

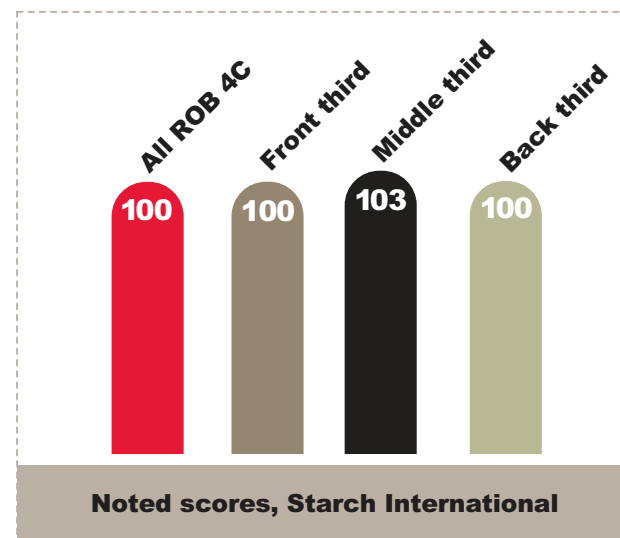
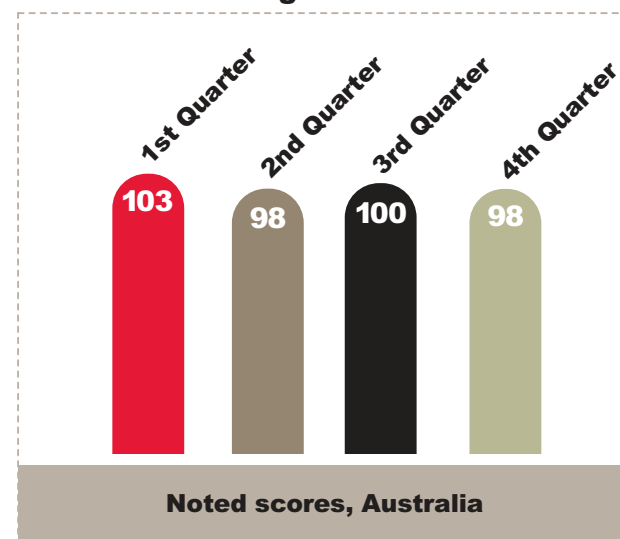
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Magazines Take Ad Clutter Out of Play .1

- Advertising is part of the information package that consumers readily buy into when they select magazines.
- In fact, magazines achieve the highest ranking of all media for “I like this medium to carry advertising”, with a score of 44%.
- Targeted ads in a targeted media environment are less likely to be impacted by a clutter effect.
- STARCH scores for ‘noting’ of magazine ads show there is little positioning influence on the performance of ads.

Source: MPA, Starch database, 11,000+ ads tested to Dec. 2000.
Magazines Canada, Starch Research, 2006

Ad Position in Magazine Index: 100=ROB 4C

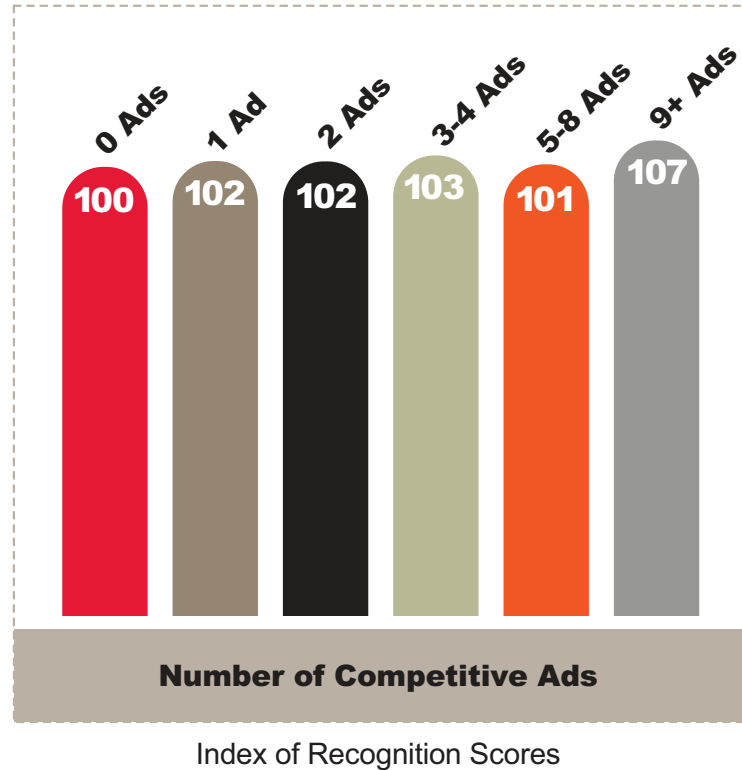


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Magazines Take Ad Clutter Out of Play .2

- Magazines are designed to meet the needs of their readers. Therefore, their targeted content, including the ads, is more relevant to their audience.
- Studies show the impact of magazine ads is not affected by ads nearby, or competitive ads.

Impact of Competitive Ads in the Same Issue



Source: Medialogue, Belgium, Stop/watch, 2005, from Magazines Canada 'Magazine Essentials' www.magazinescanada.ca