

home improvement



**Need to
drive “home”
results?**

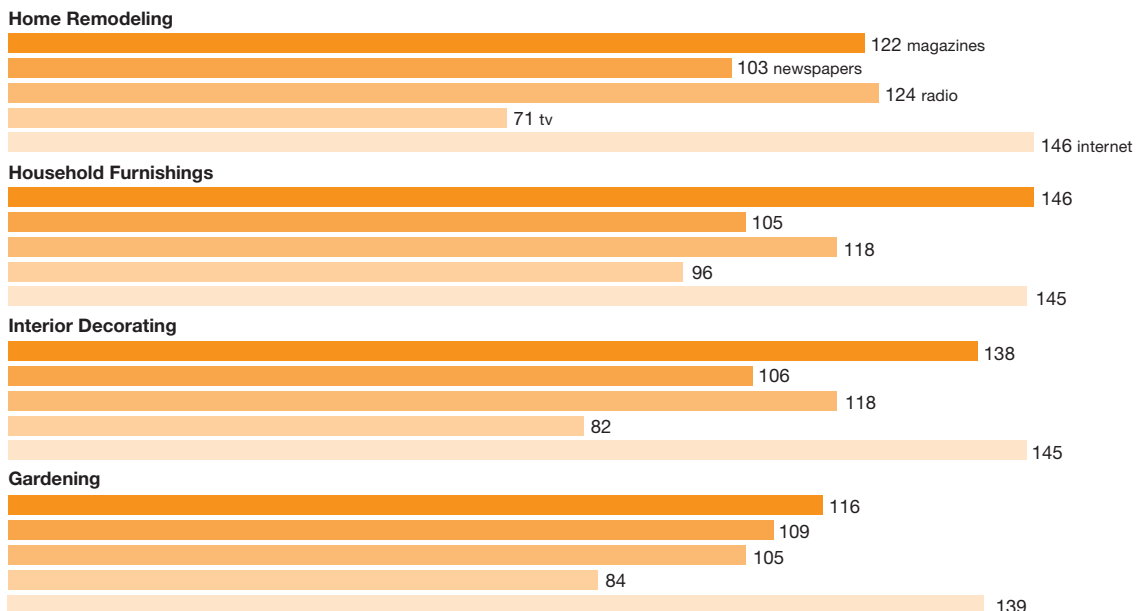
Magazines are a top influence for home improvement

Top Four Media (out of 17) That Influence Home Improvement Purchases

Total Adults		Age 18-24		Age 25-34	
Broadcast TV	22%	Broadcast TV	18%	Broadcast TV	23%
Magazines	19	Magazines	16	Magazines	19
Newspaper	19	Cable TV	15	Cable TV	17
Cable TV	14	Internet Advertising	11	Newspaper	13

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

Super influential consumers for home improvement purchases most use magazines and the web (index)



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.

Magazines best target consumers most likely to initiate home improvement projects

Very/Somewhat likely in next 12 months (Index)	Magazines	Newspaper	Radio	TV	Internet
Buy first house/residence	127	79	104	96	102
Buy second house/vacation home	122	108	109	100	97
Convert room to home office	138	113	106	82	102
Add rooms/external additions	124	110	112	84	112
Remodel kitchen	120	116	108	92	108

Base: Top quintile of usage for each medium
 Source: MRI, Spring 2009

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