

# Magazines Influence Word of Mouth

- Personal recommendations are 1<sup>1/2</sup> times more important now than they were in the 1970s
- Influentials® are two times more likely to make or to be asked for recommendations than the general population
- **Among the general population and Influentials, magazines are the strongest influence on personal recommendations**

## Magazine Advertising is More Influential Than TV and Online Ads

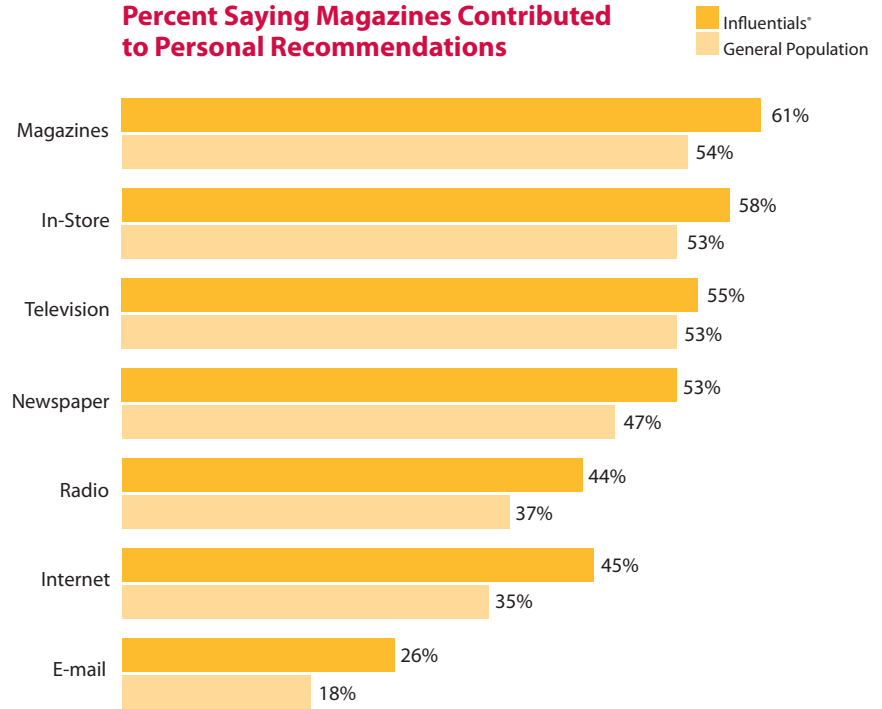
### Recommend a Product or Service You See Advertised

Magazines	57%
Online	35
Television	44
Newspapers	58

Base: % of Users "Ever" Impacted by Advertising in Key Media (Ever = Often + Occasionally)

Source: Time Inc. Magazine Environmental Tracking Study, 2006

### Percent Saying Magazines Contributed to Personal Recommendations



Source: Roper Reports, 2005