

Ten Top Reasons to Advertise in Magazines

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- 1 Magazine advertising engages:** Multiple studies show that consumers are more likely to find magazine advertising acceptable and enjoyable compared to advertising in other media. In addition, they find magazine advertising less interruptive.
- 2 Magazine advertising is considered valuable content:** Consumers value magazine advertising, according to numerous studies. Starcom found that when readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads. MRI data show that consumers trust and value magazine advertising. These studies' findings reinforce the Northwestern University Magazine Reader Experience Study's results, in which advertising-related experiences increased magazine usage.
- 3 Magazine advertising moves readers to action:** More than half of readers took action on magazine ads or had a more favorable opinion about the advertiser, according to research from Affinity Research.
- 4 Magazine advertising improves advertising ROI:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.
- 5 Magazine advertising sells:** Dynamic Logic discovered that when comparing magazines, the Internet and TV, magazine advertising was the most powerful medium in increasing purchase intent. Magazines, in a media mix that included online and TV, contributed 67 percent of the total increase in purchase intent (9.0 percent of a total 13.5% shift).
- 6 Magazine advertising is relevant and targeted:** Consumers consider magazine advertising more relevant than other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs.
- 7 Magazines provide reach to the most desirable consumers:** Across almost every demographic, the top 25 magazines outdeliver the top 25 TV shows. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.
- 8 Magazine audiences accumulate faster than you think—and with lasting impact:** The average magazine accumulates approximately 60% of its audience within a month's time. In addition, consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for added exposure.
- 9 Magazines influence Influentials®:** Magazines are the medium "Influential Americans"—the one in ten consumers who control the levers of change—turn to the most for making purchase decisions and recommendations.
- 10 Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media.

Sources: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft; Measuring the Mix; What Drives Automotive Sales; Dynamic Logic; Ephron on Media; Initiative; MRI Fall 2005; Roper; Neopets Youth Study; Hearst Engagement Factor Study The Magazine Handbook is a comprehensive reference source for information about consumer magazines.

Visit www.magazine.org to download an electronic copy of the handbook, (64 pages) access up-to-the-minute research or obtain other useful information about the magazine industry.