

drive to web



Want to **click** with consumers online?

Magazine advertising leads in prompting search and traffic

Magazine ads drive traffic that results in purchase

Magazine/Newspaper Ad	30%
Television Ad	23%
Radio Ad	22%
Billboard/Indoor/Sports Venue Sign	19%

Made purchase after conducting and online search.
Source: JupiterResearch, 2007

Magazines excel at influencing online search

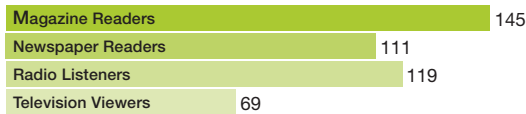
Medium (percent)	Total	M	F	18-24	25-34	35-44	45-54	55+
Magazines	44%	40%	47%	36%	44%	45%	45%	44%
TV/Broadcast	38	40	37	30	39	40	42	38
Newspapers	36	35	36	21	27	33	40	45
Face-to-Face	35	34	36	39	43	38	35	27
TV/Cable	32	35	28	37	42	34	29	23
Radio	27	30	25	22	34	32	29	21
Direct Mail	26	24	28	20	27	27	27	27
E-mail Ads	23	22	23	22	28	24	22	19
Internet Ads	21	23	18	26	26	22	20	15
Online Communities	11	10	12	23	19	12	7	4

Top 10 media that trigger an online search (adults 18+).
Source: BIGresearch, Simultaneous Media Usage Study (SIMM14), June 2009

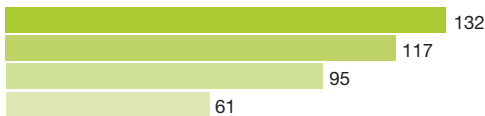
Magazines rank #1 among offline media in driving action online

Online Actions Taken in Past 30 Days (Index)

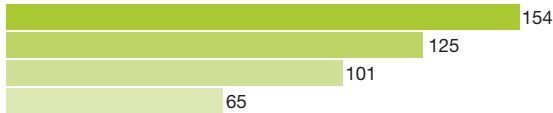
Obtained information for new or used car purchase



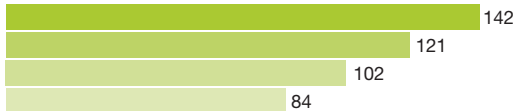
Obtained financial information



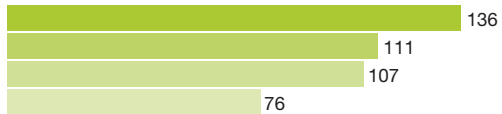
Obtained information about real estate



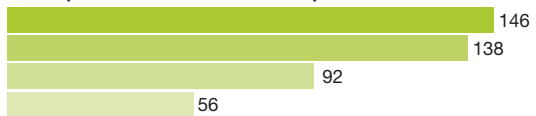
Obtained medical information



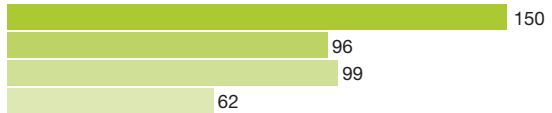
Looked for recipes



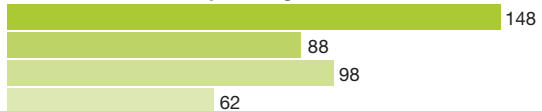
Made personal or business travel plans



Looked up movie listings or showtimes



Obtained childcare or parenting information



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