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Magazines Get Results .1

Magazines influence consumers in key stages of the purchase process:

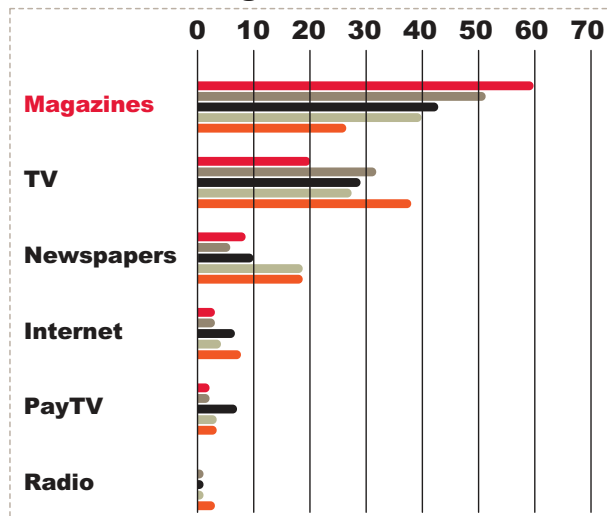
- sourcing ideas and information
- weighing up the options
- making the purchase.

Best Source of Ideas and Information

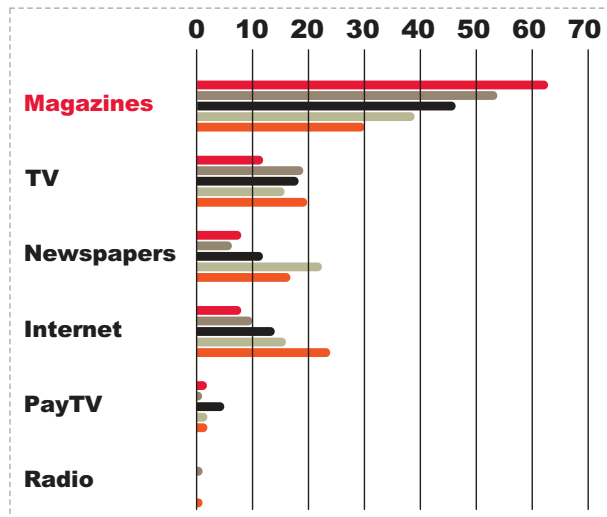
	Clothes & Fashion	Skin & Hair Care	Food & Cooking	Home Decorating	Health & Fitness	H'hold Appliances
Magazines	51	44	35	49	26	21
TV	16	25	29	18	25	24
Newspapers	12	06	08	09	15	26
Internet	05	05	09	08	19	18
PayTV	03	02	12	07	06	02
Radio	0	01	01	0	03	01

Media Matchmaker Study, conducted by Roy Morgan research for MPA, 2007.

Best for Making Aware of New Products



Best for Information to Make Purchase Decisions



Clothes & Fashion Skin & Hair Care Food Products Household Furnishings Health Products

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Magazines Get Results .2

- Studies* show magazine ads motivate people to shop and excel at driving:
 - brand favourability
 - purchase consideration/intent.

- Magazine advertising contributes significantly more to the total point change in these outcomes than either TV or online ads.

* Dynamic Logic, specialist in advertising accountability research, CrossMedia Research™ 2009, aggregation of 39 studies on how TV, magazines and online ads combine to impact the purchase funnel. Taking total increase across the three media, for brand favourability = 10.9pts; for purchase intent = 11.9pts. www.magazine.org

Magazine Ads Motivate People to Shop for Products

	Have shopped for a product or service after seeing ads here
Magazines	44
TV	45
Newspapers	39
Internet	22
Outdoor	12
Radio	10
PayTV	07

Media Matchmaker Study, conducted by Roy Morgan research for MPA, 2007.

Brand Favourability



Purchase Consideration/intent

