

entertainment



Looking to be a star with consumers?

Magazines generate entertainment purchase intent at the lowest cost

Entertainment Cost Per Impact for Purchase Intent (Index)
Indexed to TV. Lower Index = Better Performance.



Aggregate of 20 studies. Source: Marketing Evolution, 2008

Consumers most turn to magazines as an entertainment resource

% Using Each Medium Once a Week or More Often for Entertainment/Celebrity Information (Percent)



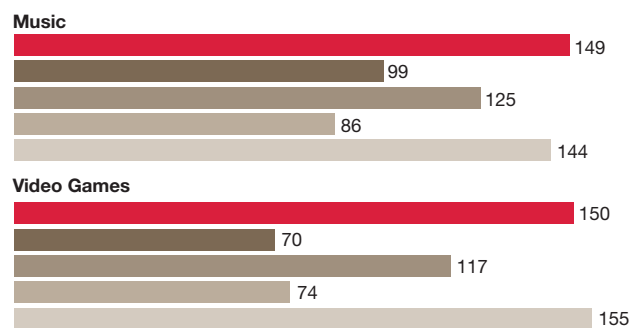
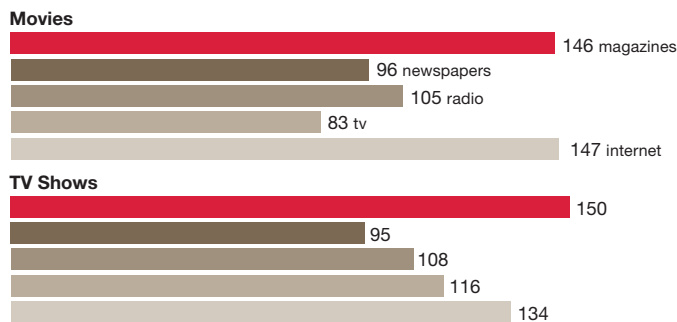
Source: MediaVest Print/Digital Study, 2008

Magazines target entertainment enthusiasts

Top Media Quintiles for Entertainment Products (Index)	Magazines	Newspapers	Radio	TV	Internet
Attended movies 2+ times/month in last 90 days	127	98	98	93	128
Prefer to see a new movie on opening weekend	125	90	108	92	127
Household bought any video game systems in past 12 months	121	88	97	66	131
Purchased any DVDs in past 30 days	121	96	105	86	119
Cell phone activities used/past 30 days: downloaded games	141	88	120	102	122
Base: U.S. Adults 18+. Source: MRI, Spring 2009					
Very/Somewhat Likely to Buy in Next 12 Months (Index)	Magazines	Newspapers	Radio	TV	Internet
Home theatre system	140	89	118	101	103
Big screen projection TV	127	95	120	106	96
Flat screen/plasma screen TV	120	104	111	99	113
Portable DVD player	135	92	119	109	95
Digital video camers	123	94	114	100	105

Base: Top Quintile of Usage for Each Medium.
Source: MRI, Spring 2009

Super influential consumers for entertainment 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.