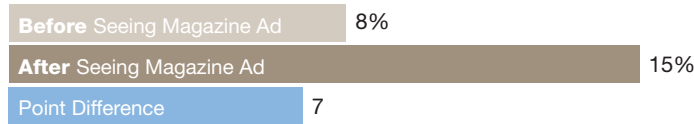


automotive /web



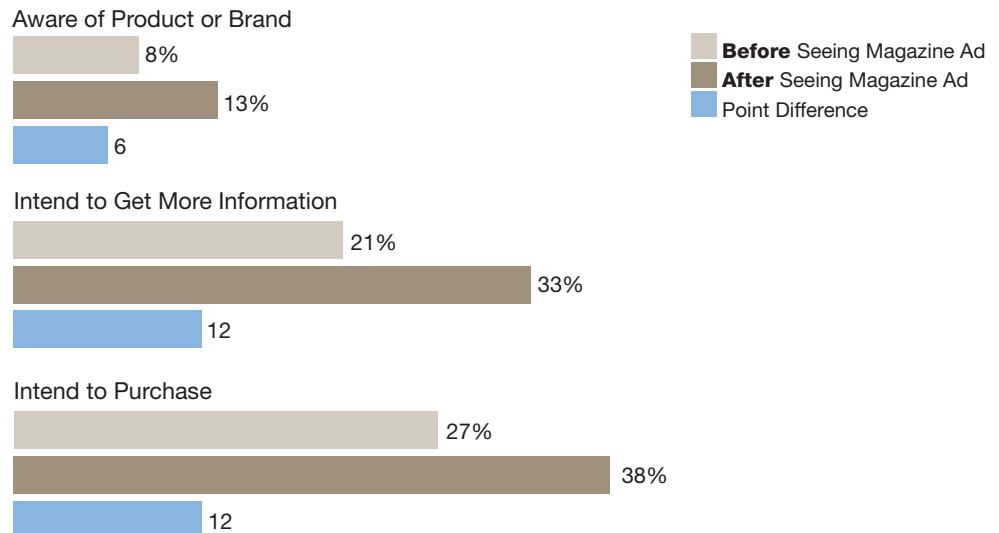
**Want to
turbo-charge
your auto
web results?**

Advertising in magazines nearly doubles auto online traffic



Automotive — overall percent of group to visit brand website
 Analysis completed at the study level. Three studies included.
 Aggregated base sizes Control n = 10,655 Exposed n = 10,194
 Source: Marketing Evolution 2004 – 2007

Magazine ads significantly lift visits to auto websites



Percent of group to visit brand website at each stage of the purchase funnel.
 Analysis completed at the individual respondent level. Control n = 6,786 Exposed n = 7,162
 Source: Marketing Evolution, 2004 – 2007