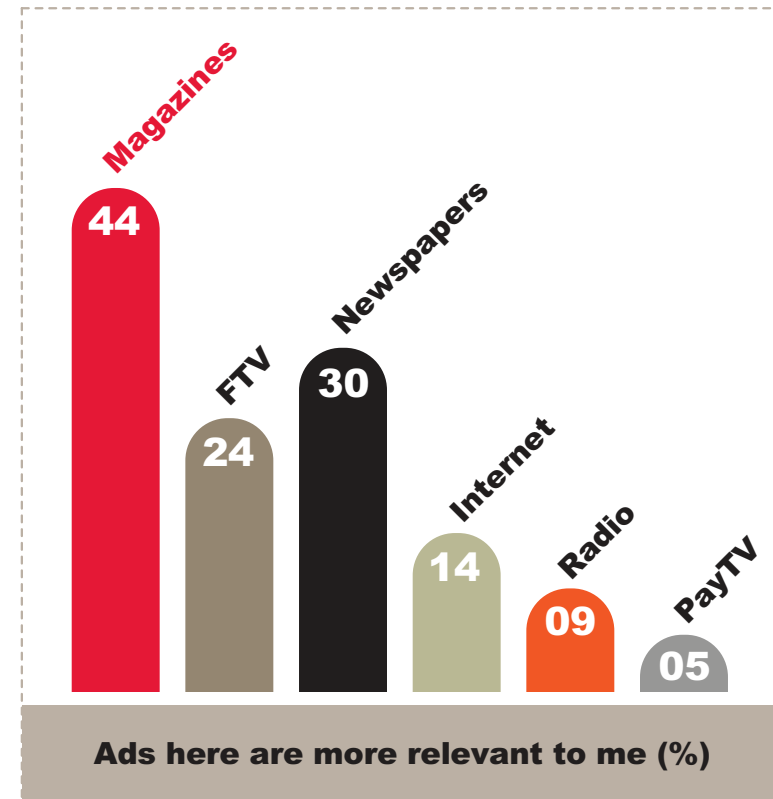


04

Magazines Are More Targeted = Less Wastage

- Magazines know their readers and what they want. They target the content, including the ads, to their audience profile.
- This means magazine advertising has much greater relevance for audiences than ads in other media.
- 44% say the ads in magazines “are more relevant to me”, compared to just 24% for TV ads and 14% for ads on the internet.
- In magazines, advertisers can focus their message on key consumer segments – without the wastage that occurs in other media.



Source: Media Matchmaker Study, conducted by Roy Morgan Research for MPA 2007. N= 1051, nationally representative sample 14-69.