



THROW TO WEB & SEARCH

THROW TO WEB SUMMARY

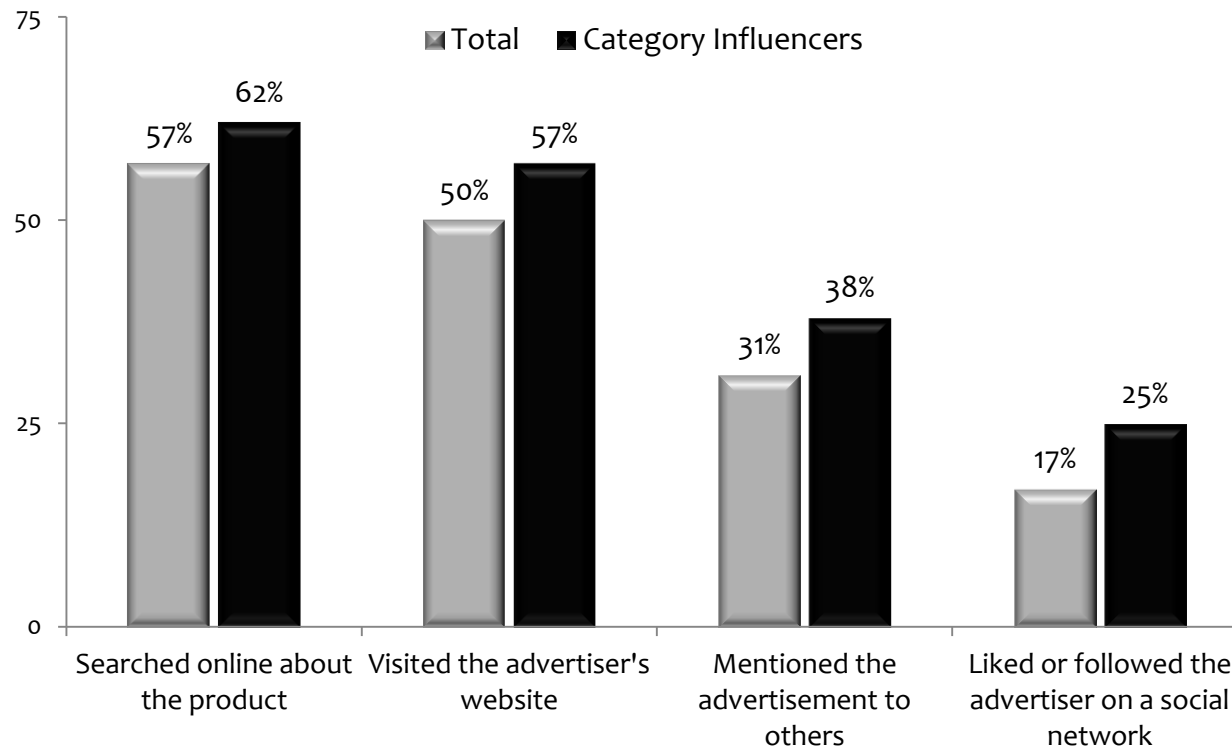
Magazine media feed the digital space, throwing readers to advertiser websites and search. Readers:

- Search online, go to advertiser websites and like or follow advertisers on social sites.
- Are more likely to shop online and become part of blogging or online communities.
- Pin images, share articles, look up a hashtag and post comments about what they saw in magazines.
- Use QR codes.

**Consumers of All Ages Use Magazine Ads as Catalysts for Search,
Web Visits and Social Activities**

MAGAZINE ADS DRIVE ONLINE SEARCH

Action Ever Driven By Magazine Advertisements (%)



Q38. Which of the following have you ever done after seeing a magazine ad that captured your attention?

MAGAZINE READERS TAKE ACTION

ACTIONS READERS TOOK OR PLAN TO TAKE AS A RESULT OF EXPOSURE TO SPECIFIC MAGAZINE ADS

Considered purchasing the product/service	27%
Have a more favourable opinion about the advertiser	19%
Looked for more info about the product/service	15%
Purchased the product/service	14%
Recommended the product or service	13%
Visited the advertiser's website	10%
Visit a store, dealer or other location	8%
Clipped/saved the ad	6%
Visited/joined the company's social network	4%
Took picture of QR code/snap tag with cell phone	4%
Took any action (net)	62%

Source: StarchMetrix Canada Summary of Actions Taken, April 2011 to March 2012

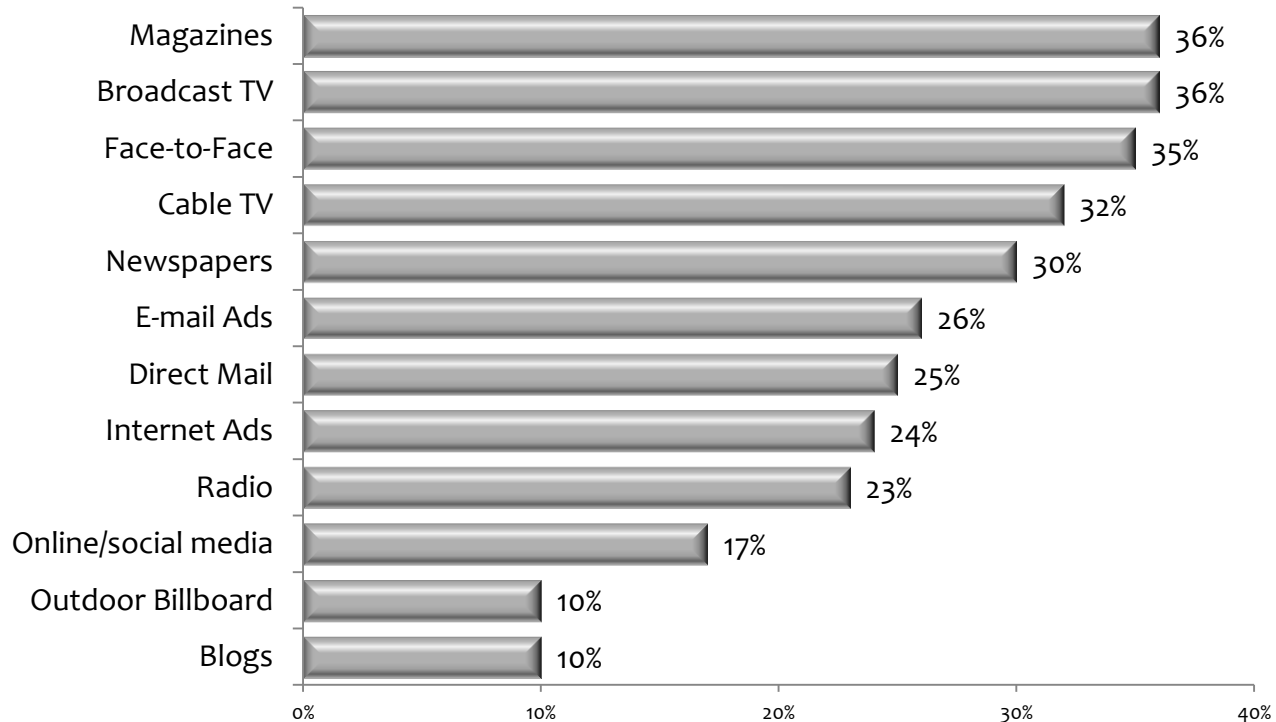
ACTIONS TAKEN AS A RESULT OF READING SPECIFIC FEATURES/ARTICLES

Saved article for future reference	29%
Passed article along to someone	24%
Gather more info about the topic	15%
Visit a related website	12%
Took any action (net)	68%

Source: Affinity Research VISTA Print Effectiveness Rating Service, 2010.
Actions taken based on respondents recalling specific ads

MAGAZINES ADS DRIVE ONLINE SEARCH

Top Media that Trigger Online Search (A18+)



MAGAZINES IN TOP TIER FOR DRIVING ONLINE SEARCH

“Which of the following triggers you to start an online search?” (% by medium)

MEDIUM	A18+	MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65+
Magazines	36%	33%	39%	32%	36%	36%	37%	37%	37%
TV/Broadcast	36	39	33	30	32	36	39	40	36
Face-to-Face	35	34	37	37	41	39	37	32	25
Newspapers	30	31	29	19	22	26	32	38	42
Cable TV	32	36	27	42	40	34	29	26	22
Radio	23	25	22	28	26	27	26	21	13
Direct Mail	25	24	26	18	23	25	25	28	28
E-mail Advertising	26	25	27	25	28	29	26	25	22
Internet Advertising	24	26	21	28	28	25	23	21	17
Online/social media*	17	16	17	26	25	20	14	10	7
Outdoor Billboard	10	11	8	13	13	12	10	7	4
Blogs	10	10	9	22	17	9	5	4	3

* i.e. Facebook, Twitter

Note: The sum of the percentage totals may be greater than 100% because the respondents can select more than one answer.

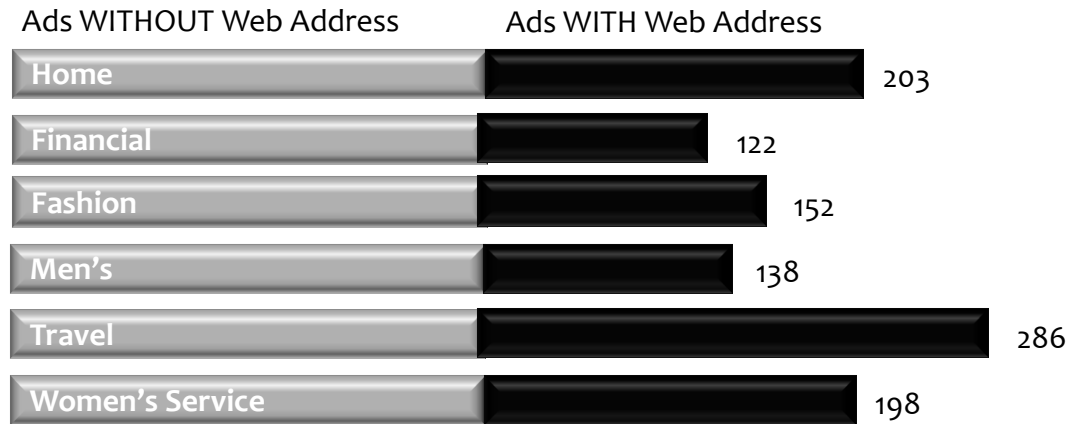
MAGAZINES PROMPT ONLINE ACTION

Internet Activities done in the Past 4 Weeks (Index)

ACTIONS	HEAVY MAGAZINES (4+ ISSUES/MOS)	HEAVY BROADCAST TV (3+ HRS/DAY)	HEAVY RADIO (3+ HRS/DAY)	HEAVY NEWSPAPERS (8+ ISSUES/WK)
Shopping, buying, selling	110	84	90	98
Research & information	104	82	84	100
Entertainment & amusement	105	87	82	88
Blogging & online communities	106	78	78	82

MAGAZINE AD URLS DRIVE READERS TO WEB

Index of ads with a web address throw vs. no web address



MAGAZINE MEDIA READERS ARE HIGHLY SOCIAL

Avid magazine readers are more social media savvy than the general population.

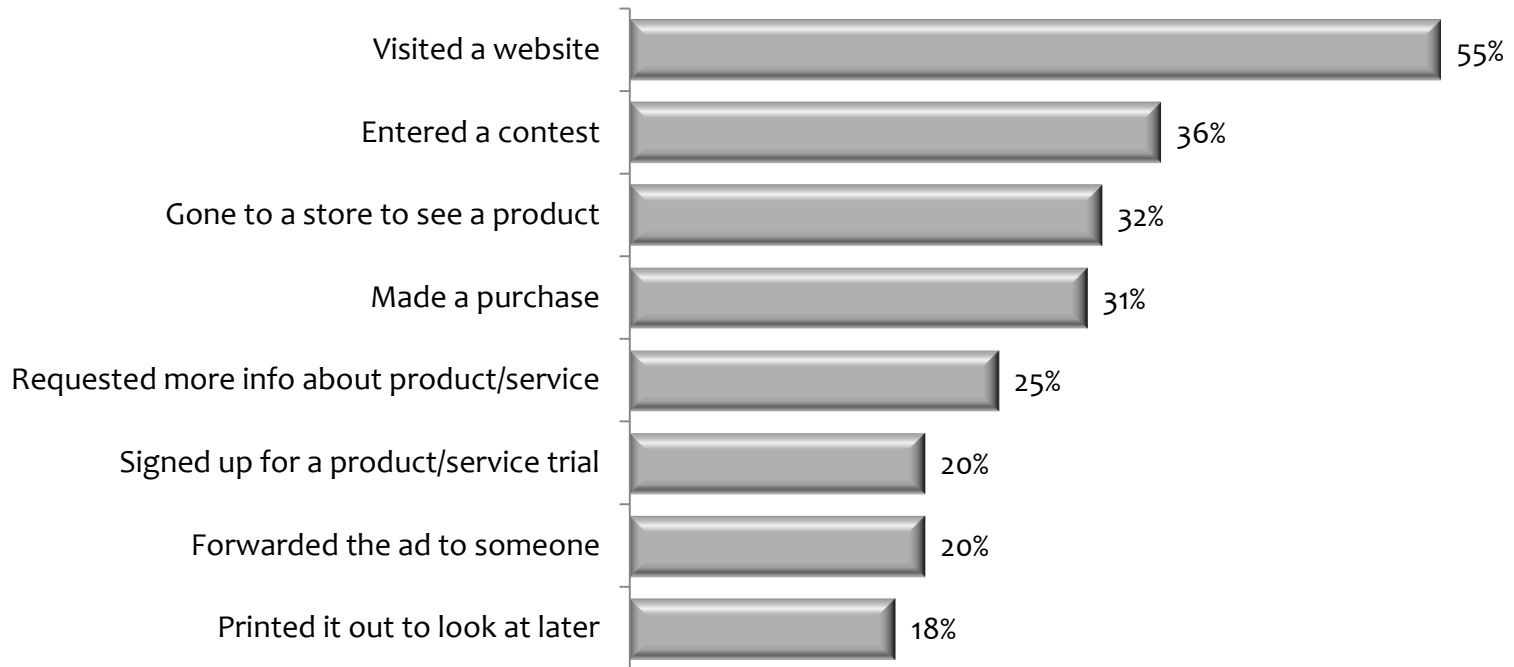
AVID MAGAZINE READERS ARE MORE ENGAGED WITH SOCIAL MEDIA	TOTAL RESPONDENTS	AVID READERS
I like to share information about my daily activities with my family and friends	47%	66%
The experience of interacting with media is generally enhanced when shared with others	48	67
Magazines for me are one of the most highly credible sources of information for the area that I am personally interested in	33	62
I trust the opinion of a magazine editor	30	54
SHOPPING ACTIVITIES (FREQUENTLY/SOMETIMES)		
Download coupons from a company's Facebook page	53	63
Enter contests on Facebook or Twitter to win products or receive discounts	59	66
Redeem an offer from a "check-in" service such as Foursquare	29	41
Redeem an offer from a company's Twitter feed or Facebook page	51	61
Seek the opinion of your Facebook friends before buying a product	50	62
Tell your friends on Facebook or Twitter about a special sale that you heard about	53	62
AGREEMENT WITH SOCIAL MEDIA INVOLVEMENT STATEMENTS		
I love to share articles or products that I see in magazines immediately with others	35	54
I like to use social media to talk about what I am reading in magazines	29	47
It is important to me to be able to engage with a magazine brand on social media platforms	27	46

MAGAZINES USE ACTION CODES TO THROW TO WEB CONTENT

USES FOR ACTION CODES	
Video	35%
E-commerce	21%
Opt-in/subscribe/sweeps	20%
Social media	18%
Store locator	11%
Coupon	8%
Photo gallery	7%
Downloads	7%
Recipes	2%
Voting	0%

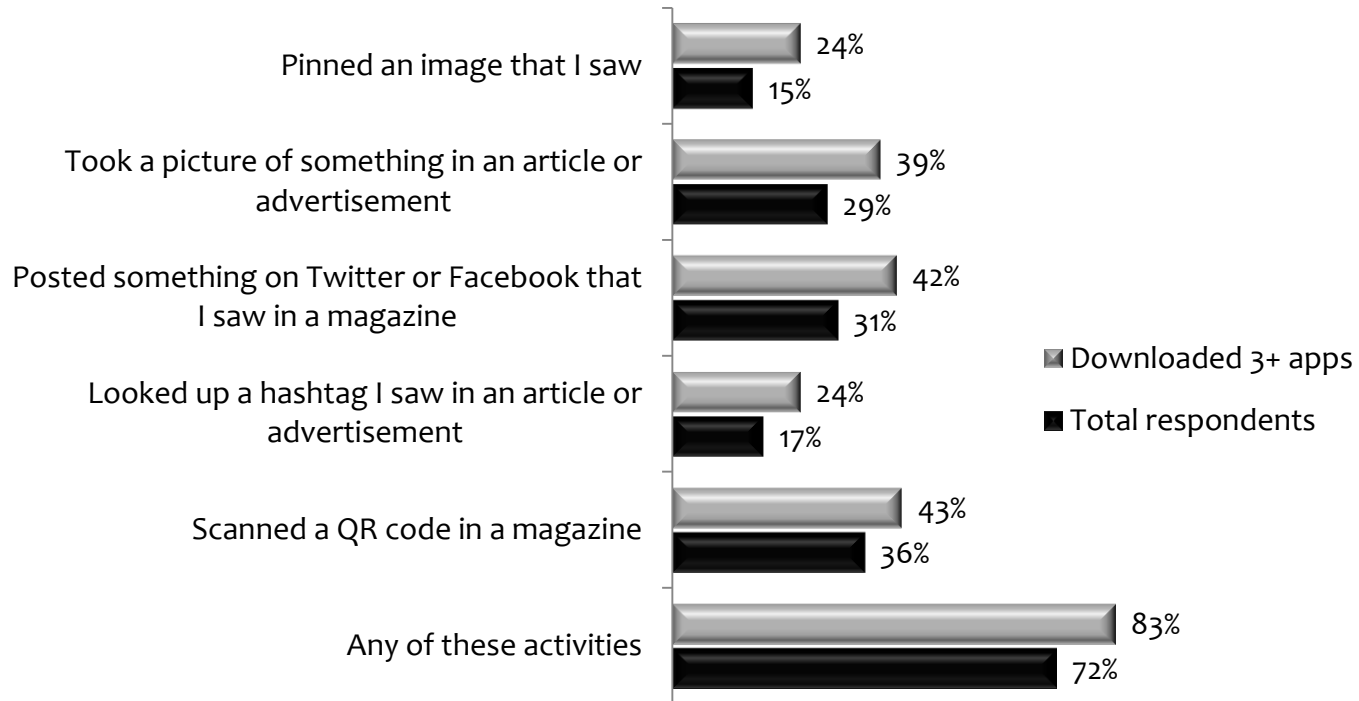
DIGITAL MAGAZINE ADS DRIVE ONLINE PURCHASE

Which of the following have you ever done as a result of seeing an ad in an online or digital magazine or newspaper?



MAGAZINE READERS SHARE USING THEIR SMARTPHONES

When reading a print magazine, have you done any of the following activities on your smartphone?





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