



MAGAZINE
FACT BOOK
2008

Magazines
Canada

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A MAGAZINE FOR EVERYONE

Magazines fulfill personal needs and passions.

There's a magazine for every passion and a passion for every magazine.

For more info, [click here](#).

Number of Canadian Consumer Magazines, 1998-2007

YEAR	# CONSUMER TITLES
1998	860
1999	908
2000	941
2001	961
2002	1,000
2003	1,032
2004	1,114
2005	1,160
2006	1,201
2007	1,244

Source: Print Measurement Bureau (PMB)

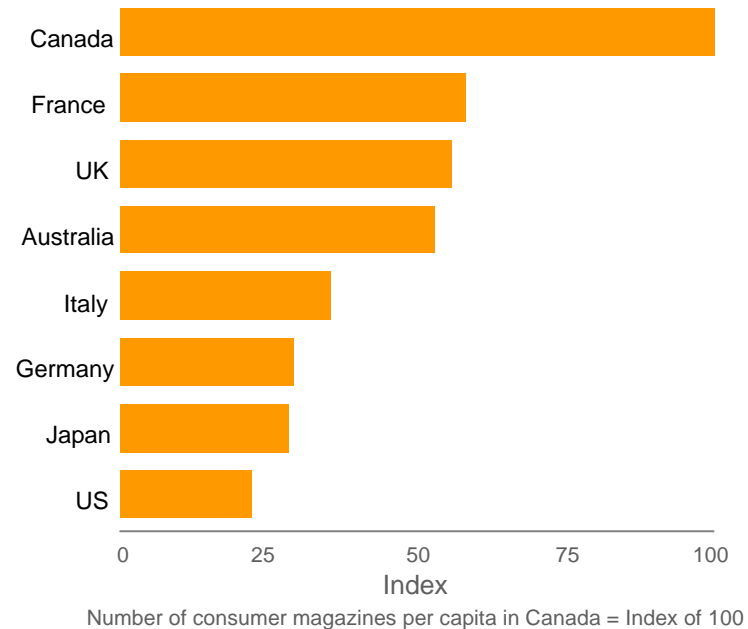
03

CANADIANS LOVE MAGAZINES

Canadians love their magazines!

Canada has access to more consumer magazine titles per capita than most other countries in the world.

Number of Consumer Magazines per Capita



Source: FIPP World Magazine Trends

04

INCREASING CHOICE

Never before has Canada produced so many outstanding magazines.

Their content spans the unique needs of Canadian readers to feed their personal passions.

No medium does this better than magazines.

For more info about launches by editorial category, [click here](#).

YEAR	LAUNCHES	CLOSURES	NET
1998	51	18	33
1999	70	22	48
2000	49	15	34
2001	43	23	20
2002	63	24	39
2003	56	23	33
2004	100	18	82
2005	67	21	46
2006	60	19	41
2007	54	11	43
10-Year Average	61	19	42

Source: Masthead Magazine Annual Tally

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A MAGAZINE FOR EVERYONE

The number of Canadian consumer magazine launches continue across most editorial categories, fulfilling personal needs and passions, from fashion to food to home décor, or just a great read.

In fact, 58% of all Canadian magazines available today were launched *after* the internet became commercially available in 1989.

There's a magazine for every passion and a passion for every magazine. For more info, [click here](#).

Number of Launches

INTEREST CATEGORY	PAST 5 YEARS	2007
Arts/Cultural/Entertainment	29	3
Business/Finance/Technology	15	3
City/Regional General Interest	63	7
Gays/Lesbians	1	0
Health/Fitness/Wellness	17	3
Leisure/Recreation/Sports/Travel	66	8
Lifestyle	37	13
Men's	12	1
Parenting	4	1
Seniors/Mature Market	0	0
Shelter/Food	25	2
Women's	30	7
Youth/Children/Student	24	5
Miscellaneous	14	4
Total	337	54

Source: Masthead Magazine

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EDITORIAL CATEGORY CIRCULATION

The General Interest magazine category accounts for the highest average issue circulation in Canada. City/regional magazines and women's magazines follow.

Average Issue Circulation ('000)

RANK	EDITORIAL CATEGORY	2007 CIRCULATION
1	General Interest	7,823
2	City & Regional	7,723
3	Women's	6,185
4	TV and Radio	4,622
5	Travel and Tourism	4,564
6	Homes/Gardening	4,385
7	Sports/Recreation	4,322
8	Entertainment	4,274
9	Health	4,054
10	Food and Beverage	3,850

Source: CARD; Magazines Canada

07

MAGAZINES ENGAGE, BIG OR SMALL

Big or small, each magazine reaches and fulfills the personal needs of its readers in every niche.

If you are looking to engage a tightly defined audience, put magazines of every size to work.

CIRC SIZE GROUPING	# OF TITLES	% OF TOTAL TITLES	GROUP CIRCULATION	% OF TOTAL CIRCULATION
1 Million +	7	0.9%	10,973,449	15.2%
500,000 to 999,999	20	2.5%	12,139,873	16.8%
250,000 to 499,999	31	3.9%	10,189,686	14.1%
100,000 to 249,999	119	14.9%	18,366,014	25.4%
50,000 to 99,999	152	19.0%	10,367,779	14.3%
20,000 to 49,999	254	31.8%	7,958,485	11.0%
1 to 19,999	215	26.9%	2,335,768	3.2%

Source: Titles reporting circulation in CARD

08

U.S. SPILL IN LONG TERM DECLINE

U.S. spill has been in decline since Magazines Canada started measurement tracking in 1983.

Overall spill circulation has declined by nearly 30% whereas average circulation spill-per-title has declined by nearly half.

For more info, [click here](#).

YEAR	TOTAL SPILL CIRCULATION	INDEX	AVERAGE CIRCULATION PER TITLE*	INDEX
1983	10,705,000	100	26,303	100
1989	9,969,000	93	21,031	80
1998	9,155,000	86	16,203	62
2000	8,518,000	80	15,716	60
2002	8,160,000	76	15,396	59
2004	7,899,000	74	14,055	53
2006	7,666,000	72	13,664	52
2007	7,522,000	70	14,327	54

Source: ABC

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RELEVANT CONTENT FOR CANADIANS

Given a choice, Canadians prefer magazines that tell Canadian stories and reflect Canadian needs.

Canadians prefer content that reports on products and services available in Canada and priced in Canadian dollars.

- 92% agree that Canadian magazines play a significant role in informing Canadians about each other
- 88% feel it is personally important that a magazine have editorial content created specifically for Canadian readers
- 90% feel that U.S. titles don't effectively cover Canadian issues

Source: Industry questionnaire conducted by Totum Research

STATEMENT 2:

I am more inclined to look for information in Canadian magazines than U.S. magazines when I am in the market to purchase a product.

AGREE	77
DISAGREE	23

STATEMENT 1:

Advertisements in Canadian magazines are more relevant to me than advertisements in U.S. magazines.

AGREE	83
DISAGREE	17

Source: Reader's Digest Magazines (Canada)

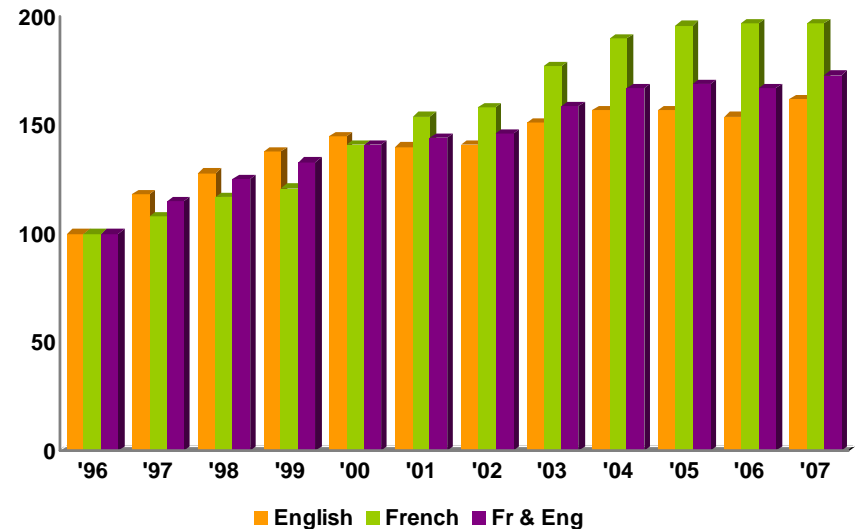
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AD PAGE GROWTH CONTINUES

Ad page growth is expanding as a who's who of Canada's—and the world's—largest advertisers increase their presence in magazines.

For more info, [click here](#).

Ad Page Growth Index 1996-2007
(1996 = 100)



11

Source: Statistics Canada; Leading National Advertisers (LNA)

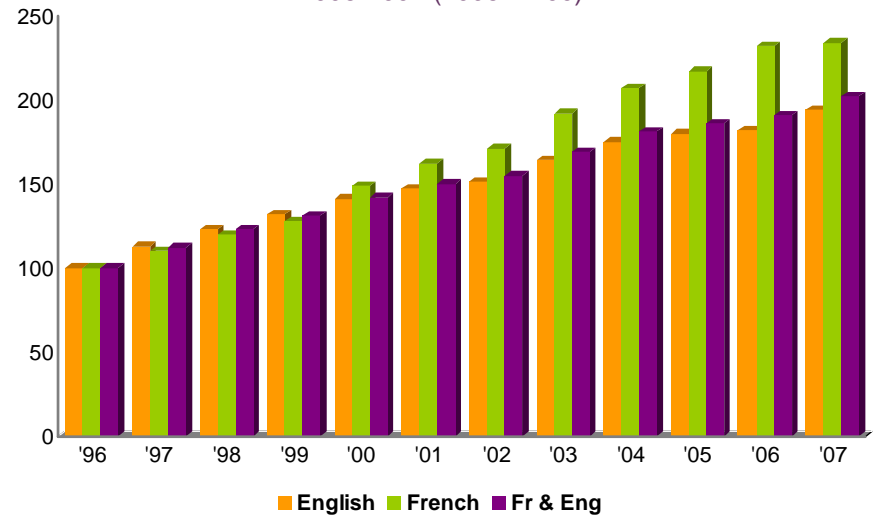
AD REVENUE GROWTH CONTINUES

As ad pages expand, so do advertising revenues.

Overall revenue growth is real growth, having averaged below Consumer Price Index (CPI) growth over the past 10 years.

For more info, [click here](#).

Ad \$ Growth Index
1996-2007 (1996 = 100)



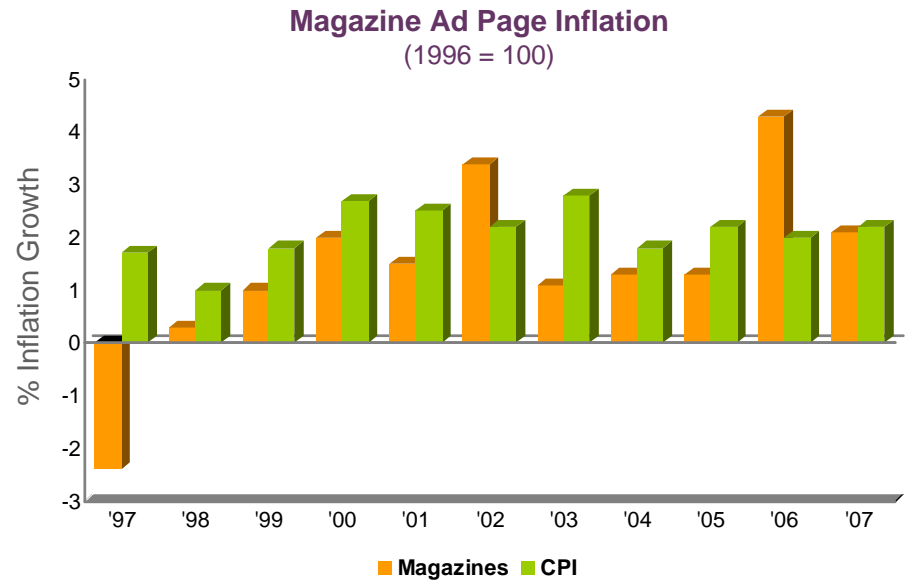
Source: Statistics Canada; Leading National Advertisers (LNA)

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MAGAZINE AD INFLATION BELOW CPI

Magazine ad page inflation has trended below the consumer price index (CPI) for the past ten years.

During this time, magazine ad revenue growth has outpaced ad page growth by 1.5% per year, on average. CPI grew 2.1% per year, on average, during that same 10-year period.



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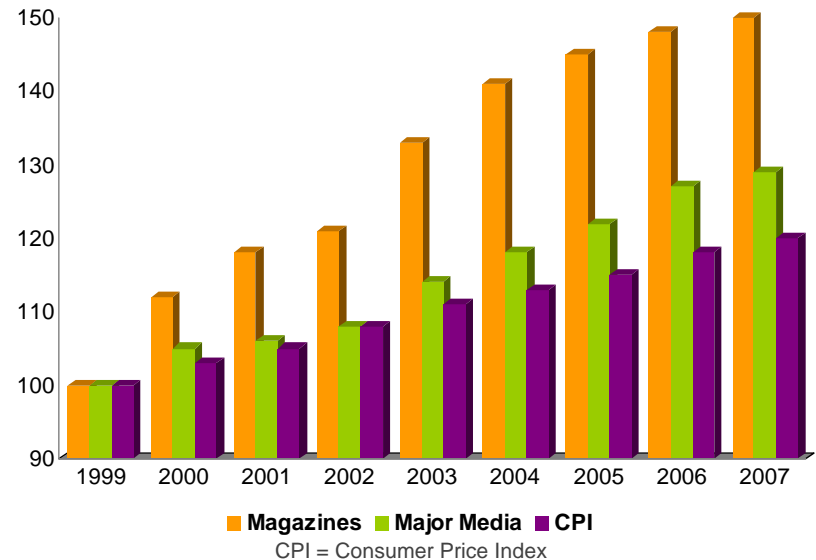
Source: Statistics Canada; Leading National Advertisers (LNA)

MAGAZINE REVENUE OUTPACES MAJOR MEDIA

The relationship between a magazine and its reader is a powerful thing. This bond translates to industry growth. Perhaps this connection between magazines and readers is why magazine advertising revenues continue to grow faster than all other major media combined.

For more info, [click here](#).

Average Annual Compound Growth Index
1999-2007 (1999 = 100)



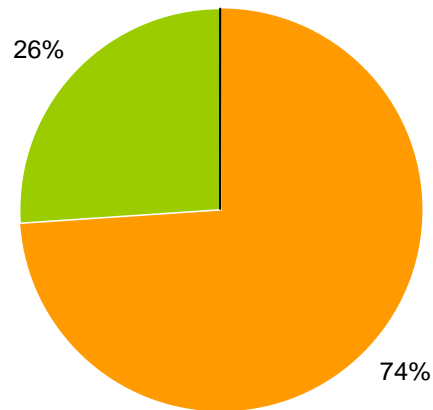
Source: TVB; Statistics Canada

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TOP 10 MAGAZINE AD CATEGORIES

The top 10 magazine advertising categories account for three quarters of total magazine spending.

Toiletries and Toilet Goods was the largest category in both 2006 and 2007, followed by Food, Business & Consumer Services, Retail Stores and Drugs & Remedies. For more info, [click here](#).



■ Top 10 Categories ■ Remaining Categories

RANK	AD CATEGORY
1	Toiletries & Toilet Goods
2	Food & Food Products
3	Business & Consumer Services
4	Retail Stores
5	Drugs & Remedies
6	Automotive
7	Travel, Hotels & Resorts
8	Entertainment & Amusement
9	Apparel, Footwear & Accessories
10	Building Materials & Equipment

Source: Leading National Advertisers (LNA), 2007

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LEADING MARKETERS DEPEND ON MAGAZINES

RANK	ADVERTISER	2007 AD SPEND
1	Procter & Gamble	83,633,474
2	L'Oreal Canada	24,866,579
3	Johnson & Johnson Inc.	14,845,732
4	Nestle Canada Inc.	12,994,261
5	Kraft General Foods Canada Inc.	12,511,803
6	Laboratoires Garnier (Div.Of L'Oreal)	10,727,070
7	Lever Pond's (Div. Of Unilever)	10,041,902
8	Rogers Communications Inc.	8,864,737
9	Coty Canada Inc.	7,943,060
10	Kimberly-Clark Of Canada Ltd	6,465,931
11	Honda Canada Inc	6,194,533
12	Government Of Canada	5,768,092
13	Kao Brands Canada Inc.	5,748,539
14	Nissan Canada Inc.	5,694,568
15	Glaxo Smithkline Inc.	5,602,375
16	Revlon Canada Inc.	5,262,765
17	Wal-Mart Canada	5,253,805
18	Kellogg Canada Inc.	5,193,522
19	Dairy Farmers Of Canada	4,775,855
20	Rogers Media	4,634,435
21	Campbell Soup Co Ltd	4,542,175
22	Ford Motor Co Of Canada Ltd	4,533,395
23	Toyota Canada Inc	4,468,934
24	Nabisco Ltd (Div. Of Kraft)	4,368,983
25	Maybelline (Div. Of L'Oreal)	4,300,282

RANK	ADVERTISER	2007 AD SPEND
26	General Motors Of Canada Ltd	4,207,558
27	Hewlett Packard (Canada) Ltd	4,166,897
28	Air Canada	4,082,651
29	Wyeth Canada Inc.	4,067,631
30	Cadbury Trebor Allan Inc.	4,038,261
31	H&M Hennes and Mauritz	3,973,588
32	Mars Canada Inc.	3,807,560
33	Royal Bank Of Canada	3,767,240
34	Lipton Inc.-Thomas J. (Div. Of Unilever)	3,719,843
35	Alliance Atlantis Communications Inc.	3,676,577
36	Daimler Chrysler Canada Inc.	3,539,059
37	Sony Of Canada Ltd	3,491,594
38	TD Canada Trust	3,343,570
39	Shoppers Drug Mart	3,222,215
40	Loblaw Companies Limited	3,194,271
41	Hyundai Auto Canada Inc	3,175,609
42	American Express Canada Inc	3,052,141
43	Colgate-Palmolive Canada	2,933,646
44	Pepsi-Qtg Canada	2,921,623
45	Home Depot, The	2,869,930
46	Government Of Quebec	2,806,884
47	Canadian Imperial Bank Of Commerce	2,711,667
48	Smucker Foods Of Canada Co.	2,707,343
49	Energizer Canada	2,701,107
50	Kruger Products	2,694,295

Source: Leading National Advertisers (LNA)

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ADVERTISERS INCREASE USE OF MAGAZINES

Sample of Advertisers Who Increased Magazine Ad Spending in 2007 vs. 2006

Aim Trimark	+48	Kraft General Foods	+59
Air Canada	+17	Kruger	+33
Alberto Culver	+92	Laboratoires Garnier	+27
Allergan	+149	Loblaw Companies	+229
Alliance Atlantis	+27	Mars Canada	+139
American Express	+174	Maybelline	+102
Benjamin Moore	+30	McDonald's Restaurants	+46
Cadbury Trebor Allen	+232	Nabisco Ltd.	+32
Campbell Soup	+33	Nestle Canada	+49
CIBC	+118	Nestle Purina Petcare	+66
Clarins	+81	Nissan	+35
Colgate-Palmolive	+63	Ontario Tourism	+176
Dell Computer	+146	Rogers Media	+70
Glaxo Smithkline	+151	Shoppers Drug Mart	+994
H&M	+128	Smucker Foods	+29
High Liner Foods	+71	TD Canada Trust	+18
HMV	+91	Volkswagen Canada	+30
Home Depot	+68	Warner Bros	+26
Johnson & Johnson	+19	Winners	+48
Kellogg Canada	+34	Wyeth	+13
Kimberly-Clark	+31		

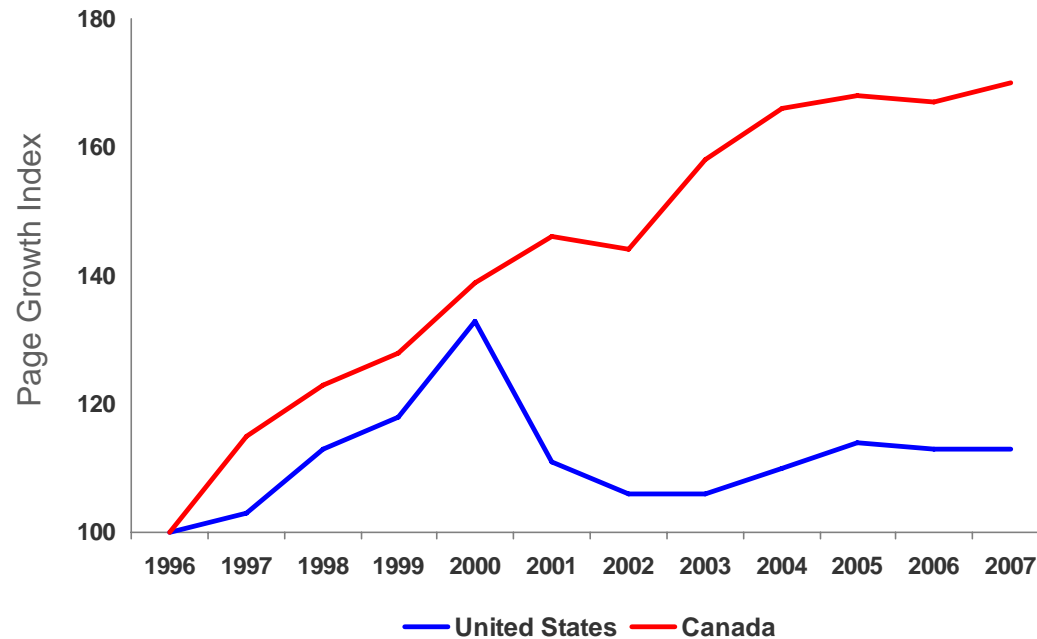
A Partial Listing

Source: Leading National Advertisers (LNA)

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CANADA OUTPACES U.S. PAGE GROWTH

Canadian ad page growth has consistently outpaced U.S. ad page growth.

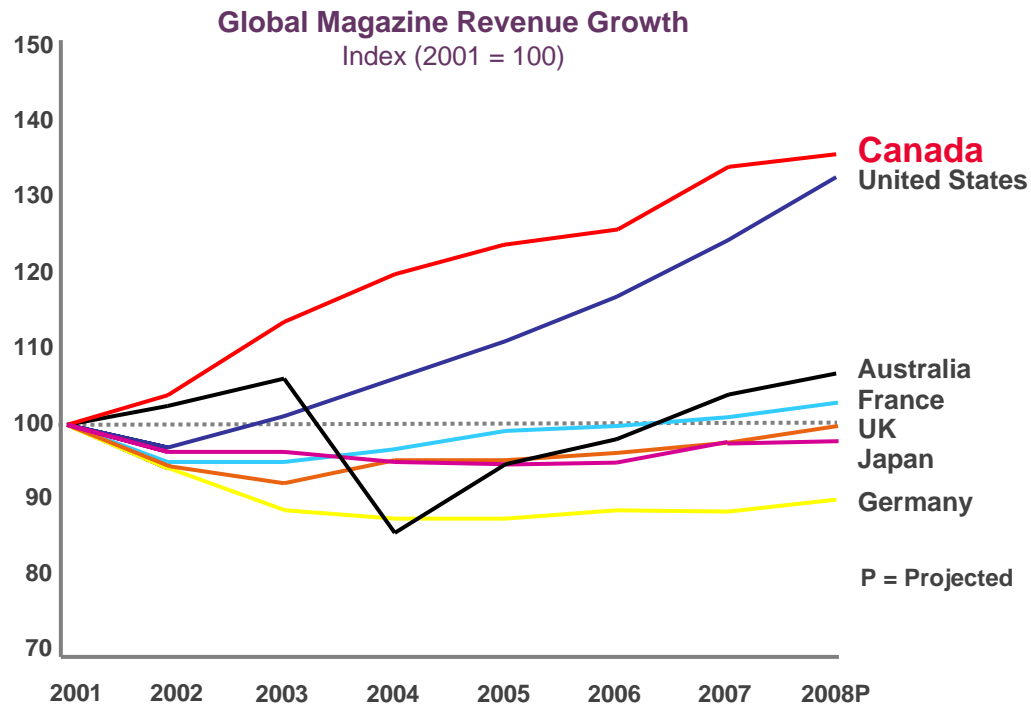


Source: PIB; Leading National Advertisers

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CANADA A GLOBAL REVENUE GROWTH LEADER

Canadian magazine ad revenue growth is pacing the world market with consistent upwards growth.

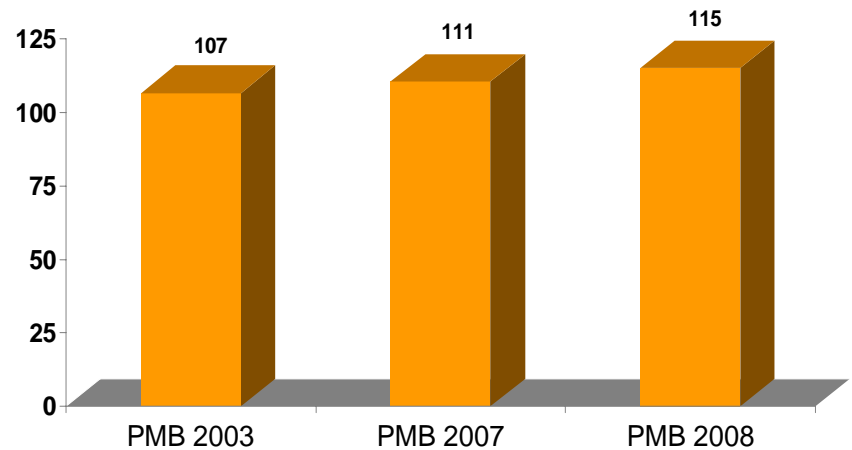


Source: FIPP World Magazine Trends; All currencies converted to \$US

MAGAZINE READERSHIP GROWS

Gross readership of PMB-measured magazines (116 titles) has expanded over the past five years despite the launch of 337 new consumer titles in Canada during that period.

Total Readership of Canadian Magazines
Millions of Readers



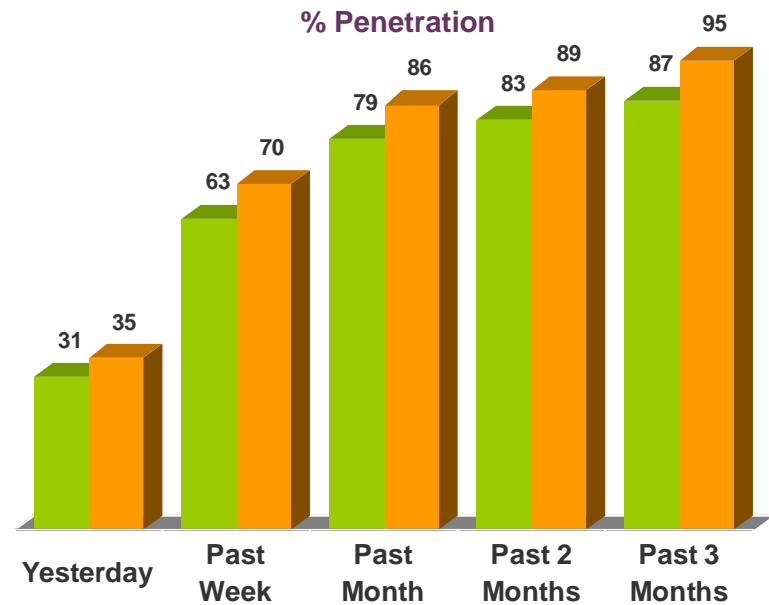
Source: Print Measurement Bureau (PMB)

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MAGAZINES DELIVER STRONG REACH

Consumers read magazines every day. They are anticipated, welcomed, held closely, read from cover to cover and often kept. Magazines are read by influential opinion leaders who are often sought out for word-of-mouth recommendation.

Every minute spent with a magazine is prime time.



	Yesterday	Past Week	Past Month	Past 2 Months	Past 3 Months
All 12+	31	63	79	83	87
Prof/Mgr/Owner	35	70	86	89	95

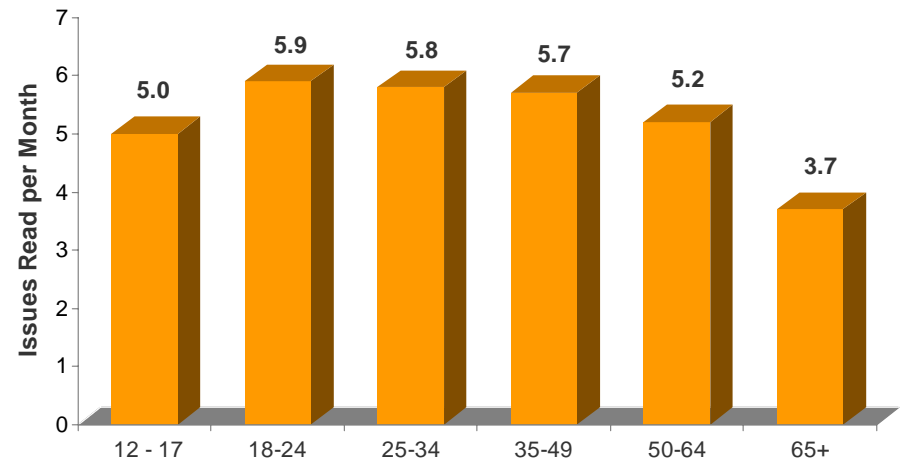
Source: Print Measurement Bureau (PMB)

21

MAGAZINES ARE READ BY ALL AGE GROUPS

Readers age 18-24 read more issues per month than the average magazine reader.

Readership is strong across all demos, reaching Canadians in virtually every life phase.



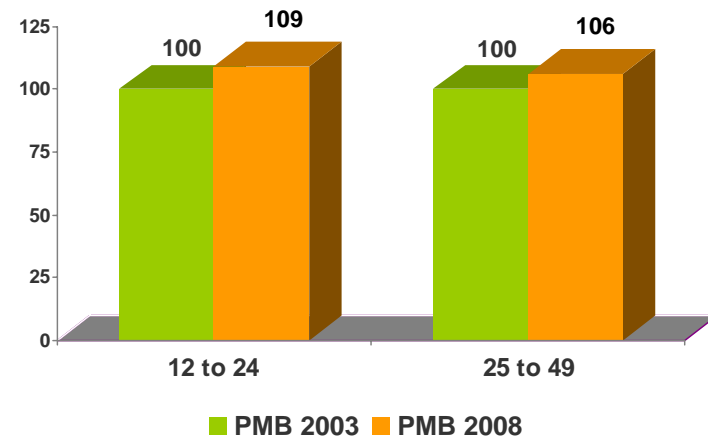
Source: PMB

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MAGAZINE EXPOSURE GROWING IN KEY DEMOS

Magazine readership exposure continued to increase, over the past five years, in the face of strong Internet growth, particularly in the 12-24 and 25-49 age groups.

Research shows that the two media peacefully co-exist as heavy magazine users are significantly more likely to be heavy online users.



Source: PMB

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MAGAZINES WORK YEAR ROUND

Magazines are read consistently across all four seasons, delivering fresh content, without reruns, in each and every issue. Magazines can be counted upon to deliver effective brand presence and efficient message continuity throughout the year, connecting brand purchase cycles when consumers are most ready to buy.

PMB Readership Seasonality

	FALL	WINTER	SPRING	SUMMER
	Sept/Oct/Nov	Dec/Jan/Feb	Mar/Apr/May	Jun/Jul/Aug
Index to full-year average	101	101	101	97

Source: Print Measurement Bureau (PMB)

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AD IMPACT BY UNIT SIZE

Ad unit size does matter. Use ad impact data from Starch Research to help you plan the most impactful campaign possible within the confines of your media budget.

For more info, [click here](#).

AD TYPE

RECALL INDEX

Page 4C Advertisement	100	
P4C + 1/3 Page 4C	120	
Inside Spread 4C	115	
P4C + 1/2 P4C	112	
1/2 Spread 4C	88	
1/6 Page 4C	85	
1/2 Page 4C	80	
1/3 Page 4C	76	
1/3 Page Square 4C	71	
1/4 Page 4C	71	
Double 3/4 Column Page 4C	68	
1/2 Page B/W	64	
Guide Page 4C	54	
1/3 Page 2C	54	

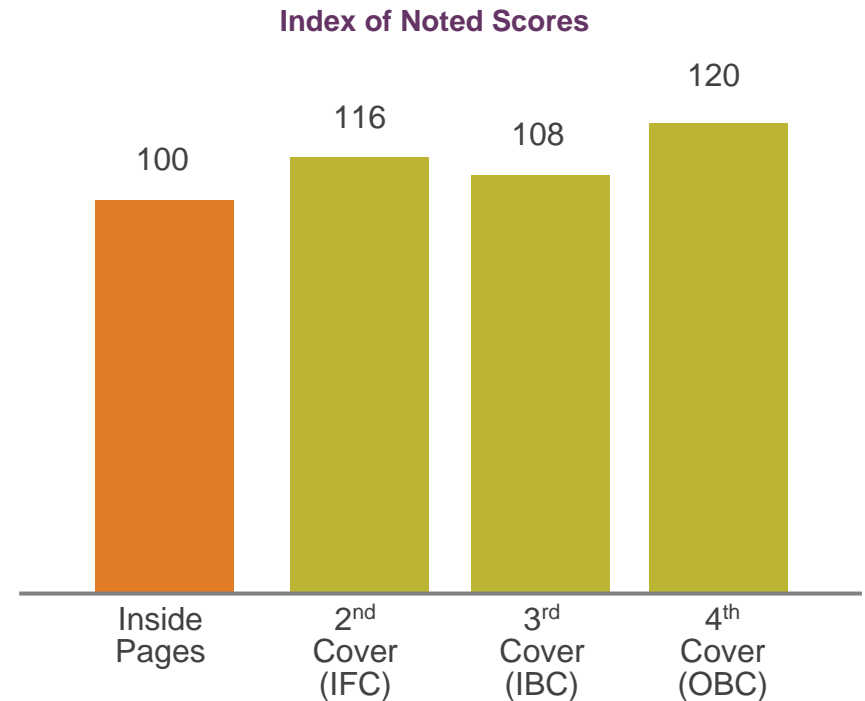
Source: Starch Research; Magazines Canada Magazine Essentials

25

COVERS GENERATE EXTRA IMPACT

When extra impact is required, covers can help make the difference. Consider an outside or inside cover when launching or repositioning a brand, or when planning a seasonal or promotional heavy up.

For more info, [click here](#).

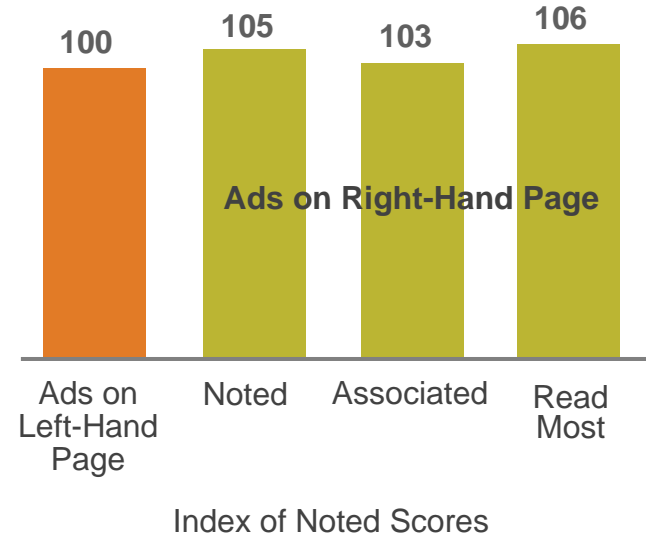
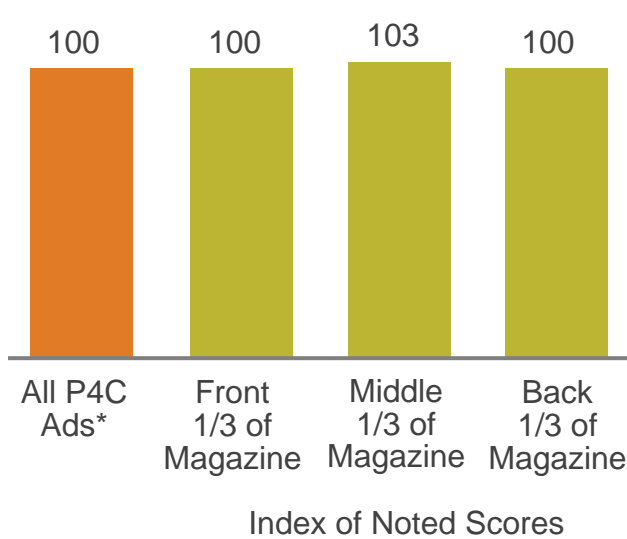


Source: Starch Research; Magazines Canada Magazine Essentials

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AD POSITIONING

Research proves that magazine ads generate equal impact no matter where they are positioned in the magazine: front, middle or back; left-page or right-page. A reader's interest is maintained throughout the entire magazine. For more info, [click here](#).



Source: Starch Research; Magazines Canada Magazine Essentials

(Differences are not statistically significant)

AD CLUTTER IS NOT AN ISSUE IN MAGAZINES

Magazine ads are evenly distributed throughout each issue, not arranged in pods. This means that magazine ads are more likely to stand out. Plus, consumers can select the order in which they choose to view the ads and the time they spend with each ad.

Therefore, an advertiser's impact is not affected by whether there are other ads nearby, including direct competitor's ads, or how many ads there are in the magazine.

AVERAGE AD SCORE	INDEX
Ad on same/preceding/next page	100
No ad on same/preceding/next page	101
No competitor in same issue	100
1 competitor in same issue	102
2 competitors in same issue	102
3-4 competitors in same issue	103
5-8 competitors in same issue	101
Less than 20% ad ratio	100
20% to 30% ad ratio	104
30% to 40% ad ratio	109

Source: Medialogue, Stop/watch, 2005

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MAGAZINES WIN ON ENGAGEMENT

As it becomes harder and harder to gain the attention of today's consumer, engagement is increasingly important. The more engaging the medium and the message, the better chance advertisers have of creating a meaningful, relevant relationship with their intended target audience. It's good to know that magazines win on all engagement dimensions. For more info, [click here](#).

Engagement Dimensions Measured Across Media Channels

	TELEVISION	INTERNET	MAGAZINES
Inspirational	270	250	230
Trustworthy	318	268	309
Life-Enhancing	302	214	283
Social Interaction	302	268	284
Personal Timeout	305	296	257
Ad Receptivity	287	210	239

Source: Simmons Multi-Media Engagement Study, Q1 Wave Release February 2007

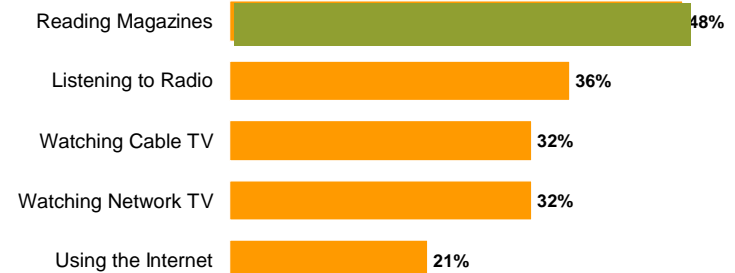
29

CONSUMERS VALUE MAGAZINE ADS

Magazine readers welcome advertising as part of their magazine reading experience. They read magazine advertising in much the same way as they read a magazine's editorial.

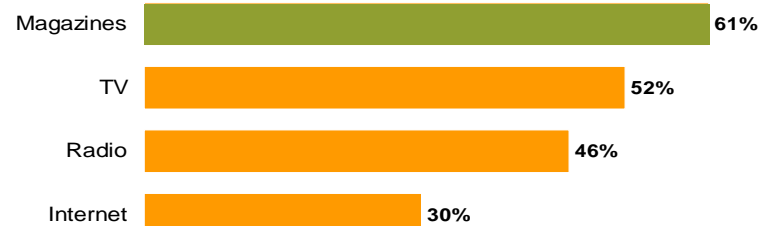
Magazine advertising is seen to be an essential part of the magazine package.

Advertising adds to the enjoyment of the following:



Source: Roper Public Affairs, 2005

Very/somewhat positive attitude toward advertising:



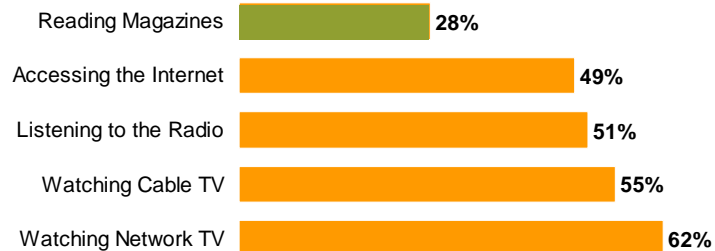
Source: Dynamic Logic AdReaction 4, 2005

30

MAGAZINES PROVIDE A POSITIVE EXPERIENCE

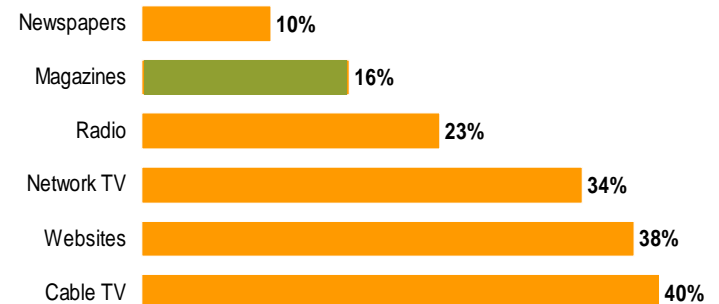
Advertising is viewed to be a positive part of a magazine's mix, generating significantly more acceptance than advertising in most other media where it is often viewed to be an interruption or an irritant.

For which of the following would you say advertising gets in the way of your enjoying...?



Source: Roper Public Affairs, 2005

Places you would be in support of eliminating advertising:



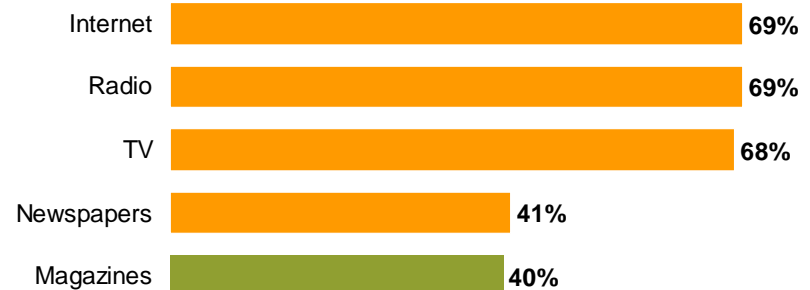
Source: Yanlelovich Omniplus, 2004

MAGAZINES ARE LESS MULTI-TASKED

When consumers read magazines, they are much less likely to engage in other activities that distract or steal attention. That's because reading is an active and interactive process that fully engages the brain.

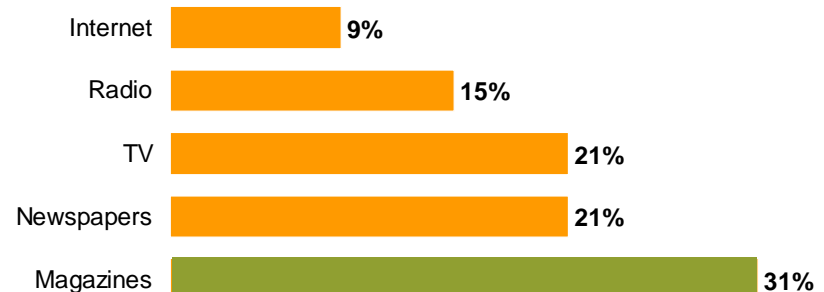
“Millennials”, those born between 1977 and 1996, also pay attention to magazine advertising more than in other media.

Adults who participate in other activities while using each medium



Source: BIGresearch SIMM VI, 2005

Millennials* who pay attention to each medium's advertising



Source: MORI Research, 2006

* Consumers born between 1977 and 1996

32

ADS ARE INTEGRAL TO MAGAZINE CONTENT

When Starcom Research asked consumers to pull those 10 pages that best exhibit the essence of the magazine they were reading, three of the ten were advertisements.

3 of 10 Pages
were advertisements

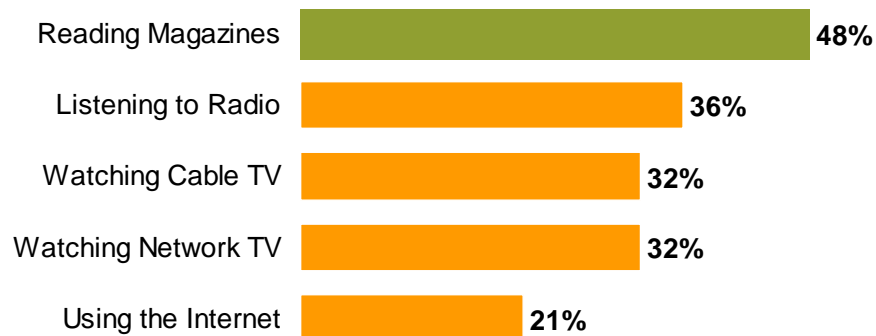
33

Source: Starcom, In-home Consumer Interviews, 2004

ADS ADD TO MAGAZINE ENJOYMENT

Magazine advertising is seen as an integral part of magazine content. Readers use magazine ads to catch up with what's new in fashion, food, home décor, toiletries, retail, automotive, business services and much more.

Advertising adds to the enjoyment of the following:



Source: Roper Public Affairs, 2005

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MAGAZINE AD PAGES GET SAVED

Saving a magazine ad page proves a high level of engagement, advertising receptivity and a propensity to do something, i.e.: go online; visit a store or dealer; buy something.

73% of readers

regularly/sometimes save a magazine ad
page for future reference

35

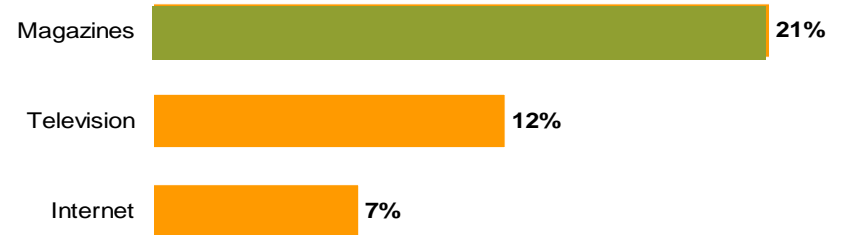
Source: Media Effectiveness Study, Thompson Lightstone

CONSUMERS TRUST MAGAZINES

In a world where trust is becoming an endangered concept, it's good to know that readers trust magazine advertising, more so than television and online.

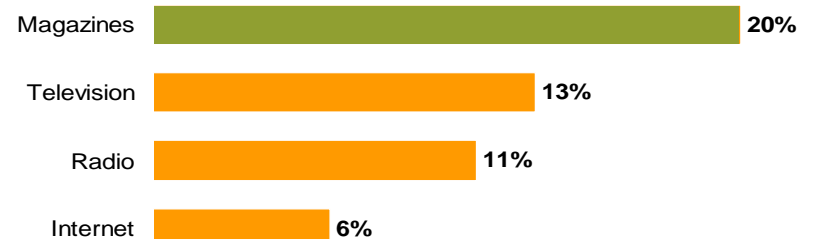
The same holds true for millennials (consumers born between 1977 and 1996) as well.

Percent of adults age 18 to 54 who trust advertising in advertising



Source: Hearst Magazine Engagement Factor Study, 2005

Percent of millennials* who trust advertising in advertising



Source: MORI Research, 2006

* Consumers born between 1977 and 1996

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CONSUMERS PAY ATTENTION

When consumers read a magazine, they are least likely to multi-task other media. The personal and engaging nature of magazines, combined with the highly active and focused process of reading, keeps the reader's eyes glued to the page. Only 10% simultaneously go online and just 13% watch TV at the same time.

Regularly engage in another 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 Newspapers	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%

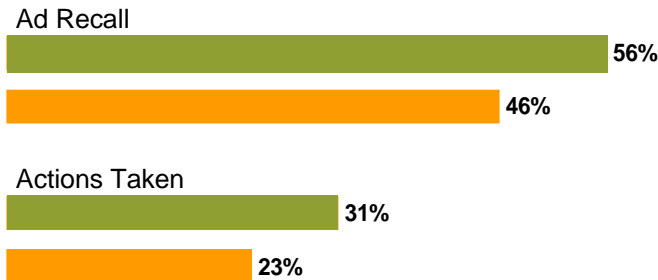
37

Source: BIGresearch Simultaneous Media Usage Study, 2007

ENGAGEMENT DRIVES AD EFFECTIVENESS

Greater reader engagement is directly linked to increased advertising recall. Engaged readers recalled ads 22% more often and were 35% more likely to take action in response to magazine advertising.

Overall ad recall and actions taken in response to magazine advertising

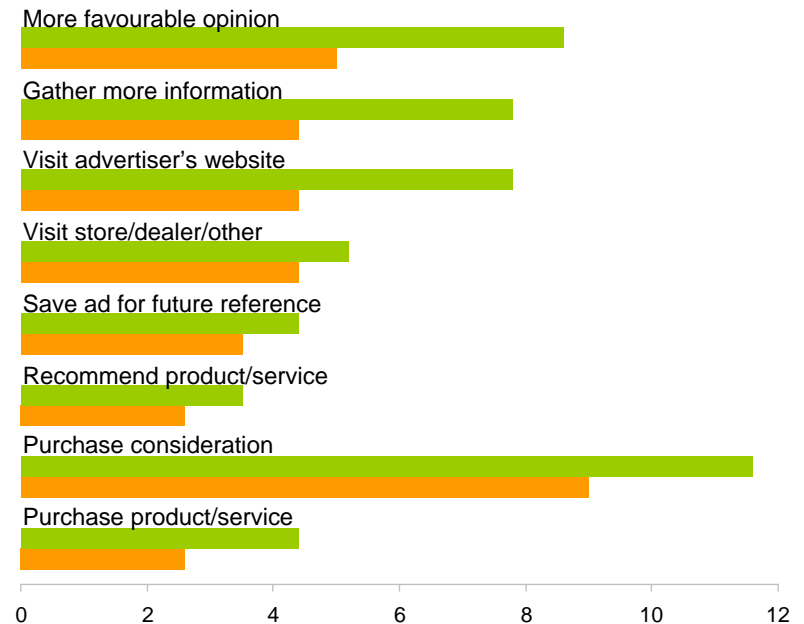


Top/bottom 2 box scores among total respondents

- Agree with engagement statements
- Disagree with engagement statements

Source: Affinity, 2006

Individual actions taken in response to magazine advertising



MAGAZINE READERS TAKE ACTION

54% of magazine readers take action after exposure to specific magazine ads.

Whether it's visiting a website, a store or a dealer or having gained a more favourable opinion about the advertiser, magazine readers respond to magazine ads with an action orientation.

ACTIONS READERS TOOK OR PLAN TO TAKE AS A RESULT OF EXPOSURE TO SPECIFIC MAGAZINE ADS

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

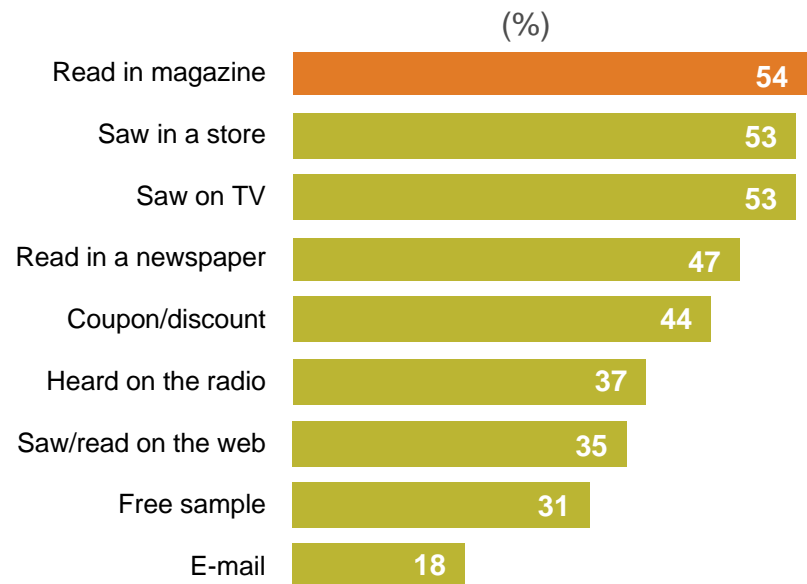
*Based: Actions taken based on respondents recalling specific ads
Source: Affinity Research VISTA Print Tracking Service, 2007*

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MAGAZINES INFLUENCE WORD-OF-MOUTH

Word-of-mouth recommendation is the holy grail of many advertisers.

More than half of consumers agree that magazines are a leading contributor to word-of-mouth product recommendation.

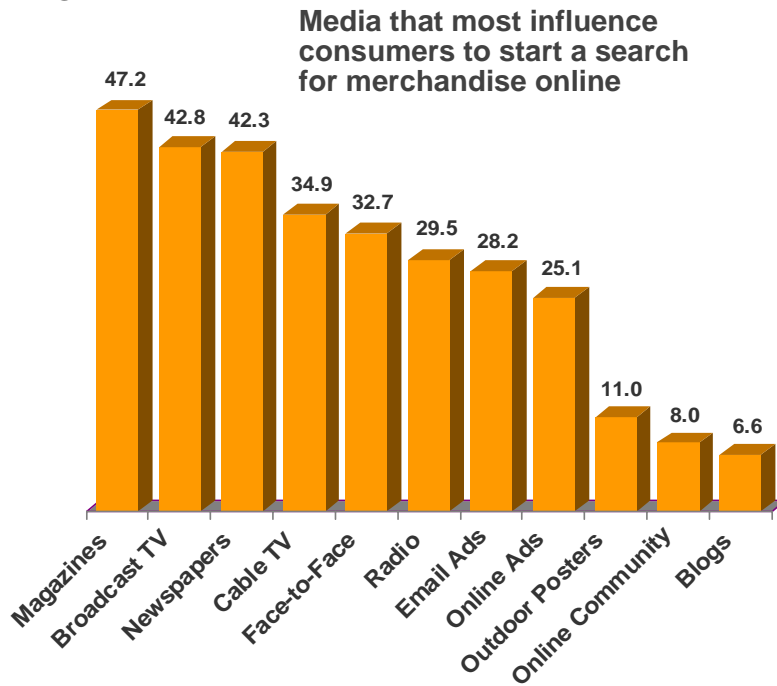


Source: Roper Reports: What Prompts, Consumer Word of Mouth, 2005

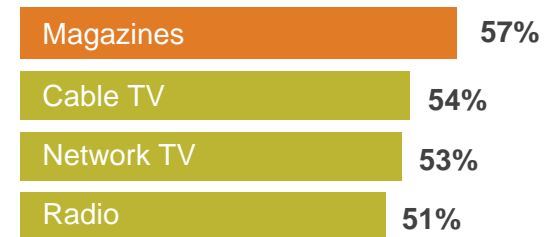
40

MAGAZINES DRIVE SEARCH

Magazines most influence consumers to go to the web to get more info on products and services and to start a search for merchandise. [Click here](#) for more info:



Which media provides you with ideas that influence how to get information about products and services on the Internet?

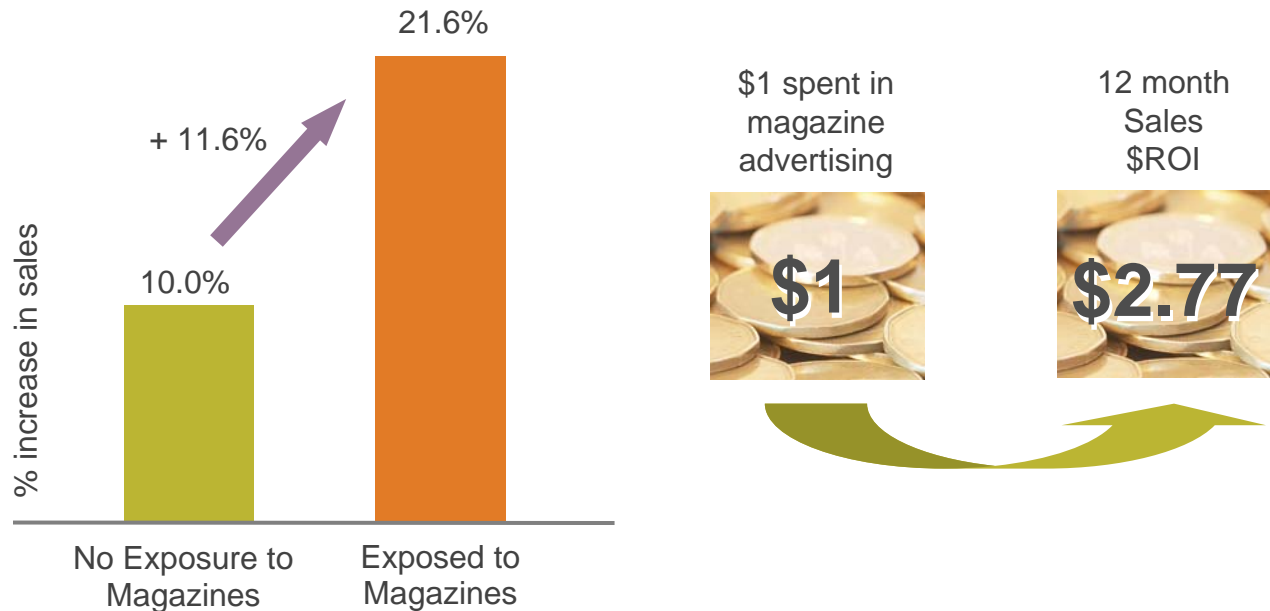


Source: Roper Public Affairs, 2005

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MAGAZINES DRIVE SALES RESPONSE

Magazines have been proven, time and time again, to drive sales response and return on investment. In a study of 20 brands, consumer exposure to magazine advertising lifted sales more than double that of unexposed consumers. ROI was nearly three times the media expenditure in just 12 months. [Click here](#) for more info.

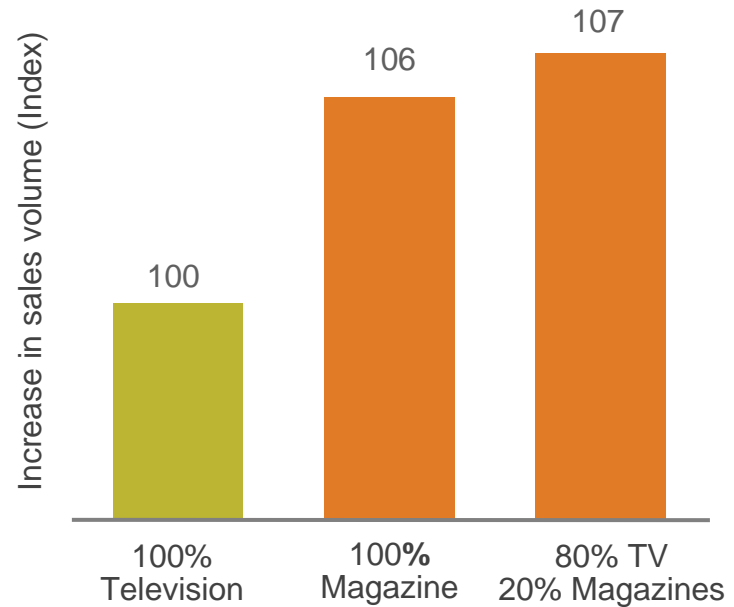


Source: *Return to Spender, Sales Uncovered, PPA 2005* (chosen by *Media Week* magazine as one of the best global media studies of 2005)

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MAGAZINES DRIVE SALES FOR P&G

Alone or in combination with TV, Procter & Gamble proved that, dollar for dollar, Canadian magazines effectively drive sales response. Following this test, P&G significantly increased its use of magazines from 5% to 29% of total ad spend.

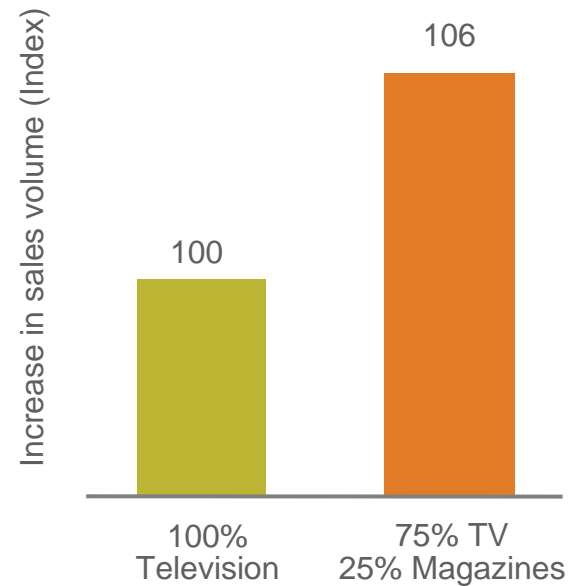


43

Source: Procter & Gamble Inc., 1999

MAGAZINES + TV DELIVER SALES

Unilever proved that the combination of magazines and television delivered incremental reach and increased exposure among lighter TV viewers while confirming previously documented benefits of the “multiplier effect”.



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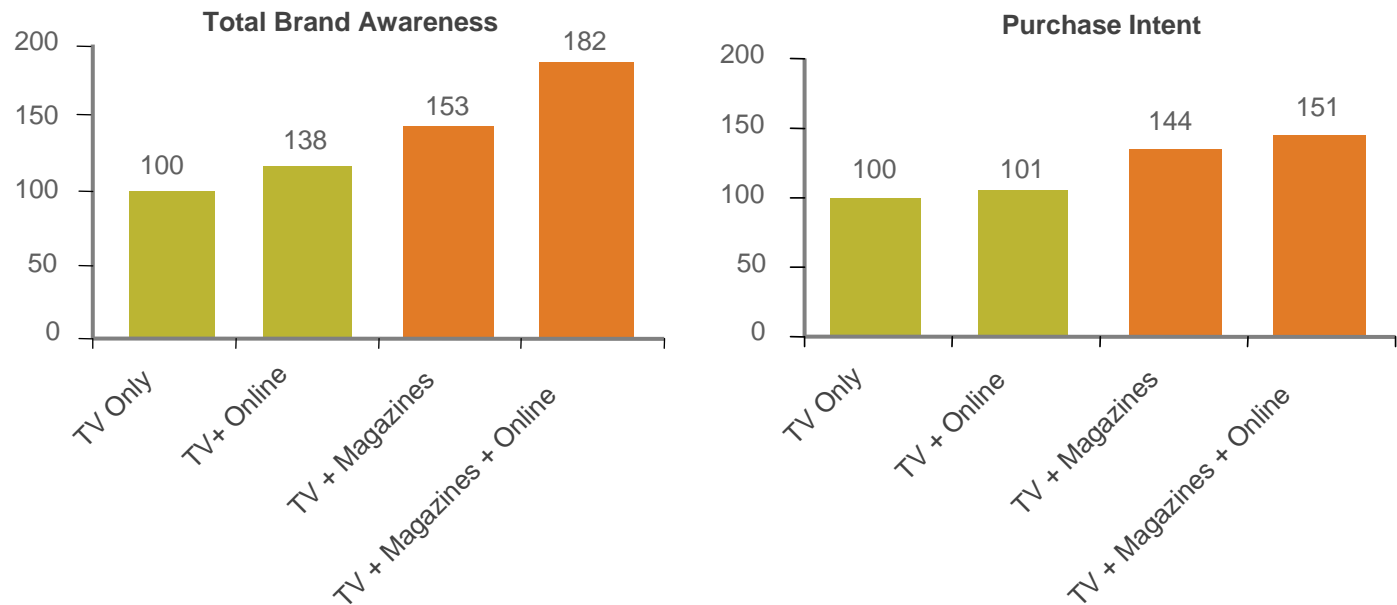
Source: HYP&N, 2002

MAGAZINES HELP OPTIMIZE ROI

Throughout the purchase funnel, from awareness to purchase intent, magazines help to optimize ROI in different media combinations. Add magazines to a mix of television and/or online to make your media campaign work harder.

Cumulative Effects of Different Media Combinations

Aggregate of 20 Studies (Pre/Post Point Change)



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MAGAZINES VITAL THRU PURCHASE FUNNEL

Magazines prove vital throughout the purchase funnel, consistently increasing market impact in combination with television and/or online. Dollar for dollar, magazines add more bang for the media buck.

Index of Cumulative Effects of Different Media Combinations Pre/Post Point Change (Index Versus TV Alone)

	AIDED BRAND AWARENESS	ADVERTISING AWARENESS	MESSAGE ASSOCIATION	BRAND FAVOURABILITY	PURCHASE INTENT
TV Only	100	100	100	100	100
TV + Online	148	152	367	170	127
TV + Magazines	190	200	1,266	425	251
TV + Magazines + Online	239	239	1,500	495	278

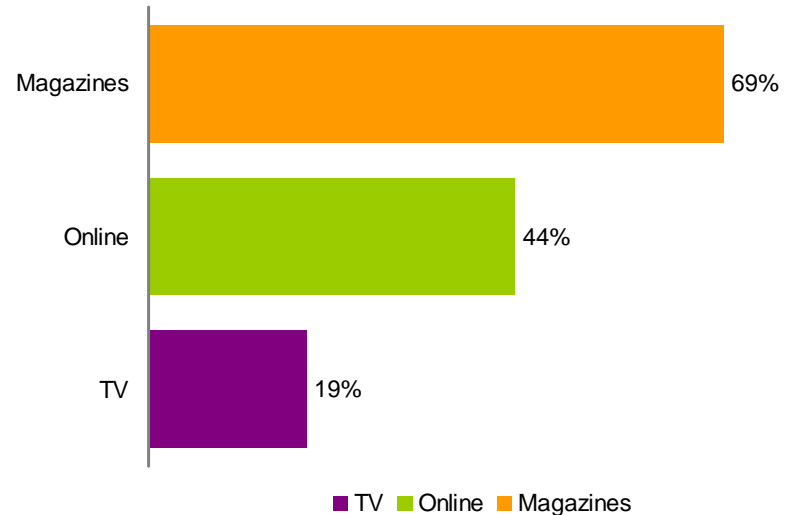
Results reflect the impact of different media combinations expressed as an index with TV as the base (100)

Sources: Dynamic Logic/Millward Brown, CrossMedia Research, 2007

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MAGAZINES IMPROVE ROI

The addition of magazines in a media mix influences results throughout the purchase funnel. Magazines perform strongest in driving brand favourability and purchase consideration, two of the hardest metrics to influence.

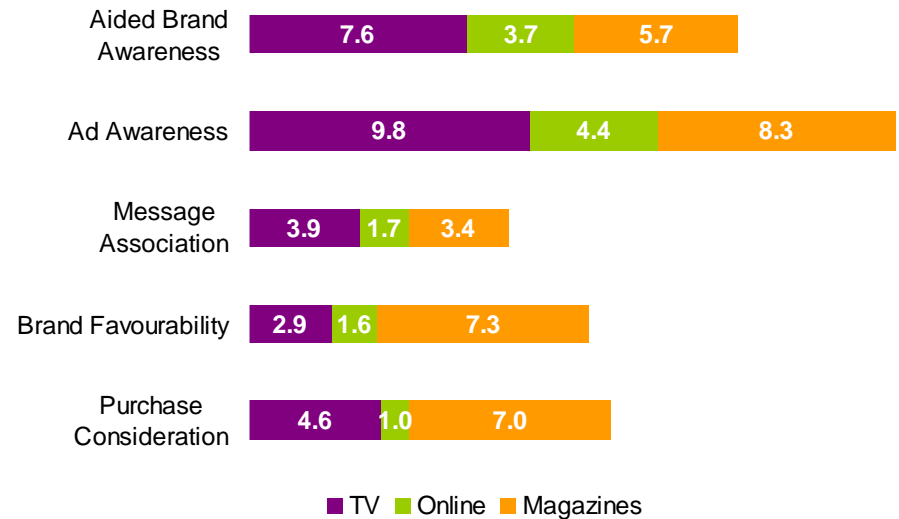


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Source: Dynamic Logic/Millward Brown, CrossMedia Research Studies, 2004-2007

MAGAZINES DRIVE PURCHASE INTENT

The addition of magazines in a media mix influences results throughout the purchase funnel. Magazines perform strongest in driving brand favourability and purchase consideration, two of the hardest metrics to influence.



Source: Dynamic Logic/Millward Brown, CrossMedia Research Studies, 2004-2007

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MAGAZINES OPTIMIZE AUTO PURCHASE CONSIDERATION

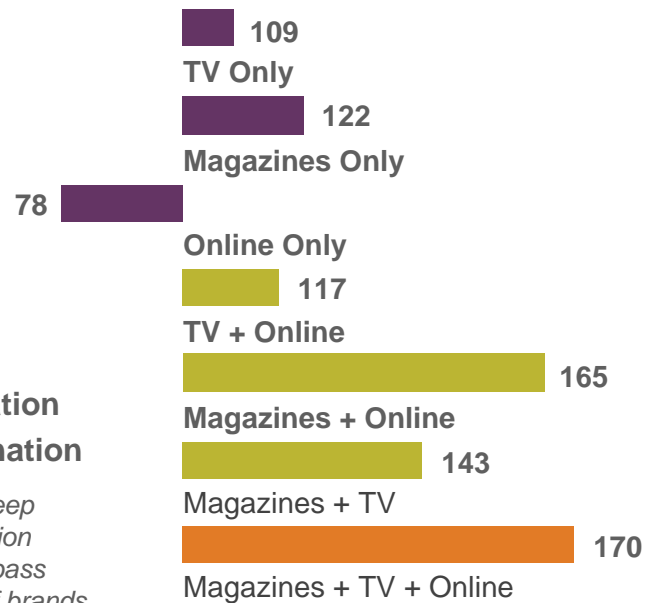
The launch of Jeep Compass depended heavily on magazine advertising to drive purchase consideration, having contributed more than other media when analyzed alone or in combination with other media. For more info, [click here](#).

- Index**
- Individual Media
 - Two Media Combination
 - Three Media Combination

** Results shown are for Jeep Compass only. The question referred to the Jeep Compass within a competitive set of brands.*

Purchase Consideration

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



Source: Dynamic Logic, 2007

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MAGAZINES COMMUNICATE AUTO BENEFITS

Magazines contribute significantly to communication of both “practical” and “emotional” benefits of automotive nameplates.

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

PURCHASE STIMULATORS FOR AUTOMOTIVE BRANDS	Practical	Emotional
Television	33%	23%
Magazines	30%	20%
Newspapers	28%	12%
Radio	17%	10%
Loose Inserts or Flyers	15%	8%
Movie Theatre Ads	11%	9%
Internet Ads	11%	7%
Sponsorship Events	6%	7%
Outdoor	6%	6%
Public Transportation	5%	6%

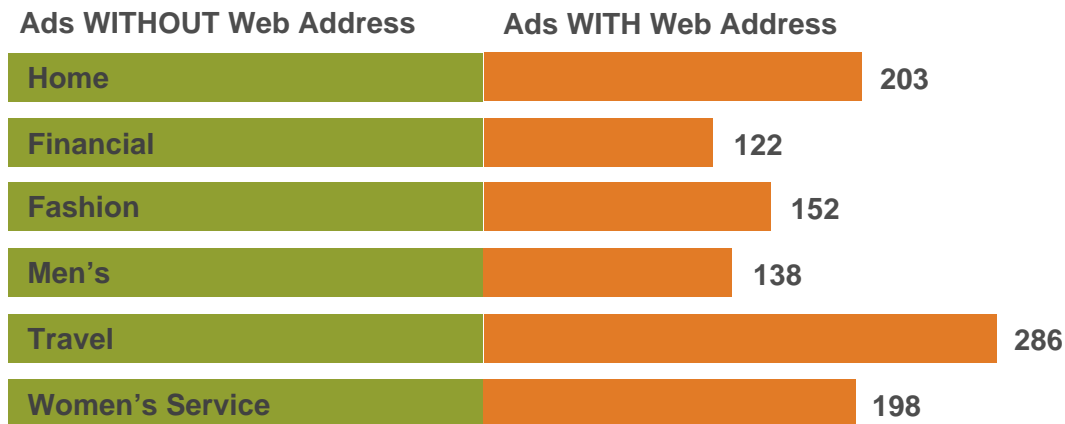
Percent of consumers who indicated these information sources “perform well” for practical/emotional purchase indicators

Source: PointLogic M3 Automotive Survey, 2008

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MAGAZINE AD URLs DRIVE READERS TO WEB

Magazines ads with URLs are significantly more likely to drive readers to advertiser websites across a variety of editorial categories. This result should not be surprising as readers need not search for a pen and paper or try to memorize an advertiser's URL.



Action index: Visit Advertisers Website

Base: Actions taken based on respondents recalling specific ads

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MAGAZINE READERS ARE “BEST CUSTOMERS”

Magazines readers are an advertiser's best customer, typically more affluent, holding professional managerial, executive or owner positions with the income to purchase advertised brands.

Heavy magazine readers outspend heavy TV viewers across a wide variety of product categories.

	HEAVY MAGAZINE READERS	HEAVY TV VIEWERS
Average Home Value	\$263,779	\$206,347
Value of Securities	\$74,951	62,994
Men's Clothing*	\$493	\$393
Women's Clothing*	\$755	\$536
Furniture*	\$1,205	\$1,098
Footwear*	\$180	\$135
Fine Jewellery*	\$628	\$549
Watches*	\$109	\$79
Face & Body Skincare*	\$528	\$420
Hair Salon*	\$342	\$275

* Past 12 months

Source: PMB 2008, A18+

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CREATIVE USE OF MAGAZINES

Looking for eye-catching, exciting, interactive creative ideas that get talked about and acted upon? Perhaps a new brand launch, a relaunch or an impactful way to kick-off a new ad campaign?

Magazines can deliver the wow-power!

Whether it's an ROP page, an insert that carries a scent, carries a tune, pops-up or folds-out or perhaps an integrated campaign that works online or at retail, talk to your friendly magazine sales professional to help you meet your communication objectives and budget. For more ideas, [click here](#).



Tipped-on paint stir-stick with coupon

TOP 10 REASONS TO USE MAGAZINES

10. Magazines and magazine ads capture focused attention: The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.

9. Magazine advertising is targeted: Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which Specialty TV just can't compare. Plus magazine readers reach the affluent, those with disposable income to buy advertised brands.

8. Magazine advertising is relevant and welcomed: Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.

7. Magazines are credible: Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.

6. Magazines offer a lasting message: Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.

Continued...

TOP 10 REASONS TO USE MAGAZINES (Cont'd)

5. Magazines deliver brand relevant imagery: Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.

4. Magazine advertising drives web searches and visits: Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.

3. Magazines drive the purchase funnel: Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.

2. Magazine advertising enhances ROI: Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.

1. Magazines sell: Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

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ABOUT MAGAZINES CANADA

Magazines Canada is Canada's professional magazine industry association, representing the country's top consumer and business titles. As a not-for-profit organization, it strives to serve Canadian magazines through advocacy, direct-to-retail distribution, professional development, marketing and advertising services.

Magazines Canada strives to supply the advertising industry with solid information to help advertisers and their agencies understand how magazine advertising works and how it may best be put to work for them.

For examples of information available, please click on the following:

[FastFacts](#) – A series of one-page fact sheets for most-requested topics

[magblast](#) – A series of podcasts designed to inform and educate

[PAGE newsletter](#) – A monthly newsletter reporting news and latest research

[Magazine research information](#) – An archive of major magazine research

[Magazine Essentials](#) – A summary of magazine planning information

[Put Magazines to Work](#) – A summary of the latest magazine industry info

[Best on Page](#) – Best magazine ad creative from around the world

[Creative Advantage](#) – Creative use of the magazine medium

[magWorks](#) – New, cost-effective way to test magazine advertising creative

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MAGAZINE ECO KIT

The Canadian magazine industry is putting environmental policies in place that support forest conservation. Magazines are doing their part to identify and gain access to environmentally friendly papers available to protect and preserve the natural resources upon which we all depend.

The Magazine Eco Kit offers a collection of ideas and best practices that publishers may adopt as their own for a more sustainable publishing industry.

For your copy, [click here](#).



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GOT QUESTIONS? CONTACT US

If you have questions about how magazine advertising can be put to work, chances are we have the answers. We have a large library of research information beyond what you'll find on the Magazines Canada website. Information is just an email or phone call away.

Web: www.magazinescanada.ca

Email: adinfo@magazinescanada.ca

Tel: 416.596.5382

Fax: 416.504.0437

We're here to help.

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