

BEAUTY & HEALTH



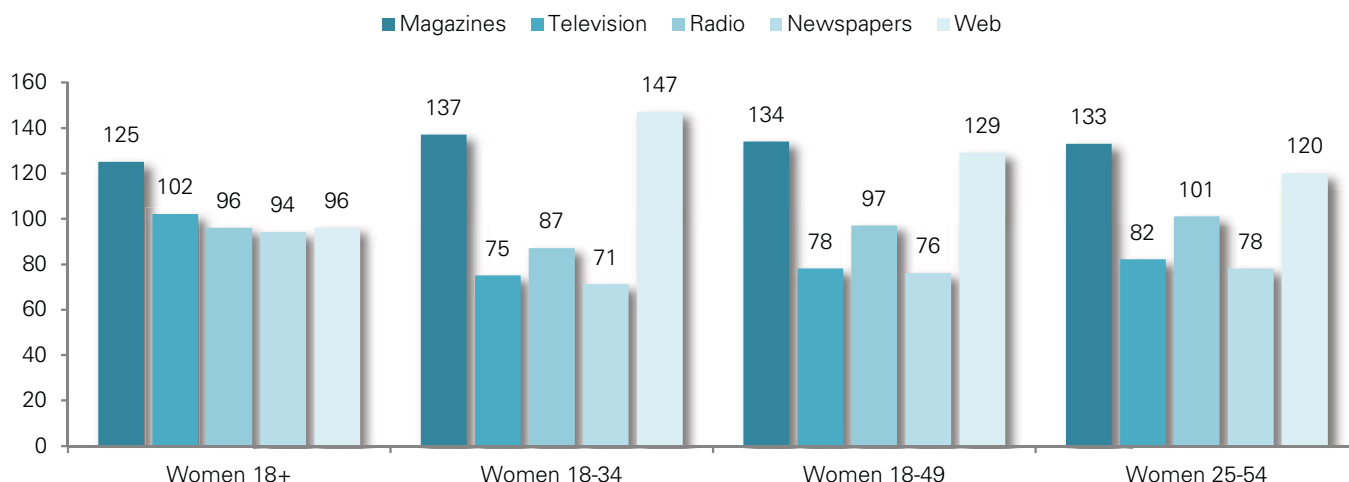
Category
Quick Hits

Magazines
Canada

BEAUTY & HEALTH

No medium reaches women like magazines. Magazine readers shop in the right channels, spend more on health & beauty products and actively take action after seeing magazine ads: 67% take at least one action while 39% take purchase actions.

Magazines and the web reach women like no other media



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

Magazine readers are heavy spenders on health & beauty products

Health and Beauty (Index)	Magazines	Television	Radio	Newspapers	Web
Spent \$50+ on make-up past month	150	88	101	111	126
Spent \$50+ on face and body/skin care past month	137	84	99	95	115
Spent \$50+ on fragrance for self/as gifts past year	121	91	104	102	108

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

Magazine readers shop in typical health & beauty channels

Health and Beauty (Index)	Magazines	Television	Radio	Newspapers	Web
Shopped 5+ at department/discount store past month	113	102	100	104	105
Shopped 5+ times at drug store past month	115	107	100	112	96

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

67% of Magazines readers take action after seeing a health/beauty ad

Actions Taken* : Cosmetics & Toiletries	(%)	
Have a more favourable opinion about the brand	20%	} 29% net Impact Actions (% positively impacted by the ad or recommended the product)
Recommended the product/service	14%	
Visited their website	10%	} 24% net Reference Actions (% actively seeking more info about the advertised product)
Looked for more information about product/service	15%	
Clipped/saved the ad	7%	} 39% net Purchase Actions (% purchased or considering purchase of the advertised product)
Consider purchasing the product/service	27%	
Purchased the product service	15%	
Visited/joined the company's social network	4%	
Took picture of QR code/snap tag with cell phone	4%	
Took any action	67%	

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

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