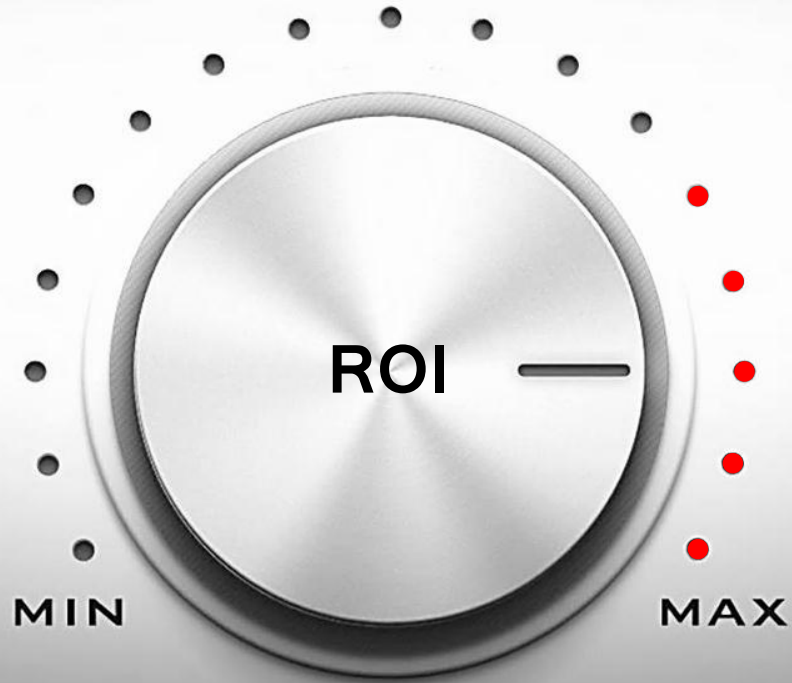


ROI & INTENT TO BUY



ROI SUMMARY

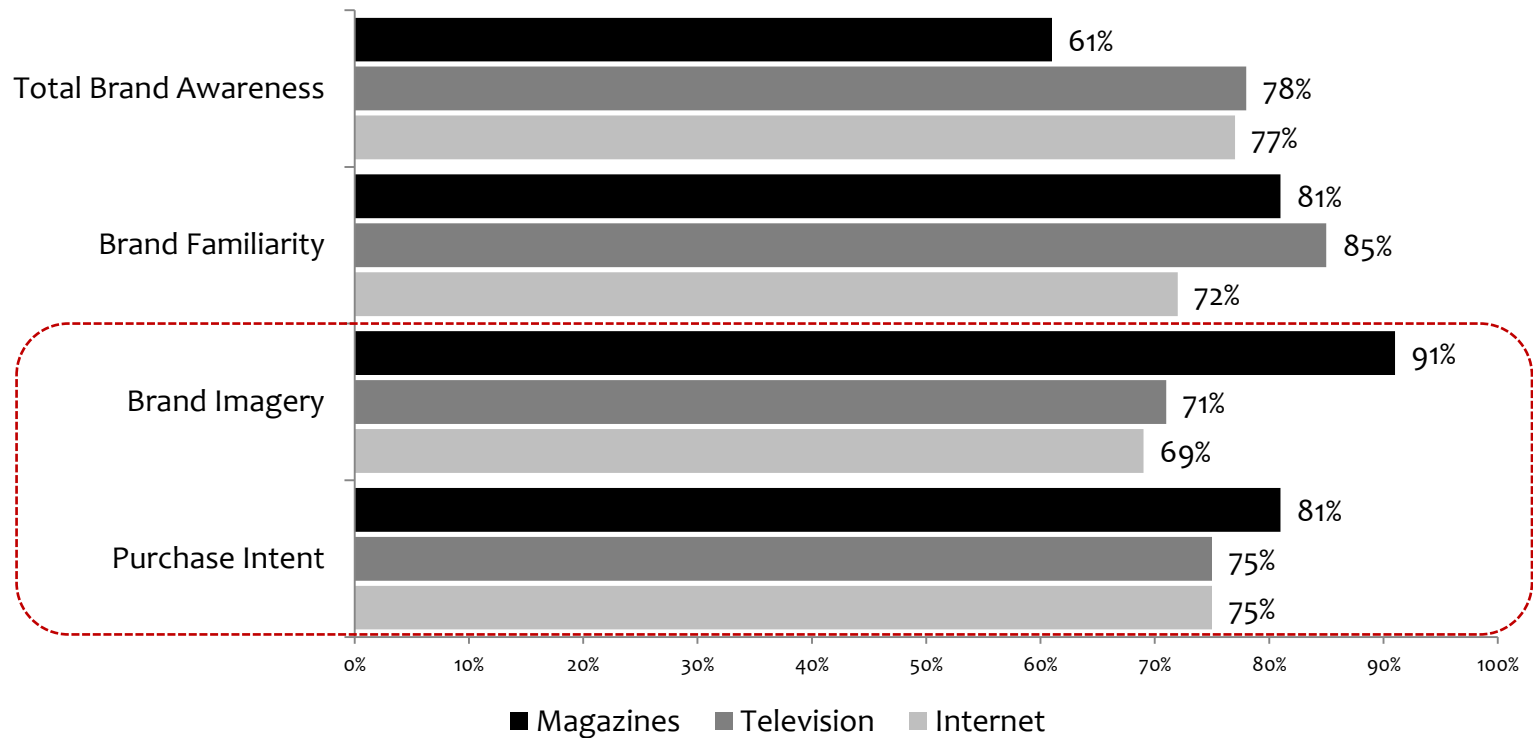
Print magazine ads drive purchase intent and sales lift:

- Magazine ads drive response throughout the path-to-purchase, especially “brand imagery” and “purchase intent”. Results from 74 aggregated path-to-purchase studies show us that magazines win where it matters most, in generating imagery and intent to buy.
- ROI analyses indicate that \$1 spent generates an average \$7.81 in sales lift after the first 12 months.
- In fact, adding magazines to a media plan helps TV work harder. With print magazines in the mix, TV campaign results increased throughout the path-to-purchase.

Advertising in Magazines Directly Increases Sales Results with a Strong ROI

MAGAZINE ADS WORK THROUGH THE PATH TO PURCHASE

74 Aggregated Studies



ADVERTISING IN MAGAZINES DIRECTLY INCREASES SALES

Advertisers experience a sales lift, earning an average return of \$7.81 in the first 12 months for every \$1 they spent on ads in magazines.

\$1 spent



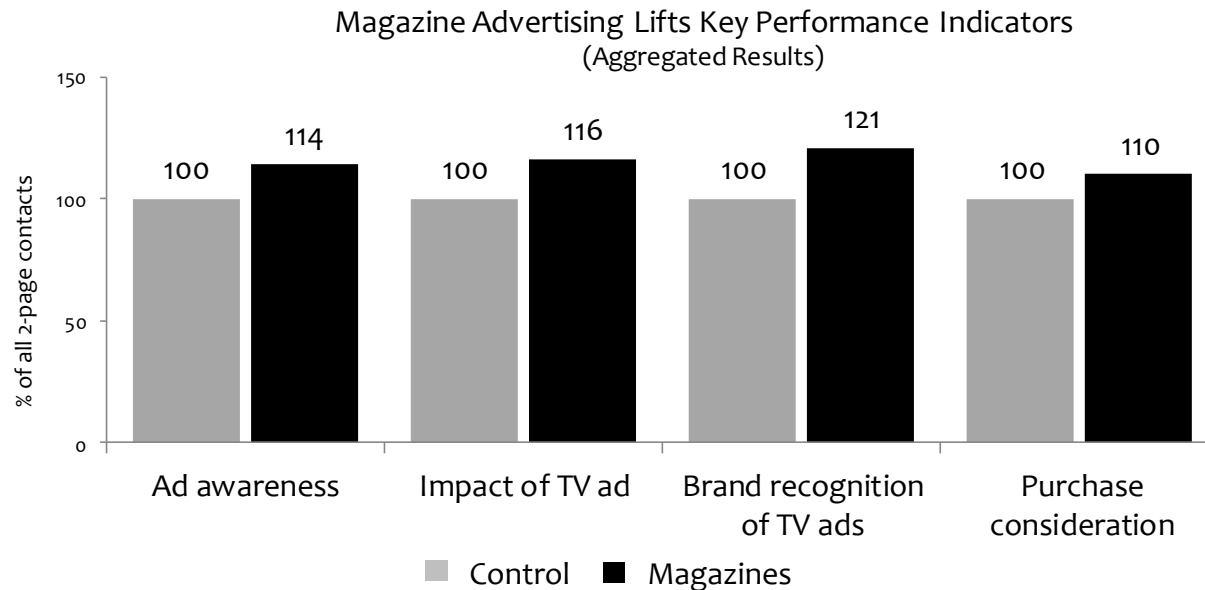
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\$7.81 in return



MAGAZINE ADS HELP OTHER MEDIA ADS WORK HARDER

Research into the impact of TV commercials concludes that respondents who had also seen magazine ads for the same product produced scores that were well above the control group (those who saw the TV ads but not the magazine ads).





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