

CONSUMER PACKAGED GOODS



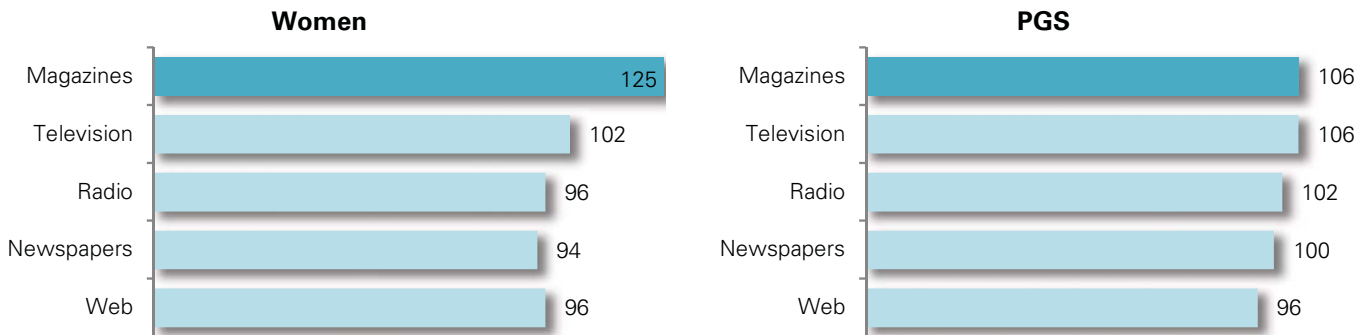
Category
Quick Hits

Magazines
Canada

CONSUMER PACKAGED GOODS

No medium reaches women or principal grocery shoppers like magazines. Magazine readers shop in the right channels and actively take a variety of actions, in big numbers, after seeing magazine ads, proving ad engagement and significant purchase.

Magazines reach women and principal grocery shoppers (PGS)



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

Magazine readers shop at several different CPG channels

Shopping by store segment (Index)	Magazines	Television	Radio	Newspapers	Web
Grocery Store – Shopped 2+ times in average week	106	101	99	104	100
Drugstore – Shopped 5+ times past month	115	107	100	112	96
Convenience Store – Shopped past month	106	99	105	100	109

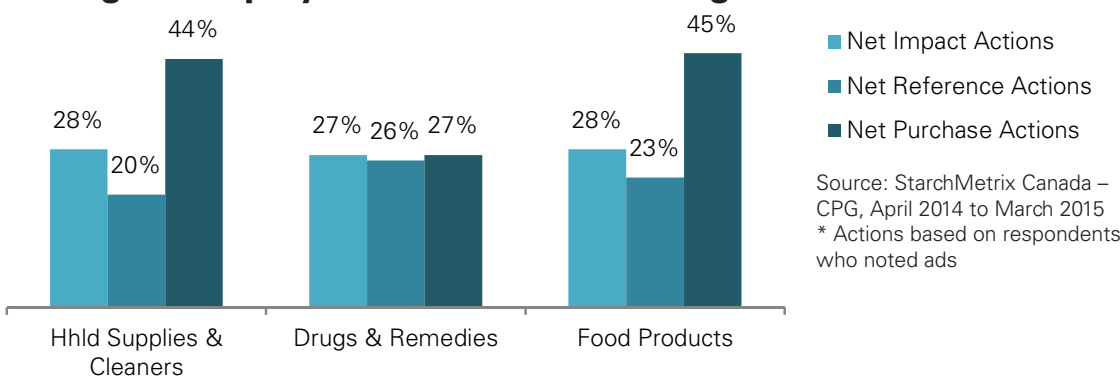
Source: PMB, Fall 2013: Base A18+, Heaviest quintiles (1 & 2)

Magazines readers take action after seeing a CPG ad

Actions Taken*: Consumer Packaged Goods	Household Supplies & Cleaners	Drugs & Remedies	Food Products	
Have a more favourable opinion about the brand	20%	19%	20%	} Net Impact Actions
Recommended the product/service	14%	14%	14%	
Visited their website	9%	12%	9%	
Looked for more information about product/service	12%	18%	13%	} Net Reference Actions
Clipped/saved the ad	6%	8%	9%	
Consider purchasing the product/service	26%	22%	27%	} Net Purchase Actions
Purchased the product service	23%	9%	22%	
Visited/joined the company's social network	4%	5%	4%	
Took picture of QR code/snap tag with cell phone	6%	3%	6%	
Took any action	67%	62%	71%	

Source: StarchMetrix Canada – CPG, April 2014 to March 2015
* Actions based on respondents who noted ads

Magazines play a critical role in driving “Purchase Actions”



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