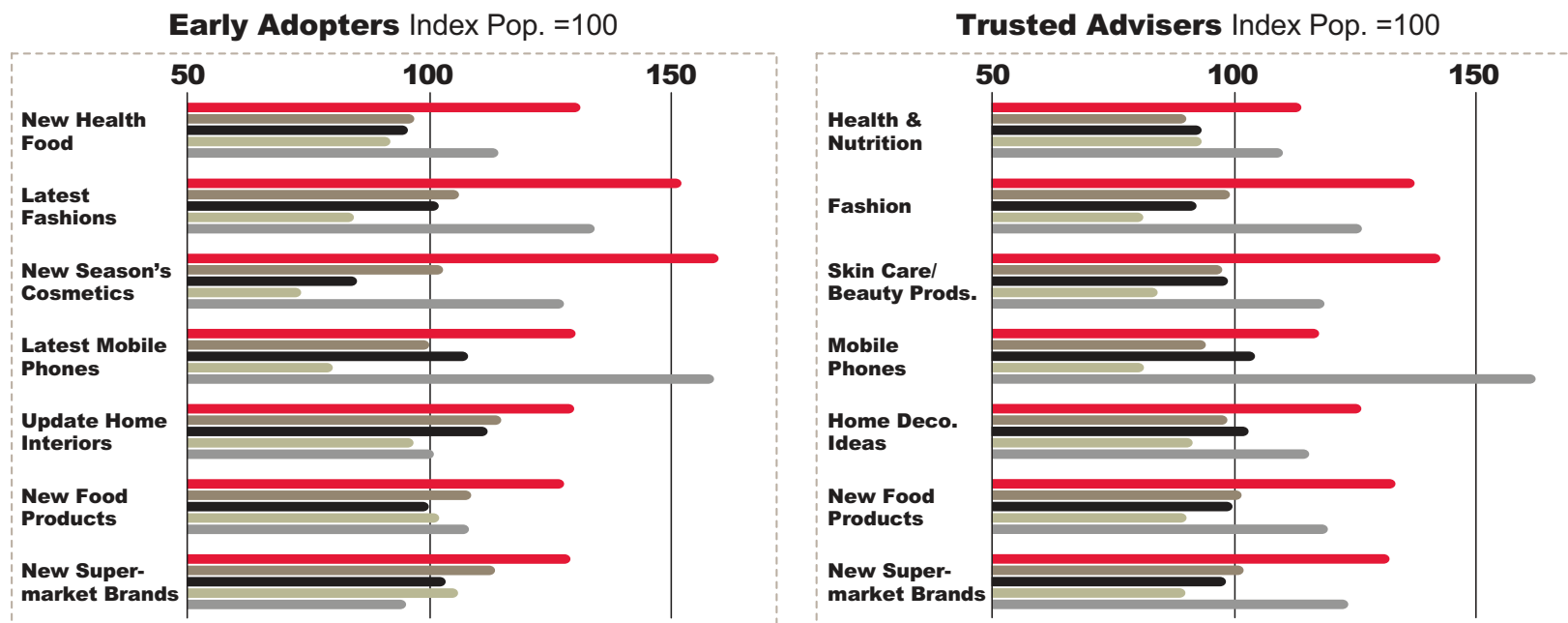


Magazine Readers Influence Others & Drive WOM

- Magazines keep people up to date with latest trends and what's new. Heavy users of magazines are more likely to be 'in the know'. They are the Early Adopters so valued by marketers.
- Other people also turn to them for advice on a range of topics, from beauty and fashion to new food and supermarket products, from home decorating and appliances to health and nutrition.



Source: Roy Morgan Single
Source Jan-Dec 2009

Heavy Magazines
(4+ Issues read) Excl. NIMs

Heavy Commercial TV
(3+ hrs/day)

Heavy Commercial Radio
(3+ hrs/day)

Heavy Newspapers
(8+ Issues/wk) Incl. NIMs

Heavy Internet
(15+ hrs/wk)