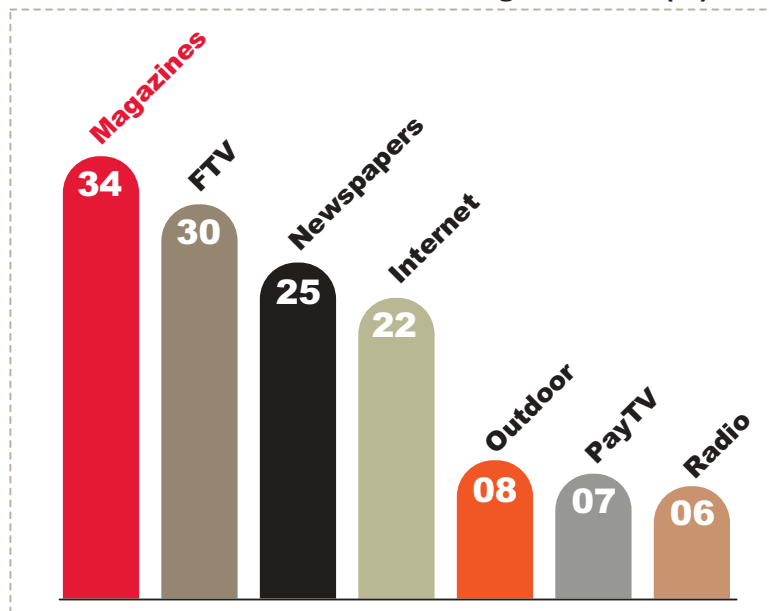


Magazines Prompt Online Action .1

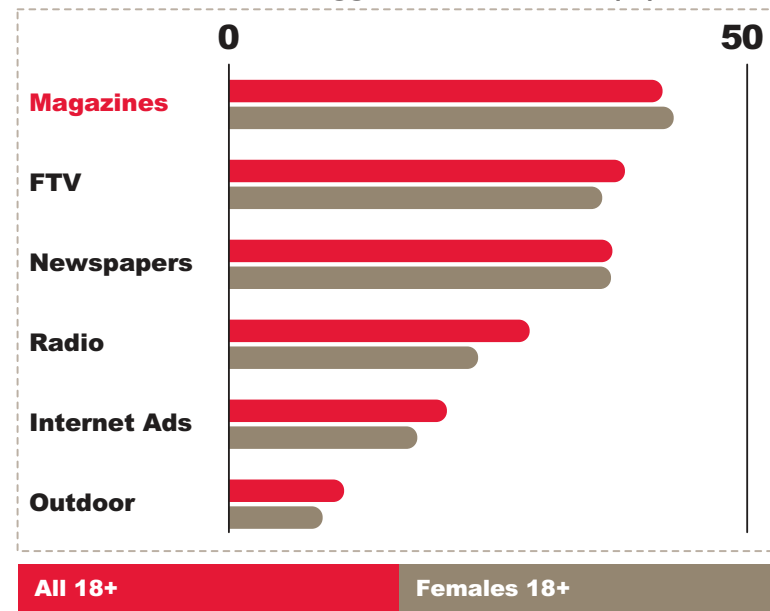
- Studies show that more people are prompted to search online after reading or seeing ads in magazines.
- Magazines act as a trigger to visit websites or go online for more information.

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

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	107	83	84	97
Research & Information	104	83	89	99
Entertainment & Amusement	105	86	85	85
Blogging & Online Communities	105	79	78	81

Source: Roy Morgan Single Source, Jan-Dec 2009