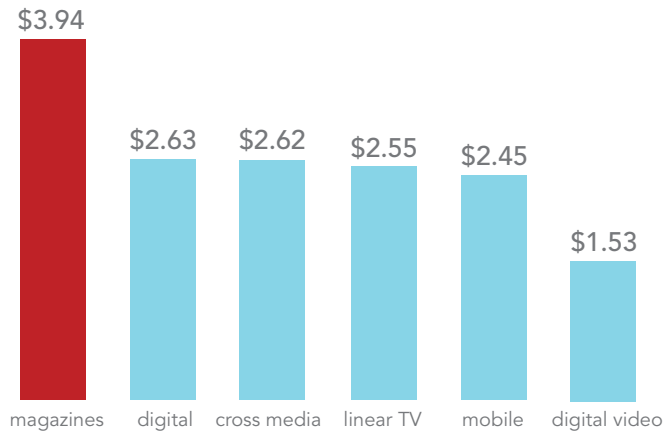


Independent Research Proves the Value of Magazines

Magazines show the highest return on advertising spend

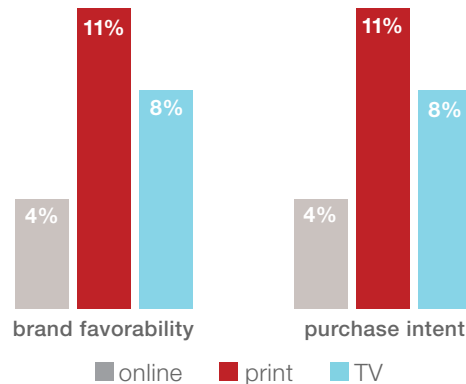
1,400 client studies show that print has a Return On Ad Spend (ROAS) of \$3.94 for every \$1 spent



Average return on advertising spend—all studies

Note: Nielsen Catalina Solutions comparison of average increase in dollar sales per dollar of advertising spend by media in study across 1,400 CPG campaigns.
Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015

Magazines drive brand metrics AND sales—both alone and in combination



Print significantly boosts the effectiveness of cross-platform campaigns

Print generates highest lift in brand favorability and purchase intent

All channels by Delta: Exposed – control. Number of respondents: Online = 253,421; Print = 88,014; TV = 198,479.
Source: Millward Brown Digital

Magazines offer the only money-back GUARANTEE of advertising ROI

No-risk approach to positive ROI



Magazine Brands = Powerful Reach

TOP 10 TV SHOWS

The Walking Dead AMC	9.6
Sunday Night Football NBC	7.8
Empire FOX	6.6
Thursday Night Football CBS	6.0
The Big Bang Theory CBS	5.8
Game of Thrones HBO	5.0
The X-Files FOX	4.8
NFL Monday Night Football ESPN	4.6
Modern Family ABC	4.4
Grey's Anatomy ABC	3.7

TOP 10 MAGAZINES

People	16.5
Better Homes & Gardens	12.7
National Geographic	11.7
The Costco Connection	8.9
Cosmopolitan	8.9
Sports Illustrated	8.6
ESPN The Magazine	8.5
Parents	7.0
US Weekly	6.5
Game Informer	6.4

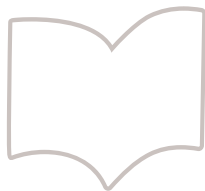


The five top-ranking automotive IMAG magazine brands—**Motor Trend, Hot Rod, Automobile, 4-Wheel & Off-Road, and Four Wheeler**—each beat all of the automotive shows on television.

If **Dwell** were a TV show, it would be the highest rated shelter and home décor show of its kind, beating all in its category.

Sources: Full 2015-2016 TV Season Series Rankings Live + 7, (*final few weeks of the season, Live + 3 or Live + Same Day numbers are used) adults 18-49, The Nielsen Company, 2016; - GfK MRI, adults 18-49, Spring 2016

Messages in print drive better comprehension and recall



Over 150 independent, academic research studies indicate paper-based reading results in:

- More focused attention and slower reading speeds
- Greater impact on readers by engaging sense of touch and motor skills
- Increased stimulation of brain areas associated with emotion and desire
- Higher comprehension and recall result

Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" MPA—The Association of Magazine Media, Scott McDonald, Ph.D., September 2015

Magazine brands reach beyond print

Magazine media generates more social content than any other channel.

The #1 brand on Facebook, Twitter and Instagram is a magazine media brand (National Geographic).

24 of the top 100 brands on Facebook, Twitter and Instagram are magazine media brands.

Source: Shareable, 2016

