

retail



Shopping for a medium that improves your bottom line?

Magazines excel at influencing search for merchandise online

Medium (percent)	Total	M	F	18-24	25-34	35-44	45-54	55+
Magazines	44%	40%	47%	36%	44%	45%	45%	44%
TV/Broadcast	38	40	37	30	39	40	42	38
Newspapers	36	35	36	21	27	33	40	45
Face-to-Face	35	34	36	39	43	38	35	27
TV/Cable	32	35	28	37	42	34	29	23
Radio	27	30	25	22	34	32	29	21
Direct Mail	26	24	28	20	27	27	27	27
E-mail Advertising	23	22	23	22	28	24	22	19
Internet Advertising	21	23	18	26	26	22	20	15
Online Advertising	11	10	12	23	19	12	7	4

Top 10 media that trigger an online search (adults 18+).
Source: BIGresearch Simultaneous Media Usage Study (SIMM14), June 2009

Magazines target best shopping prospects

Spent in last 12 months (Index)

	Mags	Nwsp	Radio	TV	Web
\$1,000 on apparel	132	116	107	64	167
\$500+ on health/beauty aids	146	124	113	61	178
\$100+ on perfume/cologne	134	107	108	95	117
\$201+ on video game systems	147	97	103	61	158
\$120+ grocery store/avg. week	113	103	104	87	117

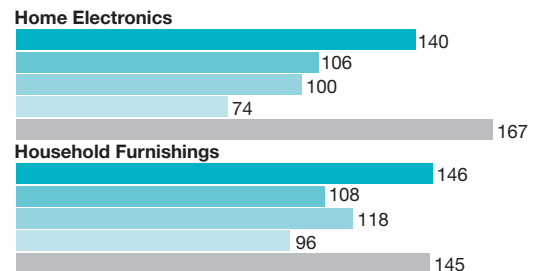
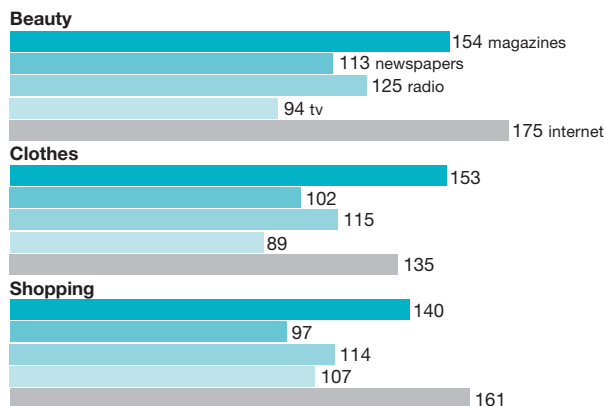
Base: Top quintile of usage for each medium
Source: MRI, Spring 2009

Plan to spend in next 12 months (Index)

	Mags	Nwsp	Radio	TV	Web
Buy first house/residence	127	79	104	96	102
Buy flat screen/plasma TV	120	104	111	99	113
Buy laptop computer	124	99	107	92	113
Start/buy a new business	123	86	116	99	123
Become a parent	135	72	119	81	112

Base: Top quintile of usage for each medium
Source: MRI, Spring 2009

Super influential consumers for retail purchases are heavy users of magazines and the web



Base: Top Quintile of Usage for Each Medium
Source: MRI Spring, 2009. Super Influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.