

fashion/beauty



**Seeking  
to make ad  
results more  
attractive?**

## Magazines rank #1 at influencing apparel/clothing purchases

Top Four Media (out of 17) That Influence Apparel/Clothing Purchase (by Age and Category)

| Total Adults      |            | Age 18-24            |            | Age 25-34            |            |
|-------------------|------------|----------------------|------------|----------------------|------------|
| <b>Magazines</b>  | <b>24%</b> | <b>Magazines</b>     | <b>31%</b> | <b>Magazines</b>     | <b>32%</b> |
| Email Advertising | 22         | Email Advertising    | 27         | Email Advertising    | 29         |
| Broadcast TV      | 22         | Broadcast TV         | 24         | Broadcast TV         | 26         |
| Newspaper         | 21         | Internet Advertising | 22         | Internet Advertising | 20         |

Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), June 2009

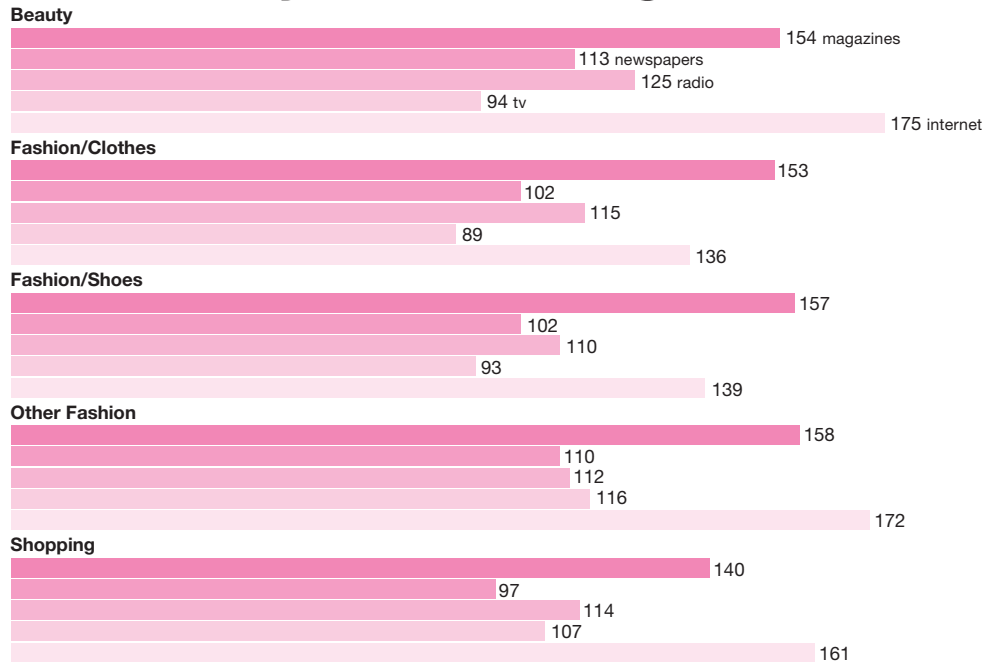
## Consumers rely on magazines for fashion/beauty information

Percent Using Each Medium Once a Week or More Often for Fashion and Beauty



Note: Only magazines and the web were studied.  
Source: MediaVest Print/Digital Study, 2008

## Super influential consumers for fashion/beauty 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.