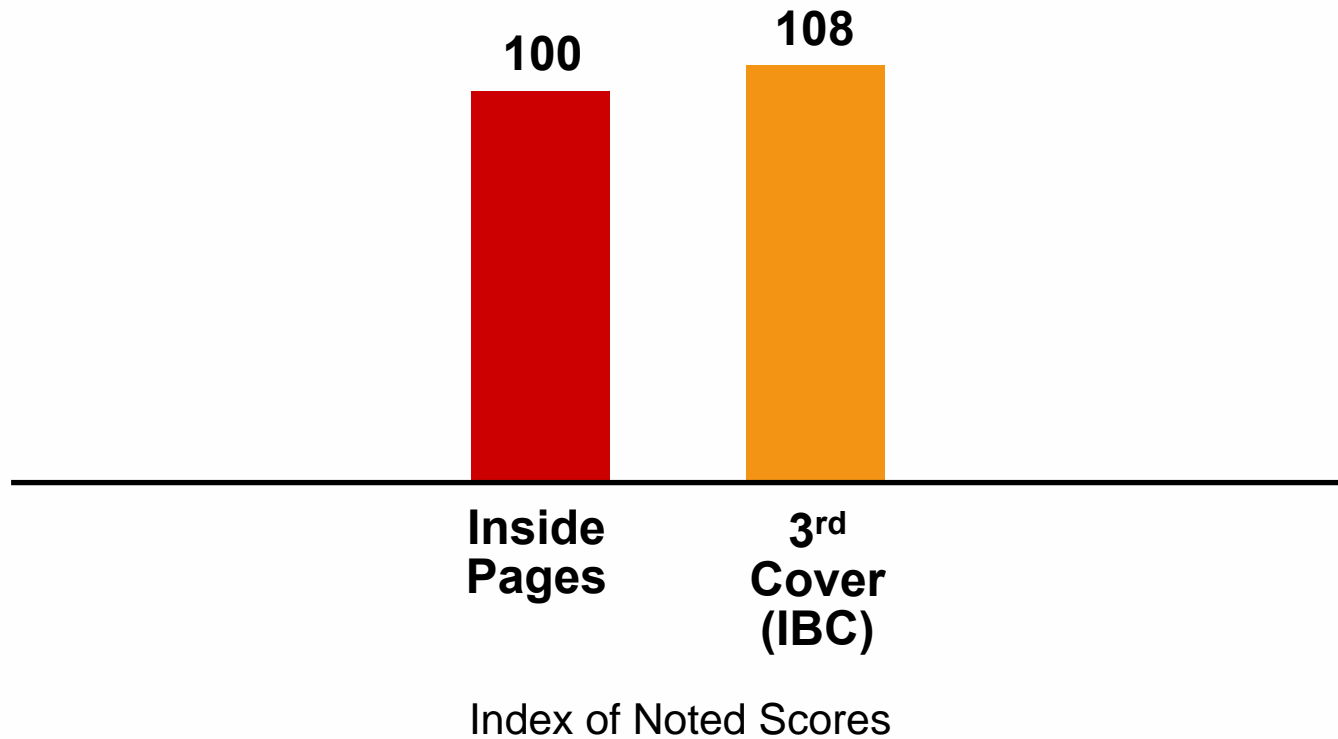


* Excluding covers

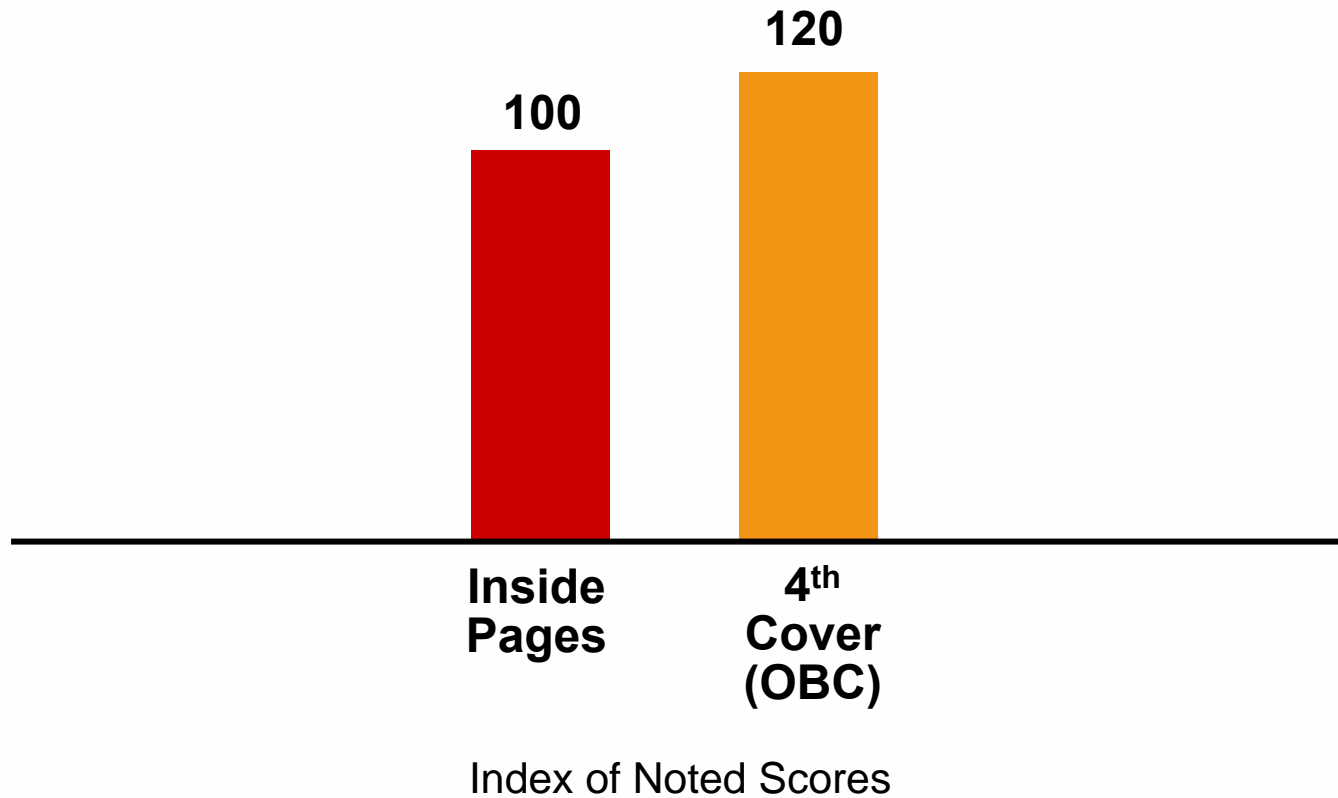
Do Inside Front Cover Positions Increase Impact?



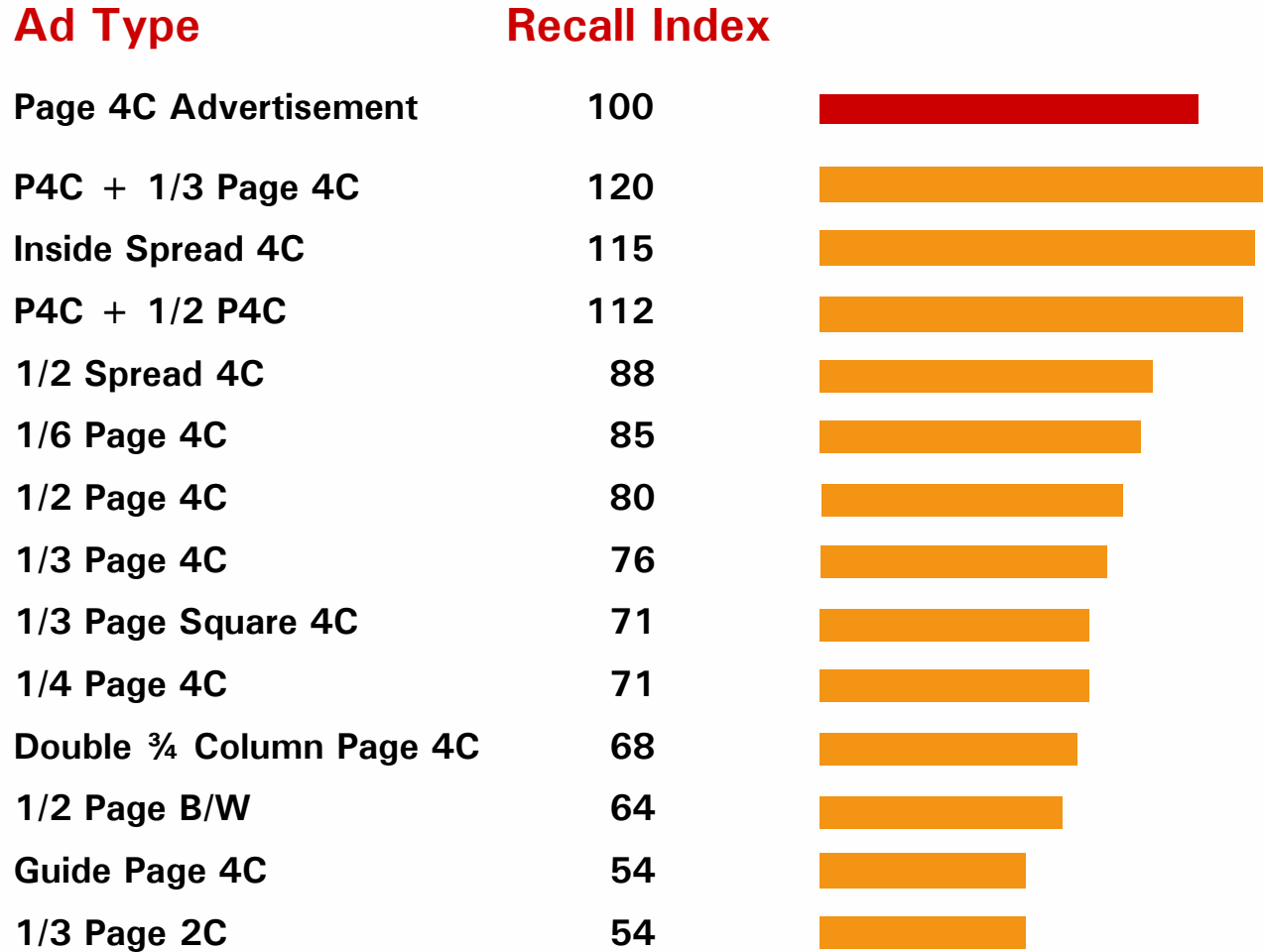
Do Inside Back Cover Positions Increase Impact?



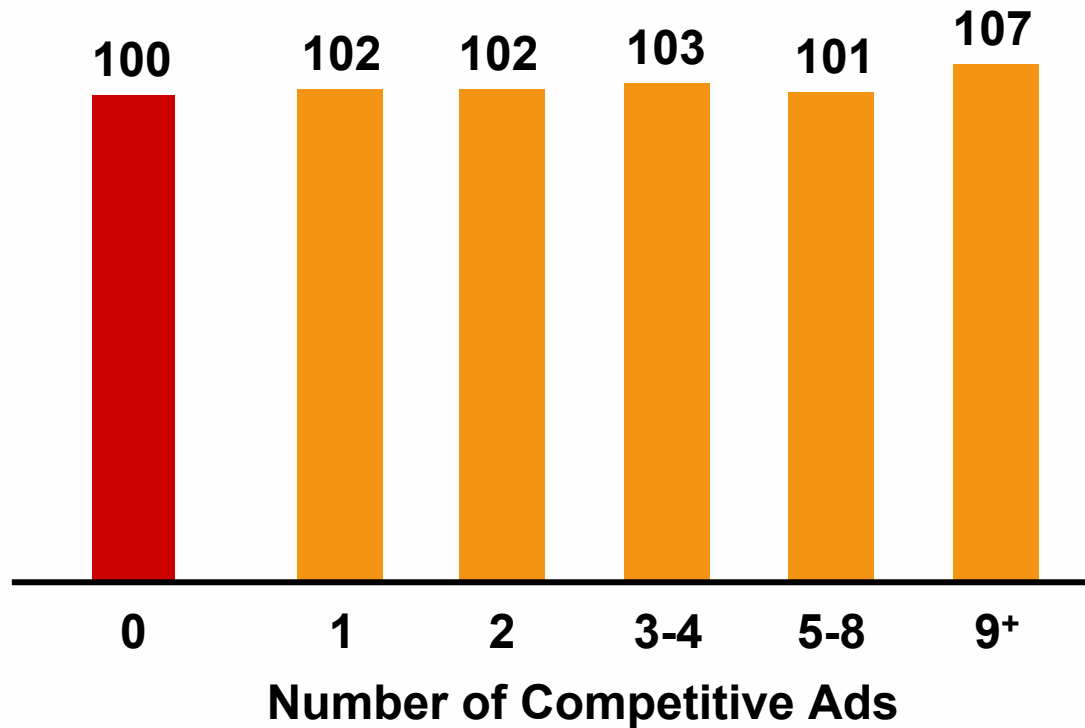
Do Outside Back Cover Positions Increase Impact?



Recall of Magazine Ad by Size in Descending Order

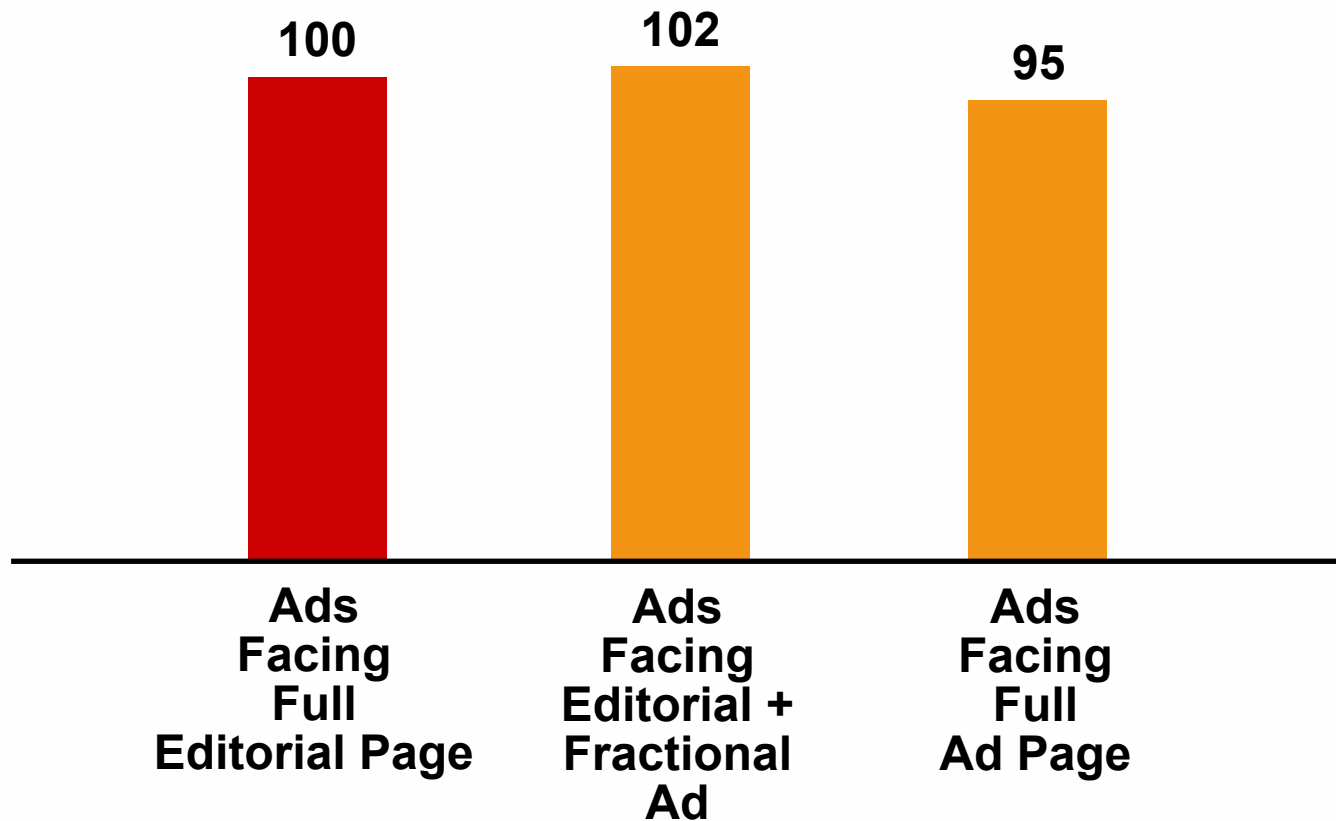


Impact of Competitive Ads in the Same Issue



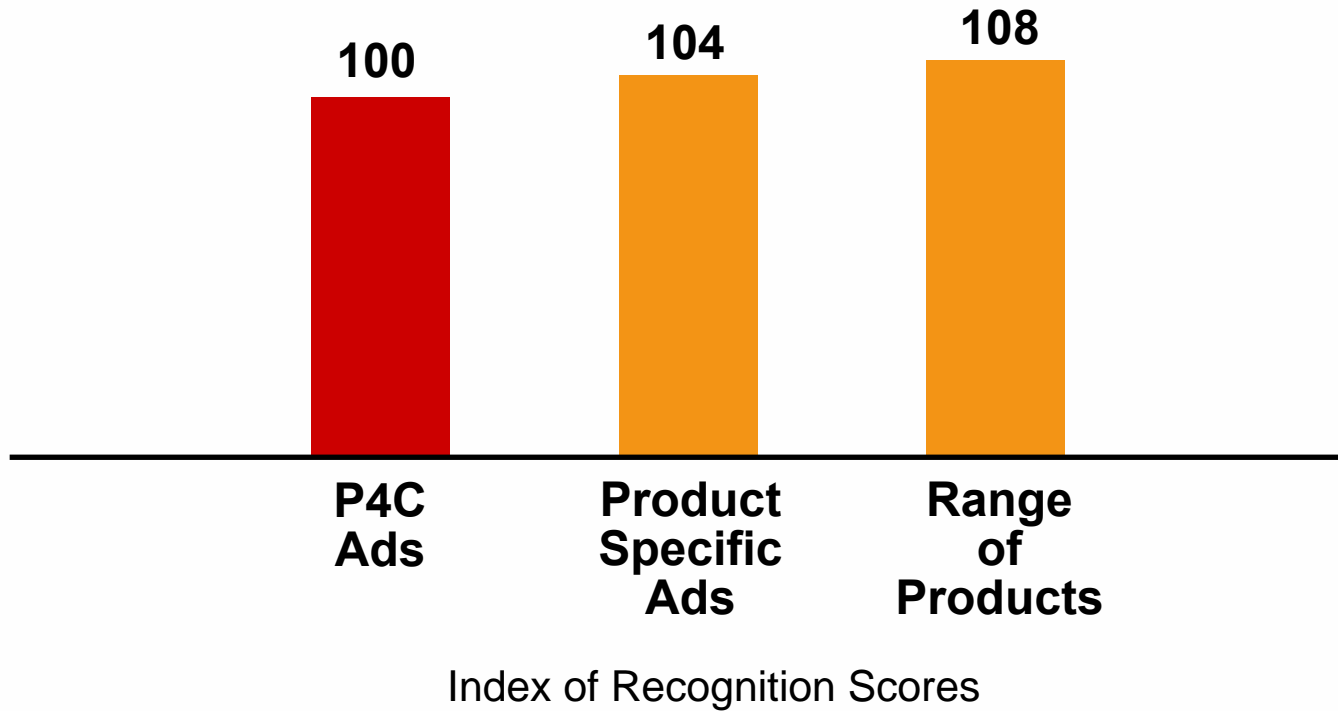
Index of Recognition Scores

Ads Facing Editorial or Other Ads Have Similar Impact

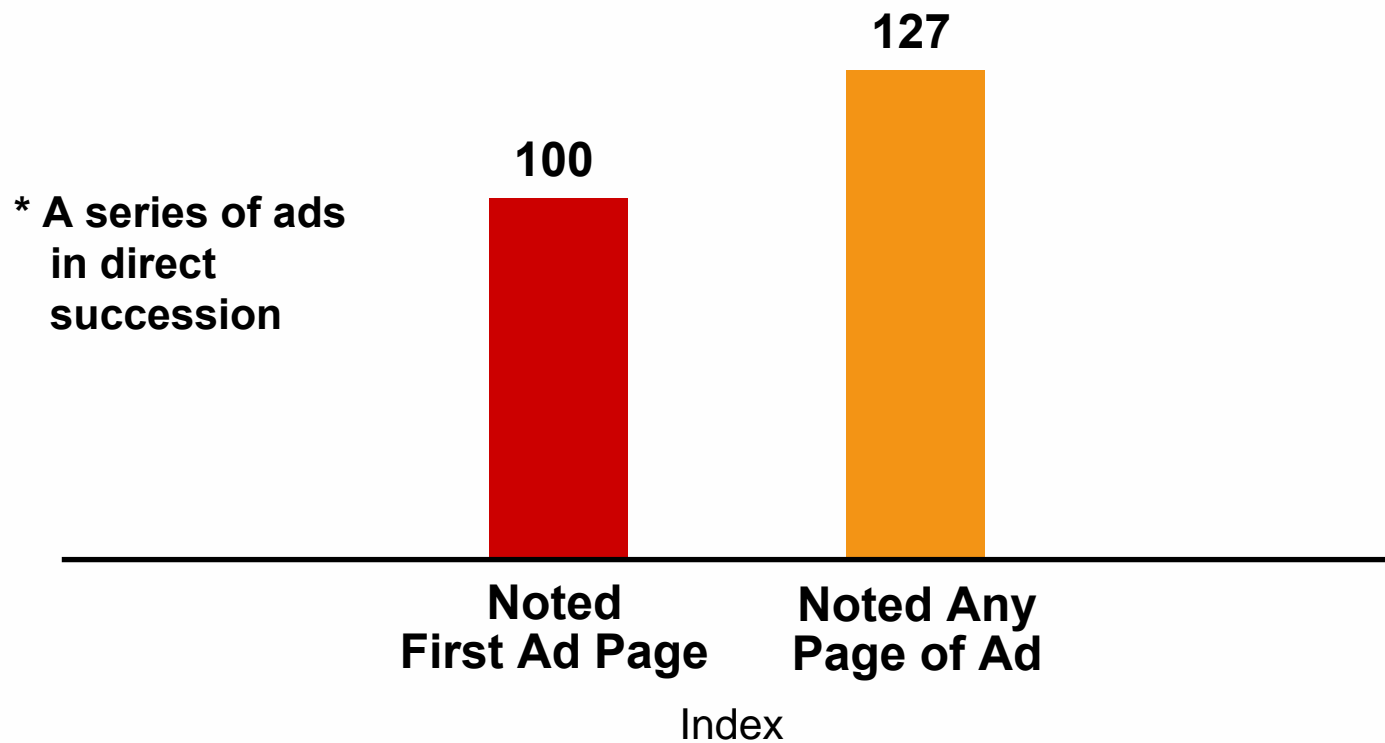


Index of Noting Scores

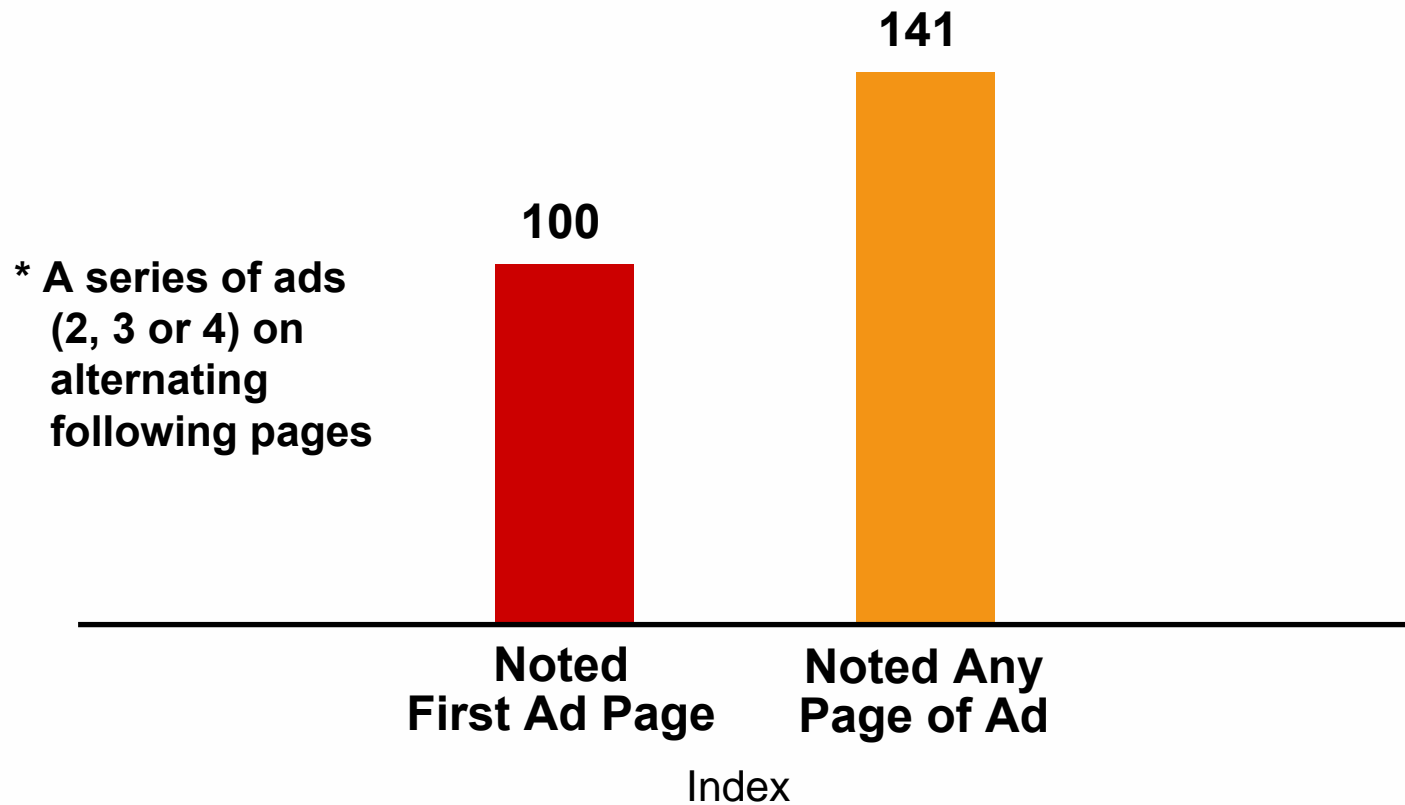
Ads Work for Single or Multiple Products



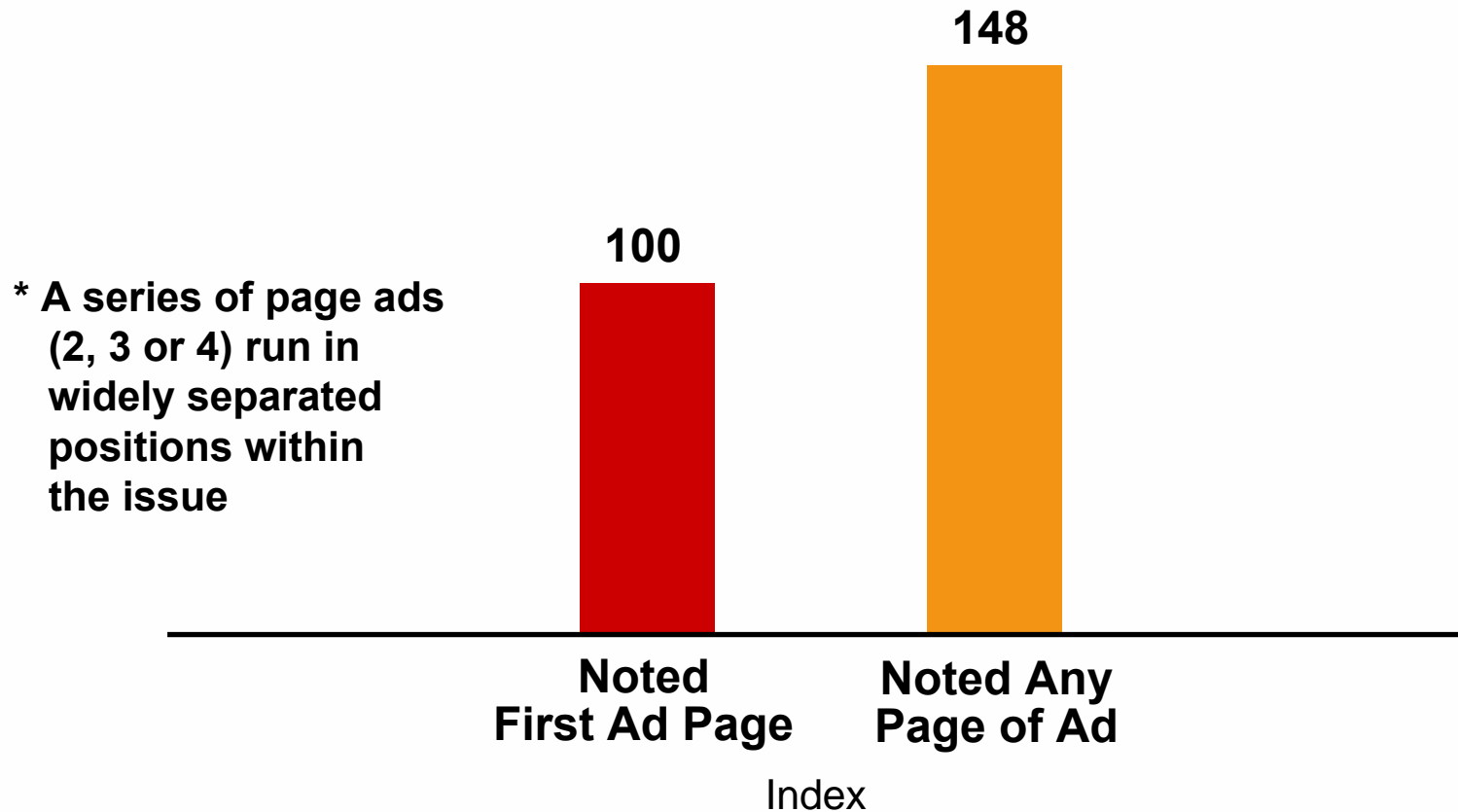
Multi-Page Ads in Succession* Increase Impact



Multi-Page Ads in Alternate Succession* Increase Impact



Multi-Page Ads in Separated Run-of-Book Positions* Increase Impact



Multi-Page Insert Successive Ad Pages (Chrysler Case Study)

Page Number	Description	Noted %
53	Lee lococca	76
54	LeBaron Coupe	88
55	LeBaron Convertible	83
56	Dodge Dakota	84
57	Dodge Shadow	84
58	Plymouth Sundance	82
59	Dodge Daytona	81
60	Chrysler Coupe	76

Multi-Page Campaign Alternate & Run-of-Book Ads

(Hasbro Playskool Case Study)

Page Number	Description	Noted %
46/47	Electronic Teacher	65
93	Textured Toys	63
95	Busy Toys	59
97	Hand Holder	64
164	Tape Player	65
216/217	Pur Nipples	44
225	Musical Glo Worm	59
242	Computer	51

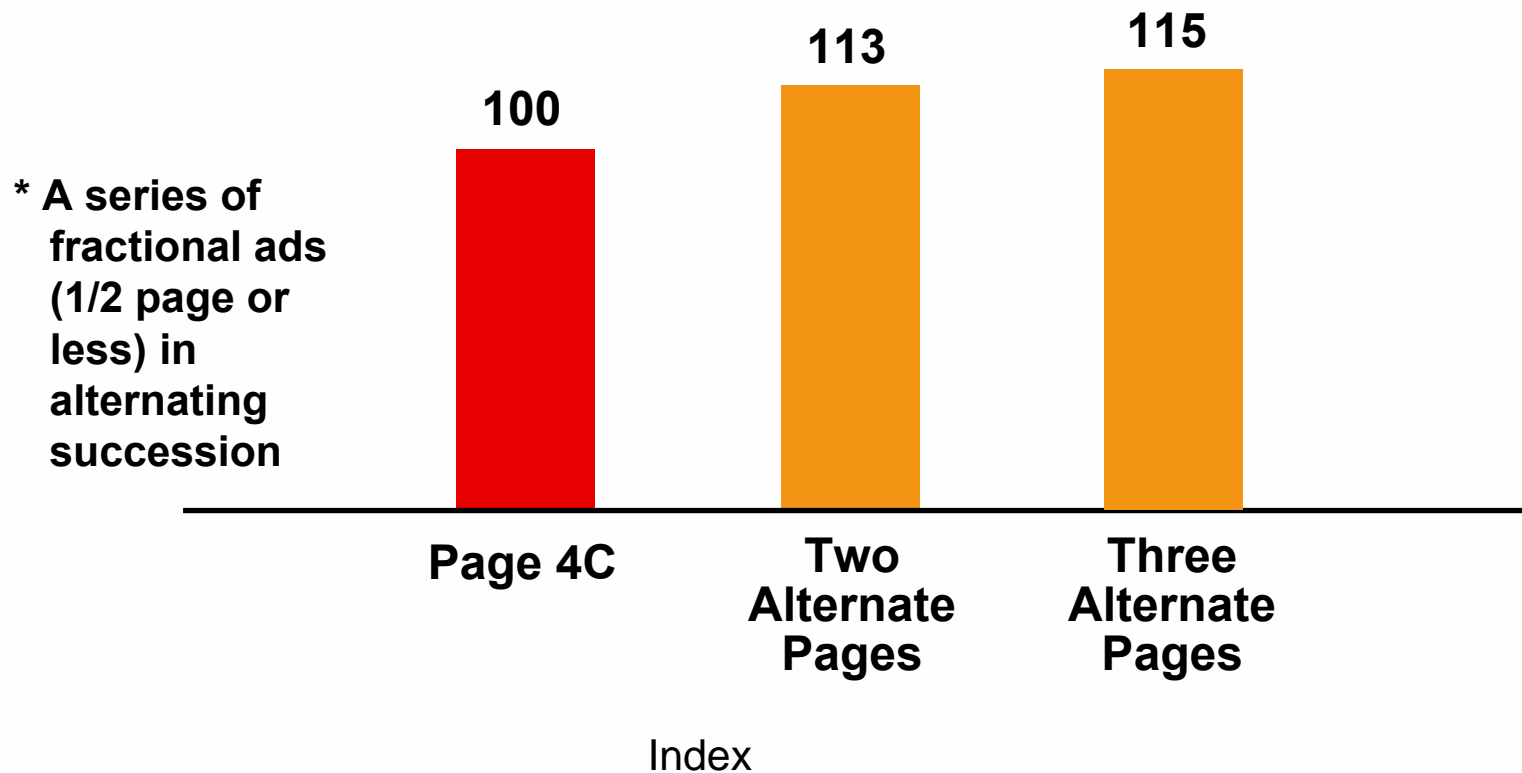
**Which Campaign
Resulted in
the Highest
Overall
Noted Score?**



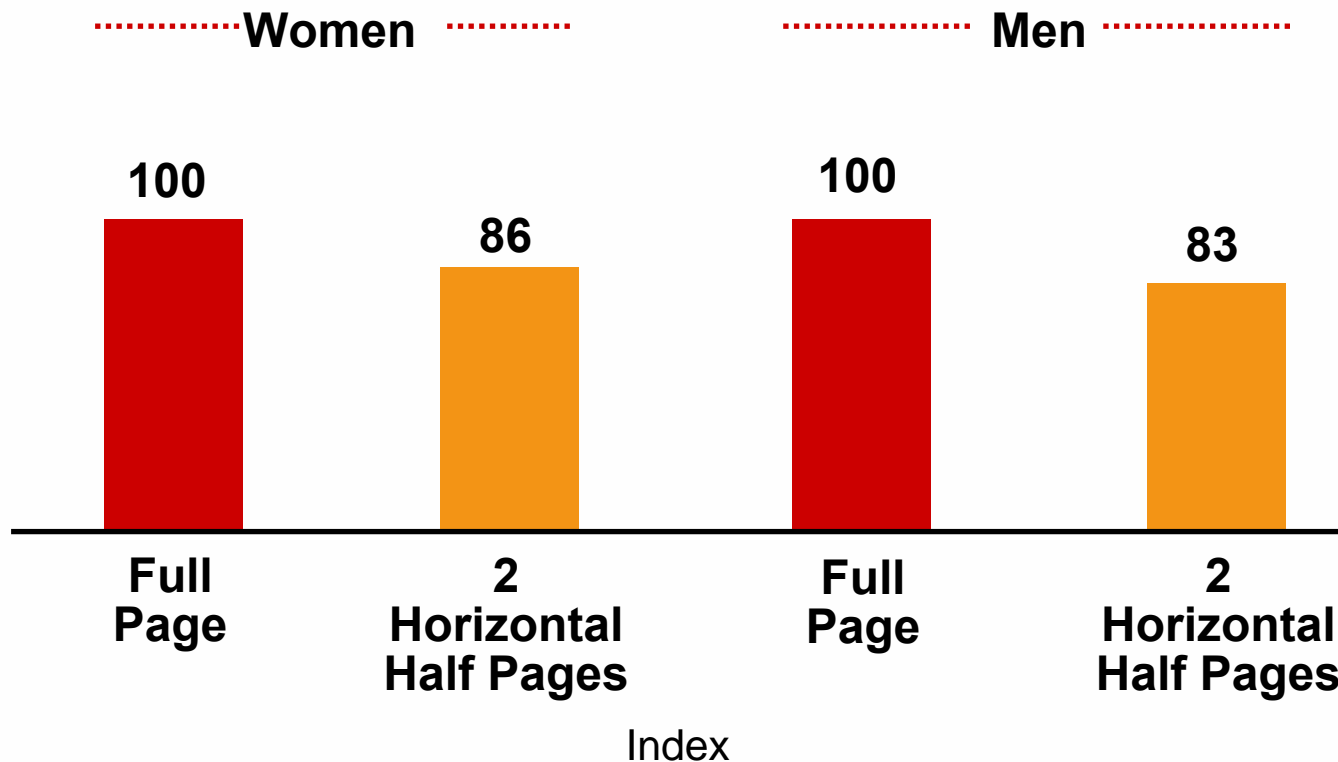
Multi-Page Campaign

Campaign	% Noted
Chrysler (successive pages)	93
Hasbro Playskool (alternate & run-of-book ads)	95

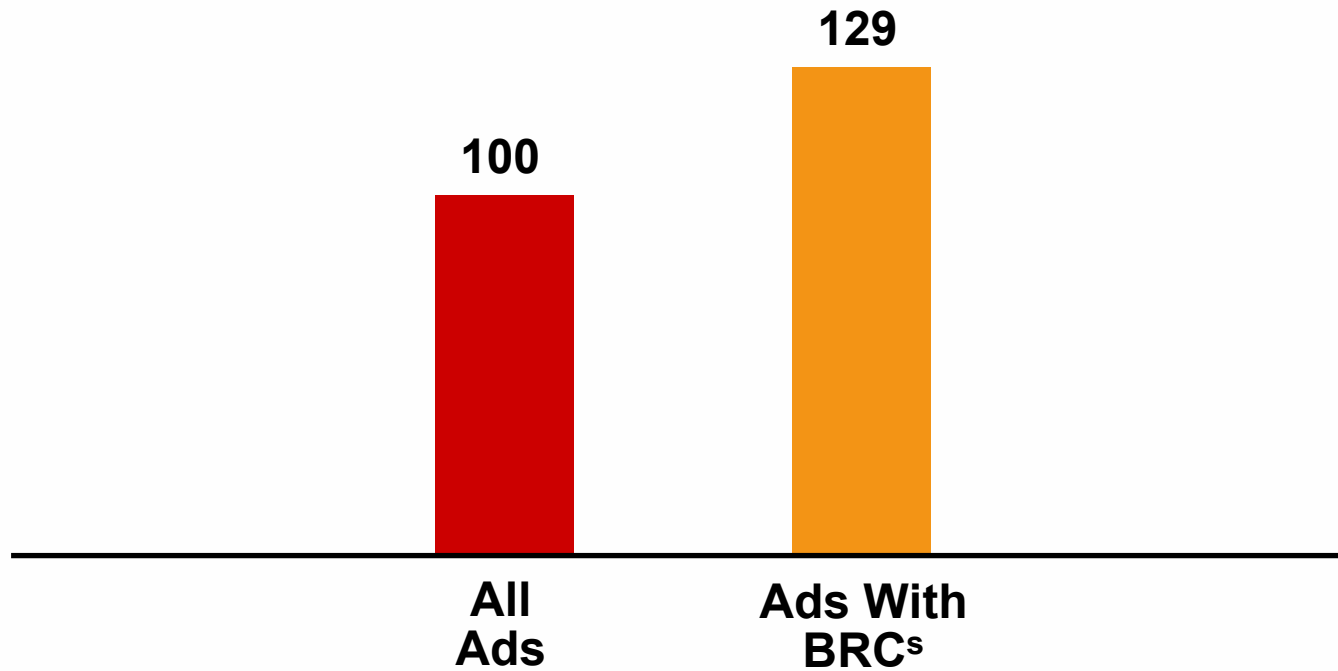
Multi-Page Fractional Ads in Alternate Succession* Increase Impact



“Sideways” Ads Don’t Measure Up To Traditional Full Page Ads

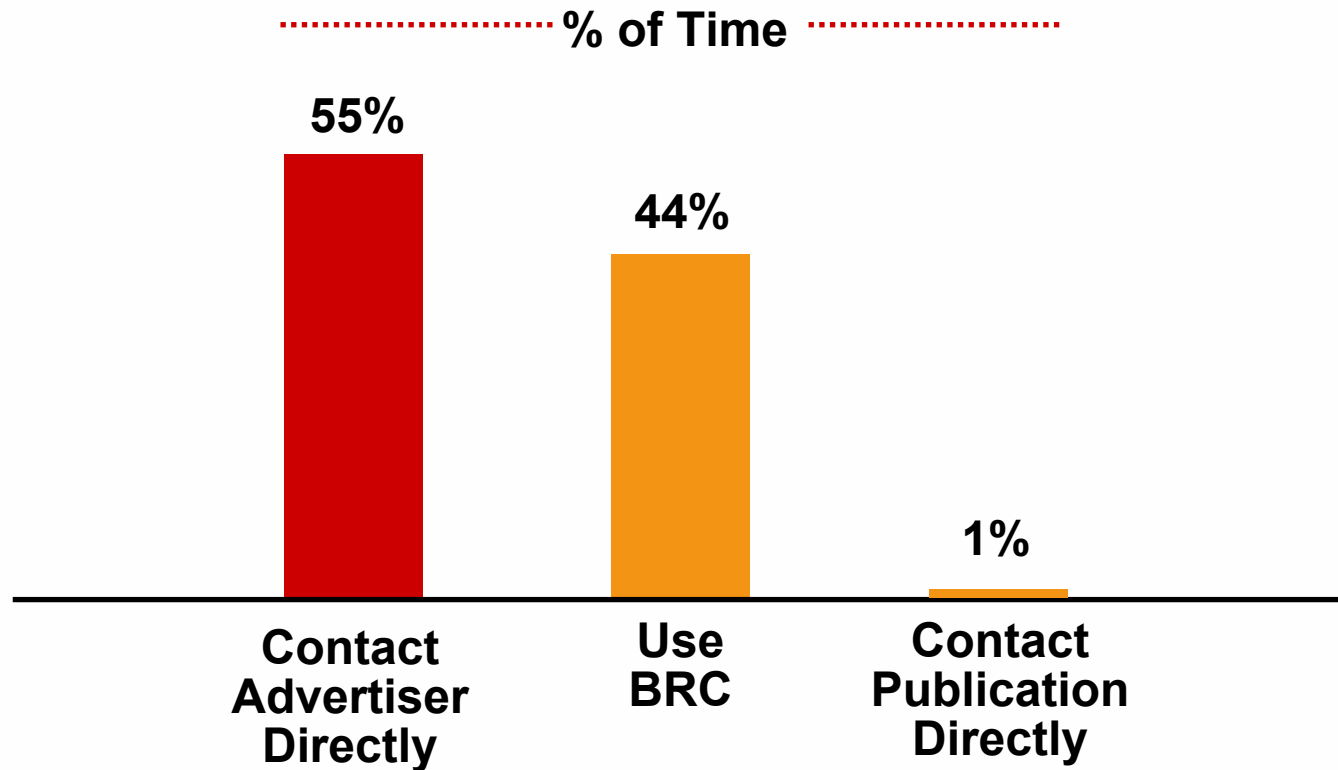


Business Reply Cards Increase Readership

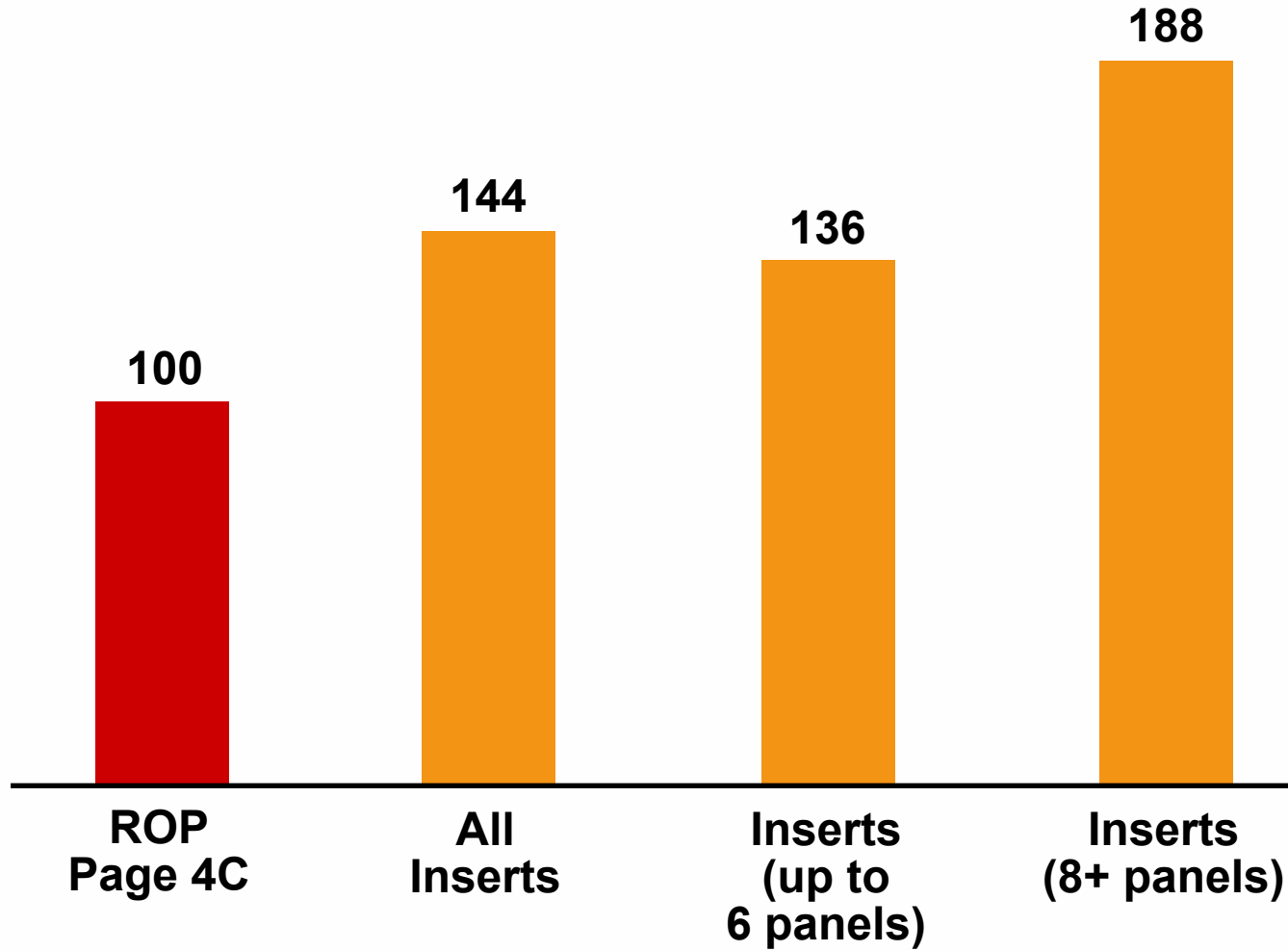


“Remembered Seeing” Index Scores

How Readers Respond to Ads in Business/Professional Magazines



Inserts Increase Impact



Index of Read Most Scores

Inserts = Supplied pre-printed materials, excluding Business Reply Cards (BRCs)

Interactive Inserts are a Sure Way to Involve Consumers

	Total	Male	Female	<i>Starch Norm</i>
<i>(7-10 out of 10)</i>	%	%	%	%
Interesting	71	78	64	54
Innovative	72	68	76	50
Visually Appealing	84	80	88	60
Eyecatching	75	72	78	60
<i>Average Scores</i>	76	75	77	56

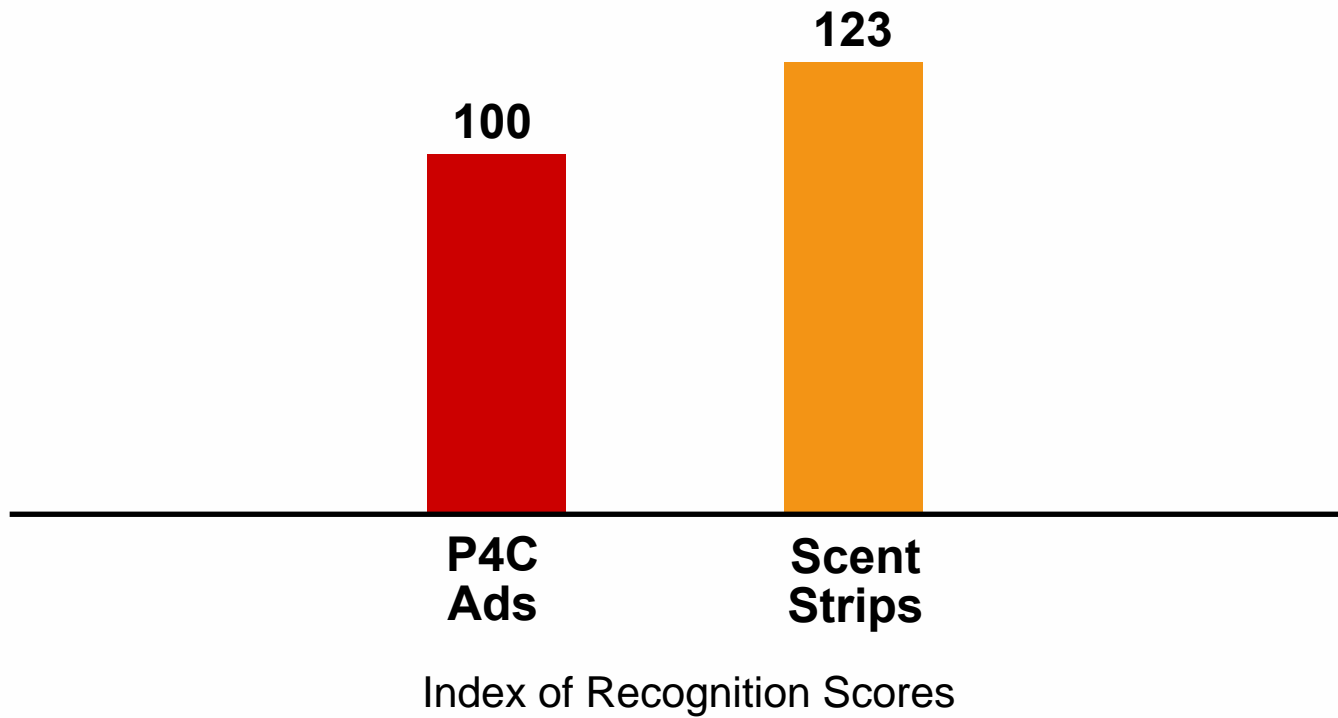
Interactive inserts are a great way to catch attention and demonstrate product benefits.

Advertorials Deliver Details and New Ideas

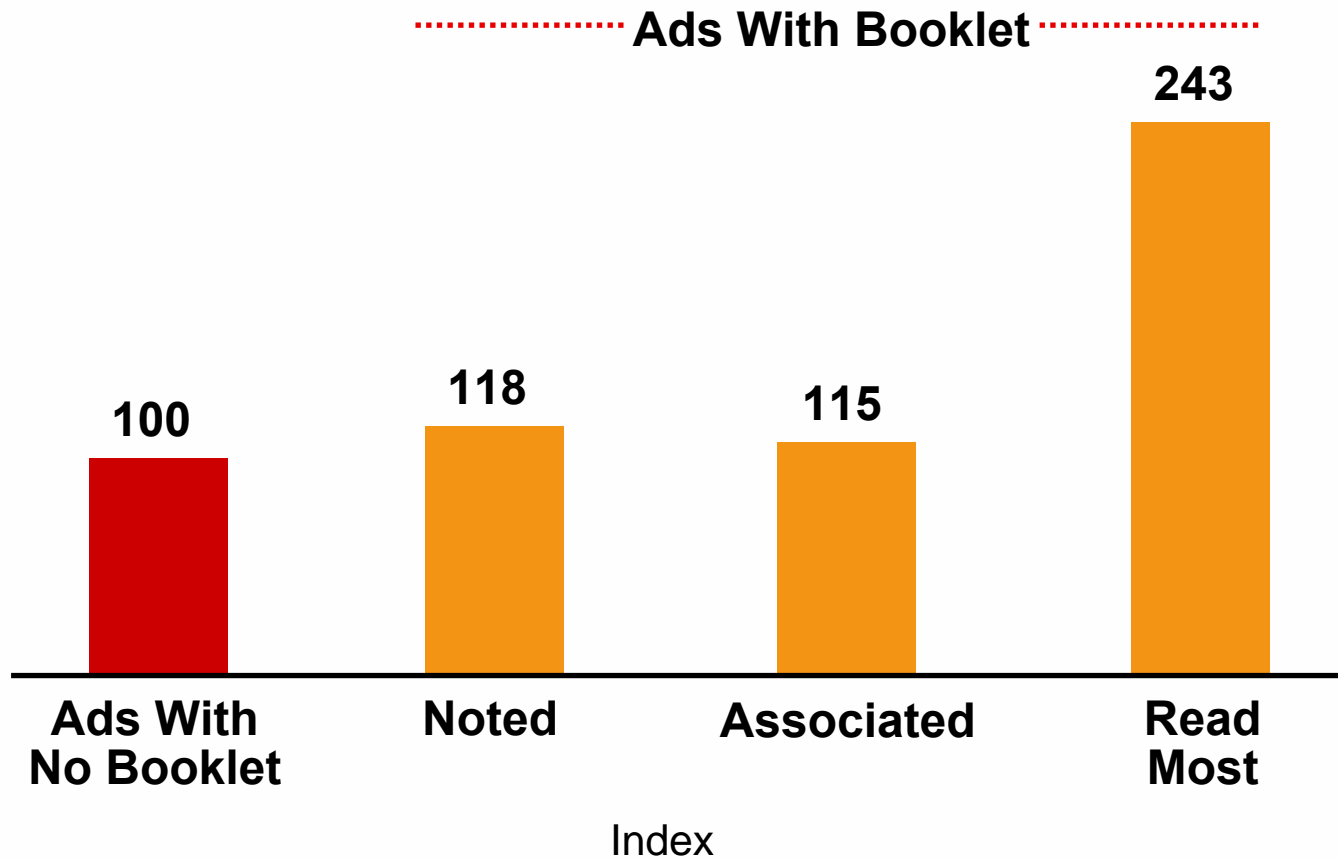
% Agree Strongly (7-10 out of 10)

	Total %
They are a good way for advertisers to communicate info about their products	76%
They generally provide me with more information than a regular advertisement	68%
It should be made clear that these are advertisements or promotional messages and not part of the magazine's editorial content	66%
Advertorials are sources of new ideas and ways to use products	62%

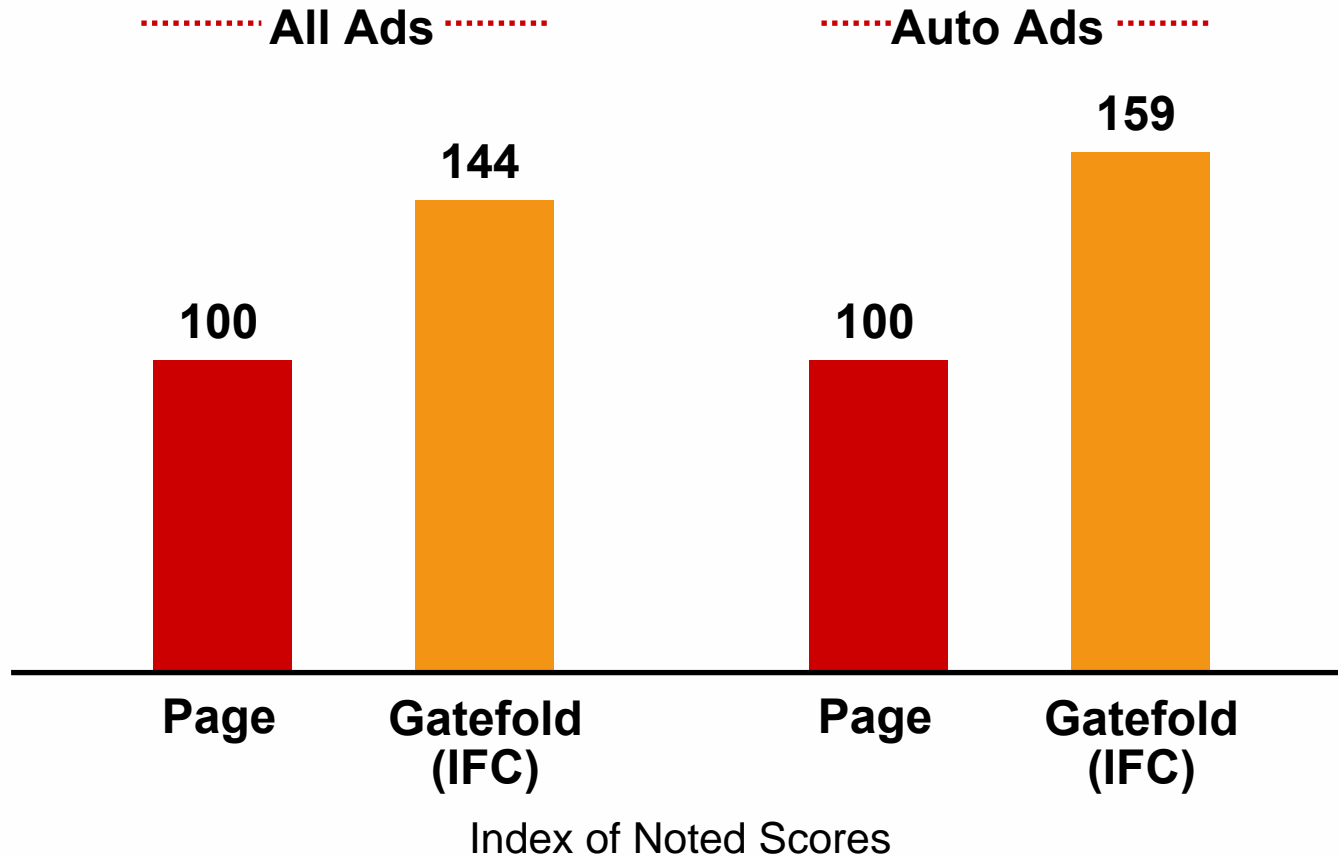
Do Scent Strips Make Sense?



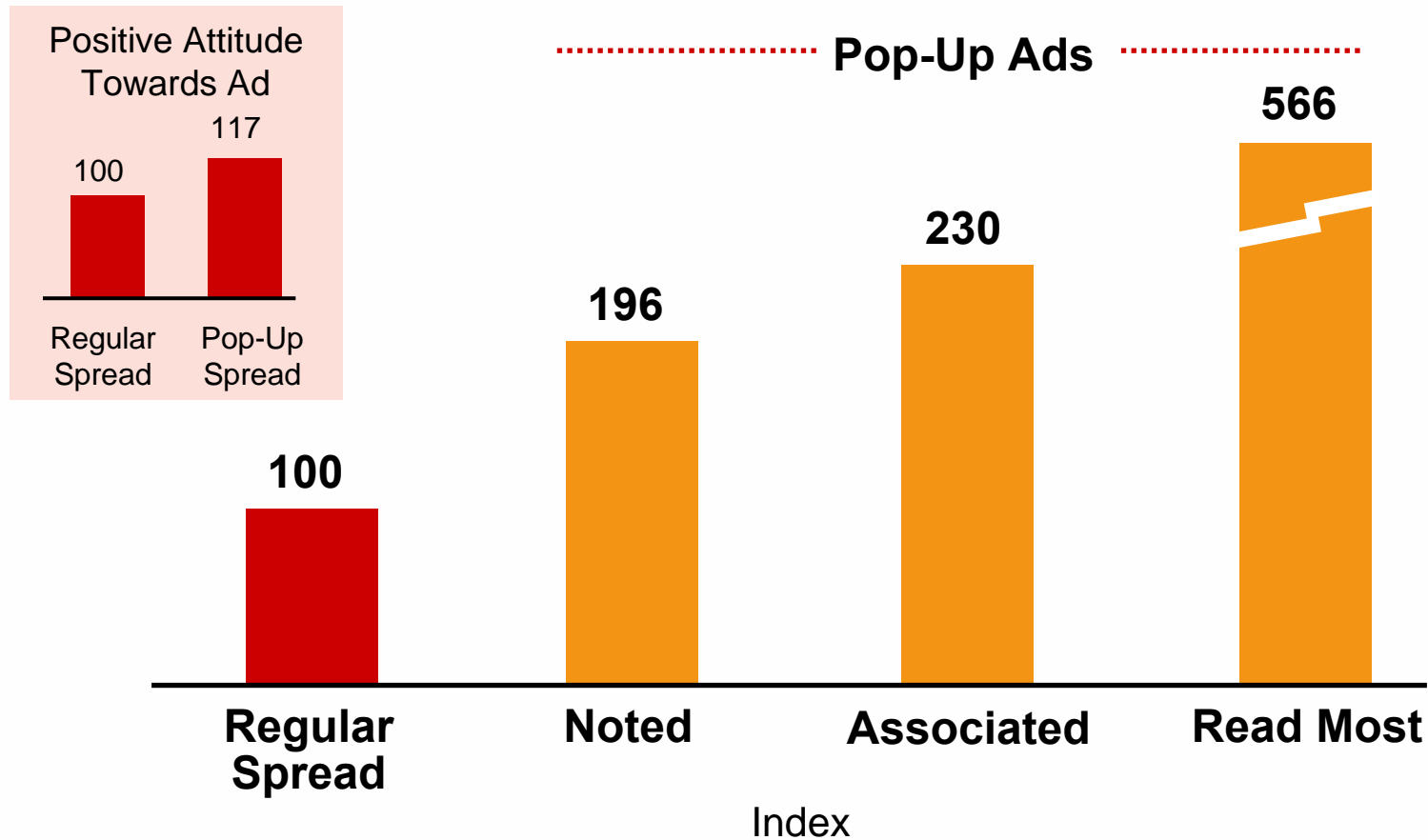
Do Ads With Bound-In or Glued-In Booklets Perform?



Gatefolds...Unfolded



Magazine Pop-Up Ads Increase Readership



Coupons Influence Ad Awareness



Non-Traditional Creative Ads Deliver Strong Reader Impact

	Total	Male	Female	<i>Starch Norm</i>
<i>(7-10 out of 10)</i>	%	%	%	%
Interesting	59	57	60	54
Innovative	58	56	60	50
Visually Appealing	64	62	65	60
Eyecatching	66	64	69	60
<i>Average Scores</i>	62	60	64	56

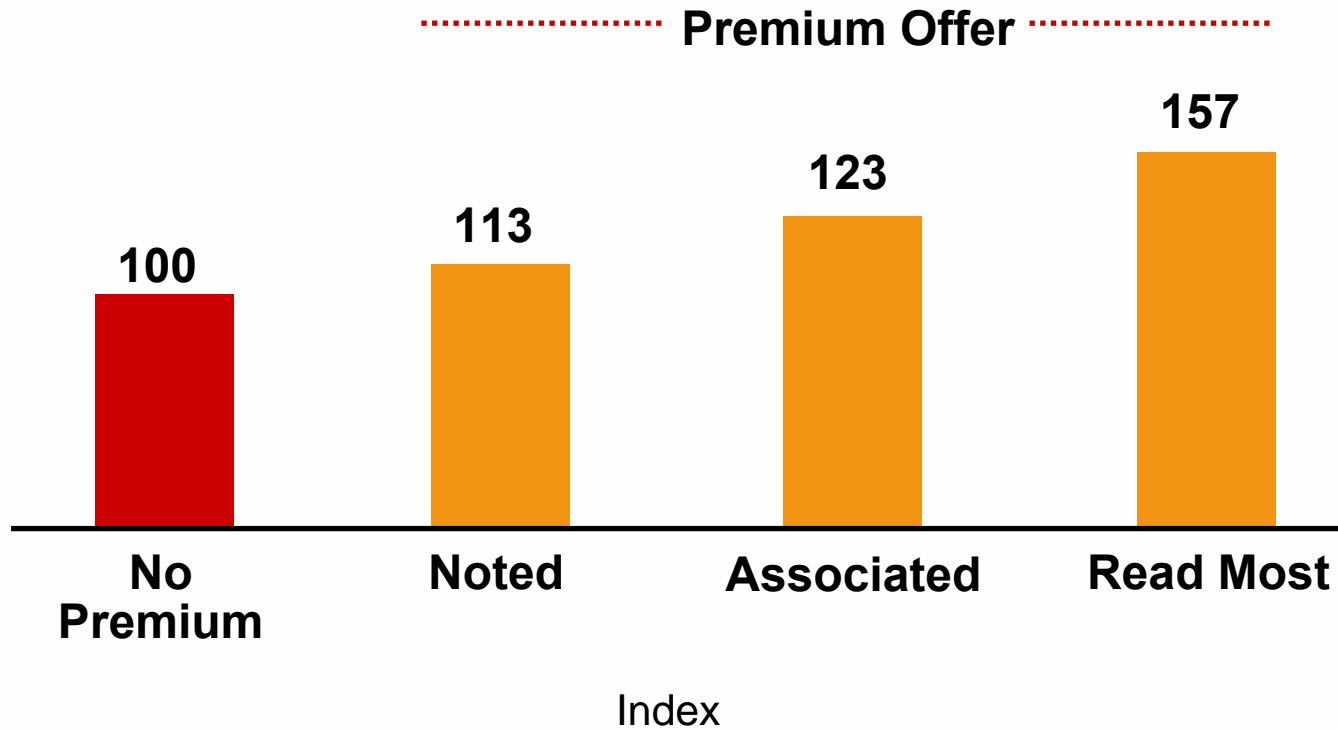
Non-traditional creative concepts (consecutive fractionals, pop-ups, product samples, booklets, clear acetates and interactive inserts) were shown to reach a high proportion of readers of the issues in which they appeared.

Plastic Ascetate Overlay Ads are Clear Winners

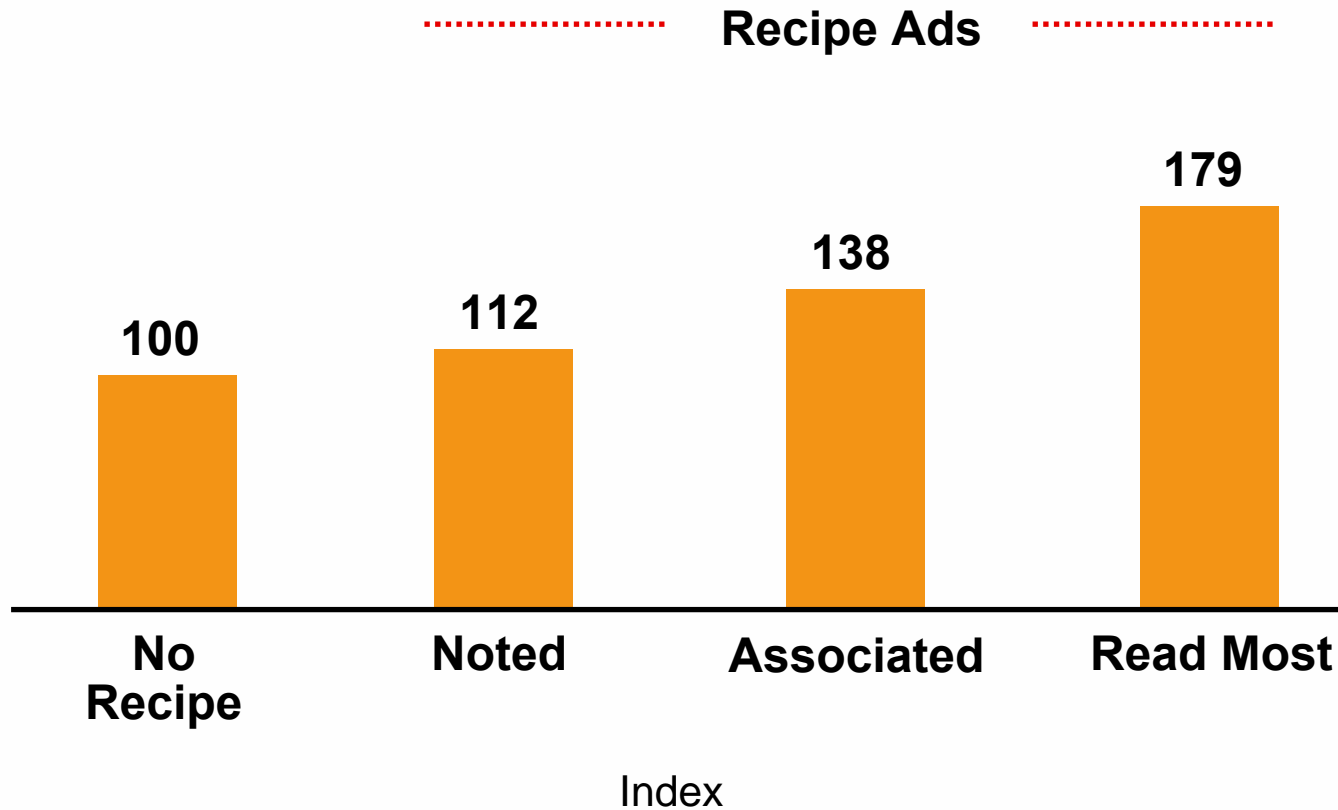
	Total	Male	Female	Starch Norm
<i>(7-10 out of 10)</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Interesting	79	73	84	54
Innovative	77	73	81	50
Visually Appealing	84	82	86	60
Eyecatching	86	85	87	60
<i>Average Scores</i>	<i>82</i>	<i>78</i>	<i>85</i>	<i>56</i>

Clear acetate overlay ads generate extremely high levels of interest and appeal, proving to be eyecatching and innovative.

Premium Offers Increase Readership



Recipe Ads Increase Readership



Product Samples Deliver the Goods

	Total	Male	Female	Starch Norm
<i>(7-10 out of 10)</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
Interesting	78	74	82	54
Innovative	72	76	68	50
Visually Appealing	75	78	72	60
Eyecatching	75	74	76	60
<i>Average Scores</i>	<i>75</i>	<i>76</i>	<i>75</i>	<i>56</i>

Glued-on product samples are an impactful, eyecatching way to put brands in the hands of prospective users.

Magazine Sampling Works

Case Study -- Shampoo

- **Did you receive this sample of _____?**

Yes	78%
No	17%
- **Have you or do you intend on using this sample of _____?**

Have used	37%
Intend to use	42%
Have/intend to use	79%
- **How likely are you to purchase this product?**

Very likely	15%
Somewhat likely	30%
Very/somewhat likely	45%
- **How interested are you in receiving samples for various products in future magazine issues?**

Very interested	48%
Somewhat interested	19%
Very/somewhat interested	67%

Magazine PolyBag

Case Study -- Automotive

- **Do you recall seeing this advertisement?**

	Males	Females
Yes	61%	32%

- **Did you know who this advertiser was?**

	Males	Females
Yes, knew advertiser	49%	25%

- **Did you read any of the print on the ad?**

	Males	Females
Yes, read print on ad	31%	14%

Ad Clutter Not An Issue

# Pages	Noted Indices		
	Business	Women's Service	Women's Fashion
< 126	101	101	N/A
126-175	101	101	N/A
176-225	101	100	N/A
226-275	94	100	109
276-325	104	98	104
325+	96	N/A	96

Note: Unit measured is Page 4C.

Ad Clutter Not An Issue

Pages	Noted Indices	
	Full Page	DPS
< 200	101	102
200-249	101	101
250+	98	97

Creative Wearout

Case #1

Index of Noted Scores

(Three or more successive insertions of the same ad in the same magazine)

# of Insertions	# of Campaigns Measured	Successive Insertions						
		1st	2nd	3rd	4th	5th	6th	7th
3	91	100	103	103				
4	28	100	101	101	109			
5	11	100	112	103	112	102		
6	6	100	102	89	115	107	98	
7	4	100	97	104	99	101	100	101

Creative Wearout

Case #2

Exposure Level	Index
1st Exposure	100
2nd Exposure	100
3rd Exposure	75
4th Exposure	25
5th Exposure⁺	10

Creative Wearout

Case #3

Johnson's Baby Oil
22 measured ad insertions over 3 quarters

	Q1	Q2	Q3
Average Recall	43%	43%	51%
Plan to Purchase	20%	21%	20%

No wearout was evident in ad recall or the percentage of readers who indicated they planned to purchase the advertised product.

Creative Wearout

Case #4

Ambien CR

35 measured ad insertions over 4 quarters

	Q1	Q2	Q3	Q4
Average Recall	58%	61%	61%	59%
Plan to Ask Doctor about the Product	12%	13%	14%	15%

No wearout was detected in ad recall or the percentage of readers reporting that they planned to ask a doctor or other medical professional about the advertised product.

Creative Wearout – Summary

- Of four case studies, three suggest that ad wearout is not a concern. Even after multiple exposures, ad recall and intent to purchase/learn more remains strong.
- Multiple creative executions within a campaign remains a good idea to enhance communication momentum.
- As ever, the creative idea is king. Great creative generates a life and longevity of its own, including a strong ROI.

Creative Considerations

Great Creative Transcends All

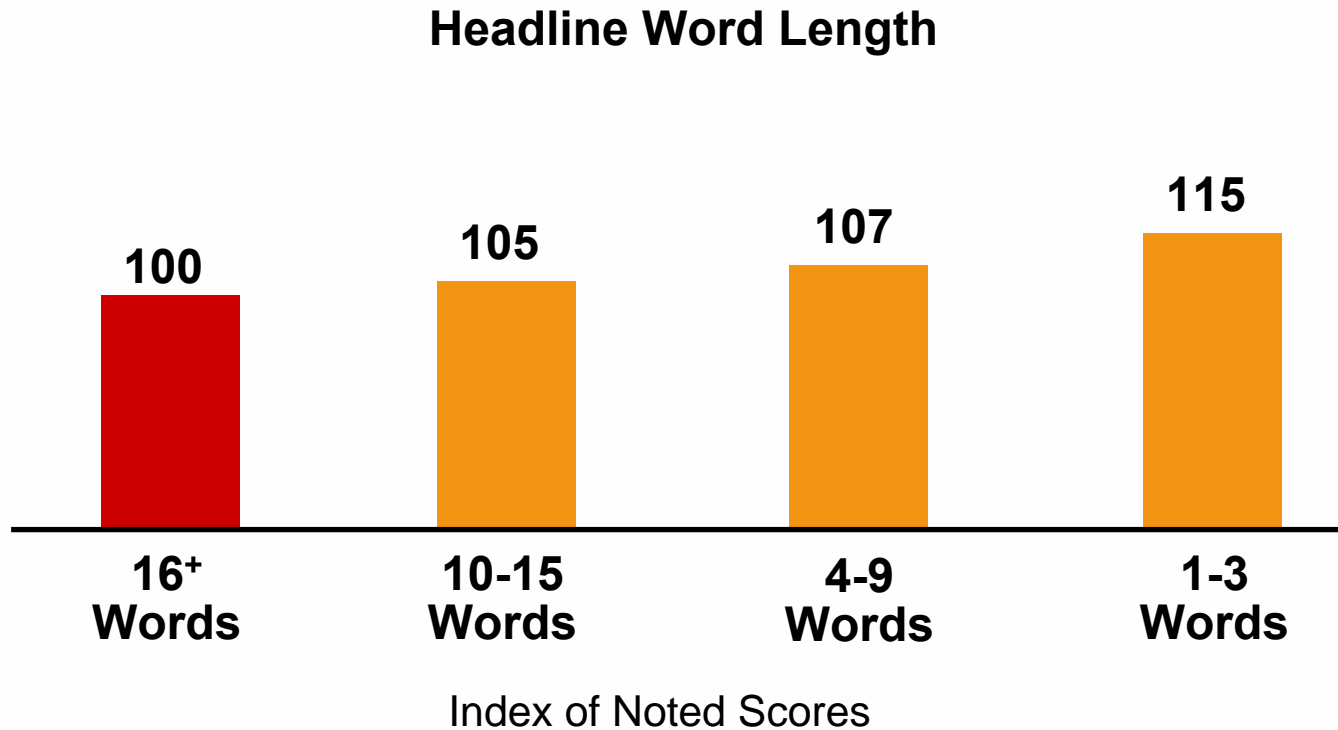
**All About the
Unexpected:
Break the Rules**



**Need to
Understand the
Rules Before You
Break Them**

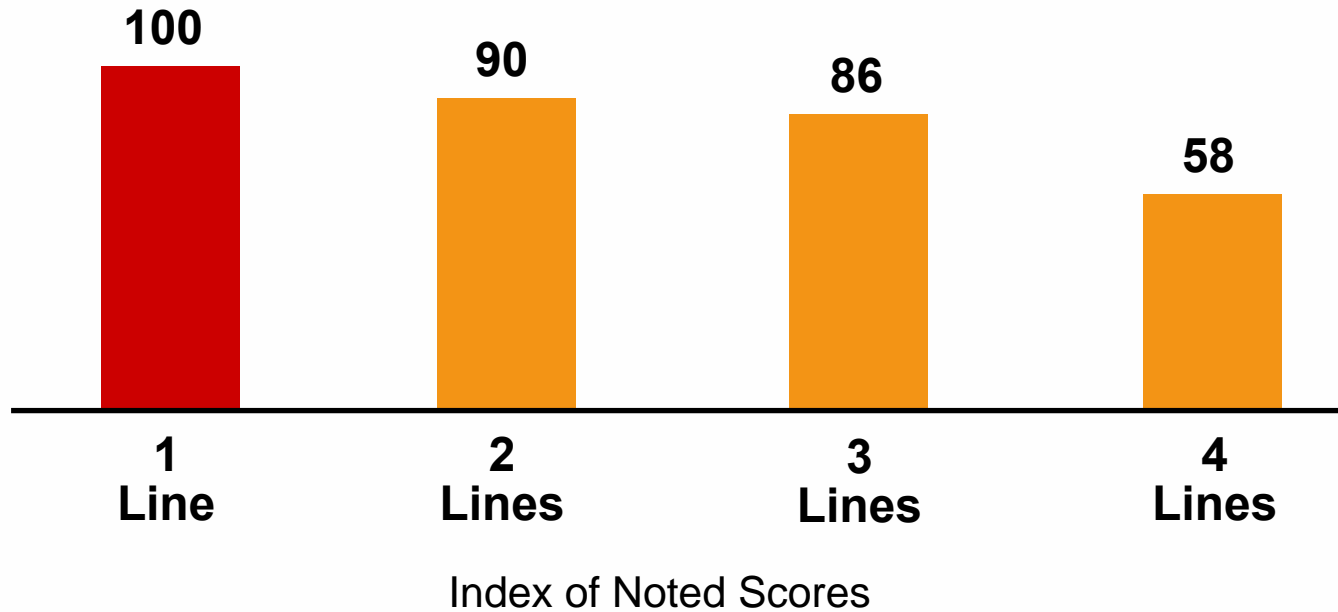


Long Versus Short Headlines



Length of Headline

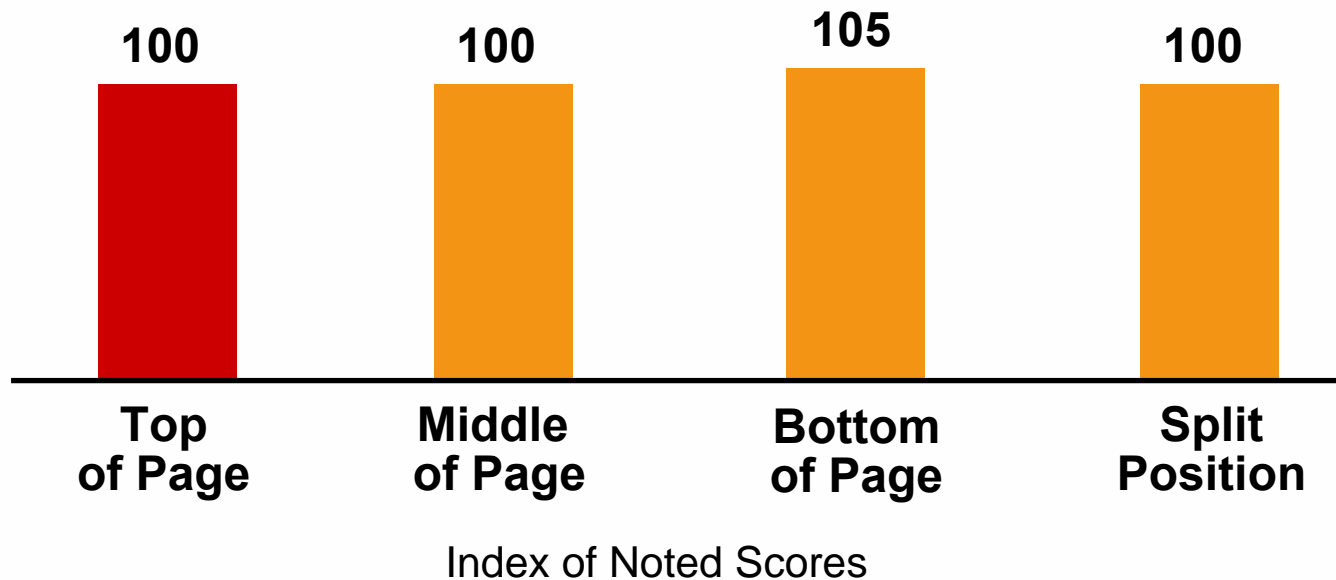
Number of Lines in Headline



Headline Position

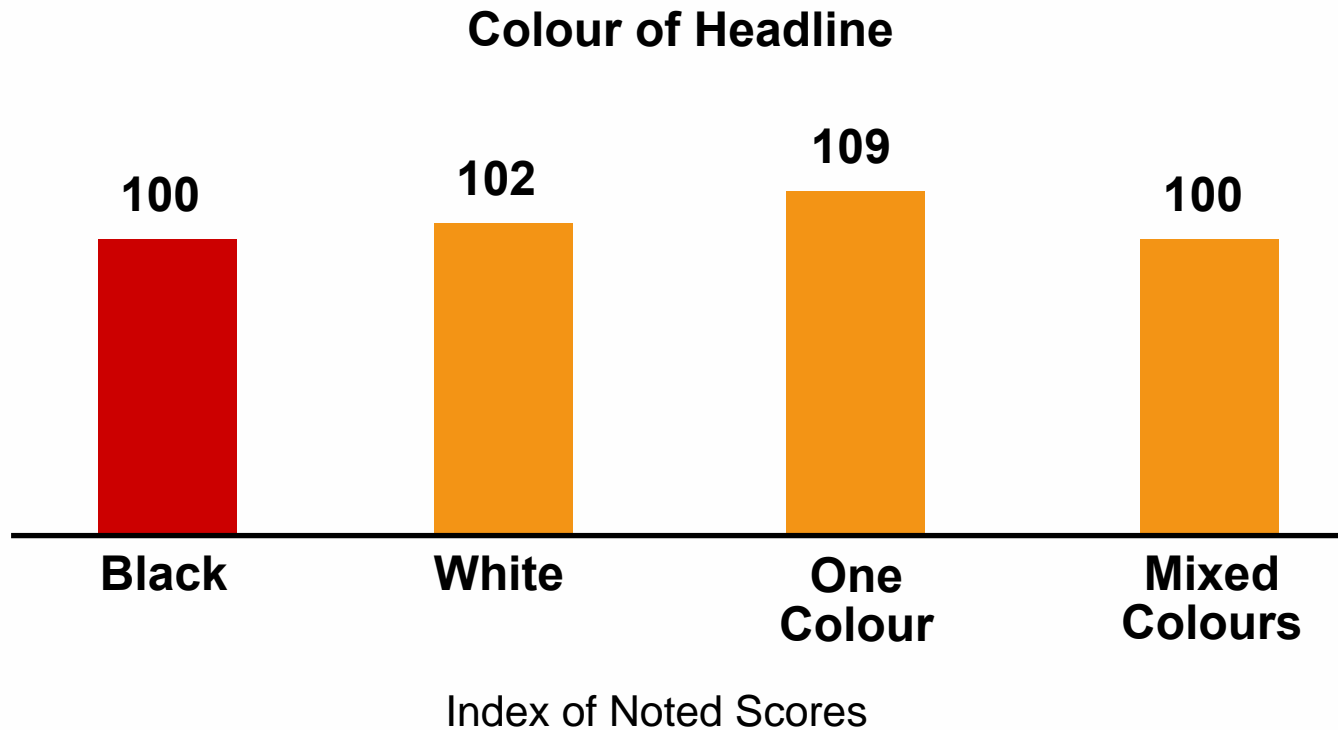
Is the Top the Best?

Position of Headline on Page

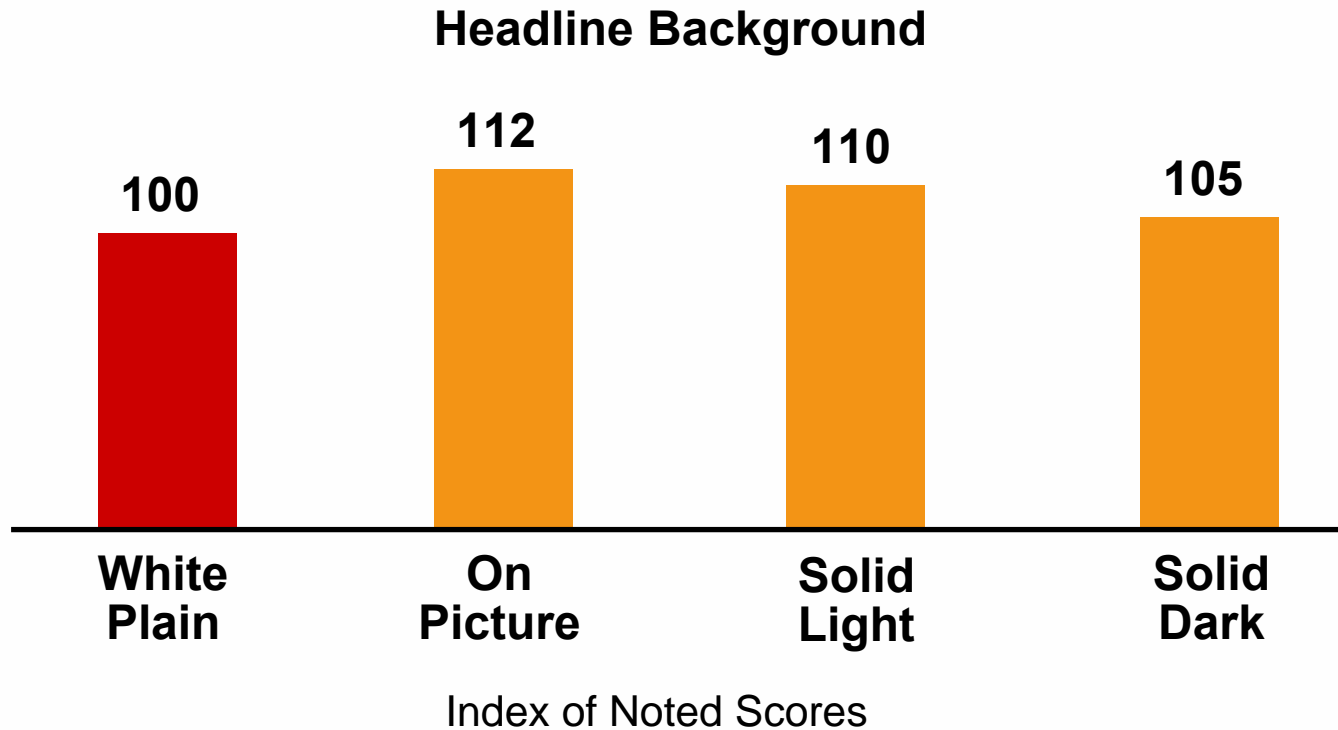


Headline Colour

Is Black the Only Choice?



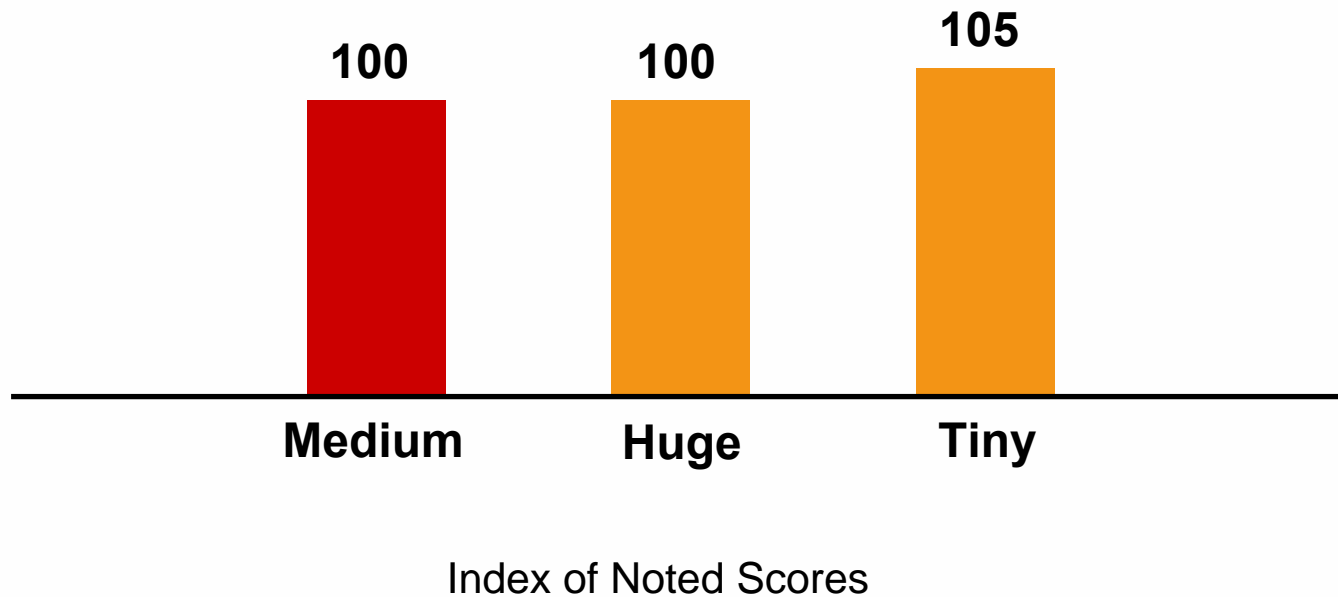
Headline Background Positioning



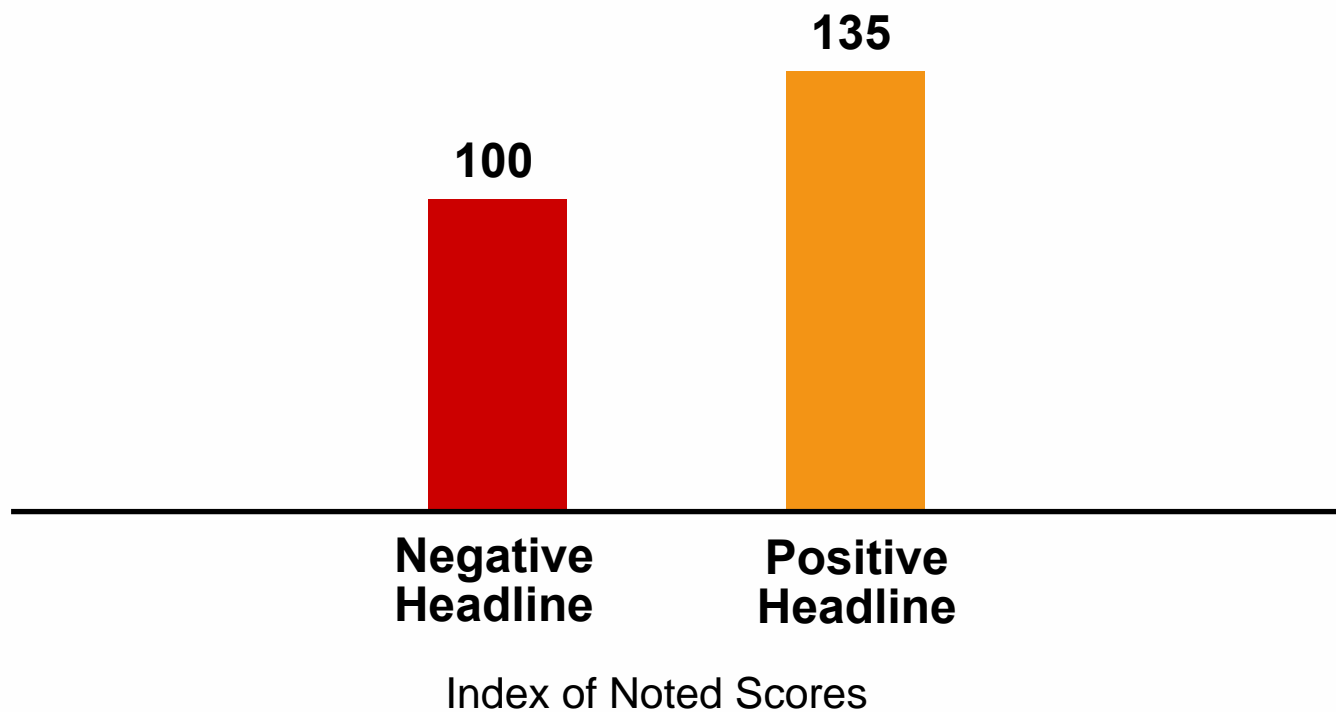
Headline Type Size

Is Bigger Better?

Size of Type in Headline

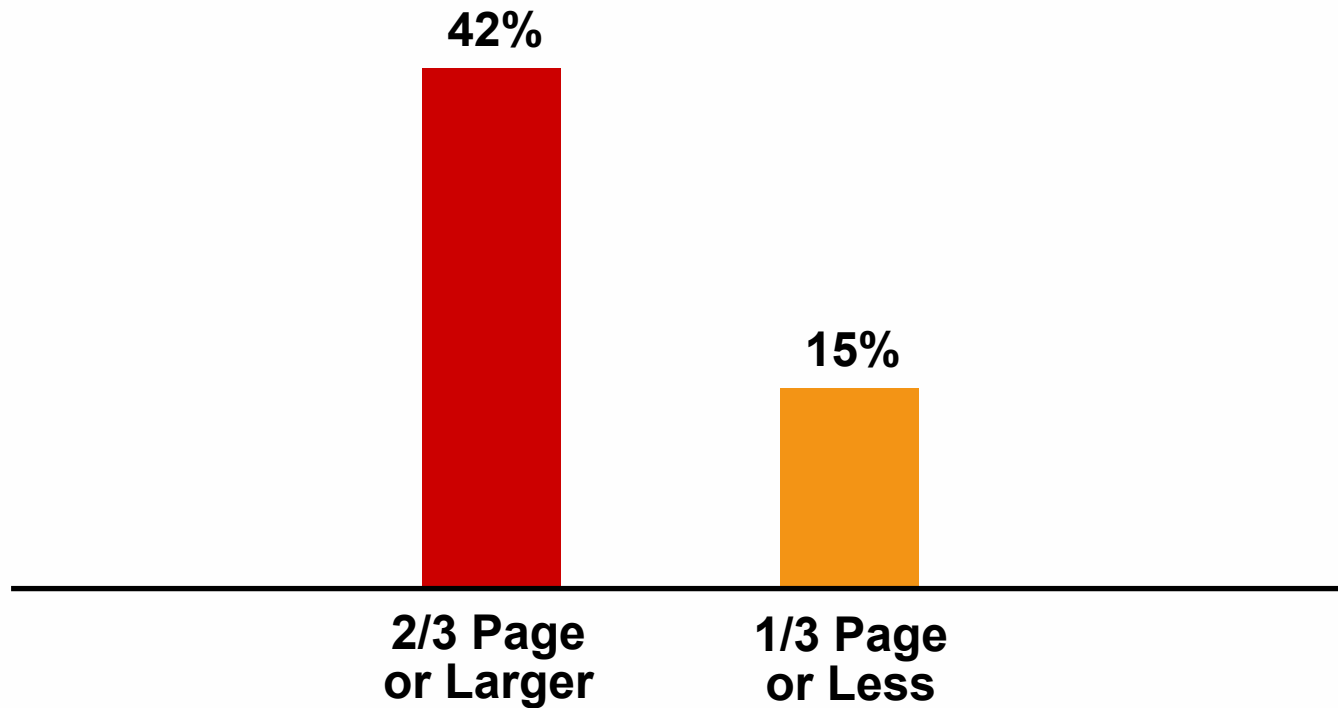


Positive Headlines Pull Best

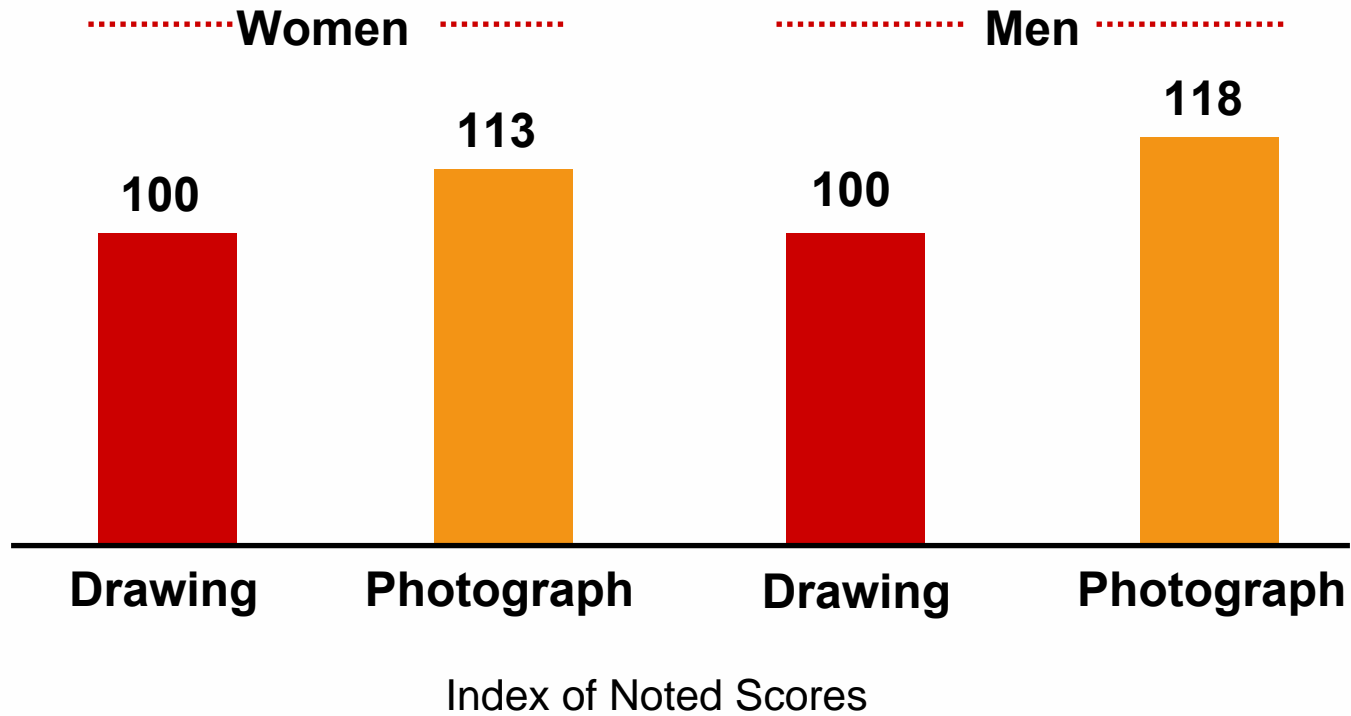


Picture Size Matters

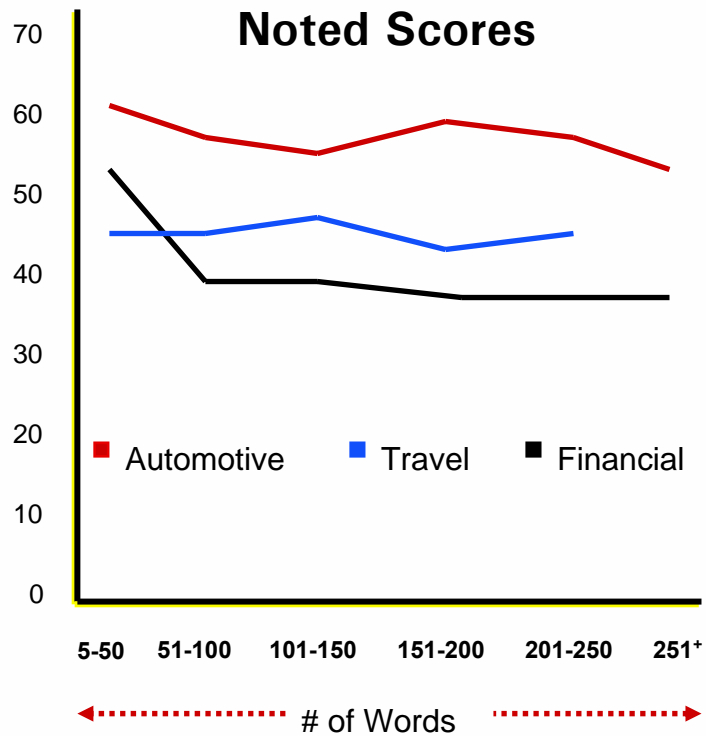
Percent of “Best-Read” Ads, By Picture Size



Photos Pull Better Than Illustrations



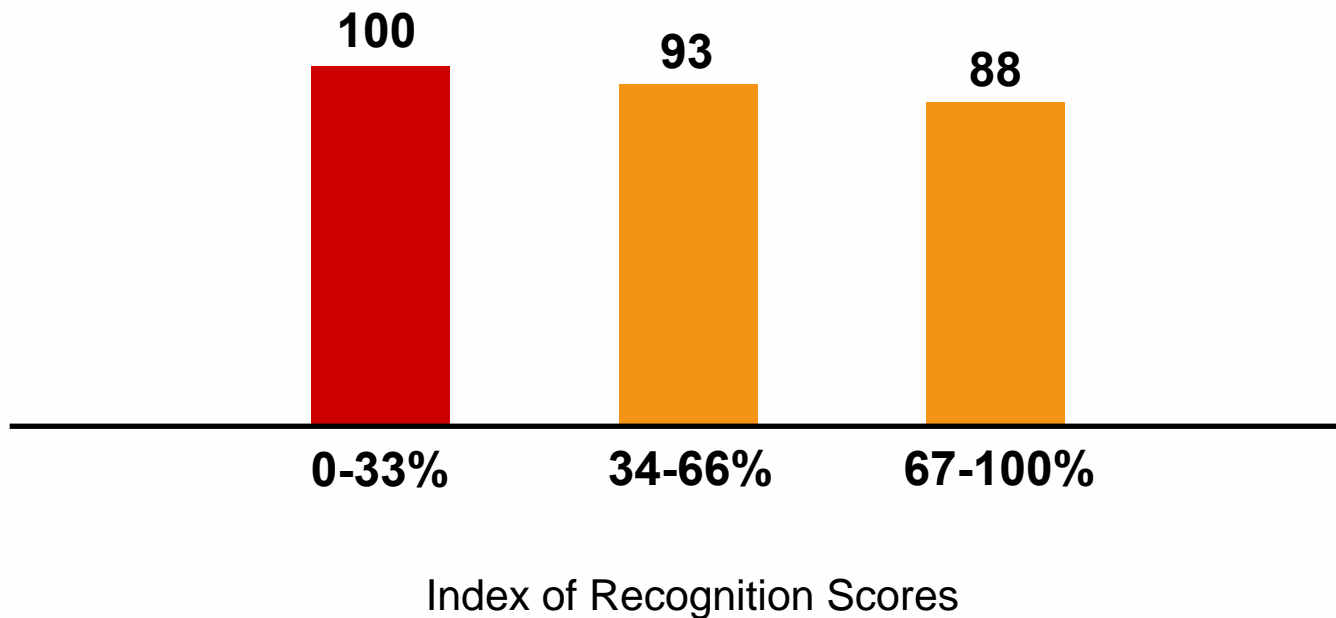
Long Versus Short Copy



It's not how long you make your copy, it's how you make it long.

The Less Body Copy, the Greater the Impact

(Percent of ad area devoted to body copy)

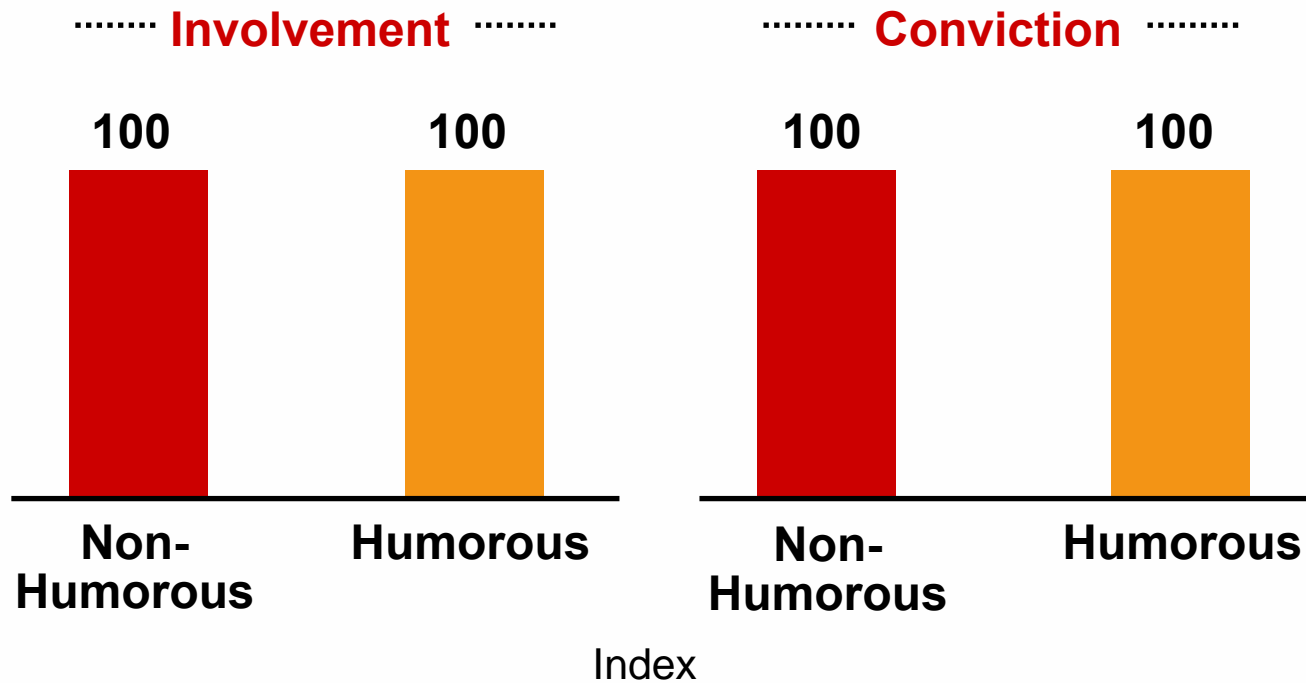


Information Is A Plus, If Handled Properly

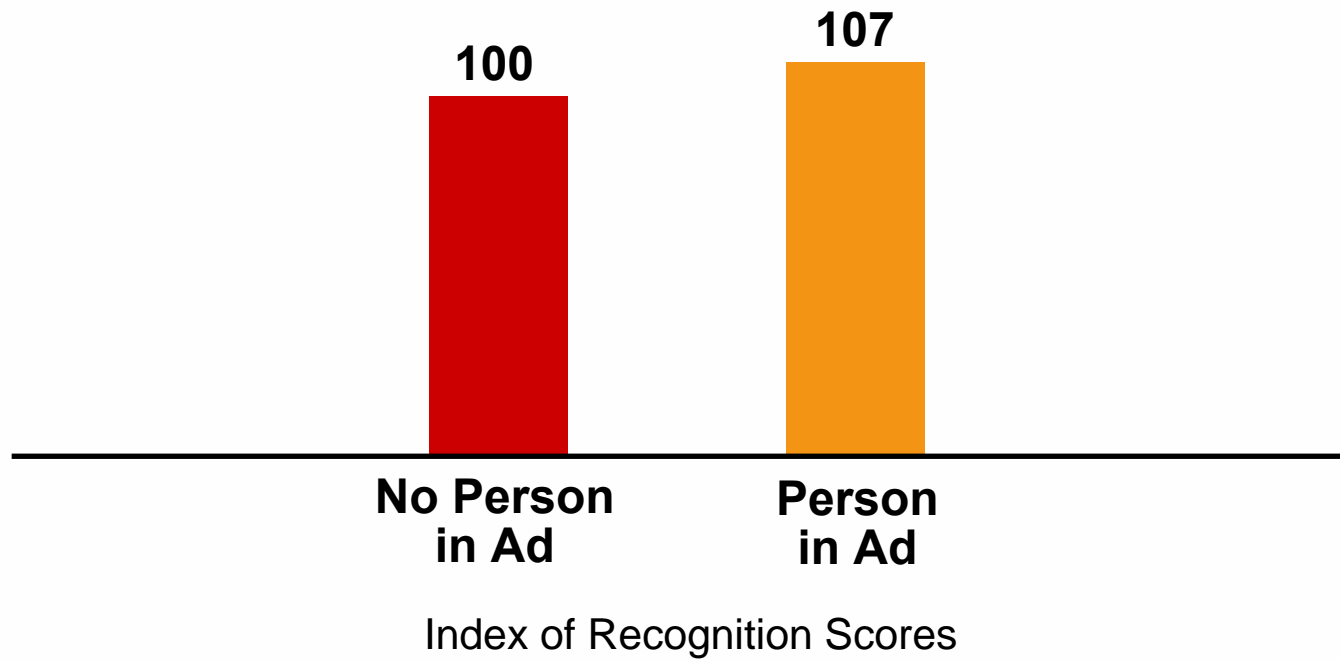
	Perceived Informativeness		
	High	Moderate	Low
Interest In Advertising	65	58	45
Stimulated Purchase Interest	56	49	35
Association with the Advertiser	40	50	63

Does Humour Work?

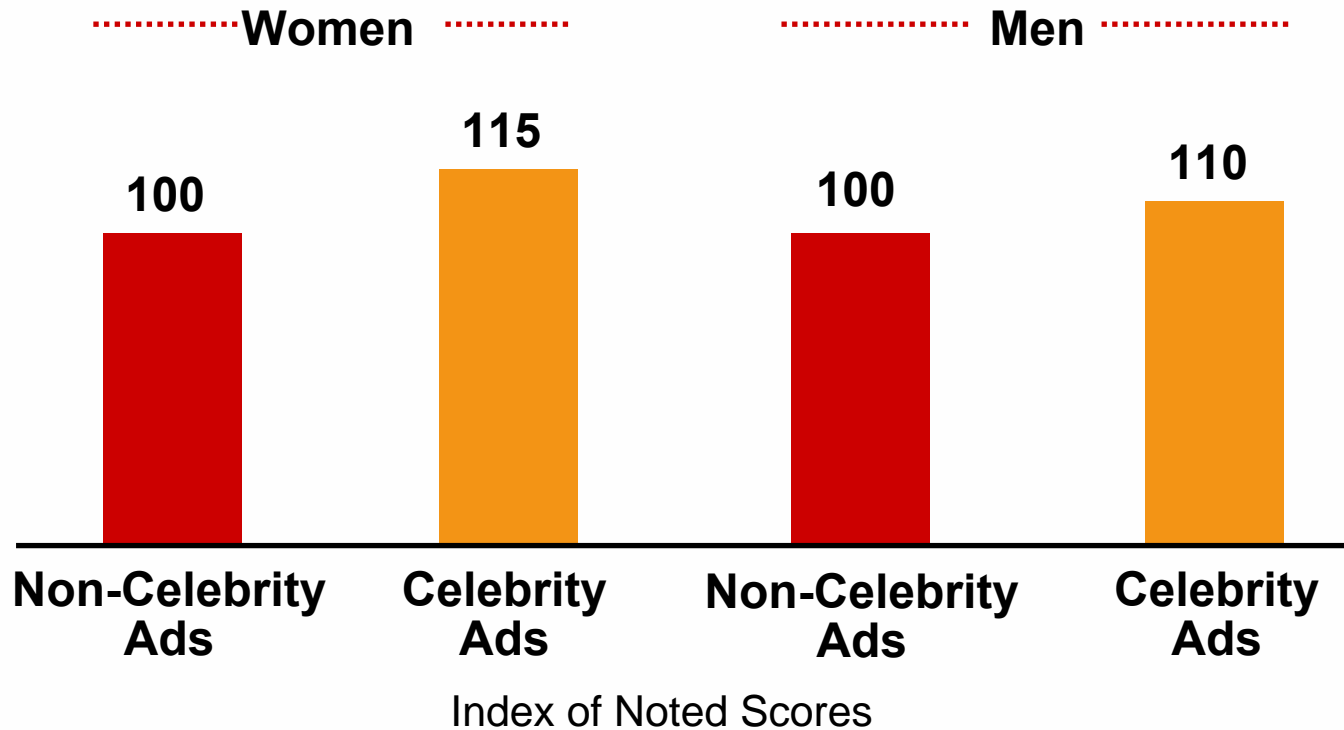
Humour in Magazine Advertising



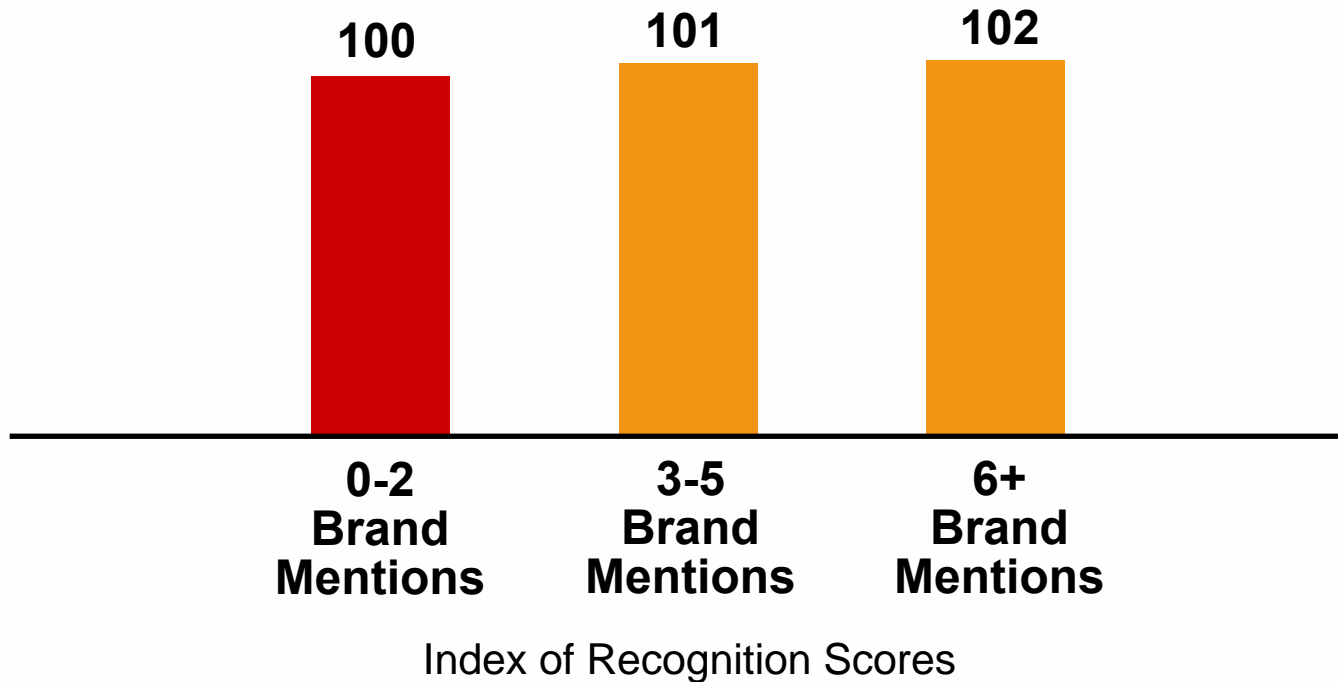
Impact of People in Ads



Do Celebrity Ads Work?

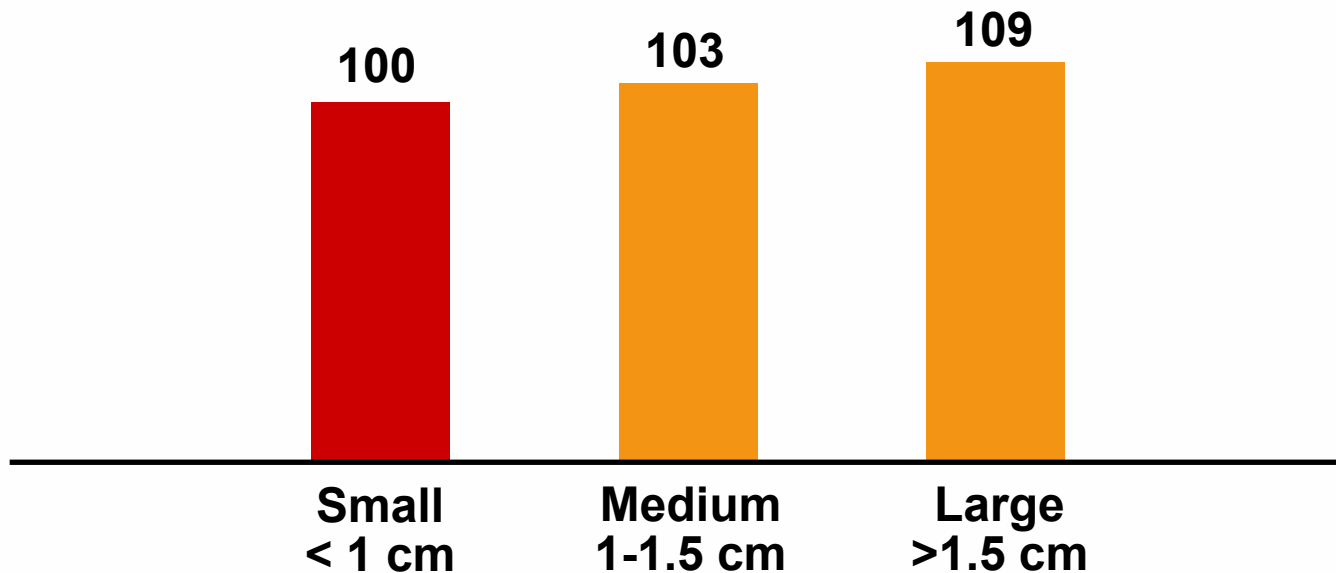


Number of Brand Mentions in Ad Have Little Impact on Recognition



Size of Product Name in the Ad Can Make a Difference

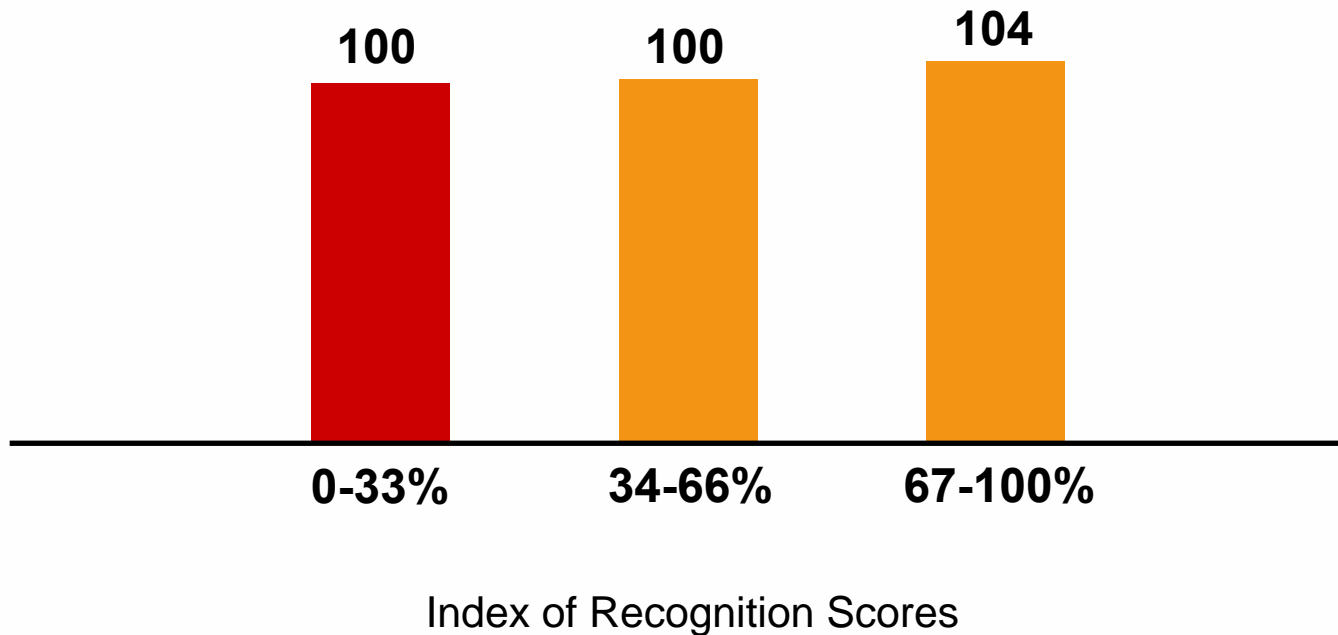
(Height Scale in Centimeters)



Index of Recognition Scores

Size of Product Shot Has Minor Impact

(Percent of ad area devoted to the product shot)



All Segments of the Page Offer Strong Logo Exposure

Associated Score ÷ Noted Score
(by position of logo)

87.8	89.4	86.7
88.8	92.5	87.3
86.4	86.3	86.1

Creative Do^s

- **Make the Most of the Medium:** The most effective magazine ads are created specifically for magazines.
- **Create Visual Interest:** High visual appeal maximizes stopping power and consumer involvement in the ad.
- **Keep it Simple:** While magazines are great for communicating a long or detailed message, do not confuse detail with clutter. Visual simplicity aids interest.
- **Interactivity:** Magazine ads have staying power because they are used as information sources -- they are read, reread, clipped and saved. Consider web addresses, 1-800 numbers, reply cards, etc. when developing creative.
- **Out-of-the-Box Ideas:** Consider inserts, supplements, advertorials, distinctive paper stocks, special inks, die-cuts, poly-bags, etc. to increase interest.

Ad Analysis Chart

Evaluate ad on each characteristic: check (✓) appropriate box

+	Definitely	Moderately	Neither	Moderately	Definitely	-
1. Dominant focal centre						1. Confused, cluttered, no focus
2. Attractive, pleasing layout						2. Displeasing, unattractive layout
3. Action in picture						3. Static, no action
4. Multiple sections						4. Continuous, unbroken text
5. News, curiosity, freshness in picture						5. Dull, flat picture
6. News, curiosity, freshness in headline						6. Dull, flat, over-worked phrases in headline
7. Follow-through, continuity in text						7. Unexciting, stuffy, routine
8. Sharpens reader needs, wants, problems, benefits, solutions						8. Trivial, unimportant, irrelevant
9. Specific, concrete, factual information						9. Generalities, meaning unclear
10. Believable, persuasive						10. Unbelievable, dubious, blatant

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