

technology



Want to power up your ad performance?

Magazines best target likely tech buyers

Very/Somewhat likely

in next 12 months (Index)

	Magazines	Newspaper	Radio	TV	Internet
Purchase desktop computer	132	103	115	101	102
Purchase laptop computer	124	99	107	92	113
Start/buy new business	123	86	116	99	123

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

Affluent tech buyers use magazines and the web most

Spending in Past Year (Index)	Magazines	TV	Radio	Internet
Spent \$2,000+ on desktop/laptop PC	143	112	116	145
Spent \$2,000+ on PC equipment/peripherals	188	150	111	140
Spent \$500+ on digital camera	127	104	122	122
Spent \$500+ on GPS	140	113	114	141
Spent \$250+ on e-book reader	130	92	104	132

Base: Top Tercile of Usage for Each Medium. Note: Newspapers not measured.
Source: 2009 Mendelsohn Affluent Survey, Heads of Household, HHI \$100,000+

Purchase decision makers for technology products most use magazines

Percent heavy media usage among tech purchase decision makers	Magazines	Television	Internet
Computer Servers	35	13	30
Desktop + Notebook PC	34	15	26
Handheld devices	31	19	23
Networking/Telecom	30	21	27

Note: Radio and newspapers not measured.
Source: IntelliQuest Business Study, Spring 2008

Magazine readers and web users top other media in influencing technology purchases

Super Category Influential

Consumers (Index)

	Magazines	Newspaper	Radio	TV	Internet
New Technology Products	144	86	100	85	184
Mobile Cell Phones	144	78	115	79	158
Computers	136	103	99	68	188

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