

## DRUGS & REMEDIES

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Category  
Quick Hits

Magazines  
Canada

## DRUGS & REMEDIES

Magazine media readers regularly visit drug stores. They use a wide variety of drug and remedy products. Plus, magazinereaders actively take action after seeing drug/remedy ads: 62% take at least one action while 27% take purchase actions.

### Magazine readers use a wide array of drug & remedy products

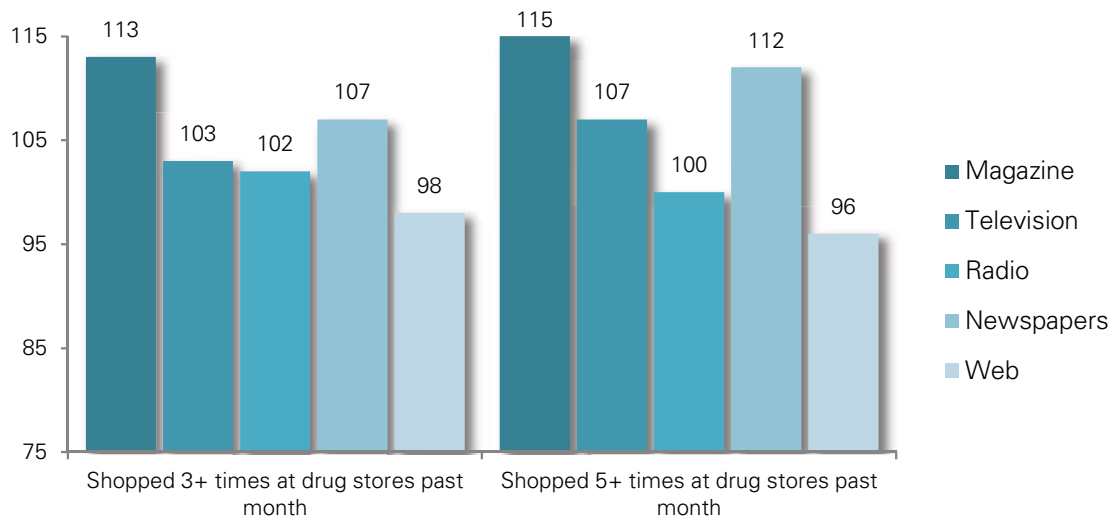
Drugs & Remedies (Index)	Magazines	Television	Radio	Newspapers	Web
Allergy/sinus remedies used 1+ times past month	<b>109</b>	99	106	105	100
Pain relievers for headaches used 1+ times past month	<b>111</b>	95	108	97	108
Cold remedies used past 6 months	<b>111</b>	102	103	100	98
Acne products used 6+ times past week	<b>132</b>	79	79	85	143
Multi-vitamins used past month	<b>110</b>	99	100	100	92
Vitamins/minerals/ herbal remedies used monthly	<b>132</b>	111	94	98	118
Smoking cessation products used past year	<b>113</b>	109	112	98	105
Anti-nausea/motion sickness remedies past 6 months	<b>127</b>	106	111	100	111
Adhesive bandages used 1+ times past month	<b>110</b>	103	107	102	97
Wear disposable contact lenses	<b>133</b>	62	96	97	113
Pre-menstrual/period pain used 1+ times past month	<b>148</b>	91	107	92	127
Pantiliners used 1+ times past month	<b>134</b>	95	98	96	99
Yeast infection products used past year	<b>135</b>	95	101	83	104
Tampons used 1+ times per month	<b>142</b>	77	104	81	123
In-home pregnancy test used past year	<b>140</b>	88	94	76	128
Children's pain relievers used past 3 months	<b>113</b>	80	104	79	114
Bought 6+ suntan/sunscreen products past year	<b>124</b>	95	121	96	107
Bought self-tanner past year	<b>145</b>	87	110	107	110
Personally control diet	<b>115</b>	105	103	97	97

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

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### Magazine readers visit drug stores regularly



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

### 63% of Magazines readers take action after seeing a drug/remedy ad

Actions Taken* : Drug & Remedies	(%)	
Have a more favourable opinion about the advertiser	19%	} <b>29%</b> net Impact Actions (% positively impacted by the ad or recommended the product)
Recommended the product/service	14%	
Visited their website	12%	} <b>30%</b> net Reference Actions (% actively seeking more info about the advertised product)
Looked for more information about the product/service	19%	
Clipped/saved the ad	9%	} <b>30%</b> net Purchase Actions (% purchased or considering purchase of the advertised product)
Consider purchasing the product/service	23%	
Purchased the product service	10%	
Visited/joined the company's social network	6%	
Took picture of QR code/snap tag with cell phone	3%	
<b>Took any action</b>	<b>63%</b>	

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