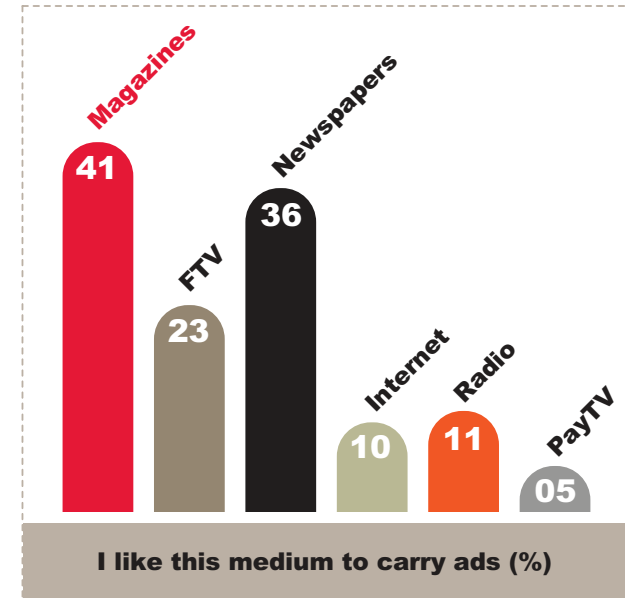


05

Magazines – the Best Ad Environments

- People are more receptive to ads in magazines than other media, because magazine ads are targeted and relevant to readers.
- More than 4 in 10 people say they “like magazines to carry advertising”. Only 23% say the same for TV and just 10% for the internet.
- Ads in other media, especially TV, annoy and prompt avoidance behaviour much more than ads in magazines. Nearly 8 in 10 say the ads on TV “annoy me” and 67% “avoid the ads if I can”.



	Ads Annoy	Avoid Ads
FTV	76	67
Radio	37	32
Internet	25	30
PayTV	20	23
Newspapers	14	23
Magazines	14	19

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