

# Ad impact:

improving advertising results  
in a soft economy

**making your budget work harder**



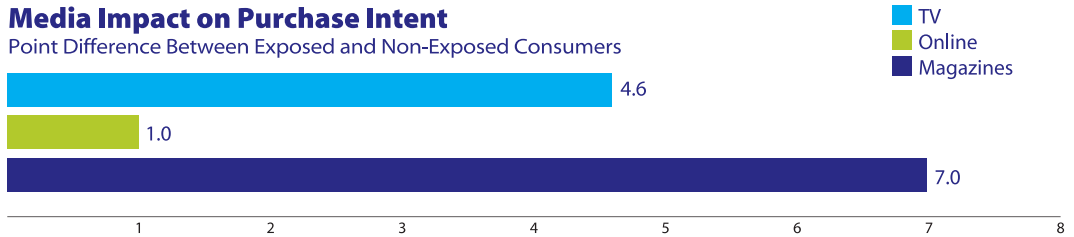
#1

Goal:  
Insight:

Maximizing purchase intent is critical for me right now.  
Magazines rank #1 in lifting purchase intent — and do it efficiently.

### Media Impact on Purchase Intent

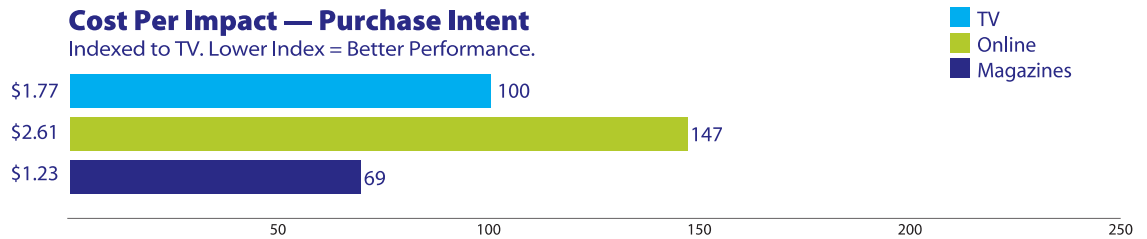
Point Difference Between Exposed and Non-Exposed Consumers



Base: 32 Studies. Dynamic Logic/Millward Brown, 2004 – 2007

### Cost Per Impact — Purchase Intent

Indexed to TV. Lower Index = Better Performance.



Aggregate of 38 Studies. Marketing Evolution, 2008

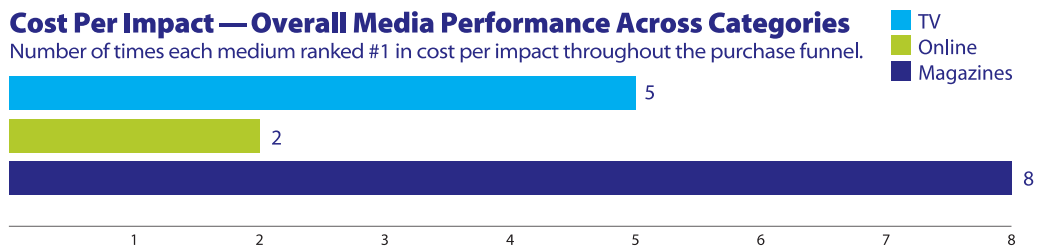
#2

Goal:  
Insight:

I want to optimize media ROI.  
Magazines most consistently generate the lowest cost per impact.

### Cost Per Impact — Overall Media Performance Across Categories

Number of times each medium ranked #1 in cost per impact throughout the purchase funnel.



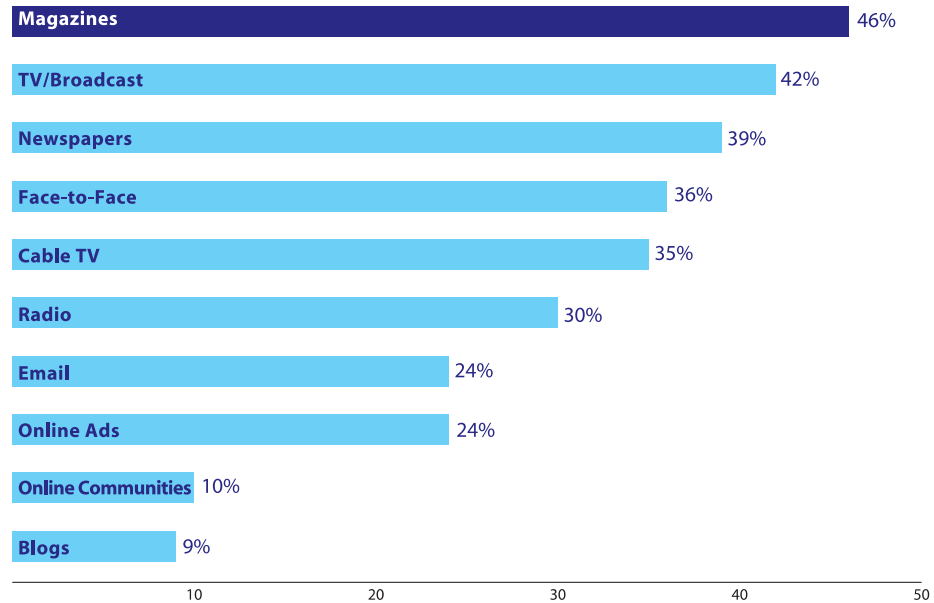
Base: Automotive, Electronics, Entertainment and Pharmaceutical Categories  
Source: Marketing Evolution, 2008

#3

Goal:  
Insight:

**Boosting search metrics is key to my brand's success.**  
**Magazines lead in getting consumers to start a search.**

#### What Medium Influences You to Start a Search for Merchandise Online?



Source: BIGresearch Simultaneous Media Usage Survey (SIMMIZ), June 2008

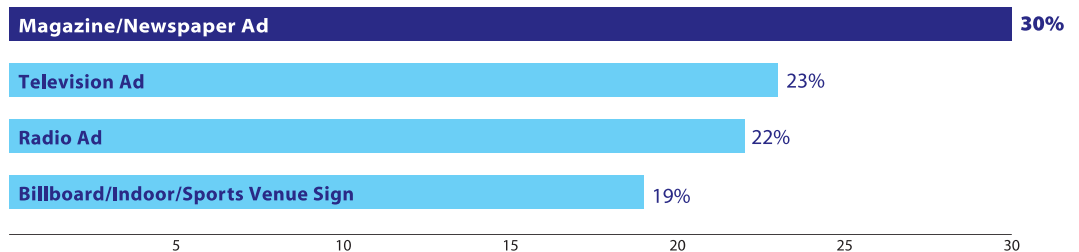
#4

Goal:  
Insight:

**I need more consumers to buy from my website.**  
**Magazine ads excel at producing traffic that lead to purchases.**

#### Made Purchase After Conducting an Online Search

Offline Sources That Drive Qualified Traffic to Websites



Source: JupiterResearch In-Market Media Usage Survey, 2007

For more information or to download these charts, go to [www.magazine.org/accountability](http://www.magazine.org/accountability).

# #5

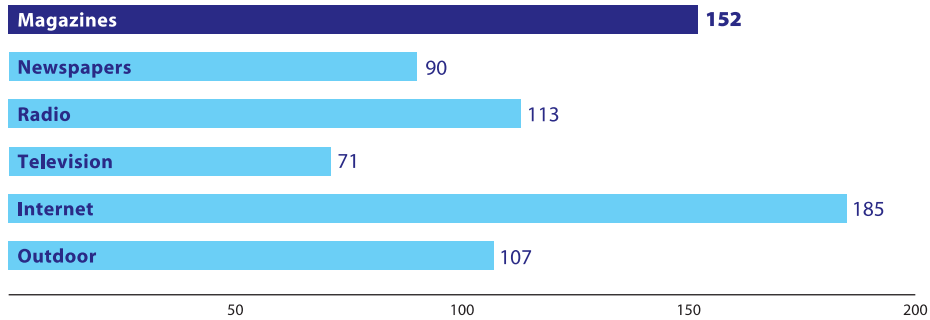
Goal:  
Insight:

I want buzz for my brands.

Magazines are key, along with web, in spurring word-of-mouth.

### Magazines Work Well with the Web in Reaching Social Networkers

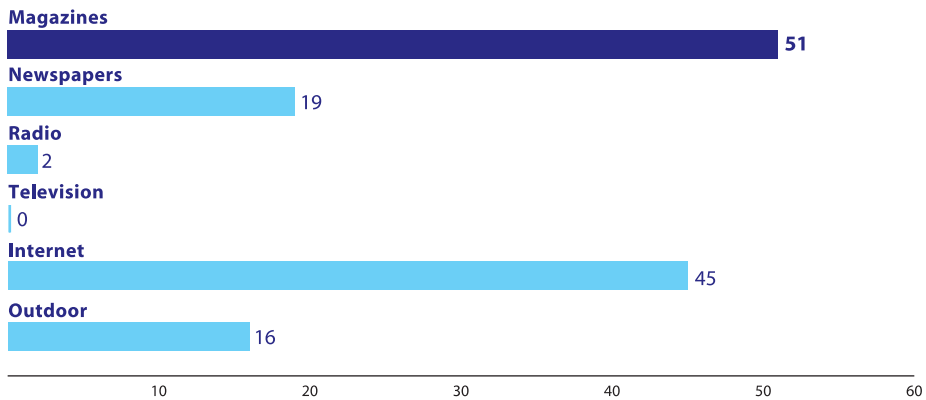
Index based on percent of consumers using Facebook or MySpace in last 30 days.



Base: Top quintile of usage for each medium.  
Source: MRI, Spring, 2008

### Influentials Use Magazines and the Web Most

Number of times medium ranks #1 or #2 among influentials across 60 product categories.



Base: Top quintile of usage for each medium.  
Source: MRI, Spring, 2008

# #6

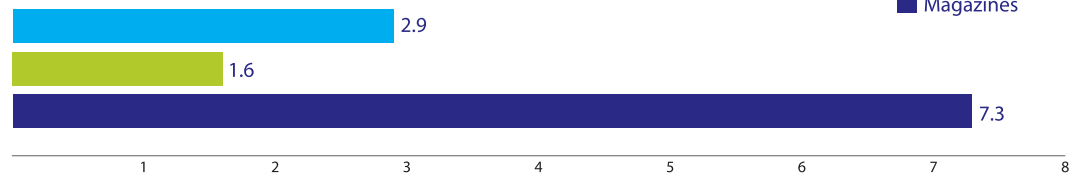
Goal:  
Insight:

I have to improve opinions about my brand.

Magazines have a superior record in boosting brand favorability.

### Brand Favorability

Point Difference Between Exposed and Non-Exposed Consumers



Base: 32 Studies. Dynamic Logic/Millward Brown, 2004 – 2007

For more information or to download these charts, go to [www.magazine.org/accountability](http://www.magazine.org/accountability).

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