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## Engagement

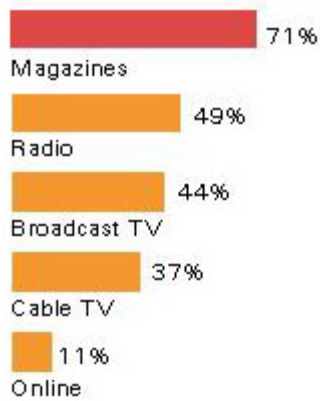
### Are You Engaged?

We're not talking about the marrying kind of engagement - we're talking about how consumers engage in advertising! The answer depends upon which medium we refer to. And the differences are astounding.

Roper, Yankelovich and Dynamic Logic each conducted their own individual study of consumer attitudes towards advertising across various media. Not only did the studies find magazine advertising to be the most acceptable and the most enjoyable, but they also found that consumers even expressed positive attitudes towards it:

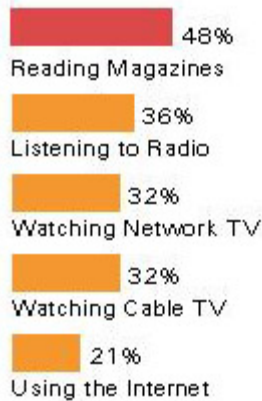
- 71 per cent of respondents find magazine ads acceptable, substantially more so than the next closest medium at 49 per cent
- More than 60 per cent of respondents feel positive about magazine ads
- Nearly half of respondents feel that advertising adds to the enjoyment of reading a magazine

How acceptable do you find each of the following advertising methods?



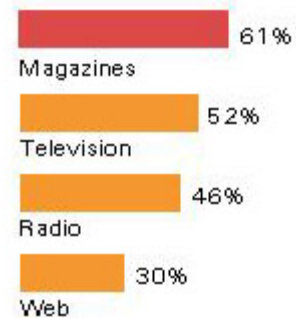
Percent found quite acceptable  
Source: Roper ASW, 2003

Advertising adds to the enjoyment of the following:



Source: Roper PublicAffairs  
2005

Very/somewhat positive attitude toward advertising:



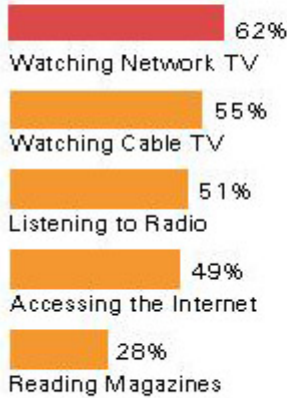
Source: Dynamic Logic AdReaction4  
May 2005

The research confirms other studies that consistently prove magazine advertising to be an important part of a magazine's content. This should come as no surprise since magazines are seen as storehouses of information, ideas and what's new.

Looked at another way, the studies show us that magazine advertising is significantly less likely to get in the way of the consumer's enjoyment. This is the opposite of other media in which advertising is seen as an interruption. Connected to this are negative feelings that consumers bring to these other media although only 8 per cent report negative attitudes towards magazine advertising. Perhaps this is why significantly fewer consumers claim that they would eliminate marketing and advertising in magazines (16 per cent) versus TV and websites that generate percentages in the 30s and

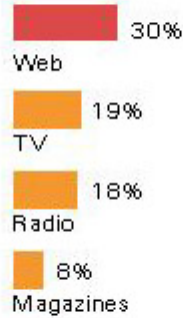
40s.

For which of the following would you say advertising gets in the way of your enjoyment...?



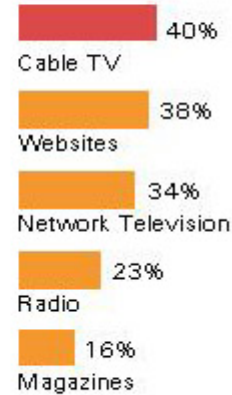
Source: Roper Public Affairs, 2005

Very/somewhat negative attitude towards advertising:



Source: Dynamic Logic AdReaction4 May 2005

Places you would be in support of eliminating marketing and advertising:



Source: Yankelovich Omnibus February 2004

In summary, research continues to demonstrate the consumer's positive acceptance and enjoyment of magazine advertising, much more so than any other media. These positive feelings greatly contribute to consumer engagement. Put together with the great editorial for which magazines are famous and advertisers gain access to an irresistible package of information and ideas that attract consumers to the page, both ad and edit. It's the place to be.

Get engaged. Advertise in magazines.

**For more information about Magazines Canada's Advertising Services, please contact 416.596.5382 or [adinfo@magazinescanada.ca](mailto:adinfo@magazinescanada.ca)**