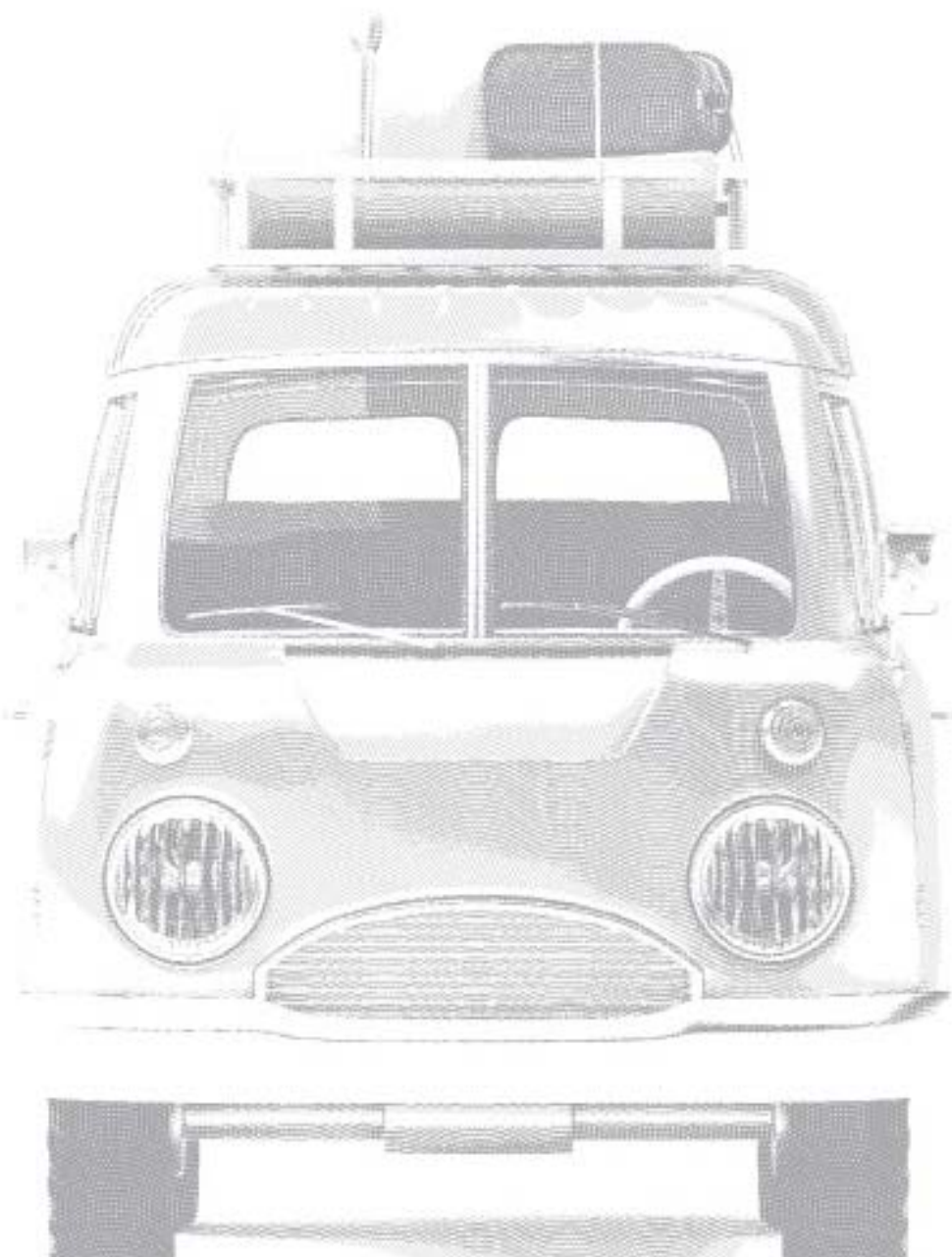


AUTOMOTIVE



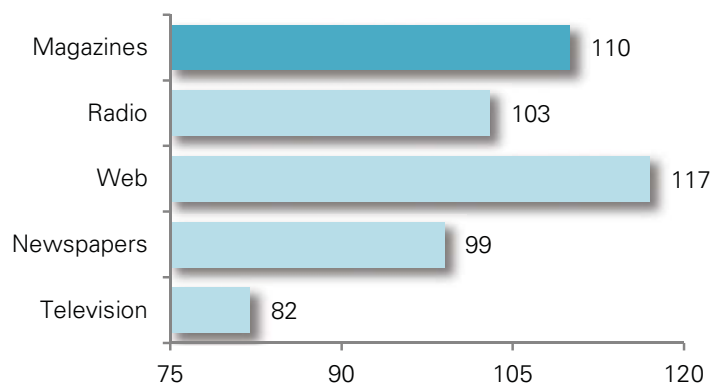
Category
Quick Hits

Magazines
Canada

AUTOMOTIVE

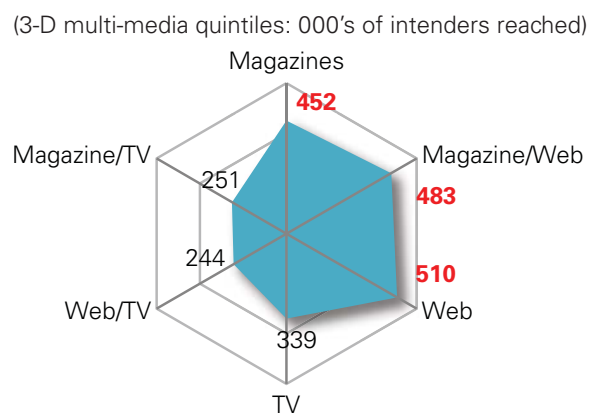
Magazines play an important role in the auto purchase process, delivering intenders in large numbers. Magazines work best at building demand and providing the information required to help intenders create their consideration set. Upon seeing auto ads, readers take action: they actively search out more info, visit dealerships, purchase and make recommendations to friends/family.

Magazine readers are more likely to buy/lease a car in the next 12 months



Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2). Buy or lease a car in the past/next 12 months

Auto intenders are more developed among magazine and web users



Source: PMB, Fall 2013: A18+, Media imperatives. Buy or lease a car in the past/next 12 months

56% of Magazines readers take action after seeing an auto ad

Actions Taken* : Passenger Cars, Light Trucks and Vans

Actions Taken*	(%)	
Have a more favourable opinion about the brand	22%	} 30% net Impact Actions (% positively impacted by the ad or recommended the product)
Recommended the product/service	13%	
Visited their website	16%	} 29% net Reference Actions (% actively seeking more info about the advertised product)
Looked for more information about product/service	18%	
Clipped/saved the ad	7%	} 18% net Purchase Actions (% purchased or considering purchase of the advertised product)
Consider purchasing the product/service	15%	
Purchased the product service	4%	
Visited/plan to visit dealership	8%	
Visited/joined the company's social network	6%	
Took picture of QR code/snap tag with cell phone	4%	

Took any action 56%

Source: StarchMetrix Canada – Automotive Category, April 2014 to March 2016. * Actions based on respondents who noted ads

Magazine readers are more likely to use dealer/manufacturer financing

Purchase Financing	Magazines	Television	Radio	Newspapers	Web
Acquired 1+ vehicle with dealer/manufacture financing	107	93	106	98	110

Source: PMB, Fall 2013 A18+, Heaviest quintiles (1 & 2)

Category Quick Hits

Magazines Canada

AUTOMOTIVE

Auto intenders rely on magazines in the awareness and information stages

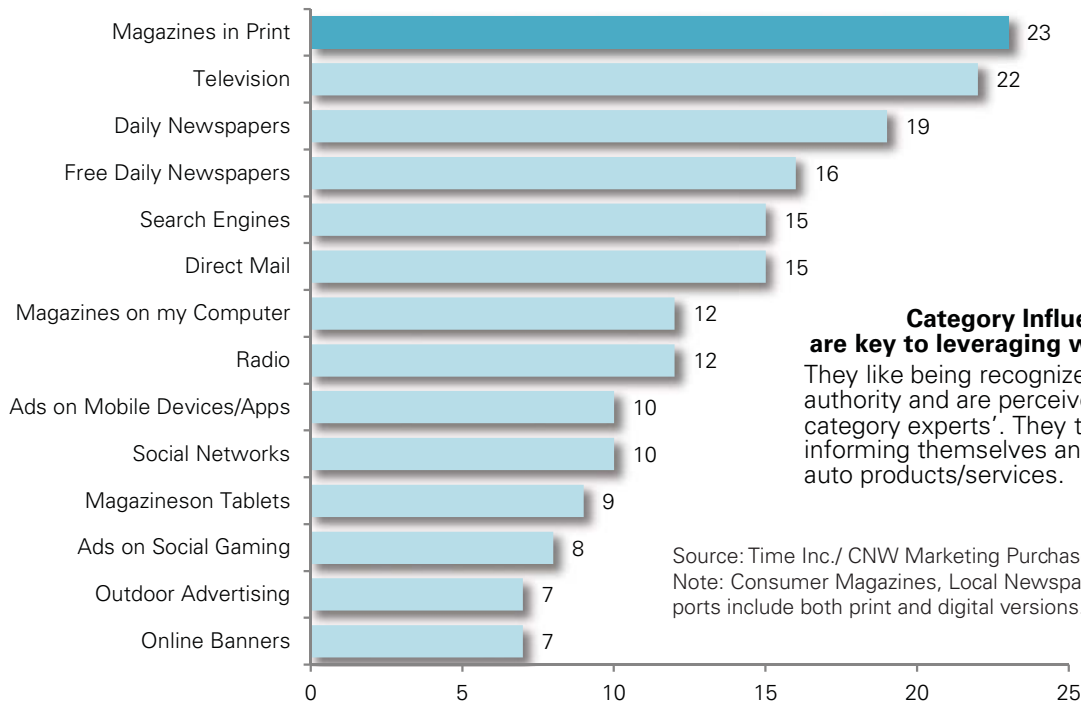
Primary Source of Information – Top 5 of 32 Information Sources

Upper Purchase Funnel Awareness Stage - Build Demand 6-5 months prior to purchase		Middle Purchase Funnel Information Stage - Maintain Consideration 4-2 months prior to purchase		Lower Purchase Funnel Decision Stage - Commit to Spend 4-2 weeks prior to purchase	
Television Ads	12.9%	Third Party Sites	13.5%	Local Newspaper Ads	14.5%
Auto Manufacturer Websites	11.3%	Consumer Magazine Ads	11.2%	Consumer Reports	10.7%
Friend s/ Relatives	10.3%	Consumer Reports	10.7%	Dealer Websites	9.1%
Consumer Magazine Ads	10.1%	Television Ads	9.4%	Friends / Relatives	8.7%
Consumer Reports	7.3%	Auto Manufacturer Websites	8.4%	Third Party Sites	8.4%

Source: PMB, Fall 2013 A18+, Heaviest quintiles (1 & 2)

Magazine readers use a wide array of drug & remedy products

Advertising Receptivity among Category Influencer Auto Intenders
Q: How often do you pay attention to advertising in the following media... Always?



Category Influencers are key to leveraging word-of-mouth
 They like being recognized as an authority and are perceived to be 'auto category experts'. They take pride in informing themselves and others about auto products/services.

Source: Time Inc./ CNW Marketing Purchase Process Study, 2011
 Note: Consumer Magazines, Local Newspapers and Consumer Reports include both print and digital versions.

Magazine readers use a wide array of drug & remedy products

	Always one of the first to try new products or services	When I find a product I like I recommend it to others
Magazines	115	108
Web	120	105
Newspapers	103	101
Radio	102	102
Television	98	97

Source: PMB, Fall 2013 A18+, Heaviest quintiles (1 & 2)

Category Quick Hits

Magazines Canada