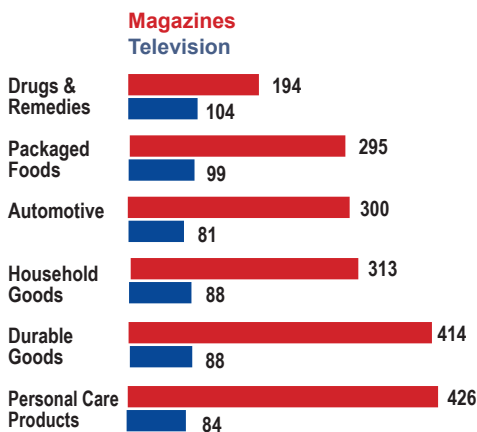


Dollar for dollar, magazines deliver significantly higher advertising awareness to readers than other forms of advertising.

In an examination of customer awareness to dollars spent on advertising, regardless of category, magazines proved to be at least twice as effective as television on a dollar-for-dollar basis at generating advertising awareness.

“Research demonstrates we consider magazines to be the most personal and helpful media source. Advertising messages in magazines find a receptive, responsive audience. Magazines, more than any other medium, lead to product and service acceptance - and ultimately - sales.”

Magazines Canada



Millward Brown, Competitive Media Reporting
Individual medium's % contribution to awareness, plus combined contribution, divided by % of spending.

69% of consumers value magazines for information on products and services

Magazines	69%
Newspapers	67
Television	58
Direct Mail	54
Radio	46
Billboards	22

For example: when selecting a new automobile, Canadians valued magazines at 46%, newspapers at 22%, television at 11%, direct mail at 3%, radio at 1% and billboards at 1%.

30% of Canadians judge magazines to be the most personal of all media

Magazines	30%
Newspapers	14
Television	13
Radio	10
Direct Mail	9
Billboards	1

46% of Canadians claim magazines are the best source for lifestyle information

Magazines	46%
Television	26
Newspapers	15
Radio	3
Direct Mail	1
Billboards	-

Ads placed in magazines rank first among all media for generating attraction

Magazines	79%
(% agreed or agree strongly)	
Television	68
Billboards	54
Newspapers	49
Radio	45
Direct Mail	34

90% adults age 18 and over read at least one magazine each month.

Average readers spend 51 minutes per magazine.

A typical reader is exposed an average of 1.7 times to each page in a magazine. Each magazine is passed along to an average of 3 - 5 people

Magazines can contain more detailed information than other forms of advertising.

60% of audience rates magazine ads as believable and credible (less than 40% for television).

Up to 40% of readers do not start from the front of the magazine. Readers tend to “fan” a magazine with the left hand and look at ads and articles from the back to front.

An exceptionally strong ad will work no matter where it is placed in a magazine.