

# MARKET RESEARCH

## TOP REASONS WHY YOU NEED TO ADVERTISE IN MAGAZINES

**MAGAZINE ADVERTISING ENGAGES** Studies have shown 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. Starcom found that when readers were asked to pull 10 pages that best demonstrate the essence of their favorite magazines, 3 out of 10 pulled out ad pages. MRI data shows that consumers trust and value magazine advertising.

**MAGAZINE ADVERTISING MOVES READERS TO TAKE ACTION, INCLUDING VISITING AND SEARCHING ONLINE** More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to research conducted by 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 magazine advertising in the media mix improves marketing and advertising ROI across a broad range of product categories

**MAGAZINE ADVERTISING SELLS — AND IT DELIVERS CONSISTENT RESULTS** 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 any other media.

**MAGAZINE AUDIENCES ACCUMULATE FASTER AND WITH LASTING IMPACT** Consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

**MAGAZINE 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.

Reprinted from the *Magazine Handbook*, 2007/2008. Sources: Starcom, Northwestern University Magazine Reader Experience Study, Affinity Research, How Media Measure Up; Documenting the Role of Magazines in the Mix; 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 206; Roper; Hearst Engagement Factor Study.



## PERSONAL CONTACT INFORMATION

**Everard Strong, Publisher and Editor**

estrong@bakidsmagazine.com

c: 510 325 1689

F: 925 262 4621

www.bakidsmagazine.com

Bay Area Kids magazine

P.O. Box 30442

Walnut Creek, CA 94598

## FEEDBACK / SUGGESTIONS?

We value your comments - let us know how we can make *Bay Area Kids* magazine better serve you.

Send comments to [editor@bakidsmagazine.com](mailto:editor@bakidsmagazine.com)

