

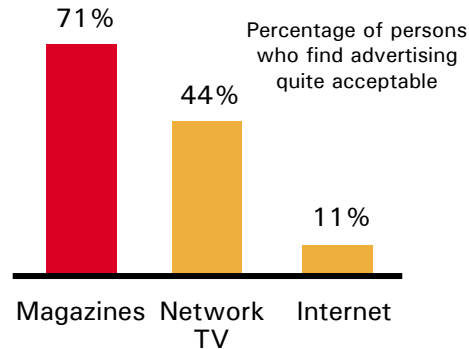
Fast Facts

Advertising Involvement Ads are an Essential Part of Magazine Content

Consumers Find Magazine Ads Quite Acceptable

When asked if advertisements are acceptable, consumers view magazine ads as significantly more acceptable than ads found on television and the internet.

Source: *Media Choices 2000, Erdos & Morgan*



Ads are Part of the Magazine Experience

Among adult readers of all magazine types, 65% agree with the statement:

"The ads are an essential part of this magazine"

Source: *Media Values, Research Services Ltd.*

As part of Starcom's *Engagement Driver Study*, respondents were asked to pull 10 pages that best reflected the title's "essence". One third of the pages selected were advertisements.

Source: *Starcom, In-home Consumer Interviews, 2004*

Consumers are in Favour of Magazine Advertising

Few consumers are in favour of eliminating magazine advertising, well down the list of media options they would prefer to eliminate.

Source: *Yanlelovitch Omniplus, 2004*

