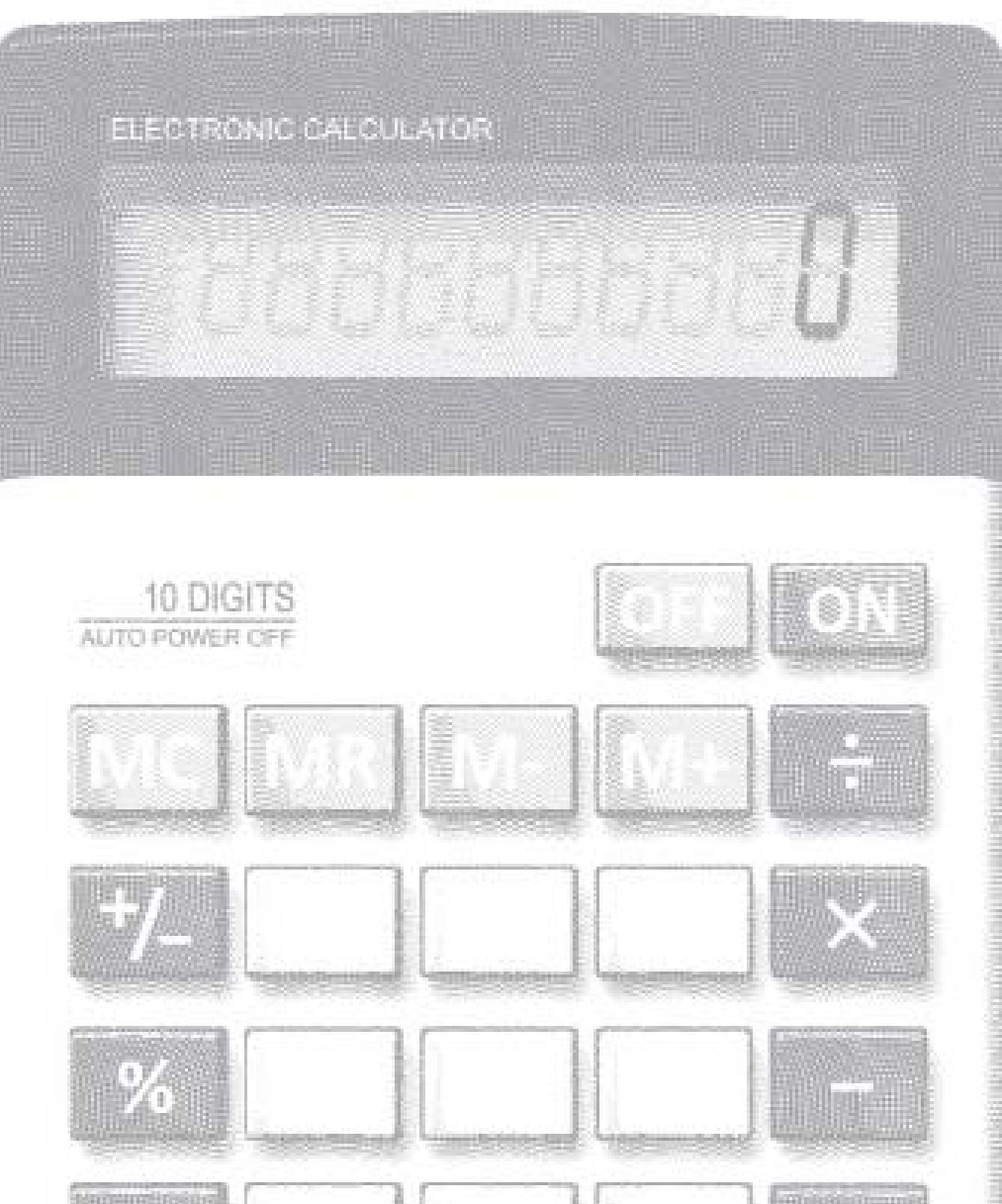


# FINANCIAL



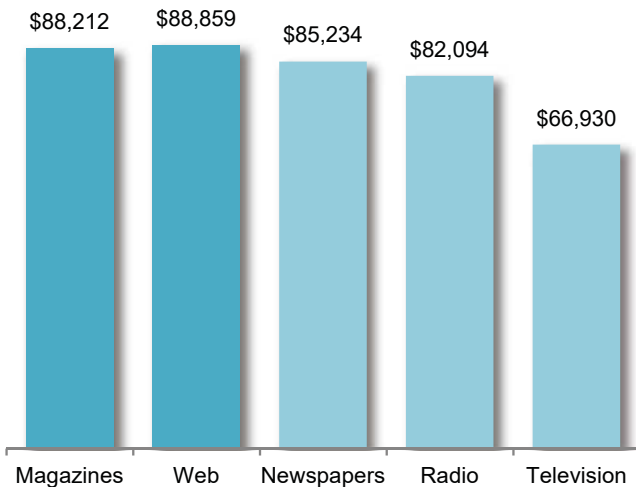
Category  
Quick Hits

Magazines  
Canada

## FINANCIAL

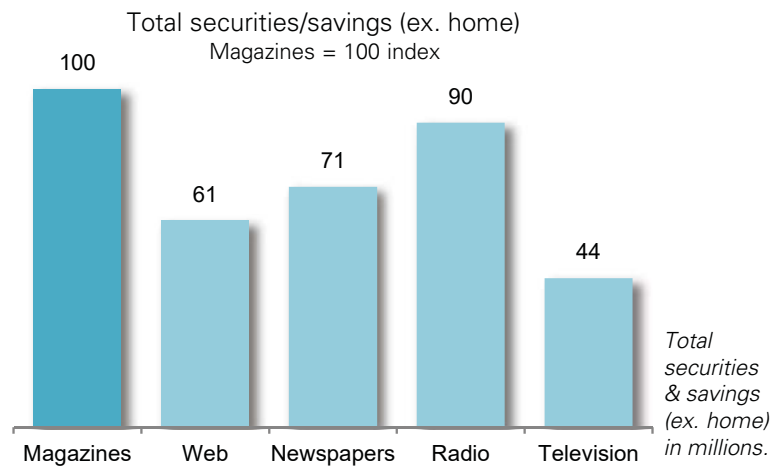
Magazine and online users are better equipped financially to own and use a wide variety of financial products and services. Together, magazine readers have more savings and investments than other media consumers. An investment in magazine advertising puts advertisers in front of prime customers with the wherewithal to purchase financial services.

### Magazine & web users have higher average household incomes



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

### Magazine readers collectively own more securities and savings (ex. home)



Source: PMB, Fall 2011 : A12+, Heaviest quintiles (1 & 2)

### Magazine readers are more likely to own a variety of financial products/services

Financial Products/Services Owned (Index)	Magazines	Television	Radio	Newspaper	Web
A mortgage	109	79	104	100	105
Mutual funds	110	89	101	116	95
RRSPs	107	87	102	112	97
Stocks/bonds	112	84	96	117	98
Home equity line of credit	116	80	103	112	101
Have life insurance \$100,000+	116	76	107	107	114
Own 3+ credit cards	111	97	102	110	93
Pay partial credit card balances each month	110	86	106	94	117

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

### Magazine readers use a wide variety of financial product/service providers

Use a (.....) for investments (Index)	Magazines	Television	Radio	Newspaper	Web
Bank	109	79	104	100	105
Life Insurance Company	110	89	101	116	95
Discount Broker	107	87	102	112	97
Full-Service Broker	112	84	96	117	98

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

Category  
Quick Hits

## Magazine readers are more likely to have key events in the past/next 12 months

Key Events (Index)	Magazines	Television	Radio	Newspapers	Web
Buy first home	114	75	113	84	108
Sell or change principal residence	113	90	90	102	97
Buy or lease a car	110	82	103	99	117
Get married	107	88	97	93	113
Graduated from university/college	120	56	93	105	160
Child born	105	98	98	99	92
Child graduating from university/college	125	101	107	104	93

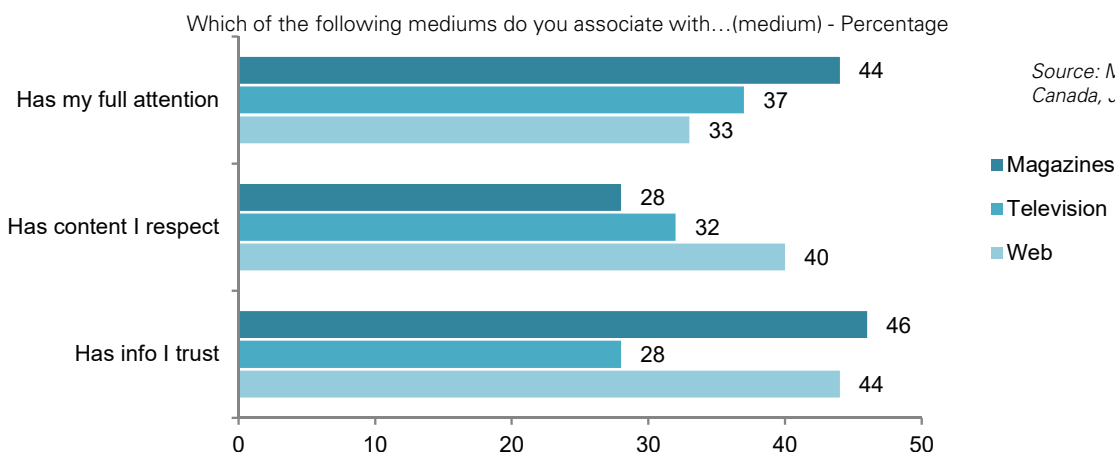
Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)

## 58% of Magazines readers take action after seeing a financial ad

Actions Taken* : Financial Products/Services	(%)	
Have a more favourable opinion about the brand	20%	} <b>28%</b> net Impact Actions (% positively impacted by the ad or recommended the product)
Recommended the product/service	13%	
Visited their website	15%	} <b>30%</b> net Reference Actions (% actively seeking more info about the advertised product)
Looked for more information about product/service	17%	
Clipped/saved the ad	7%	} <b>21%</b> net Purchase Actions (% purchased or considering purchase of the advertised product)
Consider purchasing the product/service	16%	
Purchased the product service	7%	
Spoke with/Plan to speak with financial advisor	8%	
<b>Took any action</b>	<b>58%</b>	

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

## Magazines engage by generating attention, respect and trust



Source: Media Connections Study, BrandSpa Canada, July 2013