

# 11

## Magazines Are Cost Effective

- Magazines are one of the most cost effective ways to put advertisers' messages in front of national audiences.
- They offer competitive rates to reach millions of people around Australia.
- For example, the top 10 magazines offer FPC rate-card CPMs ranging from \$11 to \$22\*.
- 1 FPC ad in each of the top 10 magazines will reach 6.76 million people aged 14+ for a FPC rate-card CPM of \$28.53.
- The same schedule will target 4.80 million females aged 14+ for a CPM of just under \$40.

| One Insertion in each   | Pop. 14+       | Females 14+    |
|---|----------------|----------------|
| <b>Women's Weekly + Woman's Day + Better Homes &amp; Gardens + New Idea + That's Life + TV Week + Super Food Ideas + Take 5 + Reader's Digest + Who</b> |                |                |
| <b>Net Reach (mill)</b>   | <b>6.757</b>   | <b>4.819</b>   |
| <b>Net Reach (%)</b>  | <b>37.8%</b>   | <b>53.3%</b>   |
| <b>Av. Frequency</b>  | <b>1.91</b>    | <b>2.05</b>    |
| <b>Cost/*000 Net Reach</b><br>(Asteroid FPC casual rates @ 06/10)   | <b>\$28.53</b> | <b>\$39.99</b> |

Source: Roy Morgan Single Source Apr 09-Mar 10

\* Based on Asteroid data for casual FPC rate @ 06/10