

IMPACT EFFICIENCIES



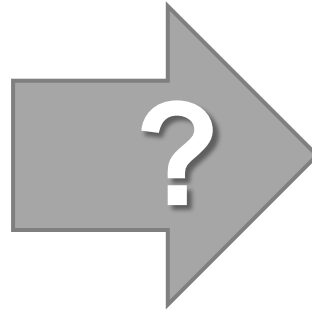
IMPACT EFFICIENCY SUMMARY

Print magazine ads generate highly efficient impacts on purchase decisions per media dollar spent:

- Beauty Category – magazine ads generate 30% more purchase impact efficiency per dollar spent vs. television.
- Food Products – magazine ads generate over 6 times more purchase impact efficiency per dollar spent than television.
- Automotive – magazine ads generate more than 13 times the purchase impact efficiency per dollar spent vs. television.

**Magazine Advertising Generates High Efficiency
Impact on Purchase Decisions per Media Dollar Spent**

Media Investment



Impact On Purchase Decision



Understanding the importance of ad sources in consumer purchase decisions across multiple categories helps us understand which marketing channels are having the greatest impact.

VIDEO

**Magazine Advertising Generates
the Strongest Impact on Purchase
Per Media Dollar Spent**

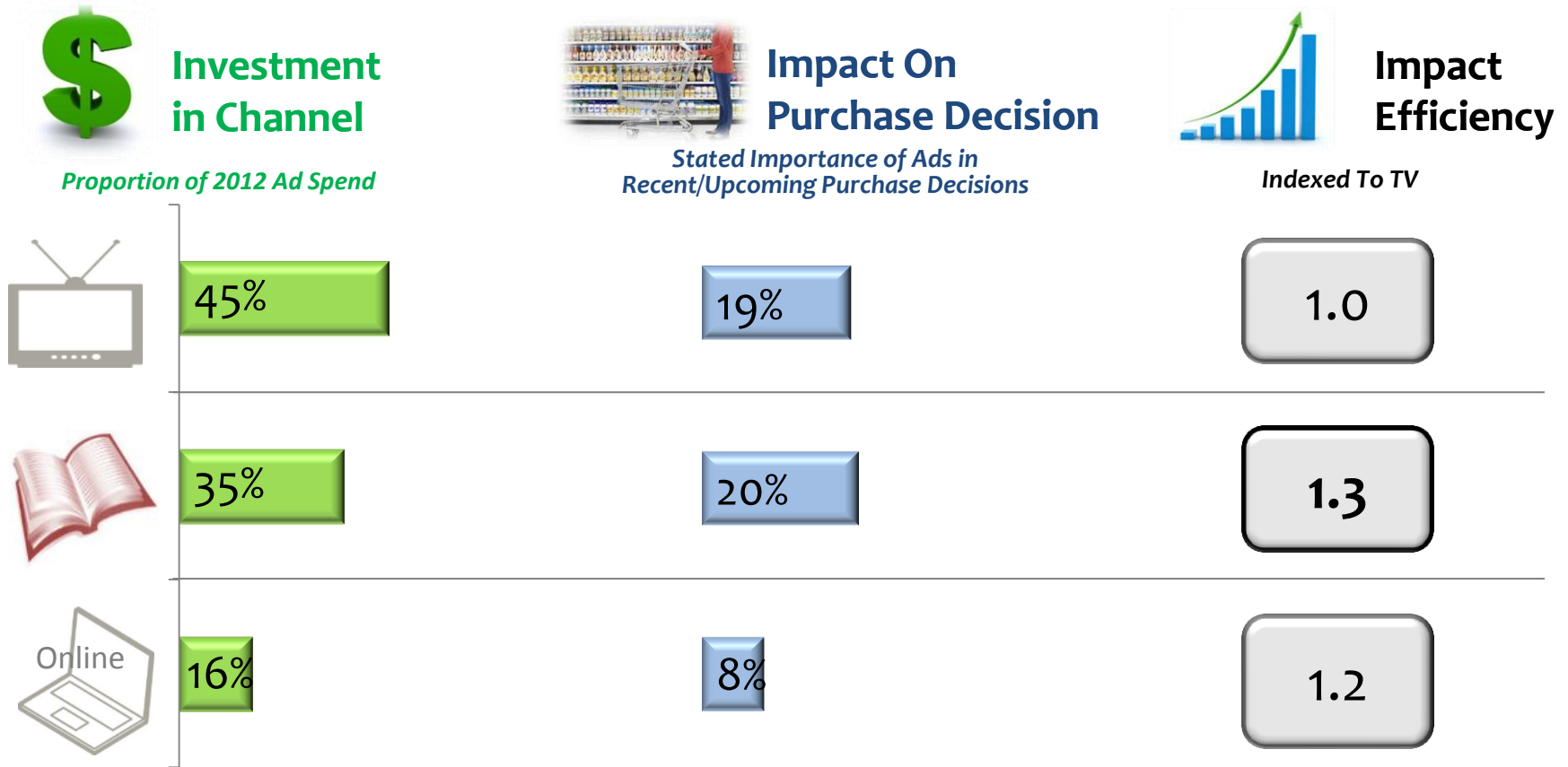


Mark Baltazar
Vice President, BrandSpark International



WITH FEWER MEDIA \$^s INVESTED THAN TV, MAGAZINES HAVE MORE IMPACT ON CONSUMER BEAUTY PRODUCT DECISIONS

Beauty Category



Other channels accounting for <4% of total media spends

FOR FOOD PRODUCTS, MAGAZINES & OOH ARE THE MOST EFFICIENT CHANNELS TO IMPACT PURCHASE DECISIONS

Food Category



**Investment
in Channel**

Proportion of 2012 Ad Spend



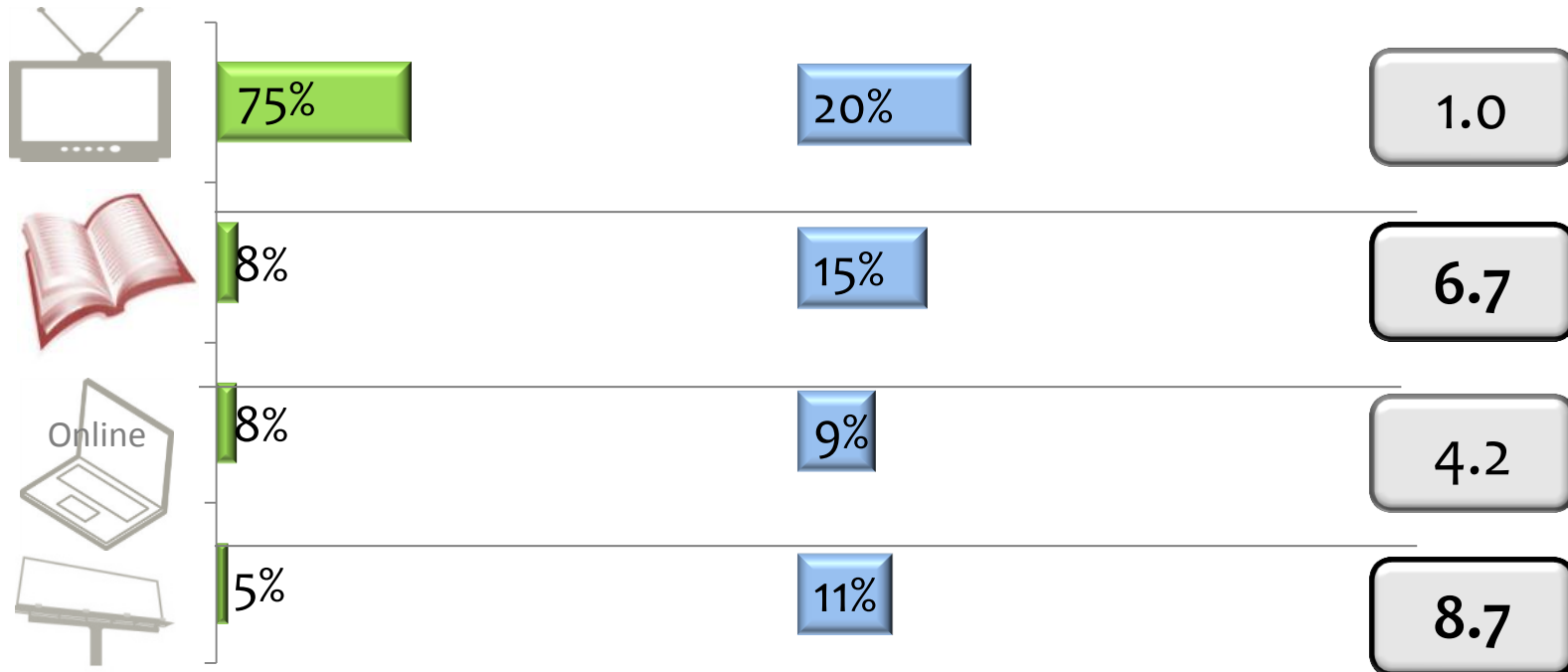
**Impact On
Purchase Decision**

*Stated Importance of Ads in
Recent/Upcoming Purchase Decisions*



**Impact
Efficiency**

Indexed To TV



Other channels accounting for 4% of total media spends

MAGAZINES AND OOH ARE THE MOST EFFICIENT CHANNELS TO IMPACT AUTO PURCHASE DECISIONS

Automotive Category



**Investment
in Channel**

Proportion of 2012 Ad Spend



**Impact On
Purchase Decision**

*Stated Importance of Ads in
Recent/Upcoming Purchase Decisions*



**Impact
Efficiency**

Indexed To TV



61%

20%

1.0



3%

15%

13.5



Online

12%

9%

2.2



4%

8%

6.7



5%

9%

5.5



14%

13%

2.9



**VIDEOS
RESEARCH REPORT**

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