

strengthen brand awareness

increase purchase intent

drive web traffic and search

magazines



a comprehensive guide and **handbook 2008/09**

www.magazine.org



Magazine Publishers of America — Mission Statement

**To advance the interests of magazine publishers with the advertising community,
the government, the press and the public.**

We provide support to our members in the following ways:

- encouraging editorial excellence and expanding the market for magazine brands
 - promoting the value and benefits of advertising across all platforms
 - championing the rights of editors and publishers before Congress,
the courts and state governments
- informing and educating our members about changes in technology,
law and industry best practices

magazines

strengthen brand awareness

“Magazines hit on all cylinders!” Marketing Evolution’s analysis of 20 aggregated advertiser funded cross-media ROI studies found magazines were the most consistent medium, positively influencing brand performance at all levels of the purchase funnel including total brand awareness.

increase purchase intent

“Magazines ring the register!” In the aggregation of those same 20 studies, plus 32 more from Dynamic Logic, magazines were by far the most impactful medium in driving purchase intent. TV ranked #2 and online #3.

drive web traffic and search

“Magazines create traffic jams!” Based on a major study by BIGresearch that included 12 media, magazines ranked #1 in influencing consumers to go online to search for more information about a product — and ranked at or near the top across all gender and age breaks.

CONTENTS

5	Number of Magazines
6	Number of Magazines with Websites
7	Magazine Website Growth
8	Readership Trends
9	New Magazine Launches
10	Editorial Pages by Subject
11	Advertising/Editorial Ratio Trend
12	Circulation Metrics
13	Number of Magazines by Circulation Size
14	Single Copy/Subscription Price Trends
15	Circulation Revenue
16	Location of Single Copy Purchases
17	Magazines at Retail
18	Magazine Revenue Mix
	Advertising Metrics
19	Magazine Ad Pages and Revenue Trends
20	Magazine Spending by Quarter
21	Advertising Share of All Media Spending
22	Top 12 Magazine Advertising Categories
23	Top 50 Magazine Advertisers
24	Magazine Ad Recall by Unit Type
25	Readership of Multiple Page Ads
	In an Age of Interruption, Magazines Engage
26	Ten Top Reasons to Advertise in Magazines
28	Magazines Are #1 Medium of Engagement
29	Consumers Pay Attention to Magazines
30	Consumers Enjoy Magazine Ads
31	Consumers Like and Attend to Magazine Ads
32	Consumers Feel Positive about Magazine Ads
33	Magazines Provide a Positive Ad Experience
34	Consumers Trust Magazine Ads the Most
	Accountability: Magazines Get Results
35	Magazine Ads Motivates Readers to Action
36	Readers Value and Respond to Magazine Ads
37	Magazine Ad Engagement Links to Ad Effectiveness
38	Engagement Drives Effectiveness across Categories
39	Engagement Findings Can Predict Creative Impact

40	Magazines Perform Consistently Across Purchase Funnel
41	Magazines Boost the Power of Other Media
42	Magazines Excel at Lower Purchase Funnel Stages
43	Magazines Excel at Driving Purchase Intent
44	Magazines Improve ROI
45	Magazines Influence Purchase across Categories
46	Magazines Excel at Driving Auto Funnel Metrics
47	Magazines Excel at Driving Auto Purchase Intent
48	Magazines Deliver ROI across Auto Purchase Funnel
49	Magazines Deliver Auto Results Efficiently
50	Magazines Communicate Benefits for Auto Brands
51	Auto Ad Spending vs. Influence to Purchase
52	Magazines Drive Entertainment Purchase Intent
53	Entertainment Consumers Choose Magazines
54	Magazines: Important Resources for Home Improvement
55	Magazines Generate Results for Packaged Goods
56	Magazine Readers Respond to Healthcare Ads
57	Magazines Drive Pharmaceutical Purchase Intent
58	Magazines Keep Pharmaceutical Ad Results Healthy
59	Magazines Drive Sales at Retail
60	Magazine Readers Most Likely to Buy Tech Products
61	Magazines Used More than Internet for Specific Info
62	Magazines Excel in Driving Web Search across Demos
63	Magazine Ads Build Web Traffic across Purchase Funnel
64	Including URL in Magazine Ads Increases Web Visits
65	Magazines Influence Word of Mouth
66	Magazines Provide Reach

Reader Characteristics

68	Magazine Readers Are Innovators
69	Magazine Readers Are a Desirable Target
70	Magazines Appeal to Younger Adults
71	Magazines Appeal to Diverse Readers
72	Magazine Reading by Location

Case Studies

73	The 27th Annual Kelly Award Winners
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Resources

76

Magazine Publishers of America,
810 Seventh Avenue, 24th Floor
New York, NY 10019-5818

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A Magazine for Everyone

Reading a magazine is an intimate, involving experience that fulfills the personal needs and reflects the values of the reader, which is one reason the average reader spends 45 minutes reading each issue.

For a list of the total number of magazines by category, visit www.magazine.org.

Number of Magazines 1997–2007

Year	Total	Consumer Only
1997	18,047	7,712
1998	18,606	7,864
1999	17,970	9,311
2000	17,815	8,138
2001	17,694	6,336
2002	17,321	5,340
2003	17,254	6,234
2004	18,821	7,188
2005	18,267	6,325
2006	19,419	6,734
2007	19,532	6,809

Note: Includes, but is not limited to, magazines in North America regardless of publishing frequency

Source: MRI Fall, 2007, *National Directory of Magazines*, 2008, Oxbridge Communications

Magazine Websites Provide Reach

Number of Magazines with Websites 2004–2008

Year	Total	Consumer Only
2004	9,355	4,210
2005	10,131	4,712
2006	10,818	5,395
2007	11,623	5,950
2008	13,247	6,453

Note: Data as of March 2008
 Source: Oxbridge Communications, 2008

Dual Magazine-Website Users Value Print

% strongly agree: "Online version could easily replace print version in next five years"	by percent
Fashion/Beauty	15 %
Entertainment	13
Health & Wellness	12
Food/Cooking	10

Base: Dual users of magazine related website (by genre)
 Source: MediaVest Print/Digital Study, 2008

The number of consumer magazine websites has increased 53% since 2004, extending the reach and influence of magazines' editorial and advertising messages to an even wider audience.

Research conducted by Magazines Publishers of America found that 207 magazine digital initiatives were announced by magazine companies in 2007. This represents a 34% increase in the number of magazine digital initiatives (155) identified in 2006.

Despite the abundance of online content, few consumers see the Internet replacing the print version of magazines in the next five years, according to new research from MediaVest.

Magazine Website Usage is Growing Faster Than Web Usage Overall

Magazine Website Growth

Average Quarter/Year	Unique Visitors (millions)	Reach (percent)	Sessions (millions)	Total Minutes (billions)
Fourth Quarter 2006	62.5	39%	386.6	1.7
Fourth Quarter 2007	67.6	42%	434.3	1.8
Percent of Change	8%	7%	12%	5%

Overall Web Growth 2.4%

First Quarter 2007	63.2	40%	427.7	1.9
First Quarter 2008	70.7	43%	497.3	2.3
Percent of Change	12%	8%	16%	17%

Overall Web Growth 3.7%

Source: Nielsen Online analysis of 345 magazine brands online, Q4 2007, Q1 2008

Magazine Readership Remains Strong

85% of adults age 18+ read magazines

An analysis of syndicated research data demonstrates that magazine readership has remained remarkably strong, despite the growth of new media options. Specifically, when looking at overall readership, over the most recent 5 year period, results show that:

- The total number of magazine readers increased about 5%.
- The average number of magazine issues read per month grew 6%, while the percent of the U.S. adult population that reads magazines remained stable.

Magazine Readers (000)	2003	2007
Adults 18+	178,391	187,398
Index to 2003	100	105

Average Issues/Month		
Adults 18+	10.9	11.5
Index to 2003	100	106

Coverage		
Adults 18+	85%	85%
Index to 2003	100	100

Base: Magazine Readers, U.S. Adults 18+, 230 Magazines
 Source: MRI, Fall Studies, 2003 and 2007

Magazines Target Consumers' Interests

New U.S. Magazine Launches by Interest Category 2007

38	Metropolitan/Regional/State	4	Pop Culture
27	Crafts/Games/Hobbies/Models	3	Sex
15	Automotive	3	Fishing/Hunting
13	Fashion/Beauty/Grooming	3	Dogs/Pets
13	Special Interest	2	Science/Technology
12	Entertainment/Performing Arts	2	Military/Naval
11	Black/Ethnic	2	Comic Technique
10	Home/Home Service	2	Gay/Lesbian
8	Health	2	Nature/Ecology
8	Sports	2	Teen
7	Children's	2	Literary/Reviews/Writing
7	Women's	2	Political/Social Topics
6	Arts/Antiques	2	Fitness
5	Camping/Outdoor Recreation	2	Travel
5	Computers	1	Gardening
5	Business/Finance	1	Gaming
4	Epicurean	1	TV/Radio/Communications/Electronics
4	Motorcycles	1	Media Personalities
4	Bridal	1	Horses/Riding/Breeding
4	Music		
4	Men's		
		248	Total New U.S. Magazine Launches

In 2007, 248 new magazines were introduced to satisfy consumers' growing need to be informed and entertained.

The top five categories comprised 43% of all launches in 2007. The variety of new magazine titles launched each year is a testament to the magazine industry's commitment to meeting the needs and interests of consumers.

New and noted magazine launches are highlighted on a monthly basis at www.magazine.org/launches.

Note: This list represents weekly, bimonthly, monthly and quarterly titles only.

Source: *Samir Husni's Guide to New Consumer Magazines*, 2008

Magazines Inform and Entertain

In 2007, the 176 magazines measured by Hall's Magazine Reports Company showed that the top three subject categories were Entertainment/Celebrity, Wearing Apparel/Accessories, and Home Furnishings/Management.

Number of Editorial Pages 2007

Type of Editorial	Editorial Pages	Percent	Type of Editorial	Editorial Pages	Percent
Entertainment/Celebrity	32,083.5	16.3 %	Beauty/Grooming	7,934.5	4.0 %
Wearing Apparel/Accessories	23,483.1	11.9	National Affairs	6,485.9	3.3
Home Furnishings/Management	17,214.2	8.7	Self-Help/Relationships	5,868.0	3.0
Travel/Transportation	16,799.1	8.5	Building	5,369.5	2.7
Food/Nutrition	14,592.0	7.4	Personal Finance	4,381.8	2.2
Culture	12,883.4	6.5	Fitness/Beauty	3,870.6	2.0
Business/Industry	11,222.2	5.7	Children	2,870.3	1.5
Health/Medical Science	9,745.6	4.9	Gardening/Farming	2,763.0	1.4
Sports/Recreation/Hobby	9,237.3	4.7	Consumer Electronics	2,077.7	1.1
General Interest	8,104.8	4.1	Total Editorial	196,968.5	100 %

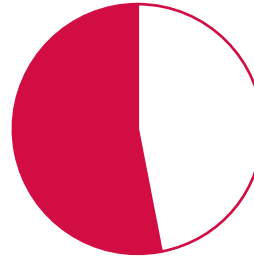
Source: Hall's Magazine Reports, 2008

Editorial and Advertising Contribute to the Reader Experience

Editorial vs. Advertising Pages 1997–2007

Year	% Editorial	% Advertising
1997	49.3%	50.7%
1998	51.7	48.3
1999	50.6	49.4
2000	49.7	50.3
2001	54.9	45.1
2002	53.4	46.6
2003	52.1	47.9
2004	51.9	48.1
2005	52.8	47.2
2006	53.0	47.0
2007	52.9%	47.1%

Source: Hall's Magazine Reports, 2008



Editorial/Advertising 2007

53% Editorial Pages
47% Advertising Pages

Most magazines contain both editorial and advertising content. Overall, the ratio of editorial and advertising content has remained relatively stable since 1997 with roughly a 50/50 split.

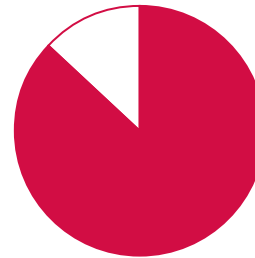
Magazines Let Consumers Choose

Subscription/Single Copy Sales 1997–2007

Year	Subscription	Single Copy	Total
1997	301,244,640	66,133,817	367,378,457
1998	303,348,603	63,724,643	367,073,246
1999	310,074,081	62,041,749	372,115,830
2000	318,678,718	60,240,260	378,918,978
2001	305,259,583	56,096,430	361,356,013
2002	305,438,345	52,932,601	358,370,946
2003	301,800,237	50,800,854	352,601,091
2004	311,818,667	51,317,183	363,135,850
2005	313,992,423	48,289,137	362,281,559
2006	321,644,445*	47,975,657	369,620,102
2007	322,359,612*	47,433,976	369,793,587

*Paid and Verified — Effective 2006, ABC established verified subscription circulation as a category.

Source: Averages calculated by MPA from each year's ABC Publishers Statements 2007. Comics, annuals and international editions are not included.



Magazine Sales 2007

87% Subscription

13% Single Copy

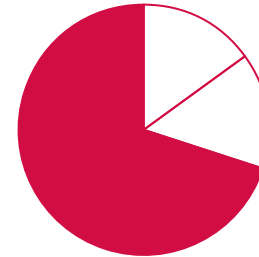
While some consumers prefer the convenience of home or work delivery, others choose to buy copies of their favorite magazines at supermarkets and other retail outlets. In 2007, 87% of total circulation was from magazine subscriptions, while single copy sales accounted for the remaining 13%.

Magazines Come in All Sizes

Total Paid and Verified Circulation for ABC Magazines by Circulation Size 2007

Circulation Size	MAGAZINES		TOTAL CIRCULATION	
	No. in Group	% of Total	For Group	% of Total Circ.
10,000,000 and over	2	0.3 %	47,771,920	12.9 %
5,000,000 – 9,999,999	3	0.5	22,418,480	6.1
2,000,000 – 4,999,999	31	5.2	88,788,813	24.0
1,000,000 – 1,999,999	53	8.7	75,667,032	20.5
750,000 – 999,999	36	5.9	31,836,878	8.6
500,000 – 749,999	54	8.9	34,122,367	9.2
250,000 – 499,999	104	17.2	37,835,081	10.2
100,000 – 249,999	149	24.6	24,067,332	6.5
Under 100,000	174	28.7	7,285,685	2.0
TOTALS	606	100 %	369,793,587	100 %

Source: Averages calculated by MPA from ABC Publishers Statements, 2007. Comics, annuals and international editions are not included.



Circulation Size

- 15% 1,000,000 or more
- 15% 500,000 to 999,999
- 70% Less than 500,000

According to the Audit Bureau of Circulations (ABC), **more than two-thirds of magazine titles have a circulation of less than 500,000.**

Consumers Invest in Their Magazines

Cost of Magazines 1997– 2007

Year	Average Single Copy Price	Average 1-Year Basic Subscription Price
1997	3.22	28.60
1998	3.33	25.38
1999	3.44	24.83
2000	3.83	24.41
2001	3.88	25.30
2002	4.11	25.70
2003	4.22	26.55
2004	4.40	25.93
2005	4.40	26.78
2006	4.46	27.30
2007	\$ 4.53	\$ 27.83

Source: Averages calculated by MPA from ABC Publishers Statements, 1997–2007

Over the years consumers have proven their commitment to magazines by spending their hard-earned money to purchase them on the newsstand and/or by subscription.

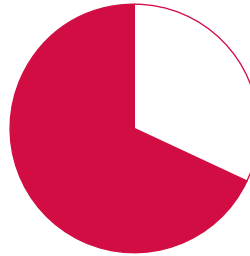
Bulk of Circulation Revenue Is Subscription Based

Subscriptions accounted for 68% of total circulation revenue, while single copy sales accounted for the remaining 32%

Circulation Revenue 2007

Subscription	6,743,905,344
Single Copy	3,223,093,595
TOTAL	\$ 9,966,998,939

Source: Averages calculated by MPA from ABC Publishers Statements, 2007. Verified circulation is not included in revenue calculations.



Circulation Revenue 2007

68% Subscription

32% Single Copy

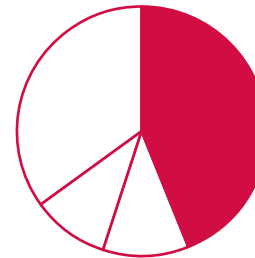
More detail on circulation is available on the MPA website at www.magazine.org/circulation.

Consumers Rely on Multiple Outlets for Their Magazines

Retail Sales by Channel 1998 and 2007

	1998	2007
Supermarkets*	45 %	44 %
Discount Stores*	—	9
Mass Merchandisers*	15	—
Bookstores	8	11
Drugstores	10	10
Terminals	4	7
Convenience	6	5
Newsstands	3	2
Club-Bargain	—	1
Others	9	11
TOTAL	100 %	100 %

*As of 2005, magazine sales in supercenter stores (huge retail formats that combine grocery and discount store formats) are reported in the supermarket category.
Source: Harrington Associates, 1999, 2008



Single Copy Sales

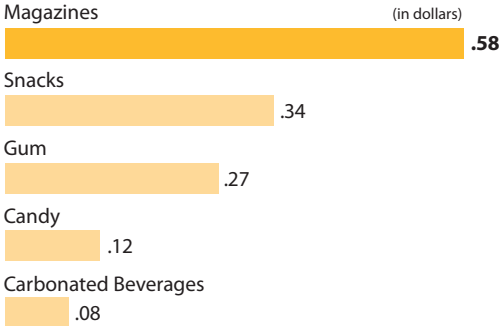
- 44% Supermarkets
- 11% Bookstores
- 10% Drugstores
- 35% Other

Forty-four percent of all single copy purchases are made at supermarkets, followed by bookstores, drugstores, discount stores and terminals.

Magazines Have Great Appeal at Retail

Magazines Make the Checkout More Appealing for Retailers

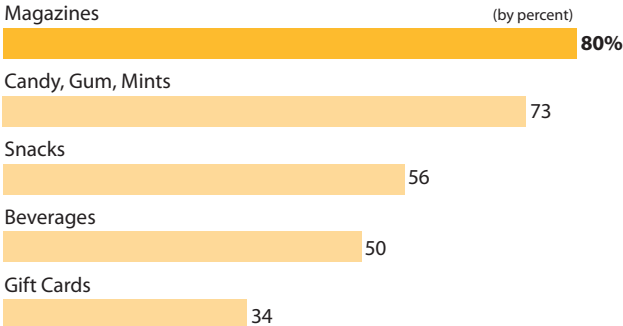
Magazines provide higher true profit per unit than other front end categories



Source: Willard Bishop Grocery Super Study, 2008

#1 Desired Item at Checkout

Women Ranked Magazines #1 When Asked "at the checkout in a store, what do you like to see there?"

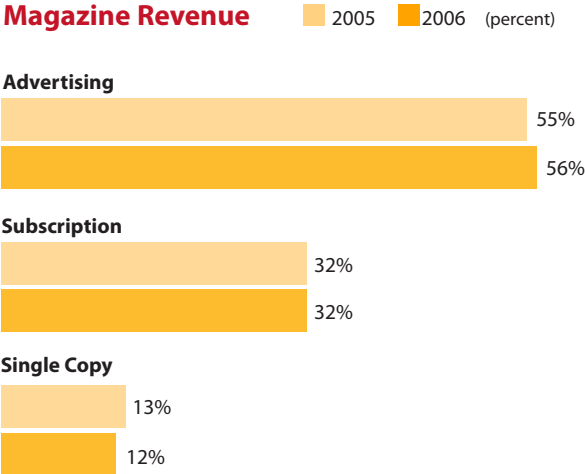


Base: U.S. Adults 18+
Source: WSL Strategic Retail, Magazine Purchaser Survey, 2008

Multiple Sources Contribute to a Magazine's Bottom Line

According to a proprietary study of 99 MPA member magazines, circulation accounts for a significant portion of consumer magazine revenue. **In 2006, 56% of revenue came from advertising, and 44% came from circulation.**

An executive summary is available to MPA members at www.magazine.org/research.



Source: PriceWaterhouseCoopers Financial Survey, conducted for MPA, 2007

Magazine Advertising Rate Card Revenue Exceeds \$25 Billion

Magazine Ad Pages and Rate Card Revenue 1997 – 2007

Year	Pages	Rate Card Revenue
1997	231,371	12,754,950,695
1998	242,383	13,813,403,372
1999	255,383	15,508,357,011
2000	286,932	17,665,305,333
2001	237,613	16,213,541,737
2002	225,620	16,700,000,000
2003	225,831	19,216,085,358
2004	234,428	21,313,206,734
2005	243,305	23,068,182,388
2006	244,906	23,996,768,141
2007	244,737	\$ 25,501,793,278

Note: Sunday supplements excluded.
Source: PIB (Data as of January 2008)

Ad pages and revenue are updated quarterly on the MPA website at www.magazine.org/pib.

Revenue is reported at one-time open rate card rates.

Magazine Spending by Quarter

Magazine advertising rate card revenue is highest in the second and fourth quarters

Magazine Rate Card Ad Revenue by Quarter 2007

	Billions	Percent of Total
First Quarter	\$ 5.3	20 %
Second Quarter	6.6	26
Third Quarter	6.0	24
Fourth Quarter	7.6	30
TOTAL	\$ 25.5	100 %

Note: Sunday supplements excluded.
Source: PIB (Data as of January 2008)

Magazines' Share of Media Spending Stays Strong

Only three media showed increases in 2007 vs. 2006: consumer magazines, Internet and cable TV

Share of Advertising Dollars by Medium

	2001	2002	2003	2004	2005	2006	2007
Consumer Magazines	17%	16%	17%	17%	18%	18%	19%
Sunday Magazines	1	1	1	1	1	1	1
Newspapers	18	19	20	20	19	17	17
National Newspapers	3	3	3	3	3	3	2
Outdoor	3	2	2	2	3	3	3
Network TV	19	20	19	18	18	18	17
Spot TV	15	16	14	15	13	14	13
Syndicated TV	3	3	3	3	3	3	3
Cable TV	11	11	12	12	13	13	14
Network Radio	1	1	1	1	1	1	1
National Spot Radio	2	2	2	2	2	2	2
Internet	7	6	6	6	6	7	8
TOTAL	100	100	100	100	100	100	100

Source: TNS Media Intelligence (Data as of March 2008)

Top 12 Advertising Categories Account for 87% of All Spending

Magazine Advertising Rate Card Revenue—Top Categories 2006/2007

Category	2006	2007
Drugs & Remedies	2,414,054,049	2,584,622,229
Toiletries & Cosmetics	2,290,033,937	2,563,374,463
Apparel & Accessories	2,031,576,703	2,181,018,788
Food & Food Products	1,817,306,167	2,125,503,702
Automotive	2,049,493,105	2,006,597,795
Retail	1,705,290,401	1,881,064,083
Direct Response Companies	1,765,431,701	1,810,392,956
Media & Advertising	1,593,165,351	1,770,282,742
Home Furnishings & Supplies	1,704,821,644	1,564,904,845
Financial, Insurance & Real Estate	1,259,741,401	1,379,374,667
Public Transportation, Hotels & Resorts	1,085,931,551	1,161,904,299
Technology	1,124,489,214	1,022,757,461
TOP CATEGORIES TOTAL	\$ 20,841,335,224	\$ 22,051,798,030

Note: Sunday supplements excluded.
Source: PIB (Data as of January 2007)

The top 12 advertising categories account for 87% of total magazine spending, according to the Publishers Information Bureau (PIB). **In 2007, Drugs & Remedies was the largest magazine advertising category, followed by Toiletries & Cosmetics, Apparel & Accessories and Food & Food Products.**

Magazine rate card advertising revenue by class is made available quarterly at www.magazine.org/pib.

Leading Marketers Depend on Magazines

Top 50 Marketers' Spending Equals 34% of Overall Magazine Revenue

Top 50 Magazine Advertisers 2007 — Rate Card Spending

1 Procter & Gamble Co	\$ 898,769,004	18 Clorox Co	169,232,153	35 Bristol-Myers Squibb Co	98,977,235
2 Kraft Foods Inc	449,860,725	19 PepsiCo Inc	168,726,647	36 Sanofi-Aventis	94,538,052
3 General Motors Corp	359,282,300	20 Campbell Soup Co	168,142,430	37 GE General Electric Co	94,276,926
4 Johnson & Johnson	357,421,802	21 Advance Publications Inc	156,531,792	38 National Amusements Inc	94,045,505
5 L'Oréal SA	306,955,168	22 Nestlé SA	155,344,964	39 Alberto-Culver Co	93,287,783
6 GlaxoSmithKline PLC	299,322,084	23 CitiGroup	152,535,802	40 Mars Inc	92,876,246
7 Ford Motor Co	285,372,535	24 Joh A Benckiser GMBH	149,226,080	41 Bose Corp	92,574,806
8 Unilever	245,163,097	25 Kellogg Co	137,902,068	42 Synergistics Marketing Inc	92,472,398
9 Time Warner Inc	242,130,960	26 Women's Marketing Inc	128,943,508	43 American Express Co	91,184,292
10 LVMH Môt Hennessy Louis Vuitton SA	189,704,678	27 Estée Lauder Cos Inc	127,688,115	44 Hearst Corp	90,206,468
11 Nissan Motor Co LTD	189,538,398	28 Hyundai Corp	124,530,649	45 MacAndrews & Forbes Holdings Inc	88,143,873
12 Pfizer Inc	188,953,677	29 Merck & Co Inc	110,574,848	46 GAP Inc	86,045,986
13 Honda Motor Co LTD	187,649,762	30 Sony Corp	110,551,764	47 Abbott Lab	85,303,666
14 Walt Disney Co	181,906,019	31 Target Corp	105,464,523	48 Berkshire Hathaway Inc	84,621,360
15 Toyota Motor Corp	178,650,439	32 US Government	104,945,278	49 Nike Inc	83,929,732
16 Astrazeneca PLC	173,805,996	33 Microsoft Corp	103,154,815	50 Bradford Exchange LTD	83,645,584
17 Cerberus Capital Mgt LP	172,705,036	34 Visa USA Inc	100,005,243		

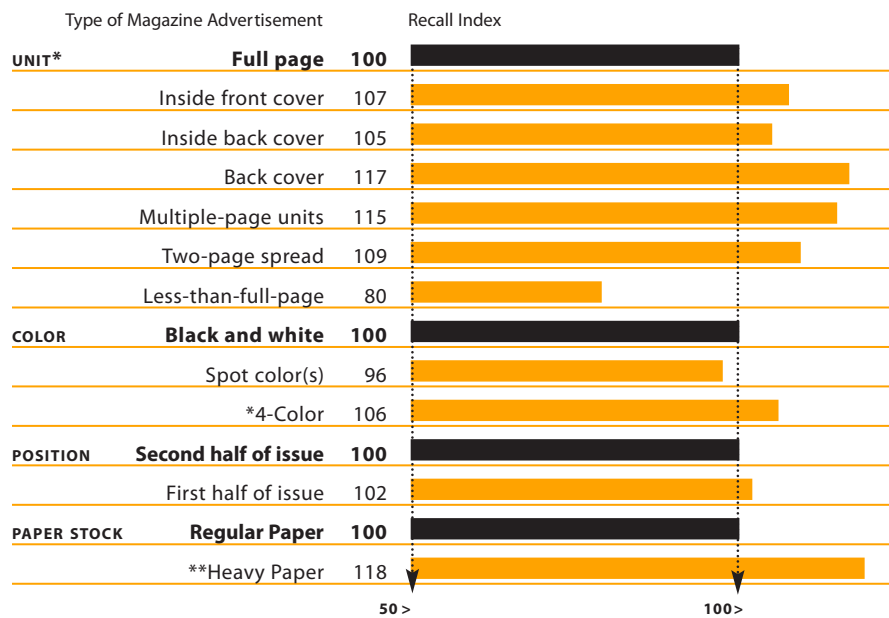
Top 50 Magazine Advertisers Total Rate Card Spending

\$ 8,626,822,271

Note: Sunday supplements excluded.
Source: PIB (Data as of January 2007)

Recall of Magazine Advertising by Type of Unit, Color and Position

Impact of Magazine Ads by Type of Unit, Color Position and Paper Stock



*Four color, (incl. 5th color or metallics) two color and black and white.
 ** "Heavy" defined as any paper weight heavier than run-of-book stock
 Source: Affinity Research VISTA Print Rating Service, 2008

A compilation of studies done by Affinity Research shows that creative execution affects recall, as seen in the data for unit size and paper stock.

Comparable recall rates among readers for ads in both the first half and second half of magazine issues demonstrate that a reader's interest in the magazine is sustained throughout the entire issue.

Unit Size Affects Ad Impact

GfK Starch found that unit size has an impact on advertising results, consistent with Affinity Research’s findings. GfK Starch’s data show that, as ad size increased, so did readership. “Noted” and “read some” scores generally showed greater increases than “read most” scores as the number of ad pages increased. This indicates that, though readers may elect not to read a longer advertisement in its entirety, it still has positive impact.

Readership of Multiple-Page Ads

Indexed Against 4-Color Spread Ads	Noted	Associated	Read Some	Read Most
Spread	100	100	100	100
2-page insert*	105	106	108	107
3-page run-of-book	116	115	124	93
3-page insert	120	121	137	121
3-page gatefold	124	125	139	143
4-page run-of-book	124	123	139	121
4-page insert	118	115	134	121
4-page gatefold	124	127	137	136
6-page run-of-book	136	146	155	129
8-page run-of-book	151	125	197	121

*Differs from a spread in that an insert is on a single page but comprises both sides of the same page
 Note: Read Most scores are based on ads with 50+ words only
 Source: GfK Starch In-Person Studies, January 2004 – December 2007

Ten Top Reasons

Magazines and magazine ads garner greater attention: BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the Internet. According to new research from JackMyers, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list.

Magazine advertising is valuable content: Consumers value magazine advertising, according to numerous studies. Starcom found that when readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads. Consumers told Dynamic Logic that magazine advertising was more relevant or useful than ads in other media.

Magazines supply credibility: Consumers trust and believe magazines and magazine advertising more than other media. Simmons' Multi-Media Engagement Study shows magazines score higher on being "trustworthy" than TV or the Internet. Multiple other sources also indicate that consumers place significant trust in magazine advertising.

Magazine advertising performs most consistently throughout the purchase funnel: Magazines generally contribute more than other media when looking across the purchase funnel. As a result, magazines boost other media's effectiveness at all stages of the funnel.

Magazine advertising sells and influences: Several studies show that magazines are generally the strongest driver of purchase intent. Perhaps this is because more than half of all readers act on magazine ads, according to Affinity Research. Data also show magazines are a leading influence on word-of-mouth.

See specific examples of how magazines delivered results for more than 150 brands at www.magazine.org/casestudies.

to Advertise in Magazines

Magazine advertising drives web searches and visits: Numerous studies prove that magazine advertising influences consumers to start a search for merchandise online or to visit a website more than any other medium, ranking at or near the top by gender as well as age. In addition, magazine ads build web traffic overall and throughout the purchase funnel.

Magazine advertising improves advertising ROI: Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazine advertising is relevant and targeted: Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles, and interests, advertisers can hone in on targets that fit their needs.

Magazines deliver reach: Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories at least once a week compared to the Internet, based on research from MediaVest.

Magazine audiences accumulate faster than you think—and with lasting impact: The average monthly magazine accumulates approximately 60% of its audience within a month's time, and the average weekly magazine accumulates nearly 80% of its audience in two weeks. In addition, consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

Sources: BIGresearch Simultaneous Media Usage Study, 2007; JackMyers Emotional Connections Survey, 2007; Starcom; Dynamic Logic; Simmons' Multi-Media Engagement Study, 2007; Hearst Magazines Engagement Factor Study, 2005; MORI Research, 2006; Marketing Evolution; Affinity's VISTA Print Effectiveness Rating Service, 2007; Time Inc. Magazine Environmental Tracking Study, 2006; Carat Insight; MRI, Fall 2007; MediaVest Print/Digital Study, 2008.

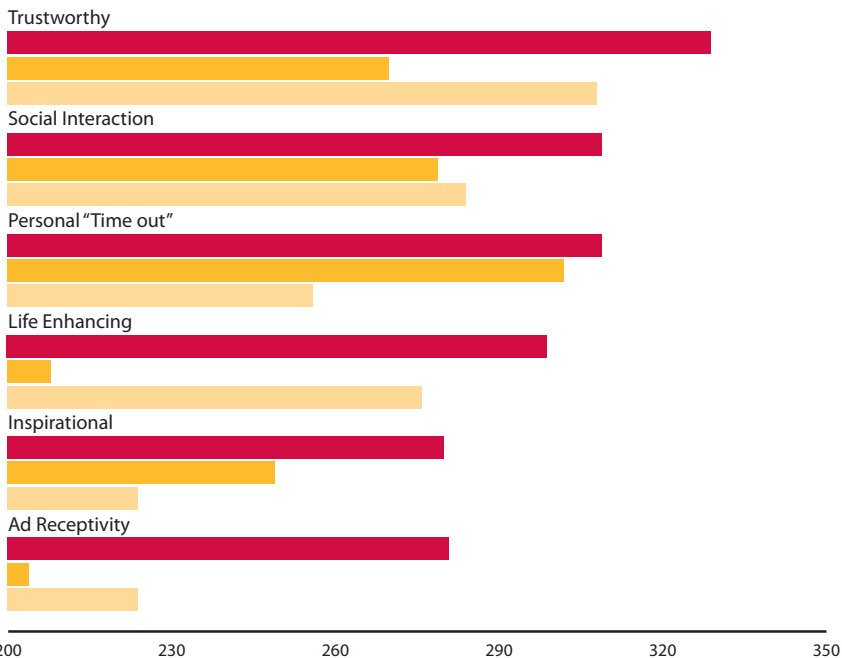
Magazines Are #1 Medium of Engagement —Across All Dimensions Measured

New data from Simmons' Multi-Media Engagement Study find magazines continue to score significantly higher than TV or the Internet in ad receptivity and all of the other engagement dimensions, including "trustworthy" and "inspirational."

Scores in the Simmons Engagement Study are calculated on a scale from 100 to 500 for each engagement dimension, with 500 representing "most engaged" and 100 representing "least engaged."

Comparing Media Channels

Average Engagement Dimension Scores (100–low/500–high)



Source: Simmons' Multi-Media Engagement Study, 2007

Consumers Pay Attention to Magazines

BIGresearch found that, when consumers read magazines, they are much less likely to engage in other media. Only 10% of magazine readers will simultaneously go online, only 16% will listen to the radio, and only one in four (25%) will watch TV.

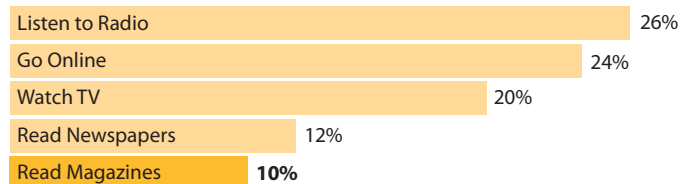
Likewise, magazine readers are least likely of all media users to engage in other (non-media) activities while reading.

Consumers Pay Attention to Magazines (percent)

Regularly engage in other medium when you watch TV	Read Magazines	Watch TV	Listen to Radio	Read Newspapers	Go Online
Read Magazines	n/a	25%	16%	n/a	10%
Read Newspaper	n/a	30	17	n/a	12
Go Online	10	42	24	14	n/a
Listen to Radio	12	13	n/a	16	22
Watch TV	13	n/a	7	15	30

Source: BIGresearch Simultaneous Media Usage Study, 2007

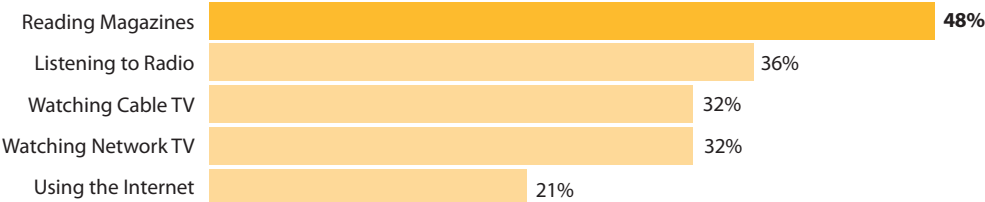
Percent of Consumers Who Regularly Engage in Non-Media Activities



Source: BIGresearch Simultaneous Media Usage Study, 2007

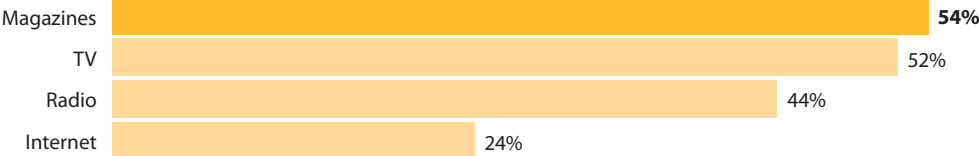
Consumers Enjoy Magazine Advertising More Than Advertising in Other Media

Advertising adds to the enjoyment of the following:



Source: Roper Public Affairs, 2005

Very/somewhat positive attitude toward advertising:



Source: Dynamic Logic AdReaction 4, 2007

Consumers Like and Attend to Magazine Ads

People are more likely to agree that the advertising in magazines enhances their overall media experience, more so than advertising on TV or on the Internet.

Ads Enhance Overall Enjoyment of...

Magazines	22%
TV	12
Online	7

Source: Time Inc., Magazine Experience Study, 2007

When consumers were asked to rate media based on how likely they are to pay attention to the advertising messages within their respective environments, magazines were number one for total adults (age 18-64) and a close number two among adults 18-24. Younger adults (age 18-24) proved to be more attentive to ads in all media.

Attention to Advertising

Magazines



Television



Radio



Internet



Note: Adults who use medium and say they are likely to pay attention to advertising.
Source: JackMyers Emotional Connections Survey, 2007

Consumers Feel Positive About Magazine Advertising

Consumer Experiences with Advertising (percent)

Positive Drivers		Magazines	TV	Radio	Newspapers	Internet
Ads provide useful information about new products/services	Age 18+	51%	57%	40%	52%	31%
	Age 18-24	50	57	40	44	36
Ads provide information about product use of other consumers	Age 18+	39	42	31	42	25
	Age 18-24	42	46	34	40	30
Negative Drivers						
Ads have no credibility	Age 18+	16	30	22	14	32
	Age 18-24	20	30	28	18	33
Ads appear at inconvenient moments	Age 18+	17	51	34	14	49
	Age 18-24	20	45	38	18	49
All ads are alike	Age 18+	22	28	28	19	30
	Age 18-24	27	32	37	24	36
Ads are repeated too often	Age 18+	25	62	47	18	45
	Age 18-24	26	55	50	20	45

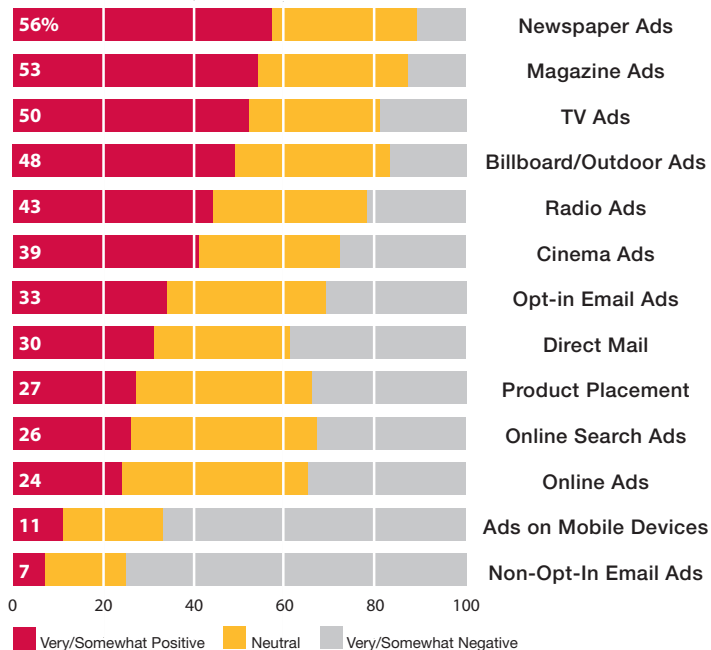
Source: MRI, Fall 2007

Consumers—including younger consumers—consider magazine advertising useful and valuable. Consumers more strongly attributed negative attributes to advertising in broadcast media and the Internet:

- Print advertising, including magazines, intruded the least and was considered the most trustworthy
- Consumers viewed advertising on TV, radio and the Internet as “cluttered,” and inconvenient
- TV, radio and Internet advertising does not stand out—more than a quarter of all consumers believe that “all ads in this medium are alike”

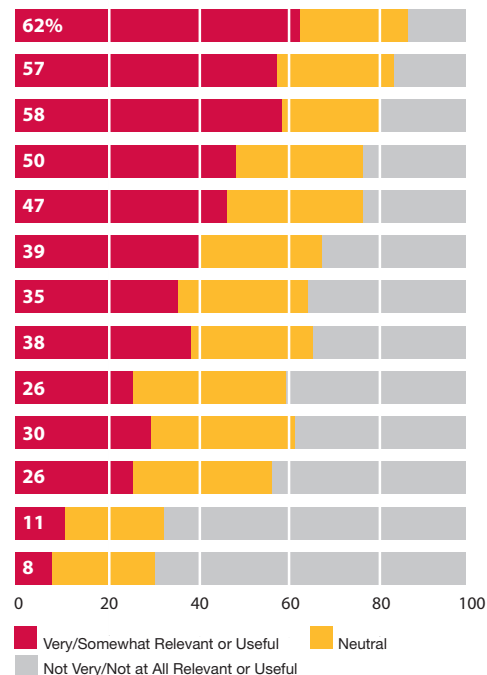
Magazines Provide a Positive Advertising Experience

Opinions of General Ad Formats



Source: Dynamic Logic AdReaction Study, 2007

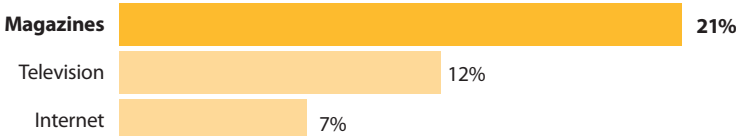
Relevance of Ads in Various Media



Consumers Trust Magazine Advertising the Most

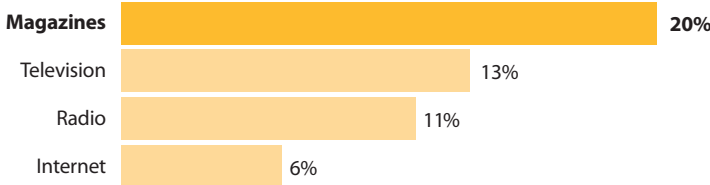
Magazine advertising is more trusted than advertising in other media, regardless of age

Percent of Adults Age 18 to 54 Who Trust Advertising in Medium



Source: Hearst Magazines' Engagement Factor Study, 2005

Percent of Millennials* Who Trust Advertising



*Consumers born between 1977 and 1996
Source: MORI Research, 2006

Magazine Advertising Motivates Readers to Action

More than half (54%) of readers took action on magazine ads or had a more favorable opinion about the advertiser because of magazine advertising, according to a recent study from Affinity’s VISTA Print Effectiveness Rating Service. Similarly, 55% took action based on editorial content. The research shows that magazine engagement goes far beyond just “feeling”—it prompts consumers to act.

Actions Taken as a Result of Reading Specific Features/Articles

Passed article along to someone	24 %
Saved article for future reference	23
Gathered more information about the topic	13
Visited a related website	13
Took any action (net)	55 %

Base: Actions taken based on respondents reading specific features/articles
Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

Actions Readers Took or Plan to Take as a Result of Exposure to Specific Magazine Ads

Consider purchasing the advertised product or service	19 %
Have a more favorable opinion about the advertiser	11
Gather more information about advertised product or service	11
Visit the advertiser’s website	10
Purchase the advertised product or service	8
Visit a store, dealer or other location	7
Save the ad for future reference	6
Recommend the product or service to a friend, colleague or family member	5
Took any action (net)	54%

Base: Actions taken based on respondents recalling specific ads
Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

Readers Value and Respond to Magazines Regardless of How They Acquired the Magazine

Research from Affinity’s VISTA Print Effectiveness Rating Service shows that readers of nonpaid and pass-along magazines take action at similar levels as readers of paid copies (subscription or newsstand).

In addition, the Affinity study found that more than approximately two out of three consumers indicated that they were “very” or “somewhat” likely to subscribe to a magazine or to buy the title at retail based on their pass-along experience.

Actions Taken or Planned to Take in Response to Advertising

	Paid	Nonpaid	Pass-Along	Total Readers
Consider purchasing the product or service	21%	19%	19%	21%
More favorable opinion about the advertiser	12	11	11	12
Gather more information about product or service	12	11	11	12
Visit advertiser’s website	11	10	10	11
Purchase the product or service	8	7	7	8
Visit a store, dealer or other location	9	8	8	9
Save the ad for reference	7	6	6	6
Recommend the product or service	5	5	5	5
Took any action (net)	55%	54%	55%	55%

Base: Actions taken based on respondents recalling specific ads.
 Source: Affinity’s VISTA Print Effectiveness Rating Service, 2007

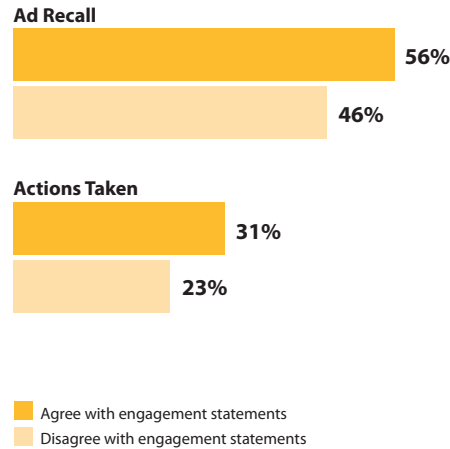
Magazines Show a Direct Link Between Ad Engagement and Ad Effectiveness

Research from Affinity, using a battery of 26 key attributes that drove engagement in Northwestern University's Magazine Reader Experience Study*, confirmed that greater reader engagement is directly linked to increased advertising recall and actions taken. Compared to less engaged readers:

- Engaged readers recalled ads 22% more often
- Engaged readers were 35% more likely to take action in response to magazine advertising

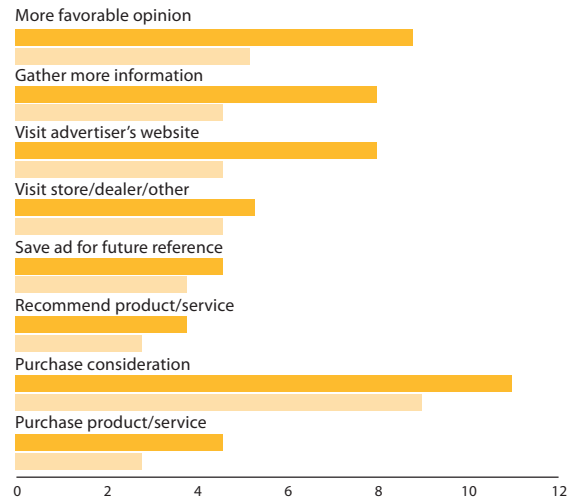
* Findings from the Magazine Reader Experience Study are available at www.magazine.org/research.

Overall Ad Recall and Actions Taken in Response to Magazine Advertising



Top/bottom 2 box scores among total respondents
Source: Affinity, 2006

Individual Actions Taken in Response to Magazine Advertising

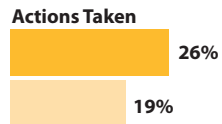


Ad Engagement Drives Effectiveness Across Advertising Categories

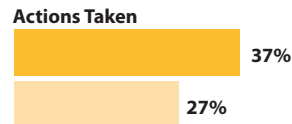
Across all 18 advertising categories measured Affinity found that increased reader engagement led to greater advertising recall and overall actions. Three examples:

- Automotive ads—a category that targets a wide range of demographic groups
- Beauty ads—primarily geared toward women
- Entertainment ads—generally directed toward younger consumers

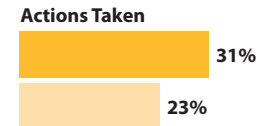
Automotive Magazine Ads



Beauty Magazine Ads



Entertainment Magazine Ads



■ Agree with engagement statements
■ Disagree with engagement statements

Top/bottom 2 box scores among total respondents
 Source: Affinity, 2006

Information about 15 other categories and 15 ad campaigns is available in the “Creative Diagnostic Tool” at www.magazine.org/accountability.

Engagement Findings Can Be Used to Predict Creative Impact

Results tested in the lab and marketplace confirm that engagement attributes can be utilized to help understand and even predict the effectiveness of magazine advertising creative. Six brands — two from each of three different categories — were used for testing in the lab, while two brands — Bayer Aspirin and Lincoln — participated in marketplace tests.

Beauty — Night Cream

(Index)

Average Recall



Average Actions Taken



Engagement Rating



Packaged Foods — Cereal

(Index)

Average Recall



Average Actions Taken



Engagement Rating



Travel — Cruise Line

(Index)

Average Recall



Average Actions Taken



Engagement Rating



Source: Affinity, 2006

Information about the “Creative Diagnostic Tool” is available at www.magazine.org/accountability.

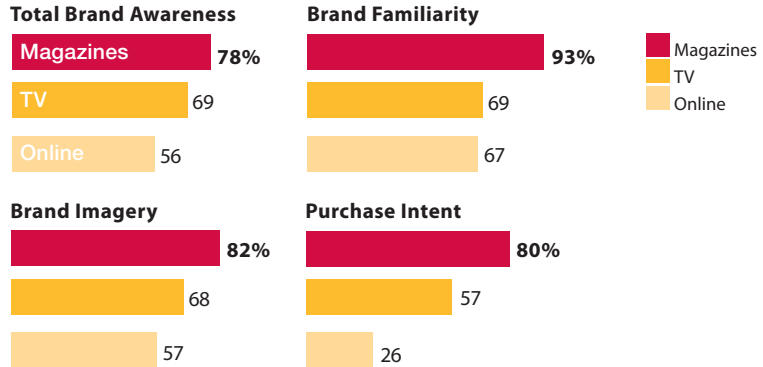
Magazines Are the Most Consistent Performer at All Purchase Funnel Stages

Across 20 client-commissioned studies, Marketing Evolution found that magazines produced a positive result in the most stages of the purchase funnel and in the most campaigns.

To view Marketing Evolution's full study, "Measuring Media Effectiveness," which includes all stages of the purchase funnel, please visit www.magazine.org/accountability.

Aggregate Trends Across the Purchase Funnel

Percent (%) of 20 Studies in Which Purchase Funnel Metrics Were Positively Influenced by Medium



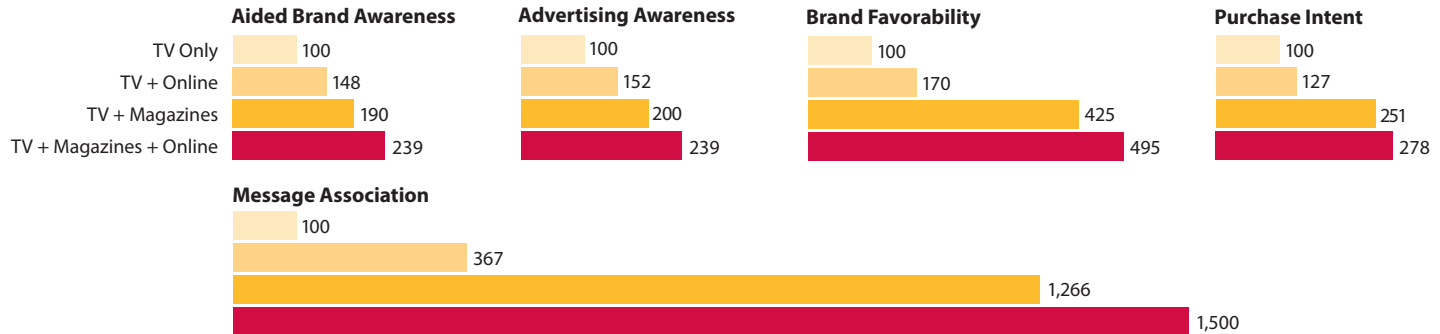
Note: Not all studies included each purchase funnel metric for every medium.
Source: Marketing Evolution, 2006

Magazines Boost the Power of Other Media

Dynamic Logic's analysis reveals that magazines played a leading role in boosting overall advertising effectiveness. The combination of TV and magazines provided significantly more lift (versus TV alone) than did TV plus online.

Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index Versus TV Alone)

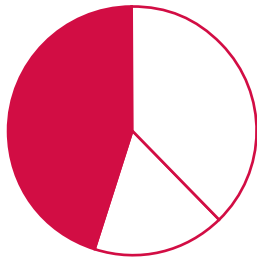


Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium. Results are an aggregate of 15 most recent studies.
 Source: Dynamic Logic/Millward Brown CrossMedia Research, 2007

Magazines Excel at Driving Results Through the Purchase Funnel, Especially at Key Lower Stages

In an analysis of 32 client-commissioned studies, media research firm Dynamic Logic found that magazines, in a media mix that included online and TV, contributed:

- 45% of overall effects, indexing 118 compared to TV and 265 compared to online
- 62% of the total increase in brand favorability (7.3% of a total 11.8% shift)
- 56% of the total increase in purchase intent (7.0% of a total 12.6% shift), nearly three times stronger than TV's influence and seven times stronger than online's influence



Incremental Effect Across Purchase Funnel

45% Magazines
38% Television
17% Online

Base: 32 Studies
Source: Dynamic Logic/Millward Brown
CrossMedia Research Studies, 2004 – 2007

Incremental Effect of Medium on Brand Metrics: Overall Studies

Average Percentage Point Increase Over Unexposed (Control) Baseline



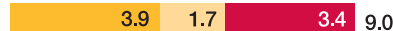
Aided Brand Awareness



Ad Awareness



Message Association



Brand Favorability



Purchase Consideration



Base: 32 Studies
Source: Dynamic Logic/Millward Brown CrossMedia Research Studies, 2004 – 2007

Magazines Excel at Driving Purchase Intent Overall and Across Categories

In Marketing Evolution’s analysis of a database of 20 client-commissioned studies, magazines contributed to significant gains across the purchase funnel (from brand awareness to purchase intent) and across categories. Magazines excelled particularly at driving purchase intent, with an increase of five points overall and ranking first in four categories and a close second in the fifth.

Purchase Intent by Category

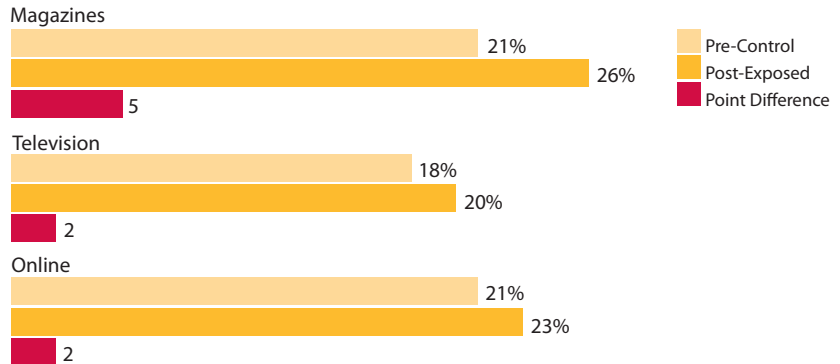
Aggregate of 20 Studies — Percentage Point Change

Category	Magazines	TV	Online
Automotive	+5	+3	+2
Entertainment	+6	+1	+4
Electronics	+3	+4	0
General	+4	+1	+1
Pharmaceutical	+3	+2	0

Note: Results reflect the average point lift for each medium for the specified category.
Source: Marketing Evolution, 2006

Purchase Intent Overall

Aggregate of 20 Studies



Note: Results reflect the average point lift for each medium across the 20 studies.
Source: Marketing Evolution, 2006

To see the impact for other stages of the purchase funnel see page 9 of the “Accountability II Guide” at www.magazine.org/accountability.

Magazines Improve Marketing and Advertising ROI

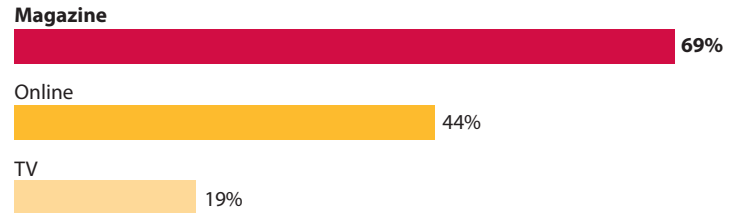
For many of the accountability studies it conducted, Marketing Evolution made recommendations to marketers to reallocate their media mix. They advised that:

- Share of spending for magazines should increase as much as 30 points in 11 of the 16 studies
- Share of spending for online should increase as much as 10 points in 7 of the 16 studies
- Share of spending for TV should increase as much as 10 points in 3 of the 16 studies

When marketers implemented the recommended reallocation of media, their average return on investment (ROI) increased 23% at comparable budget levels.

Recommendation for Reallocation of Media Spending

Percentage of studies where spending should increase for medium



Source: Marketing Evolution, 2006

Magazines Influence Purchase Behavior Across Categories

Top Three Media That Influence Purchase by Age and Category

Total Adults	Age 18-24	Age 25-34
Apparel/Clothing		
Magazines 27%	Magazines 46%	Magazines 33%
Broadcast TV 22	Broadcast TV 28	Broadcast TV 26
Newspaper 21	Cable TV 23	Cable TV 19
Home Improvement		
Broadcast TV 21%	Broadcast TV 21%	Broadcast TV 21%
Magazines 20	Magazines 19	Magazines 19
Newspaper 17	Cable TV 16	Cable TV 17
Car/Truck		
Broadcast TV 21%	Broadcast TV 22%	Broadcast TV 22%
Newspaper 20	Magazines 21	Newspaper 18
Magazines 17	Newspaper 20	Magazines 18
Medicines		
Broadcast TV 14%	Broadcast TV 15%	Broadcast TV 16%
Magazines 10	Cable TV 12	Cable TV 12
Cable TV 9	Magazines 10	Magazines 10
Electronics		
Broadcast TV 28%	Magazines 33%	Broadcast TV 31%
Magazines 25	Broadcast TV 32	Magazines 28
Internet Advertising 22	Internet Advertising 32	Internet Advertising 27

When looking at a variety of areas within the retail category, BIGresearch found that magazines were one of the top three media to influence purchases of all adults, as well as the 18-to-34 year-old segment, for apparel, home improvement, car/truck, medicines, and electronics.

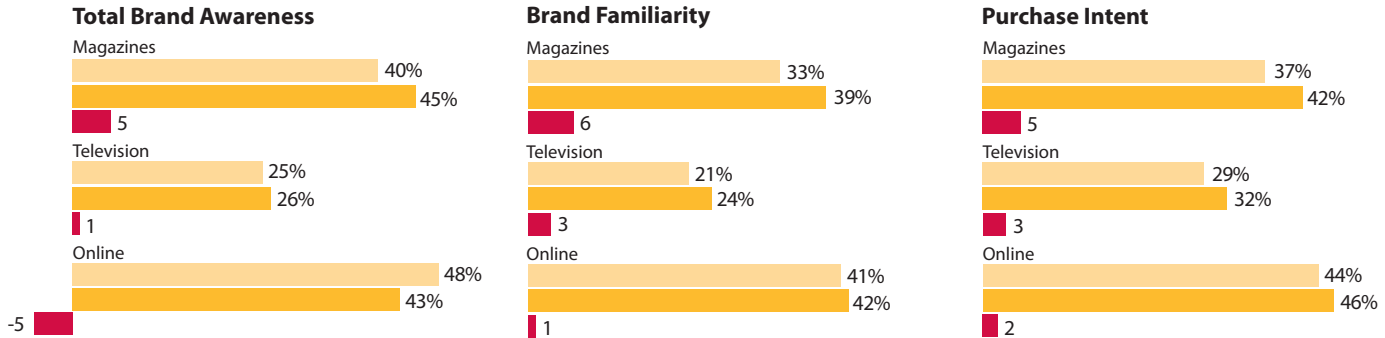
Source: BIGresearch, Simultaneous Media Usage Survey (SIMM11), 2007

Magazines Excel at Driving Auto Brand Awareness, Brand Familiarity and Purchase Intent

Multiple independent studies prove that magazines influence consumers' intent to purchase an automobile more than TV or online.

Automotive Purchase Funnel

Pre-Control Post-Exposed Point Difference



Note: Aggregate of 4 studies. Source: Marketing Evolution, 2006

Magazines Excel at Driving Automotive Purchase Consideration

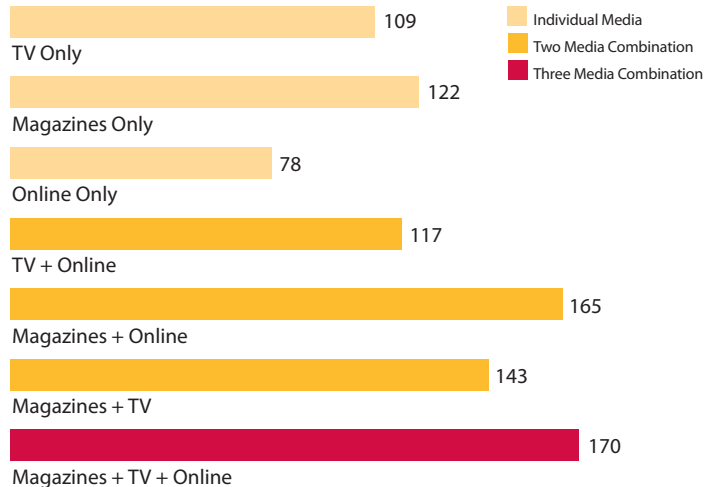
When it came to looking at purchase consideration—the final stage before a consumer decides to make a purchase—for the Jeep Compass launch campaign, Dynamic Logic found that:

- **Magazines—whether alone or in combination with other media—drove purchase consideration more than any other medium in isolation or media combination.**
- When TV was added to magazines and online, the gains in purchase consideration were not significantly higher than magazines plus online alone.

To see how magazines drove metrics at all stages of the Jeep Compass' launch campaign purchase funnel, go to www.magazine.org/accountability.

Automotive Purchase Consideration (Index)

The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



*Results shown are for Jeep Compass only. Question referred to the Jeep Compass within a competitive set of additional brands.
Source: Dynamic Logic, 2007

Magazines Deliver ROI Across the Automotive Purchase Funnel

Dynamic Logic examined the efficiency of each medium and combination of media for each stage of the purchase funnel for the Jeep Compass launch campaign. Their findings included:

- **Magazines in isolation or magazines plus online were the most efficient** of the various media and media combinations
- Except for unaided brand awareness, TV in isolation or in combination with other media was the least efficient medium for this campaign

Calculated Cost-per-Person (CPP) by Metric and Exposure Cell

Lower Index = Greater Efficiency

	TV	Magazines	Online	TV + Magazines	TV + Online	Magazines + Online	TV + Magazines + Online
Unaided Brand Awareness	133	—	190	177	420	100	157
Aided Brand Awareness	236	100	131	314	282	133	207
Aided Ad Awareness	434	100	167	380	1666	147	212
Message Association	186	113	115	239	644	100	322
Brand Favorability	594	112	—	330	2496	100	317
Purchase Consideration	—	—	—	1887	—	100	960

Notes: Index of 100 represents the most efficient medium or media combination and all other costs were indexed against the most efficient cost. A dash means that the metric did not increase or the increase was under one percentage point.

Source: Dynamic Logic, 2007

Magazines Deliver Results Efficiently Across the Auto Purchase Funnel

Marketing Evolution performed a return on marketing objectives (ROMO) analysis for the launch of the 2007 Chrysler Sebring and found distinct differences in efficiency among media. **Magazines emerged as not only an effective medium, but also the most efficient one for influencing purchase intent, brand recognition, and brand familiarity.**

To see the impact for other stages of the purchase funnel see page 9 of the “Accountability II Guide” at www.magazine.org/accountability.

ROI by Medium

	People Impacted Per \$100K Spent (indexed)			
	TV	Magazines	Online	Newspapers
Total Awareness	—	827	100	—
Sebring Recognition	—	100	—	—
Familiarity (Top 2 boxes)	—	100	—	—
Purchase Intent (Top 2 boxes)	—	100	—	262

Note: Index of 100 represents the most efficient medium or media combination and all other costs were indexed against the most efficient cost. A dash means that the increase was under one percentage point or did not increase.

Source: Marketing Evolution, 2007

Magazines Contribute Significantly at Communicating the Benefits for Automotive Brands

PointLogic’s independent automotive advertising research confirms that magazines contribute significantly at communicating both emotional and practical purchase stimulators at all stages of the purchase funnel.

Emotional purchase stimulators include such factors as quality, level of trust, “fits my personality,” and appearance/style. Practical purchase stimulators include basic price, special offers and promotions, and equipment/features.

Purchase Stimulators for Automotive Brands

Percent of consumers who indicated these information sources “perform well” for practical/emotional purchase indicators

	practical	emotional
Television	33%	23%
Magazines	30	20
Newspaper	28	12
Radio	17	10
Loose Inserts or Flyers	15	8
Movie Theatre Advertising	11	9
Internet Advertising	11	7
Sponsorship Events	6	7
Outdoor	6	6
Public Transportation	5	6

Source: PointLogic M3 Automotive Survey, 2008

Magazines Exert Sizable Influence on Auto Purchasers

If you look at which media customers say influence them to purchase a car and then compare that to the allocation of advertising dollars, you will see the **auto makers are under-spending on most media, including magazines, while over-allocating dollars to TV.**

According to BIGresearch, magazines garner only about 12-13% of the ad budget for most auto advertisers, but magazines command about 17% of the influence on consumers to purchase a car. Typically, TV takes up about 40% of the total budget, but this is more than double the percentage of influence that consumers say TV has on their decision to purchase a car.

Automotive Ad Spending vs. Influence to Purchase (percent)

	General Motors	Ford	Toyota
Magazine Spend	12%	13%	13%
Magazine Influence	17	17	19
TV Spend	40	41	40
TV Influence	18	18	17
Internet Spend	4	4	3
Internet Influence	9	8	9
Newspaper Spend	7	7	3
Newspaper Influence	17	17	16
Radio Spend	3	2	1
Radio Influence	6	7	5
Outdoor Spend	1	1	1
Outdoor Influence	10	12	11

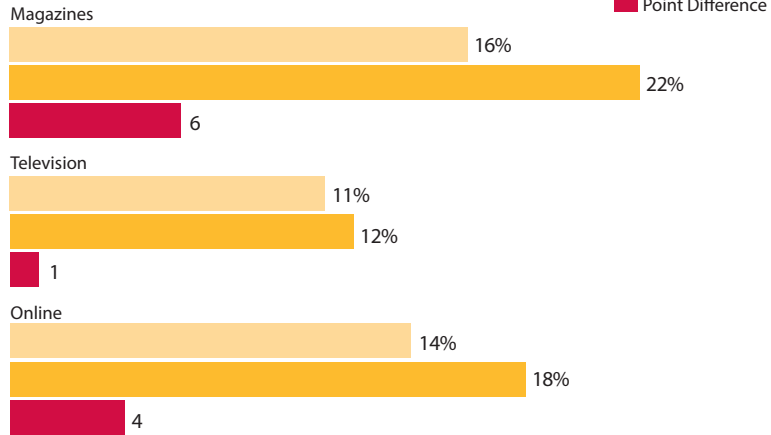
Source: BIGresearch, 2008 and analysis of Adage Domestic Car Spending by Category, 2006

Magazine Lead in Driving Entertainment Purchase Intent

In Marketing Evolution's analysis of seven entertainment products' advertising campaigns, magazines drove purchase intent the most — fifty percent more than online and six times more than TV.

Entertainment Purchase Intent*

Aggregate of 7 Studies



*The purchase intent question for this category was phrased as an intention to tune in, view, attend or buy the product.
Source: Marketing Evolution, 2006

Consumers of Entertainment Products Choose Magazines

Magazines readers provide a key target for entertainment advertisers. Both general consumers and Influential consumers (the one adult in nine who influences the others) of a variety of entertainment products tend to be above average magazine readers and below-average TV viewers. These consumers also tend to be heavy users of the Internet.

Top Media Quintiles for Entertainment Products

		Heavy Users (by index)				
		Magazines	Newspapers	Radio	TV	Internet
Attended movies 1+ times/week in last 90 days	All Consumers	146	95	105	106	114
	Influentials	150	130	113	92	130
Prefer to see a new movie on opening weekend	All Consumers	133	102	119	85	122
	Influentials	151	105	111	89	111
Household bought any video game systems in past 12 months	All Consumers	130	100	104	80	132
	Influentials	82	96	97	88	113
Rented 3+ DVDs in past 30 days	All Consumers	121	98	106	73	132
	Influentials	114	95	96	67	118
Purchased any DVDs in past 30 days	All Consumers	122	97	107	89	123
	Influentials	113	104	95	104	111
Digital phone features personally used/past 30 days: games	All Consumers	142	87	124	72	135
	Influentials	156	87	82	126	104
Bought 10+ pre-recorded CDs/ audio tapes/last 12 mos.	All Consumers	142	87	124	72	135
	Influentials	156	87	82	126	104

Base: U.S. Adults 18+
Source: MRI, Fall 2007

Magazines Are an Important Resource for Home Improvement

Nearly half of all home improvers cited magazines as their primary source of motivation for beginning a new home improvement project. Magazine editorial (24%) and magazine advertising (21%) contributed almost equally.

Once consumers were committed to undertaking a home improvement project, magazine editorial and advertising excelled as the #1 and #2 sources of information for the consumer in the first four of five stages in the home improvement purchase decision process.

Primary Sources of Home Improvement Projects (percent)

Magazine Editorial	24%	Newspaper Editorial	3%
Magazine Advertising	21	Newspaper Advertising/FSI	3
Home Show/Other Demos	13	Internet Advertising	3
Friend/Neighbor/Contractor	12	Internet Editorial	2
Retail Exposure	7	Radio Program	1
TV Program	5	Radio Advertising	1
TV Advertising	5		

Source: CNW Research, Inc., 2007

Top Sources of Information for the Five Stages of the Home Improvement Process (percent)

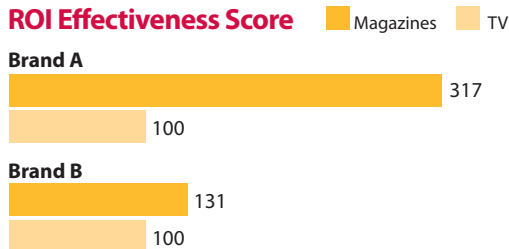
STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Needs Assessment	Product Comparison	Feature Comparison	Style/Design Comparison	Price Comparison
Mag. Edit 26	Mag. Edit 27	Mag. Edit 24	Mag. Ad 22	Retail Exp. 45
Mag. Ad 19	Mag. Ad 19	Mag. Ad 21	Mag. Edit 18	News Ad 14
Home Show 13	Internet Edit 10	Internet Edit 15	Retail Exp. 14	Mag. Ad 11
Friend 8	Home Show 10	Internet Ad 9	Internet Edit 11	Internet Edit 9

Source: CNW Research, Inc., 2007

Magazines Generate Results for Packaged Goods Advertisers

When Marketing Management Analytics looked across media at return on investment (ROI) for a consumer packaged goods marketer, they found that magazines provided superior ROI for both brands studied, concluding that:

- Magazines performed three times more efficiently than TV for Brand A
- Magazines provided a third better efficiency than TV for Brand B



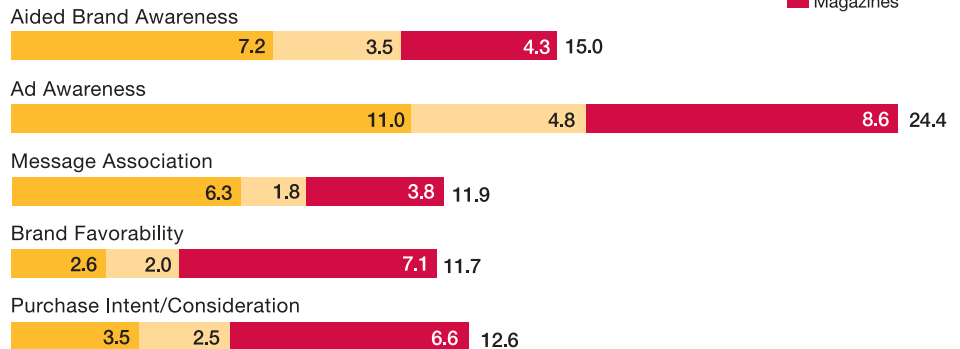
Source: Marketing Management Analytics (MMA) presentation, 2006

In an analysis of cross-media accountability studies for the consumer packaged goods category, Dynamic Logic found magazines excelled at the bottom of the funnel:

- Increasing brand favorability three times more than online and more than double that of TV
- Boosting purchase intent/consideration the most, nearly double that of TV and three times that of online

Incremental Effect of Medium on Brand Metrics: CPG Studies

Average Percentage Point Increase Over Unexposed (Control) Baseline



Base: 14 Studies

Source: Dynamic Logic/Millward Brown CrossMedia Research, 2007

Note: Consumer magazines were used in this test; trade publications were excluded from this analysis.

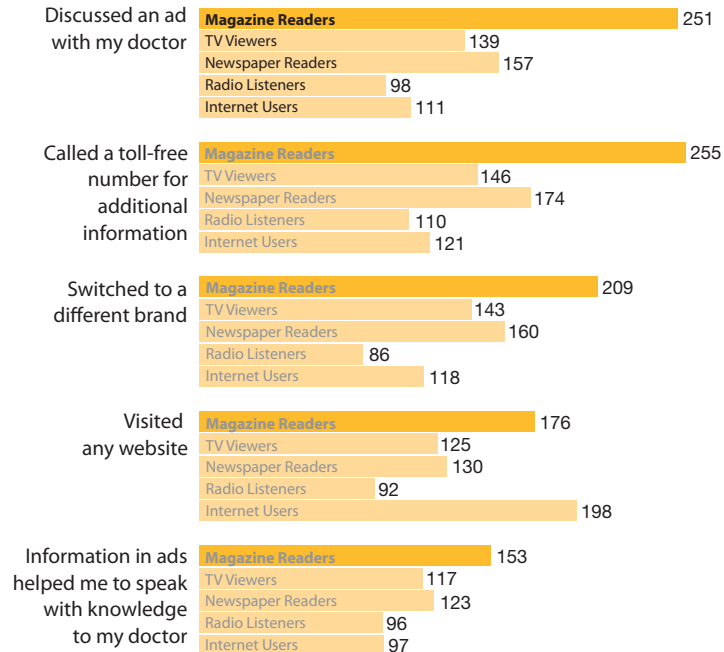
Magazine Readers Lead in Responding to Healthcare Ads

The MARS OTC/DTC study revealed that magazine readers are by far the most likely to take action on an ad when compared with users of any other medium. **Magazine readers were two-and-one-half times more likely than users of other media to discuss an ad with their doctor compared to the general public.**

In addition to the data presented in the chart, magazine readers were:

- Nearly three times more likely to return a sample card
- Nearly twice as likely to discuss an ad with a friend or relative compared to the general public

Magazine Readers Lead in Responding to Healthcare Advertising (Index)



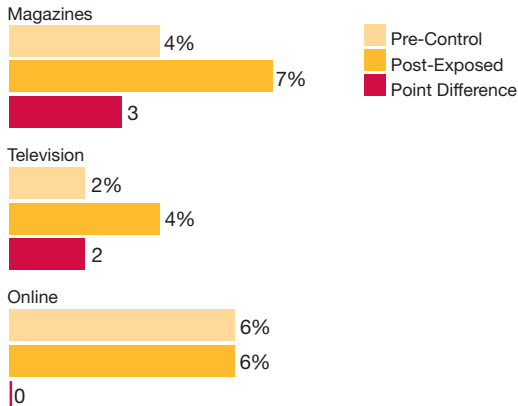
Source: MARS OTC/DTC Study, 2007

Magazines Lead in Driving Pharmaceutical Purchase Intent

Pharmaceutical Purchase Intent

(Defined as Intention to Talk to Doctor/Physician)

Aggregate of 2 Studies



Source: Marketing Evolution, 2006

Marketing Evolution found that magazines drove consumers' pharmaceutical purchase consideration—based on intent to talk to a doctor/physician—more than TV or online.

Magazines Lead in Recall and Actions Taken for DTC

	ad recall	recall index	action/recall percentage	action/recall index
Magazine Ads	50%	139	17%	155
TV Commercials	36%	100	11%	100

Source: Affinity's VISTA Print Effectiveness Rating Service, 2007

Affinity/VISTA surveyed consumers on their recall and response to pharmaceutical direct-to-consumer (DTC) ads seen in magazines and on television. The study found that:

- Recall scores for magazine DTC ad campaigns skewed much higher than those for TV
- Magazines indexed more than half again higher than TV for actions taken in response to DTC advertising, based on those who recalled the ad

See full pharmaceutical purchase funnel results in the study "Measuring Media Effectiveness" at www.magazine.org/accountability.

Magazines Help Keep Pharmaceutical Ad Results Healthy

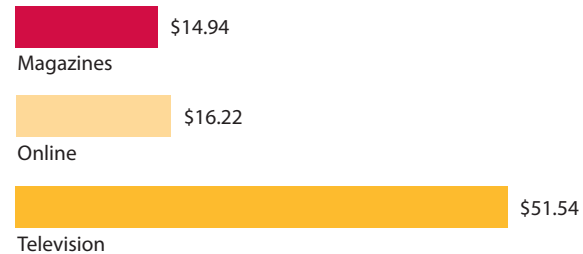
Magazines can play an important role in motivating people to ask their doctors about drug remedies relevant to them — particularly at a time when there is a crisis of trust between patients and the drug companies.

In a study for a major advertiser, Marketing Evolution found that magazines generated two times more doctor visits than TV. In addition, the Marketing Evolution study also reported **magazines were more efficient than the Internet and three times more efficient than TV in driving those visits.**

Marketing Evolution also found in the pharmaceutical category that magazines lead in driving purchase intent (see page 57).

Pharmaceutical Recommended Mix Cost per Impact

Impact = Effort/intent to talk to a doctor (net)



Source: Marketing Evolution, 2005

Magazines Drive Sales at Retail

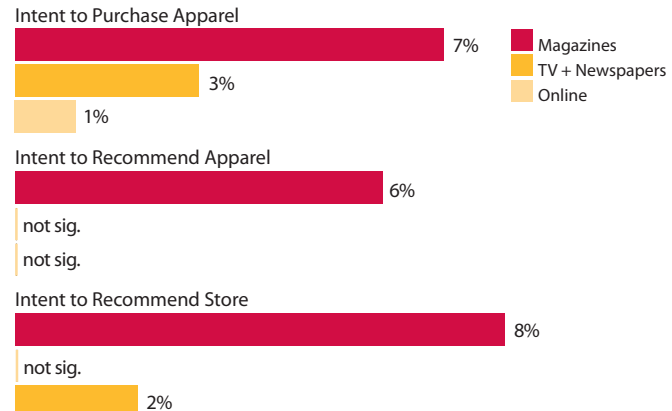
Marketing Evolution’s accountability study for a mass merchandiser found that magazines were more effective than TV and newspapers together or the Internet:

- Magazines were two times more effective than TV and newspapers together and seven times more effective than the Internet in driving purchase intent
- Magazines were the only medium to demonstrate a contribution increasing intent to recommend apparel
- Magazines were four times more effective than the internet in driving intent to recommend the store

Marketing Evolution also found that magazines were the most cost-efficient media channel **for this retail brand’s core campaign objective: intent to purchase apparel. On a cost-per-impact basis, TV was three times more expensive and online was a third more expensive than magazines.**

Media Accountability Study — Mass Merchandiser

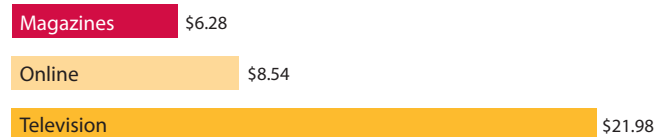
Percent of Change versus Control



Source: Marketing Evolution, 2005

Retail Recommended Mix

Cost Per Impact — Apparel Purchase Intent



Source: Marketing Evolution, 2005

Magazine Readers Are Most Likely to Buy Tech Products This Year

Heavy Users of Media (top 20% of magazine readers) by index

	Magazines	TV	Newspapers	Internet
Desktop PC	137	106	128	117
Notebook/Tablet PC	148	88	120	134
Handheld Devices	132	103	121	118

Source: IntelliQuest CIMS Fall Home Study, 2006, Weighted by Home.

For consumers who influence technology purchases in the home, IntelliQuest found that heavy users of magazines (the top 20% of magazine readers) were more likely than the heavy users of other media to purchase technology-related products in the next 12 months. Specifically, heavy magazine readers:

- Were 40% more likely than the average consumer to purchase desktop computers within the next year, 30% more likely than heavy TV viewers and 20% more likely than heavy internet users
- Were nearly 50% more likely than the average consumer to purchase notebook computers within the next year

Magazines Are Used More Frequently Than the Internet for Category-Specific Information

For a variety of categories, consumers are more likely to use magazines instead of the Internet to search for information

Percent Using Each Medium Once a Week or More Often for Category Information

	Magazines	Internet
Entertainment/Celebrity	55%	37%
Fashion/Beauty	47	33
Health & Wellness	37	33
Food/Cooking	35	27

Source: MediaVest Print/Digital Study, 2008

Magazines Excel in Driving Web Search Across Various Demographics

Magazines perform best at influencing consumers to start a search for merchandise online—ahead of online media and word-of-mouth, according to the latest data from BIGresearch. What’s more, magazines rank at or near the top by gender as well as age.

Media that Trigger an Online Search by Age and Gender

Medium (percent)	Overall	M	F	18–24	25–34	35–44	45–54	55+
Magazines	47%	48%	47%	46%	47%	47%	47%	49%
TV/Broadcast	43	46	40	37	42	45	45	51
Newspapers	41	42	40	27	32	40	44	51
TV/Cable	36	41	32	50	46	38	32	26
Face-to-Face	34	36	32	40	39	38	33	26
Radio	30	34	26	33	37	34	30	22
Direct Mail	30	29	31	24	31	30	29	31
E-mail Advertising	29	29	29	31	32	29	29	26
Internet Advertising	26	29	24	35	30	27	25	20
Outdoor Billboards	12	13	10	16	17	13	11	6
Online Communities	10	10	9	23	17	10	5	2
Blogs	8	10	7	17	13	9	5	3

Source: BIGresearch Simultaneous Media Usage Study, 2007

Magazine Ads Build Web Traffic Overall and Across the Purchase Funnel

An analysis by Marketing Evolution showed **more than a 40% lift in web traffic occurred after customers were exposed to magazine advertisements** compared to a control group of respondents who were not exposed to magazine ads.

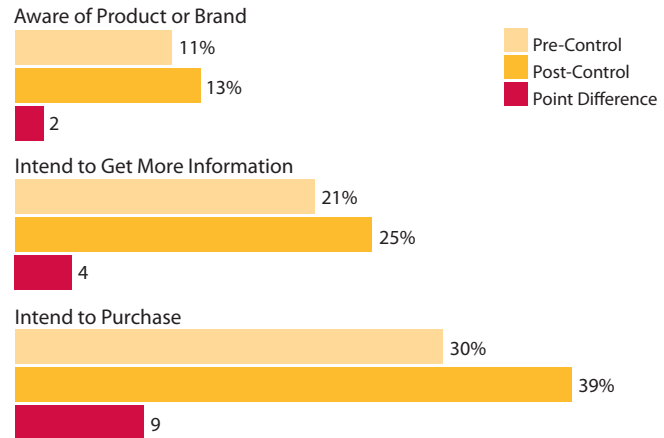
Magazines contributed to building web traffic at each stage of the purchase funnel, especially excelling at influencing purchase intent, often considered the most important stage. These results parallel those seen in overall purchase funnel analysis.

Percent of Group to Visit Brand Website



Aggregated base sizes Control n = 21,410 Exposed n = 22,619
Source: Marketing Evolution, 2004-2007

Percent of Group to Visit Brand Website at Each Stage of Purchase Funnel

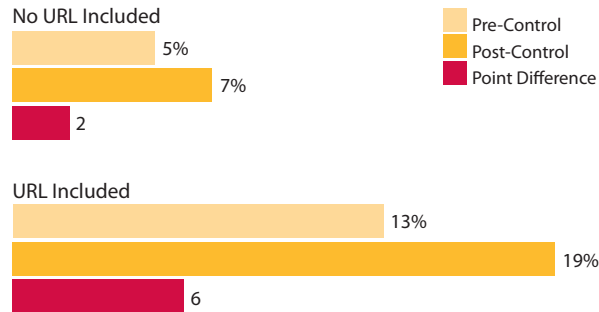


Analysis completed at the individual respondent level. Control n = 4,260 Exposed n = 4,492
Source: Marketing Evolution, 2004 - 2007

Including a URL in Magazine Ads Increases Web Visits

When the URL was included in the magazine advertising creative, the percent change in visits tripled from two to six points in Marketing Evolution's research.

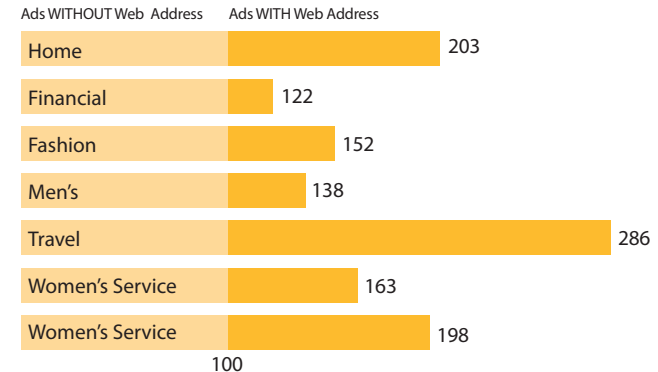
Percent of Group to Visit Brand Website



Analysis completed at the study level. 4 studies include URL and 5 studies do not include URL.
 Aggregated base sizes Control n = 21,410 Exposed n = 22,619
 Source: Marketing Evolution, 2004 – 2007

Affinity found that magazine ads with URLs are more likely to drive readers to advertiser websites across a range of magazine genres.

Ads With URLs Compared to Ads Without URLs Drive Readers to Advertiser Websites (index)



Action Index: Visit Advertiser's Website
 Base: Actions taken based on respondents recalling specific ads
 Source: Affinity's VISTA Print Effectiveness Rating Service, 2007

Magazines Influence Word of Mouth

- Personal recommendations are 1^{1/2} times more important now than they were in the 1970s
- Influentials® are two times more likely to make or to be asked for recommendations than the general population
- **Among the general population and Influentials, magazines are the strongest influence on personal recommendations**

Magazine Advertising is More Influential Than TV and Online Ads

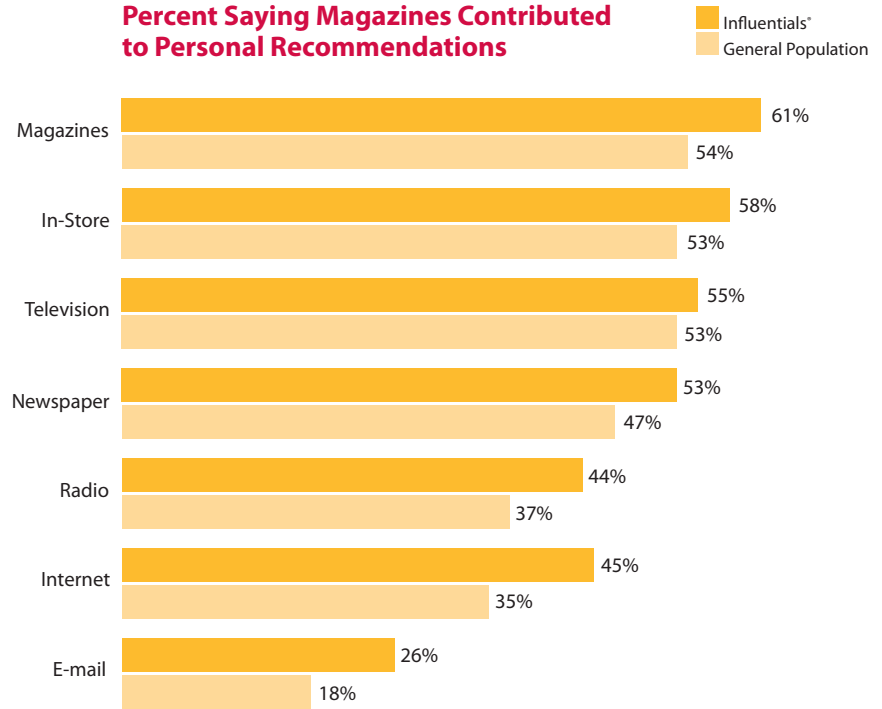
Recommend a Product or Service You See Advertised

Magazines	57%
Online	35
Television	44
Newspapers	58

Base: % of Users "Ever" Impacted by Advertising in Key Media (Ever = Often + Occasionally)

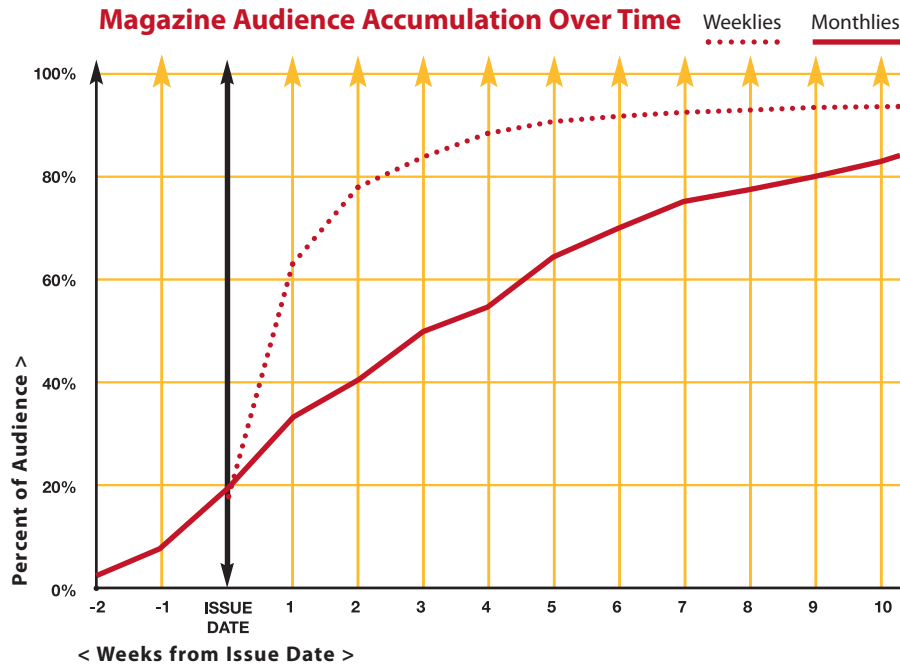
Source: Time Inc. Magazine Environmental Tracking Study, 2006

Percent Saying Magazines Contributed to Personal Recommendations



Source: Roper Reports, 2005

Magazines Accumulate Reach Faster Than Commonly Believed—and When Consumers Choose



Magazine reach begins accumulating audience before the actual issue date.

The average monthly magazine accumulates approximately 60% of its audience within the first month. The average weekly magazine accumulates 80% of its audience within the first two weeks.

Magazines provide “on-demand” audience accumulation. Consumers control their media experience with magazines, resulting in engaged reach.

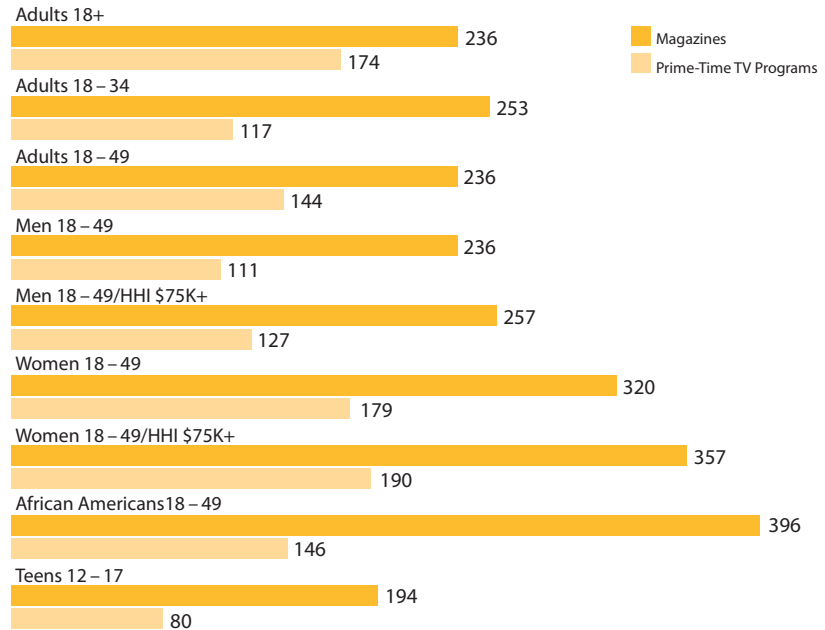
Source: MRI Fall, 2007

Top 25 Magazines Outperform Top 25 Prime-Time TV Programs in Reaching Adults and Teens

Magazines provide superior reach compared to TV programs for major target audiences, including adults 18-49, women 18-49, African Americans 18-49 and teens 12-17, when Carat's cross-media research compared the top 25 prime-time TV programs and top 25 magazines.

Note: Total GRPs equal the rating of each of the top 25 vehicles of each medium added together.

Gross Rating Points of Top 25 Magazines and Prime-Time TV Programs



Source: Carat Insight; Nielsen September 2006-May 2007 (Prime regularly scheduled); MRI, Fall 2007

Magazine Readers are Innovators

Early Adoptors and Media Use

Heavy Media Users (Index=100)

Product Category	Magazines	Internet	TV	Newspaper	Radio	Magazines + Internet
Leisure	129	170	63	98	99	187
Food	117	114	90	109	100	126
Electronics	122	169	70	97	102	180
Financial	114	147	74	128	89	151
Home Appliance	116	128	89	110	92	137
Personal Care/Health	114	109	96	108	103	120
Super Innovators (3+ Segments)	137	165	69	113	100	197

Base: U.S. Adults, 18+
Source: MRI, Fall 2007

Consumer Innovators are the consumers who are most open and most active in trying new products across a range of categories. According to MRI, **above-average readers of magazines along with above-average users of the Internet are more likely than average consumers to be innovators overall** and in all six product categories studied—the only two media with this distinction.

What’s more, adults who heavily use both magazines and the Internet are even more likely to be Consumer Innovators than heavy users of each individual medium.

Magazine Readers Are a Desirable Target

Consumers who are heavy users of magazines are younger, more affluent, better educated and more likely to be employed in professional/managerial positions compared to heavy television viewers.

Heavy Magazine Readers vs. Heavy TV Viewers

	Index vs. Total U.S. Adult Population	
	Heavy Magazine Readers	Heavy TV Viewers
Median Age	41.3	52.7
Median Household Income	\$ 65,486	\$ 36,216
Median Value of Owned Home	\$ 244,436	\$ 159,388
Household Income \$75,000+	123	56
Graduated College	112	54
Employed	109	59
Professional/Managerial	112	44
Top Management	116	55
Look at/Use Internet 3+ Times a Week	119	69

Base: U.S. Adults 18+
Source: MRI, Fall 2007

Magazines Appeal to Younger Adults

Independent data demonstrate that adults under 34 years old read more magazines than adults who are over 35. What's more, this trend held true for men and women.

Readership by Age

MRI	Total	18-24	25-34	35-44	45-54	55-64	65+
Issues Read/Past Month (median)	5.7	7.9	6.5	6.4	5.8	5.3	3.5
Index	100	139	114	112	102	93	61
Readership.com*	Total	19-24	25-34	35-44	45-54	55-64	65+
Titles Read/Last 6 Months	17.0	18.3	18.9	17.2	16.7	17.0	14.0
Index	100	108	112	101	98	100	82
Specific Issues Read	29.3	30.9	33.3	29.2	28.3	29.7	25.0
Index	100	105	113	99	96	101	85

*Pilot test
 Source: MRI, Fall 2007; Base: U.S. Adults 18+
 Readership.com, 2006, Sample size 8,000+ respondents

Data on men and women can be found at www.magazine.org/research.

Magazines Appeal to Diverse Readers

The MPA Market Profiles offer an in-depth look at the African-American/Black, Asian American, Hispanic/Latino and Teen markets. Each group is an important, growing segment of the U.S. population that uniquely redefines the culture of the United States in areas such as food, apparel and music. Not surprisingly, each group displays specific magazine readership patterns.

For more details on the Market Profiles, visit www.magazine.org/marketprofiles.

Source: MRI, Fall 2007; ABC; *National Directory of Magazines*; Oxbridge Communications, 2008; MRI TeenMark, 2007; Carat Insight, 2008

- More than eight out of ten African-American/Black adults (86%) are magazine readers. They read on average 13.8 issues per month, compared to 9.7 issues (per month) for all U.S. adults.
- Nearly three out of four African-American/Black adults (72%) who read magazines are between the ages of 18 to 49 (compared to only 62% of the U.S. adult population).
- The average total number of Asian-American titles was over 120 in the five-year period from 2003 to 2007.
- Asian-American magazine readers are younger, more affluent and better educated than magazine readers overall.
- More than 75% of adult Hispanic/Latinos read magazines. They read about 9.2 issues per month, similar to the U.S. average.
- From 2003 to 2007, the total paid and verified circulation for ABC-measured Hispanic/Latino magazine titles grew by 38.4%
- More than three-quarters of teens, 76%, read magazines, a rate similar to the adult population.
- A cross-media comparison conducted by Carat found that the top 25 magazines lead the top 25 prime-time TV shows in reaching teens 12 to 17.

The Portability of Magazines Allows Consumers to Read Them at Home or Away

Magazine Reading by Location

In Own Home	81 %
Out of Home	76
Doctor/Dentist Office	37
Someone Else's Home	26
Newsstand/Store	26
Work	25
Beauty/Barber Shop	14
Somewhere Else	8
Library/Club/School	8
Airplane	7
Business/Reception Room	7
During Other Travel	2
Traveling to/from Work	2

Note: Percentages add up to more than 100% due to multiple responses. Base: U.S. Adult Magazine Readers
Source: MRI, Fall 2007

Grand Prize Winner

TBWA\Chiat\Day for Pedigree–MARS, The PEDIGREE Adoption Drive

TBWA\Chiat\Day's Pedigree Adoption Drive

drove home impressive results

- Achieved 11% annual sales growth
- Raised \$2.7 million for shelter dogs

The MPA Kelly Awards recognize the best magazine advertising as defined by advertising that demonstrates creative excellence and produces positive marketplace results.

All the Kelly Award winners and finalists campaigns are available for viewing in an interactive, virtual gallery at www.kellyawardsgallery.org. Case studies from nearly 150 previous years' finalists are available at www.magazine.org/casestudies.



Gold Award

Ogilvy & Mather for Dove, Pro-Age Campaign

Ogilvy & Mather's campaign for Dove Pro-Age products rang up big results:

- Grew sales by 232% in body wash and 130% in face cream

Winning campaign categories included:

BEST INTEGRATED CAMPAIGN

180 LA (180\TWBA) for adidas USA
"The Brotherhood"

BEST PUBLIC SERVICE CAMPAIGN

Arnold and Crispin Porter + Bogusky
for American Legacy Foundation
"Whudafxup"



All the Kelly Award winners and finalists campaigns are available for viewing
in an interactive, virtual gallery at www.kellyawardsgallery.org.

Case studies from nearly 150 previous years' finalists are available at www.magazine.org/casestudies.

Silver Award

Wieden + Kennedy for Nike, Rush Hour Campaign

Wieden + Kennedy's "Rush Hour" campaign for Nike surpassed goals set for user-interaction on nikewomen.com

Best campaign-by-size winners included:

LESS THAN FULL-PAGE

TBWA\Chiat\Day for method
"Detox your home"

FULL PAGE

The Martin Agency for The JFK Presidential Library and Museum "Ticket"

OUTSERT/INSERT

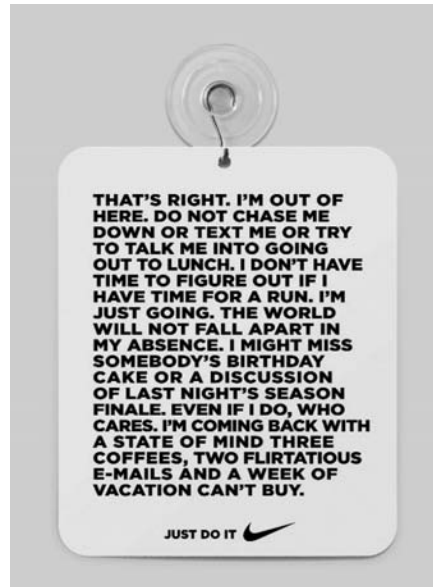
BBDO NY for Aquafina
"Water Brings Things to Life"

MULTIPLE PAGES

Venables Bell & Partners for HBO Video
"The Sopranos — The Final Season"

SPREAD

Crispin Porter + Bogusky for Geek Squad
"Wireless Awareness"



All the Kelly Award winners and finalists campaigns are available for viewing in an interactive, virtual gallery at www.kellyawardsgallery.org.

Case studies from nearly 150 previous years' finalists are available at www.magazine.org/casestudies.

Magazine Publishers of America

www.magazine.org

Valuable resources for information about the consumer magazine industry include:

- **www.magazine.org**—The MPA website offers information on a wide array of topics central to consumer magazines, including advertising, circulation, editorial, government action, finance and operations and industry events. You can download an electronic copy of the Handbook along with dozens of other resources and access up-to-the-minute research and a myriad of facts and figures about the magazine industry.
- **MPA Information Center**—For MPA members, advertisers and their agencies the MPA Information Center offers personalized research services. The staff can provide data on historical trends, industry statistics, news and much more. For more information, you can e-mail requests to infocenter@magazine.org or make an appointment to visit the Center in New York. Staff is available 9 A.M. to 5 P.M. EST, Monday through Friday.

INDUSTRY PERIODICALS AND WEBSITE RESOURCES

Advertising Age

www.adage.com
A leading authority on advertising, marketing and media news.

Adweek

www.adweek.com
Featuring creative, client/agency relationships and advertising strategies.

Capell's Circulation Report

Newsletter of magazine circulation.

Circ Matters

Newsletter devoted to magazine circulation analysis.

Circulation Management

www.circman.com
Covers consumer marketing, retail and direct mail for magazines.

The Circulator

A weekly e-newsletter from Circulation Management.

Creativity

Devoted to the most important element of advertising - the work.

DM News

www.dmnews.com
The weekly "Newspaper of Record" for the direct marketing industry.

Folio

www.foliomag.com
Strategies and tactics for magazine management.

Mediaweek

www.mediaweek.com
Targeting media specialists.

Newsstand Resource

www.NRMag.com
Magazine for the newsstand industry.

The New Single Copy

www.nscopy.com
News and trends about the retail environment.

PrintCritic

www.printcritic.com
A resource covering innovative ads.

Romenesko's MediaNews

www.poynter.org/medianews
News from the Poynter Institute, a school for journalists.

RESEARCH/REFERENCE

Affinity Research

www.affinityresearch.net
a marketing and media research company specializing in advertising effectiveness and media engagement.

American Journalism Review

www.ajr.org
A joint venture of American Journalism Review and NewsLink Associates. Its website posts magazine and journalism listings.

A.M.I.C. The Advertising Media Internet Center

www.amic.com
A collection of links to media-related resources, message boards, and research tools.

Audit Bureau of Circulations (ABC)

www.accessabc.com
Audit organization for consumer periodicals.

Business of Performing Audits Worldwide (BPAW)

www.bpaww.com
Auditing services for trade/business and consumer publications.

Columbia Journalism Review

www.cjr.org
Information about journalism and public policy including "Who Owns What," a database of media owners.

Gebbie Press

www.gebbieinc.com
A media directory listing, for TV, radio, newspapers and magazines.

Hall's Reports

www.hallsreports.com
Measurement of magazine editorial categories with ad/edit ratios.

Market 1Q

www.market1q.com
An electronic library of direct marketing pieces.

Mediafinder

www.mediafinder.com
A comprehensive listing of magazines, newspapers, catalogs and newsletters.

Media Info Center

www.mediainfocenter.org
Northwestern University's Media Management Center website providing media management news.

Mediamark Research & Intelligence (MRI)

www.mediamark.com
Provider of research data and services for the advertising industry.

Monroe Mendelsohn Research/ Mendelsohn Media Research

www.mmr-surveys.com
A provider of affluent syndicated and custom research.

Mr. Magazine: Samir Husni

www.mrmagazine.com
Samir Husni is the Professor of Journalism at the University of Mississippi. The website tracks new launches of magazines monthly.

Publishers Information Bureau (PIB)

www.magazine.org/pib
Tracks the amount and type of advertising in consumer magazines.

PubList.com

www.publist.com
Contains over 150,000 print and electronic publications.

Simmons

www.smb.com
Syndicated and custom research for publishers and advertising agencies.

Standard Rate & Data Service (SRDS)

www.srds.com
Publisher of media rates and data for magazines and other media.

TNS Media Intelligence

www.tns-mi.com
A provider of strategic advertising intelligence.

DIRECTORIES

Bacon's Directories

Phone: 866-639-5087

Benn's Media Directory

www.hollis-publishing.com/bennsmedia
Phone: 44-20-7549-8666

Encyclopedia of Associations

Thomson Gale
Phone: 248-699-4253

Gale Directory of Publications and Broadcast Media

www.gale.cengage.com
Phone: 800-54-9706

National Directory of Magazines

www.mediafinder.com
Phone: 800-955-0231

Samir Husni's Guide to New Consumer Magazines

www.mrmagazine.com
Phone: 662-915-1414

Standard Directory of Advertisers and Standard Directory of Advertising Agencies

www.nationalregisterpub.com
Phone: 800-473-7020

Standard Rate & Data Service (SRDS)

www.srds.com
Phone: 800-851-SRDS

Ulrich's International Periodical Directory

www.Ulrichspub.com
Phone: 800-521-0600

ACCOUNTABILITY AND EFFECTIVENESS

Accountability II: How Media Drive Results and Impact Online Success

A compilation of accountability research, based on multiple independent studies, on the strengths of magazines and their role alongside other media.

Accountability: A Guide to Measuring ROI and ROO Across Media examines accountability research across media.

Measuring Media Effectiveness Across the Purchase Funnel, research from Marketing Evolution, demonstrates magazines' significant contribution across the purchase funnel.

Case Studies Nearly 180 examples showcase how advertisers across categories have successfully used magazines: www.magazine.org/casestudies.

Accountability Studies from Affinity Research, Dynamic Logic, Hudson River Group and more analyze media mix dynamics and provide compelling proof that magazines positively impact sales.

Magazines Make Connections: A Retailer's Guide to Growth Through Magazines (special advertising section) demonstrates that magazines drive sales and profits throughout the retail environment. Produced in partnership with *Supermarket News*.

Irrefutable Proof downloadable one-sheets that show how magazines drive results online and drive purchase intent.

Creative Diagnostic Tool makes magazine creative accountable based on feedback from

advertisers. The tool can provide insights quickly and also details the learning on media engagement.

Quantifying Influentials' Relationship with Magazines reveals that Influentials—the 21 million Americans who influence the decisions of the rest of the population—rank magazines as their key source of news and information and find magazine advertising valuable.

CREATIVE

Kelly Awards Gallery Guide, video and traveling display feature the best magazine advertising of the past year and the results that demonstrate marketplace success. Twenty-six years of Kelly Awards winners are also available online at www.kellyawards.org.

The Power of Print: Starch Ad Database and Tools is a presentation that surveys the usefulness of Starch Ad Readership studies and discusses the "Ten Principles for Effective Print Advertising."

READERS AND READERSHIP

African-American/Black, Asian-American, Hispanic/Latino and Teen Market Profiles consolidate research on these increasingly important advertising targets.

The Value of Magazine Readership: Reader Dynamics and Ad Impact Among Paid and Nonpaid Readers demonstrates that how much a consumer pays for a magazine or how the magazine was acquired does not affect the level of magazine engagement or likelihood to act on the advertising.

The Value of Magazine Readership: Reader Dynamics and Ad Impact on Readers of Pass-Along Copies shows that readers value

pass-along copies and take action at a similar rate as readers overall.

ENGAGEMENT

Engagement: Understanding Consumers' Relationships with Media addresses in a media-neutral approach how consumers connect with advertising-supported media: television, newspapers, radio, the Internet and magazines.

Understanding Magazine Circulation: A Guide for Advertising Buyers and Sellers offers insights on key strategic concepts in circulation to help facilitate communication between advertisers and publishers.

Magazine Reader Experience Study examines what consumers experience when they read a magazine and how those experiences drive readership and advertising impact. The research, conducted by the Media Management Center at Northwestern University, offers significant insights for advertisers, consumer marketers, publishers and editors.

ENVIRONMENT

MPA 2008 Environment Handbook An in depth educational guide on environmental policies and procedures of interest to our magazines and companies. The handbook includes the many facets of magazine manufacturing - from harvesting trees, to the printing, distribution, and final disposition by our readers.

Forest Certification MPA has developed an authoritative review and analysis of forest and forest product certification schemes in North America to help publishers understand paper purchasing considerations.

GENERAL

2008-2007 Handbook of Consumer Marketing Practices contains important information on effective circulation practices, the value of readership, subscription marketing regulations as well as overviews of the retail picture for magazines.

Media Research Index puts more than 1,000 research studies from 1950 to 2003 at your fingertips. The index is available online at www.magazine.org/mediaresearchindex and free of charge to MPA members and advertisers. Listings are searchable by media type, study type, author, title or keyword. Also available in two-volume printed version.

MAGAZINE INDUSTRY CONFERENCES AND EVENTS

- American Magazine Conference
 - Retail Conference: The Marketing of Magazines and Books
 - National Magazine Awards
 - Lifetime Achievement Awards
 - Kelly Awards for Outstanding Magazine Advertising
 - Magazines 24/7 — Digital Conferences
 - Professional Development and Training Seminars
 - Diversity Programs
- www.magazine.org/events

For all these resources and more, visit www.magazine.org or contact promotion@magazine.org.

Please Recycle Your Magazines



The Please Recycle initiative is an industry-wide public education campaign that Magazine Publishers of America is undertaking with its member publications to encourage readers to recycle their magazines when they are done enjoying them. Two logos featuring the Please Recycle message are available for MPA members to display in every issue of their magazines. The campaign will increase public awareness that magazines can be recycled in the vast majority of communities in the United States. **To download the logo, visit www.magazine.org/environment.**

This handbook can be recycled.

