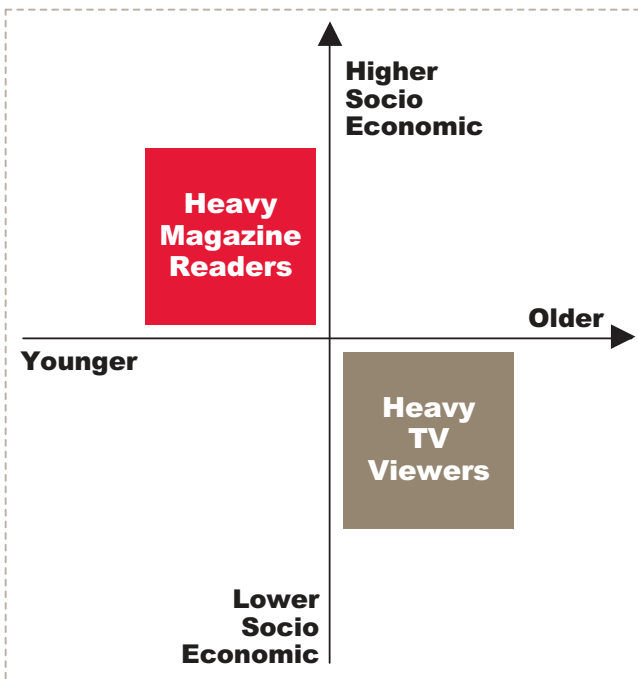


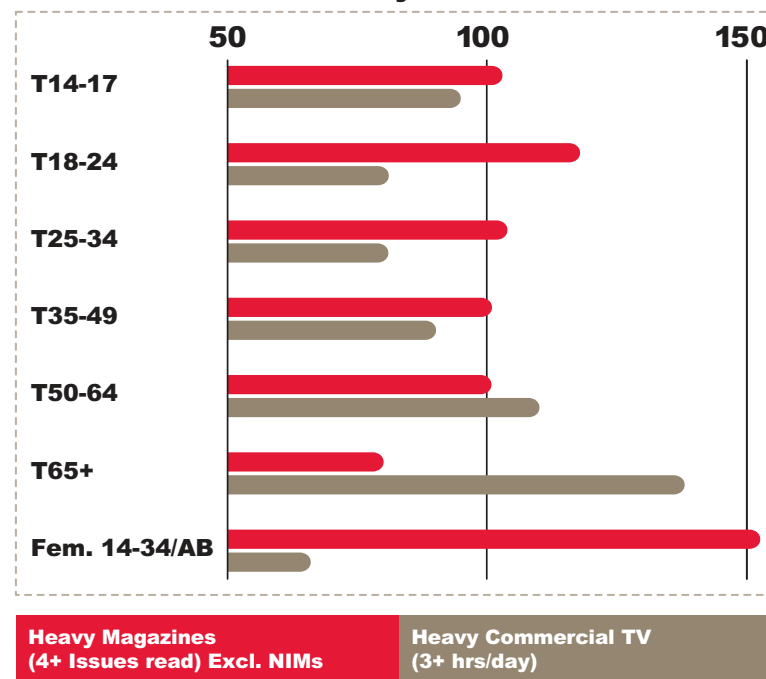
08

Magazines Multiply the Performance of TV .1

- As media channels, magazines and TV complement each other like no other duo.
- Heavy magazine readers tend to be the opposite of heavy TV viewers, i.e. younger and more affluent.



Index of Heavy Media Users



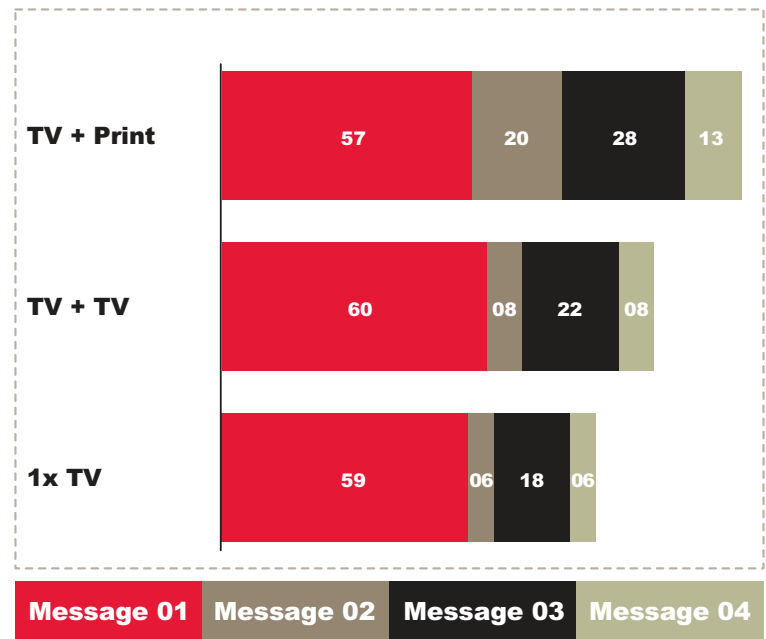
Source: Roy Morgan Single Source Apr 09-Mar 10

08

Magazines Multiply the Performance of TV .2

- Magazines boost the performance of heavy-weight TV campaigns in two important ways:
 - adding reach in light TV-viewing demographics
 - multiplying the communication effectiveness of the brand message, because magazine ads are relevant to their audiences and can carry the detail.
- Studies consistently show that adding magazines to TV campaigns improves consumers' understanding and takeout of advertising messages.

Spontaneous Comprehension of 4 Key Messages (%)



Source: 'The Media Multiplier Effect: TV + Print Improves Communication', Rolf Speetzen, ESOMAR, Paris 2001. From 'How Magazine Advertising Works', PPA, 2005. Shows understanding of three of the four key messages of Ford's Cougar "The Return of Freedom" campaign was higher for the TV + magazines group.