



AD RECEPTIVITY & ENGAGEMENT

AD RECEPTIVITY SUMMARY

Readers are highly receptive to magazine ads. They are seen as an important source of information and inspiration, not as an interruption:

- Print magazine ads best capture the reader's full attention, they are more relevant and are seen as a good part of the magazine experience.
- Digital magazine ads also have high appeal to readers, more so than video or social media.
- Among 37 media touch points, print magazine readers score at the top of those who have “considerable or some interest” in seeing ads in these media.
- Consumers and professional marketers agree, overwhelmingly, that their favourite magazines are where they “prefer to look at an ad”, more than other media.

Readers are Highly Receptive to Magazine Advertising

g Rr Ss Tt Uu

An engaged reader is personally involved! They are thinking, reacting, visualizing, laughing, connecting, and responding. They are finding new facts; gaining knowledge. Reading is an action sport.
YOU are the key player!

MAGAZINE ADS ARE WANTED

Top 37 advertising touch points ranked by interest

ADVERTISING TOUCHPOINTS	HAVE CONSIDERABLE OR SOME INTEREST (AMONG THOSE SEEING AD)	ADVERTISING TOUCHPOINTS	HAVE CONSIDERABLE OR SOME INTEREST (AMONG THOSE SEEING AD)
Television	62%	Convenience stores	34%
Magazines	62%	Health clubs/gyms	34%
Newspapers	59%	Pubs/bars	33%
Grocery stores	58%	Hair/nail salons	32%
Department stores	55%	Casinos/racetracks	31%
Radio	55%	Inside airplanes	30%
Warehouse/club stores	52%	Airports	30%
Websites	51%	Video screen ads	28%
Shopping Malls	47%	Gas stations	27%
Restaurants	47%	Bus/subway/train stations	27%
Bookstores	46%	Subways	26%
Movie theatres	44%	Trains	26%
Sports stadiums/arenas	41%	Airport lounges	24%
Drugstores/pharmacies	40%	Buses	24%
Mail sent to home	39%	Office building lobbies	24%
Medical offices	38%	Elevators	23%
Billboards	37%	Inside taxis	19%
Café/coffee houses	36%	Taxi roofs	19%
Smartphone/tablet	35%		

HIGH ENGAGEMENT: BOTH ADS & EDIT

Advertisements

Editorial

Recall
Scores

54%

54%

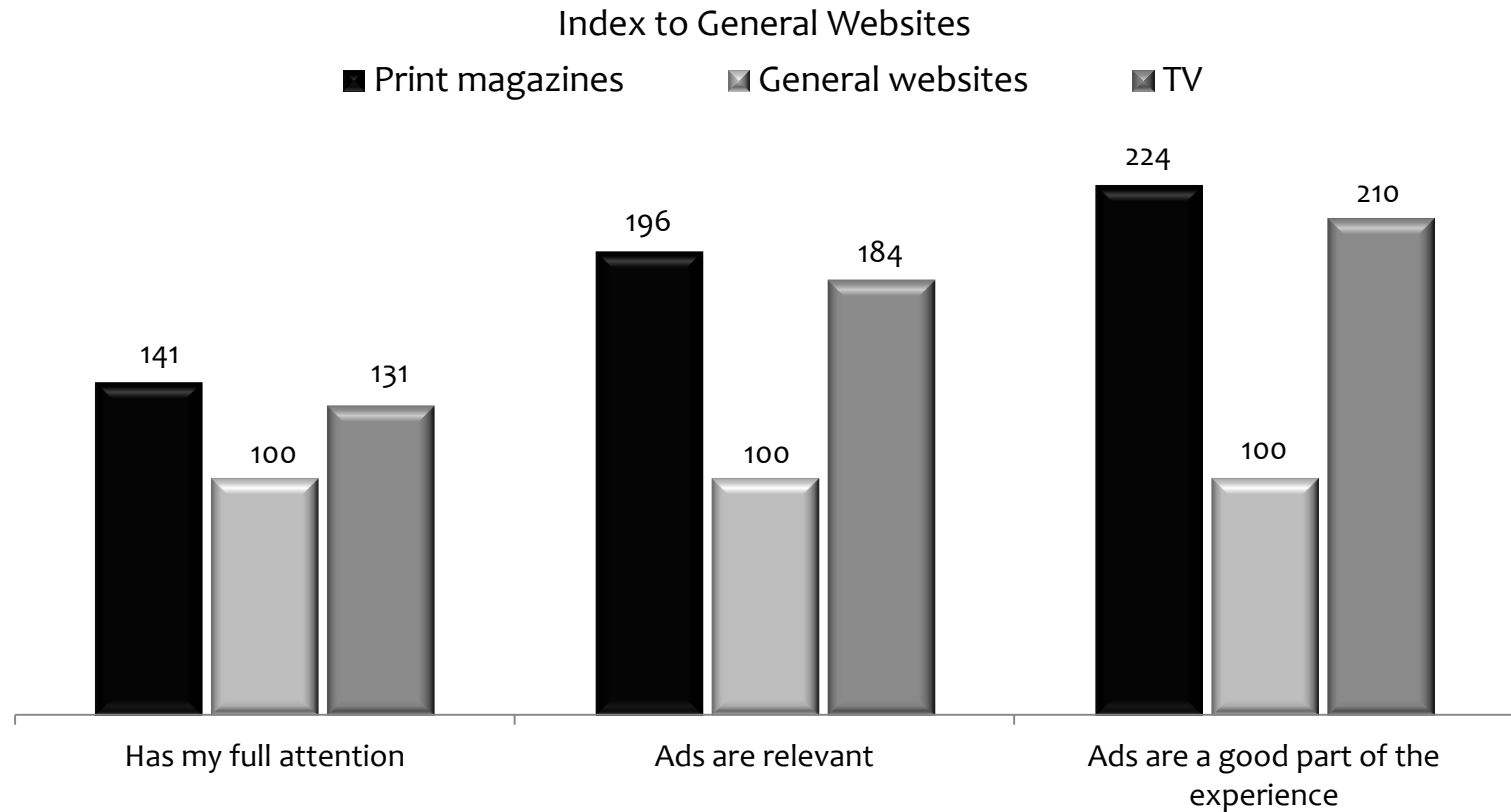
Net Action
Scores

63%

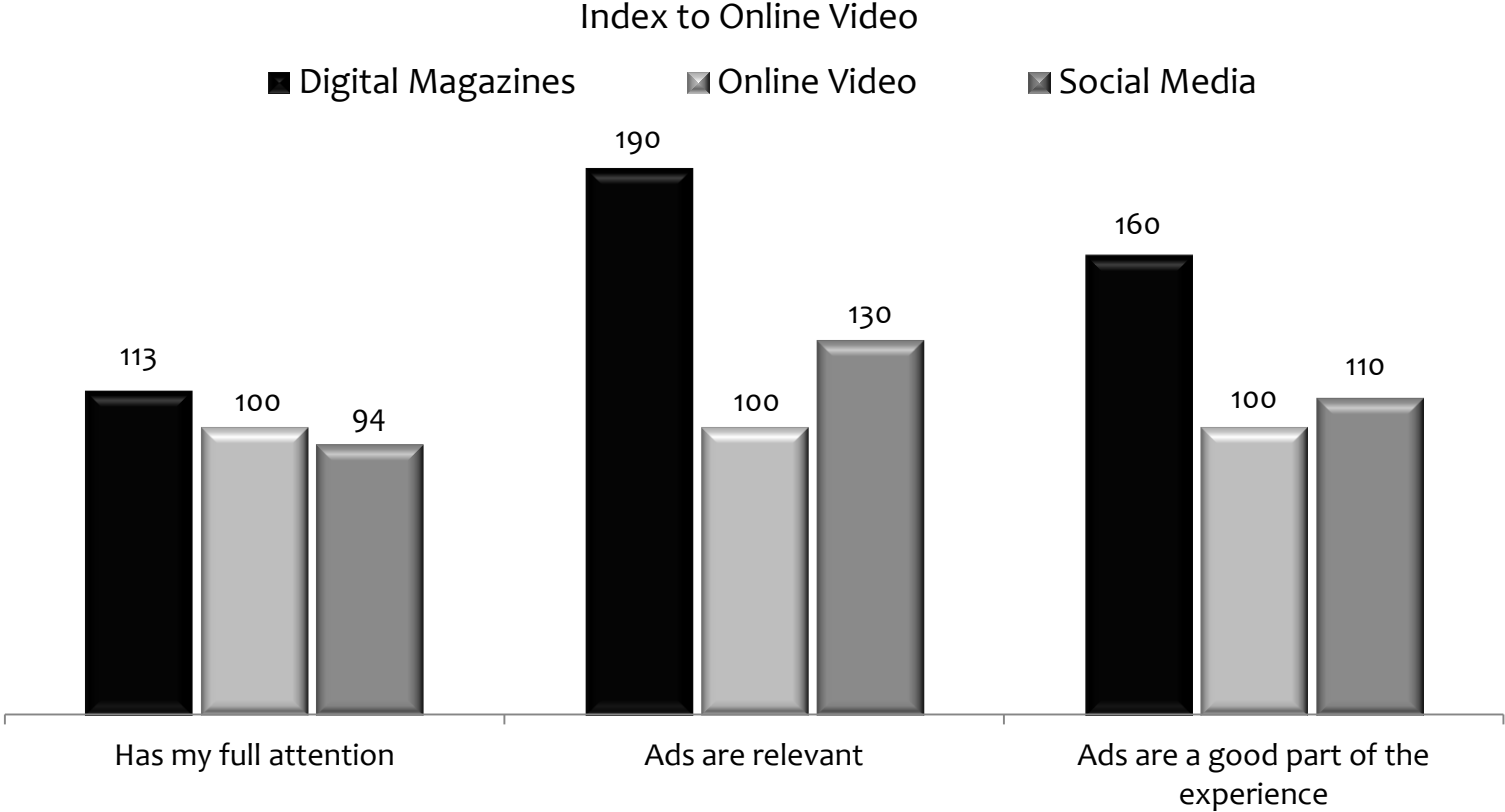
66%



PRINT MAGAZINE AD RECEPTIVITY IS HIGHER THAN WEB OR TV



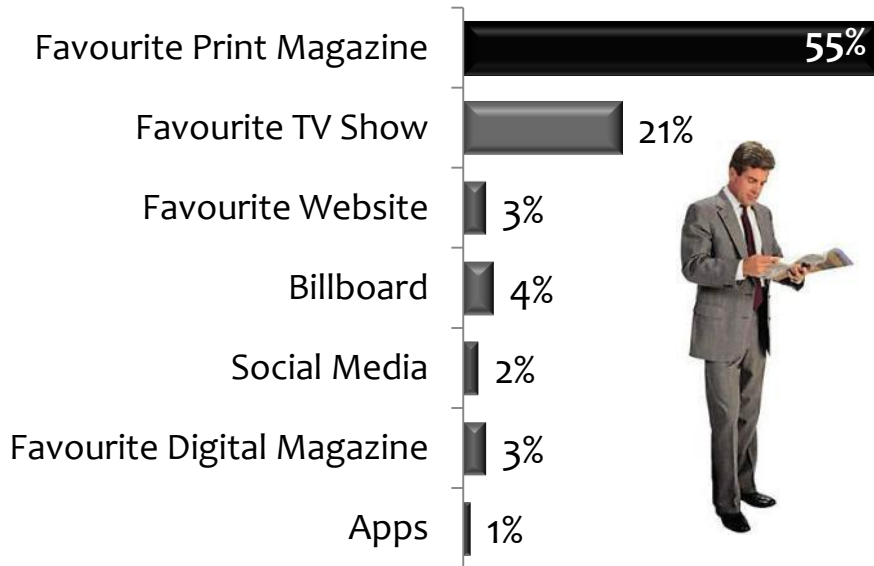
DIGITAL MAGAZINE AD RECEPTIVITY IS HIGHER THAN VIDEO OR SOCIAL



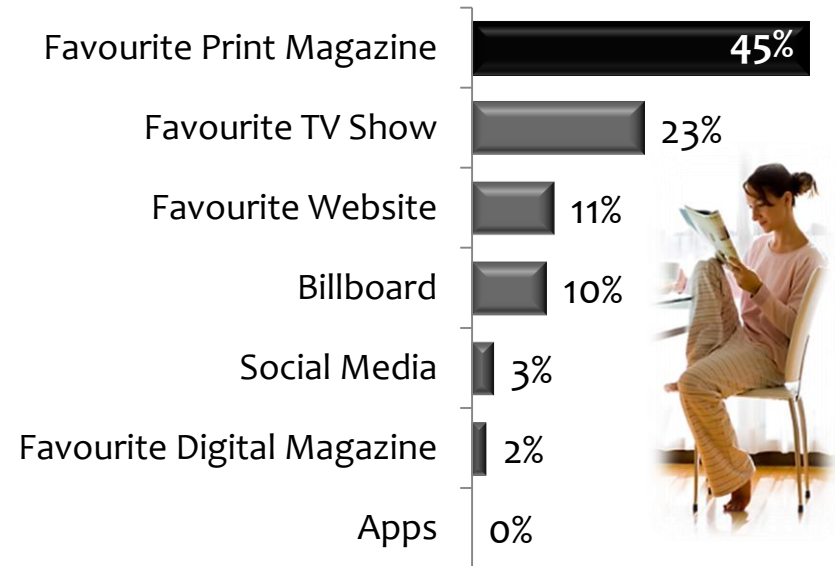
MARKETER & CONSUMER AD PREFERENCES

Q: Where do you prefer to look at an ad?

Marketers



Consumers





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