

# Ten Top Reasons to Advertise in Magazines

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**Magazine advertising engages:** Multiple studies show that consumers are more likely to find magazine advertising acceptable and enjoyable compared to advertising in other media. In addition, they find magazine advertising less interruptive.

**Magazine advertising is considered 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. MRI data show that consumers trust and value magazine advertising. These studies' findings reinforce those from the Northwestern University Magazine Reader Experience Study.

**Magazine advertising moves readers to action, including visiting and searching on the web:** More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to Affinity Research. Numerous studies prove that magazine advertising drives web visits and searches more than other media.

**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 sells—and it delivers results consistently:** Several studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness. What's more, magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

**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 reach the most desirable consumers:** Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.

**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.

**Magazines influence Influentials®:** Magazines are the medium that "Influential Americans"—the one in nine consumers who control the levers of change—turn to the most for making purchase decisions and recommendations.

**Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media. In addition, consumers turn to magazines as a source for information on new products.

Sources: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft; Measuring the Mix; What Drives Automotive Sales; American Advertising Federation (AAF) Study; Retail Advertising and Marketing Association (RAMA) Study; Measuring Media Effectiveness; Dynamic Logic; Ephron on Media; Initiative; MRI Fall 2006; Roper; Hearst Engagement Factor Study

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