

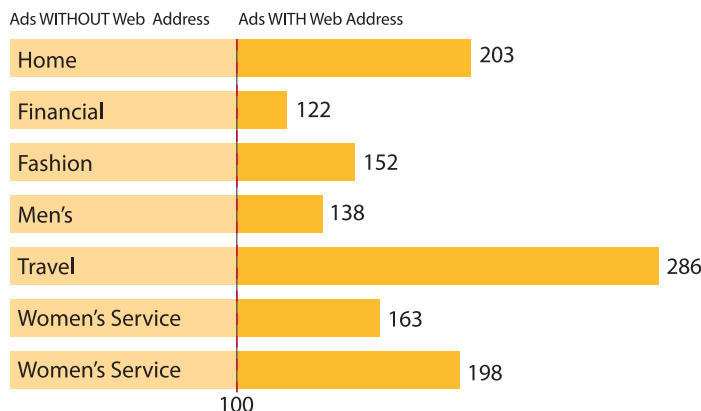
Magazine Ad URLs Increase Web Visits: How to Improve Magazine Ad Effectiveness

Advertisers are making the Internet a more important element in their marketing plans as they seek to drive consumers to their websites. As a result, web traffic and search results are increasingly regarded as measures of marketing success.

A number of independent studies have documented the role that magazines play in affecting consumer online behavior. Now, new research from Affinity LLC's VISTA Print Effectiveness Rating Service reconfirms that magazine ads with URLs are more likely to drive readers to advertiser websites overall as well as across a range of genres. Even if "drive to web" is not the goal of the advertising campaign, including a URL to boost web visits is a benefit most advertisers will appreciate.

The VISTA research is based on an analysis of 833 ads in seven different magazines representing six distinct magazine genres:

Ads With URLs Compared to Ads Without URLs Drive Readers to Advertiser Websites (index)

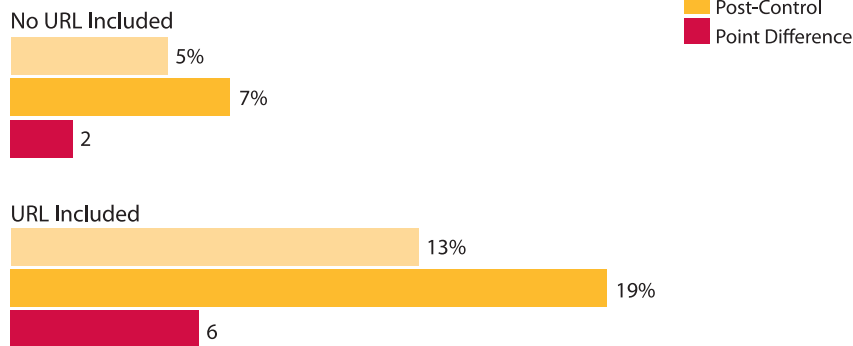


Action Index: Visit Advertiser's Website
 Base: Actions taken based on respondents recalling specific ads
 Source: Affinity's VISTA Print Effectiveness Rating Service, 2007



The research from VISTA reinforces earlier work. Marketing Evolution aggregated nine studies that had quantifiable data on web visits to examine how magazine ads contributed to building web traffic. Findings showed that when the URL was included in the magazine advertising creative the percentage change in website visits tripled (from two to six points):

Percent of Group to Visit Brand Website



Analysis completed at the study level. 4 studies include URL and 5 studies do not include URL.
 Aggregated base sizes Control n = 21,410 Exposed n = 22,619
 Source: Marketing Evolution, 2004 – 2007

Note: The analysis compared the number of online visits among consumers who saw magazine ads (an exposed group) to consumers who read different issues of the same magazines without any exposure to the ads (the control group). The difference in percentage between control group (non-exposed) visits and exposed group visits is the measure attributed to magazine advertising effectiveness.

Both pieces of research underscore the importance of accountability for magazine advertising creative. A number of initiatives have shown that creative quality is the most important factor in affecting advertising results, although media engagement also plays a role.

RELATED RESOURCES

For more information on the role that creative and media engagement play in driving ad results, see page 33 of “Engagement: Understanding Consumers’ Relationships with Media.” The underlying study “Identifying Key Metrics for Magazine Planning” by Ware, Baron, and Edge is available at www.magazine.org/engagement.

To aid in improving creative quality, MPA worked with Affinity LLC to develop a diagnostic tool to help clients strengthen the effectiveness of magazine advertising creative. More information about the “Creative Diagnostic Tool” is available at www.magazine.org/accountability.

More information about the role that magazines play in driving online traffic, search and purchase behavior is available in “How Media Drive Online Success: Increasing Web Traffic and Search” at <http://www.magazine.org/content/Files/OnlineMedia.pdf>.

