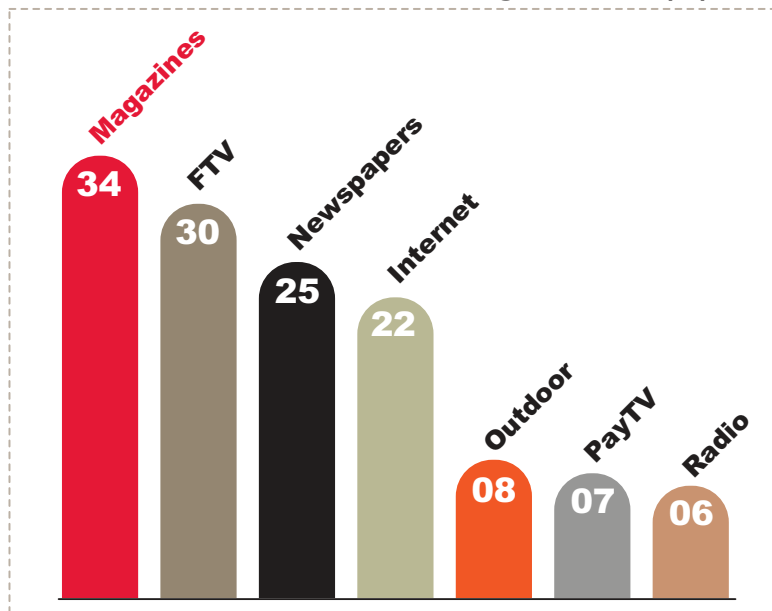


Magazines Prompt Online Action .1

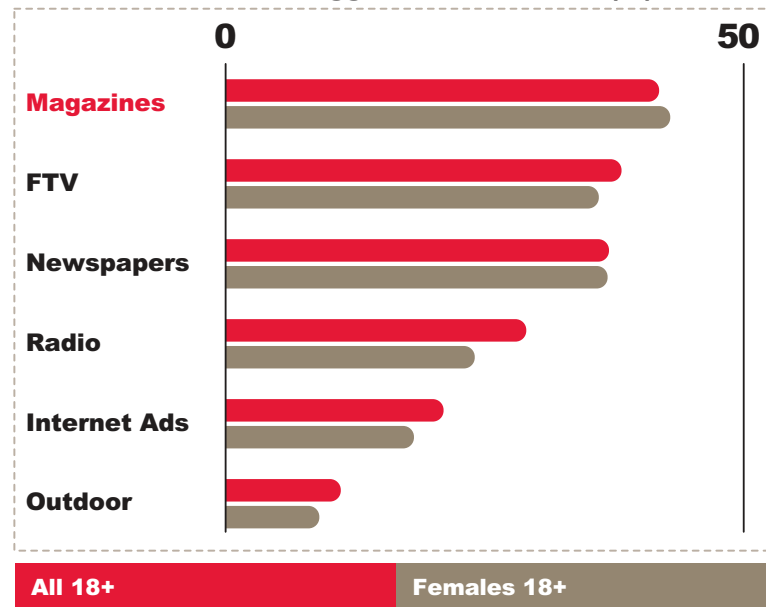
- Studies show that more people are prompted to search online after reading or seeing ads in magazines.
- Magazines act as a trigger to visit websites or go online for more information.

Visited a Website After Seeing Ads Here (%)



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

Media that Trigger Online Search (%)



Source: BIGresearch Simultaneous Usage Study (SIMM 13) USA, Dec 2008. www.magazine.org

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Magazines Prompt Online Action .2

- Internet users also gravitate to magazines more than other media.
- Magazine readers are more likely to use the internet for shopping, search and information, blogging and social networking.

Internet Activities Done in Last 4 Weeks

Index of Heavy Users of Media (Pop. =100)

	Heavy Magazines (4+ Iss. read) Excl. NIMs	Heavy Commercial Television (3+hrs/day)	Heavy Commercial Radio (3+hrs/day)	Heavy Newspapers (8+ Issues/wk) Incl. NIMs
Shopping, Buying, Selling	110	84	90	98
Research & Information	104	82	84	100
Entertainment & Amusement	105	87	82	88
Blogging & Online Communities	106	78	78	82

Source: Roy Morgan Single Source Apr 09-Mar 10