

# Fast Facts

## Reader Engagement Engagement = Emotional Connection

### Magazines are all about Engaging the Consumer

ARF, the Advertising Research Foundation, recently agreed upon an official definition of “engagement”:

**“Engagement is ‘turning on’ a prospect to a brand idea enhanced by the surrounding context”**

This definition accurately describes the relationship that magazines have with their readers. Targeted editorial and advertising packages provide an engaging environment that “turns on” magazine readers resulting in a high intent to purchase the products and services they see advertised. Every minute spent with a magazine is prime time.

### Magazine Readers are Emotionally Engaged

When consumers talk about the magazines they read, it is clear that they are passionately and emotionally engaged. A recent study by Northwestern University identified the top experiences that readers feel:

- “It is **never boring** to read an issue”
- “The magazine **stimulates** my thinking about things”
- “It’s an **escape**”
- “When I read this magazine, **I lose myself in the pleasure** of reading it”
- “It is an **avenue to learning** about new products”
- “I trust it to tell the **truth**”
- “Ads in this magazine **says something** about the brand being advertised”
- “I like the ads as much as articles”

### Make the Connection with Magazines

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