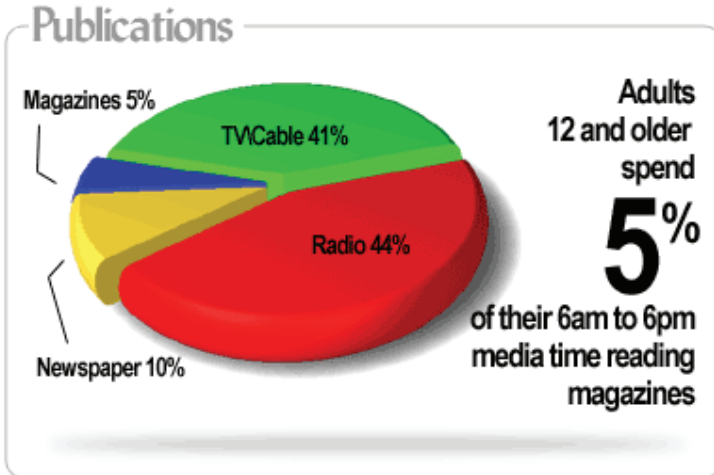


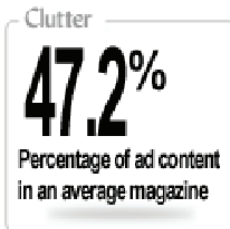


media comparisons

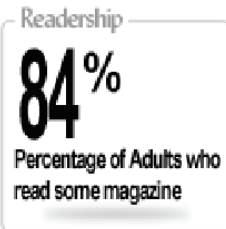
Magazines



RAB/Arbitron Media Targeting 2000



MPA, 2006



MPA, 2006



Affinity Research, 2005

QUICK FACTS

84% of adults read some type of magazine. 18,267 magazine titles were published in 2005, up from 15,996 in 1995. (*National Directory of Magazines, 2006*)

Magazine ad sales totaled \$12.859 billion in 2005, an increase of 5.0%. (*Universal McCann, 2006*)

Circulation totals were down 0.2% in 2005 to 362.3 million, including both paid and single-copy sales. (*Magazine Publishers of America (MPA), 2006*)

The three magazines with the most paid subscribers are AARP, The Magazine, AARP Bulletin and Reader's Digest. (*Magazine Publishers of America, 2006*)

ADVANTAGES

TARGETABILITY: With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can focus on those consumers that fit their needs.

STRONG VISUALS: Magazine ads can be highly creative and aesthetically appealing through the effective use of photography, graphics, color and copy.

PORTABILITY: With the exception of in-car reading, magazines can be carried by consumers and read almost anywhere, at any time.

ADVERTORIAL: An in-depth advertising message can be created to appear more like editorial copy than an advertisement, although most magazines require such advertorials to be identified as advertising rather than editorial content.



National Directory of Magazines 2006



media comparisons

Magazines

DISADVANTAGES

CLUTTER: Magazines contain so much advertising that ad readership and recall is minimal. In 2005, the ratio for consumer magazines was 47.2% advertising pages, and 52.8% editorial pages. (*Magazine Publishers of America, 2006*)

INFLEXIBLE: Because of lead time, advertising must be prepared long before publication dates, prohibiting advertisers from responding instantly to changing market conditions.

EXPENSIVE: Increased distribution and production costs have forced magazines' cost-per-thousand to rise dramatically in recent years.

PLUS RADIO

TIME: During the day, consumers are spending 44% of media time with Radio, compared to magazine's 5% (*Radio Marketing Guide and Fact Book, 2005 Edition,*)

CLUTTER: Radio can break through the ad clutter found in magazines by conditioning readers to identify with – and respond to – your magazine advertising. You can improve on magazines' low ad readership and recall scores by adding a cost-efficient Radio schedule to your media mix. This way you can extend the reach against your target consumer and build the message frequency necessary to a successful campaign.

INFLEXIBLE: Lead time is measured in days or weeks for a magazine ad. Radio requires a lead time in terms of hours. Add flexibility to your ad campaigns by utilizing Radio.

Source: Radio Advertising Bureau www.rab.com