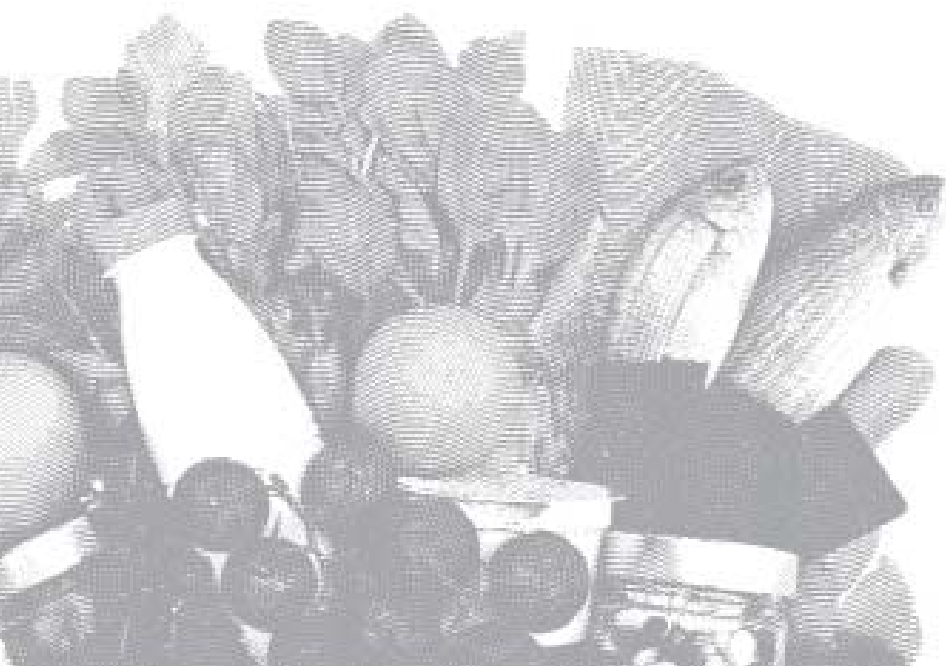


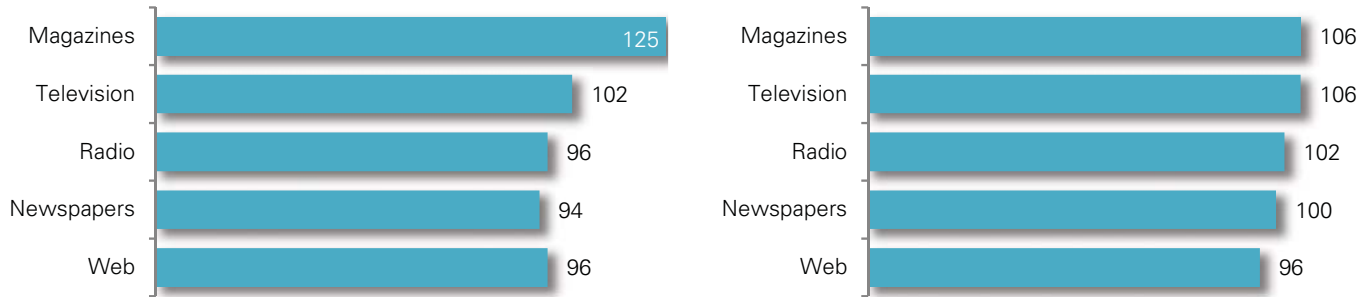
FOOD / FOOD PRODUCTS



Category
Quick Hits

Magazines
Canada

Magazines reach women and principal grocery shoppers (PGS)



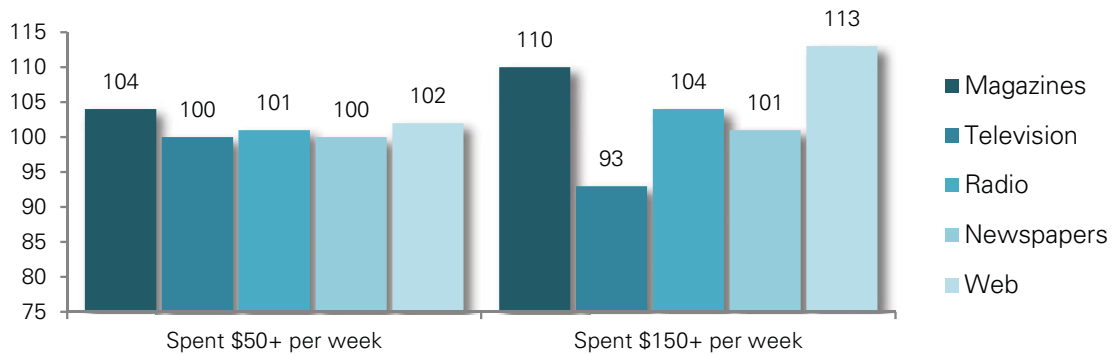
Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)

Magazine readers shop for food in multiple channels

Food/Food Products (Index)	Magazines	Television	Radio	Newspapers	Web
Food shopping at Grocery store	103	101	101	102	99
Food shopping at Bulk food store	110	99	100	106	110
Food shopping at Convenience store	102	104	108	102	106
Food shopping at Department store	107	104	103	99	105
Food shopping at Drug store	108	108	103	108	95
Food shopping at Fruit & Vegetable store	110	99	104	114	98
Food shopping at Gourmet food store	112	97	104	107	123
Food shopping at Health food store	112	92	96	103	100
Food shopping at Public Market	112	98	102	113	99

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

Magazine readers spend more on food shopping each week



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

FOOD / FOOD PRODUCTS

Magazine readers are users of many advertised food categories, including:

Food/Food Products (Index)	Magazines	Television	Radio	Newspapers	Web
Cold cereals used past week	106	100	101	101	98
Granola/cereal/muffin bars used past week	113	95	103	97	104
Butter used past month	108	99	99	104	96
Filtered milk used past week	119	90	103	104	102
Chocolate milk used past week	107	98	101	93	112
Yogurt used past week	108	98	102	103	100
Premium ice cream used past month	116	89	100	102	103
Cookie mixes used past month	108	100	100	95	99
Instant hot cereals used past 6 months	106	101	100	95	98
Ready to serve dips used past month	113	98	104	100	99
Cream cheese used past month	111	101	104	104	98
Dry packaged pasta in box used past month	108	98	100	101	99
Frozen pizza used past month	105	100	102	102	101
Frozen main courses skillet preparation	114	109	93	91	125
Orange juice used past week	108	100	101	103	96
Drank tea past week	107	100	98	102	94

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

71% of Magazine readers take action after seeing food advertisement

Actions Taken* : Food/Food Products	(%)	
Have a more favourable opinion about the advertiser	20%	} 28% net Impact Actions (% positively impacted by the ad or recommended the product)
Recommended the product/service	14%	
Visited their website	9%	} 24% net Reference Actions (% actively seeking more info about the advertised product)
Looked for more information about the product/service	13%	
Clipped/saved the ad	9%	} 44% net Purchase Actions (% purchased or considering purchase of the advertised product)
Consider purchasing the product/service	27%	
Purchased the product service	22%	
Visited/joined the company's social network	4%	
Took picture of QR code/snap tag with cell phone	3%	
Took any action	71%	

Source: StarchMetrix Canada – Food Category, April 2014 to March 2016. * Actions based on respondents who noted ads Includes cooking ingredients, seasonings, mixes, prepared food, dairy products, produce, meat, poultry, fish, bakery prod-

Magazines reach women and principle grocery shoppers like none other. Magazine readership in multiple food channels and buy advertised categories. They spend more per week on groceries and they take actions after seeing food ads in magazines: 71% of magazine readers take at least one action with an impressive 44% taking purchase actions.

Category
Quick Hits

Magazines
Canada