

# WHY YOU NEED PRINT ADVERTISING

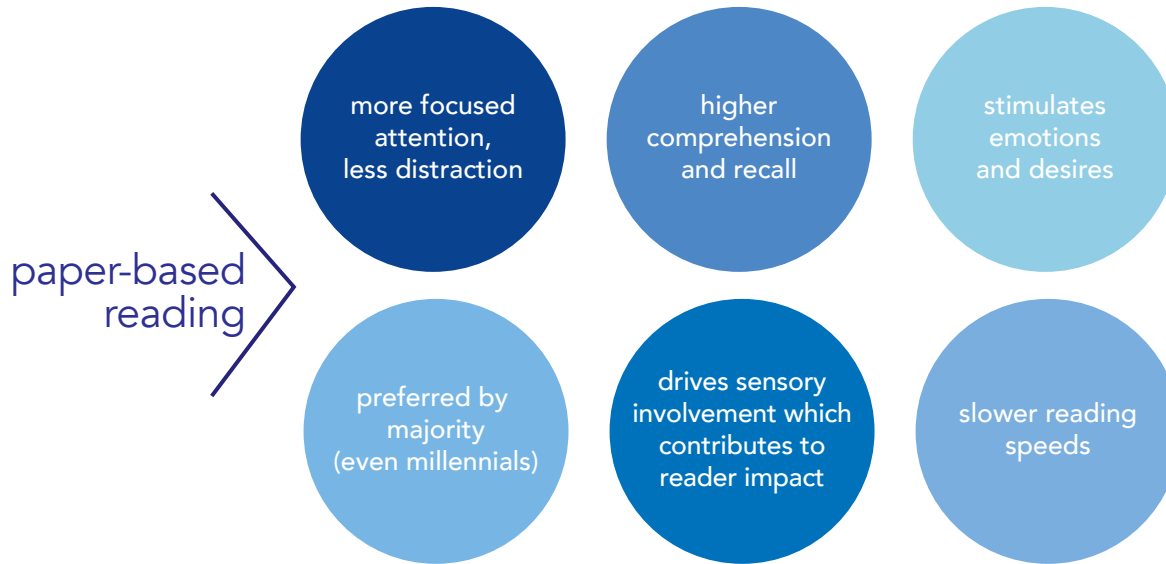
In today's digital age, more and more businesses are turning to online methods of marketing. While this is an important component, the best marketing campaigns should still include print. **The most effective form of print advertising is with high-quality, targeted niche magazine media.**

We have put together the following pages from the 2020 Magazine Media Factbook that give compelling support as to why magazine advertising is vital to your marketing campaign.

**To include cost-effective, targeted, niche magazine marketing, contact us today! [Nicole@EdgeMagazine.com](mailto:Nicole@EdgeMagazine.com).**

# What neuroscience says about why print magazine ads work

Paper readers remember more.



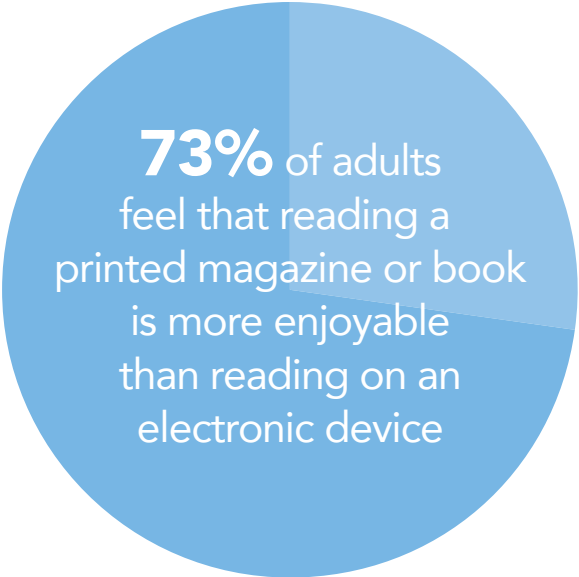
Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015

# People prefer print on paper for reading—whether for enjoyment or for comprehension

## Americans tend to believe that...

- They retain more when they read in print on paper
- They are more easily distracted when reading on screens
- Print is more pleasant to handle and touch than other media

Source: Two Sides North America and Toluna, 2015, n=1,000; 2016, n=2,323



**73%** of adults  
feel that reading a  
printed magazine or book  
is more enjoyable  
than reading on an  
electronic device

Source: Two Sides North America and Toluna, n=2,000. Fall 2017

**Magazine  
readers are the  
strongest everyday  
influencers  
in multiple product  
categories**

**Conversation Catalysts in each category among devoted  
users of each medium (index)**

	magazine media	internet*	TV	radio
<b>Overall Conversation Catalysts®</b>	<b>155</b>	<b>96</b>	<b>91</b>	<b>129</b>
telecom	196	103	94	148
finance	178	90	82	136
wine & spirits	176	97	94	146
children	173	89	80	146
auto	169	94	96	131
home	169	94	90	135
tech	166	103	80	128
household	164	91	90	128
beverage	163	99	94	129
travel	162	88	79	126
sports/recreation	158	95	89	135
retail/apparel	156	97	90	127
health	155	92	91	125

\*Includes internet magazine activity and social media activity. Sample size: 31,629

Note: Conversation Catalysts® are people with wider social networks who are more involved in their communities and keep informed about more product categories than most Americans, defined according to a proprietary segmentation developed by Engagement Labs

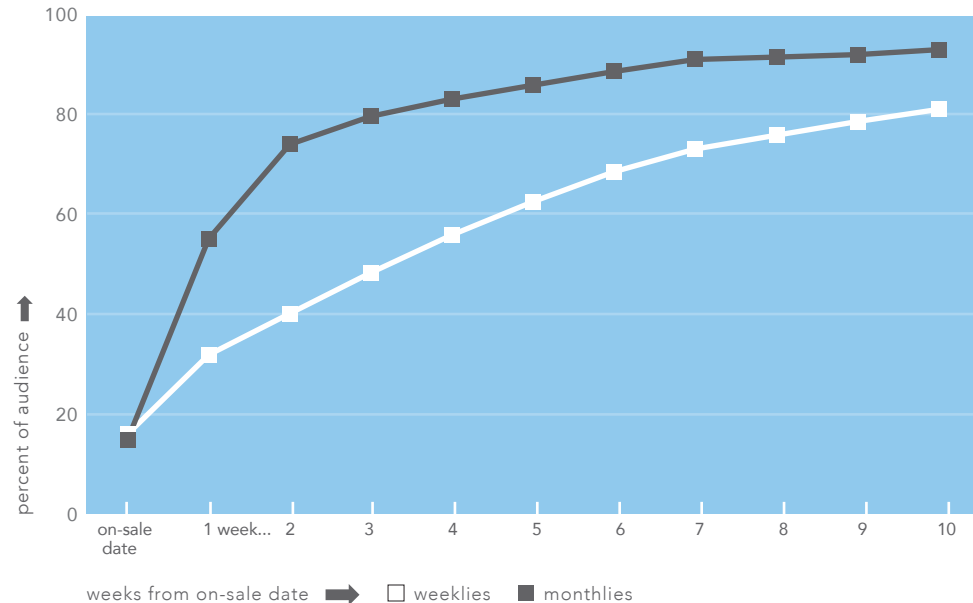
Index: Top quartile of users of each medium vs. adults 18–69.

Source: TotalSocial® (January–December 2017) from Engagement Labs



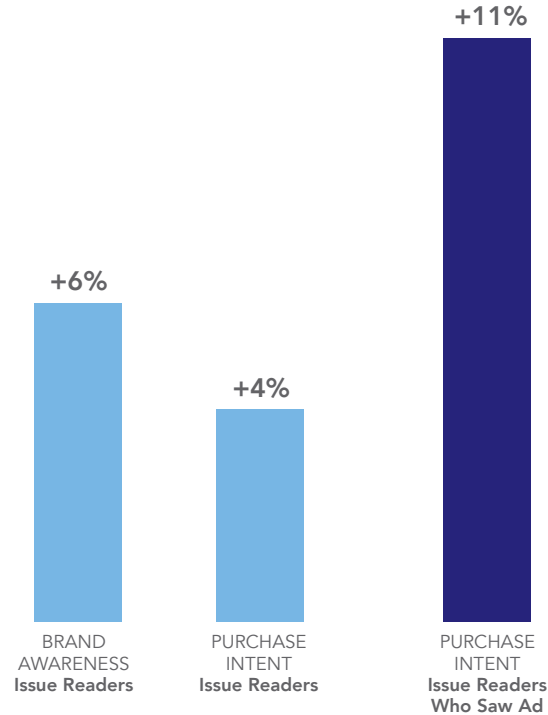
Magazine  
readership  
continues  
to grow  
long after  
publication  
date

Print magazine audience accumulation over time



Note: The on-sale date is the actual date the print magazine appears on the newsstand or is likely to arrive in subscriber households. The on-sale date generally precedes the cover date.  
Source: GfK MRI 2000, Accumulation Study, MRI-Simmons, Fall 2018.

# Advertising in magazines lifts brand awareness and purchase intent



Average change, post vs. pre

Data is Delta. Delta=Post-publication of issue – pre-publication of issue.  
Total number of ads=580. Total number of respondents to post-publication waves=11,224.  
Source: Signet Research AdLift studies of 25 issues of various magazines. 2016–2018

# Magazine media provide valued information, conversation and purchase inspiration

(index)	magazine media	websites	ad supported TV networks
a way to learn about new products	137	103	80
gets me to try new things	131	100	81
inspires me to buy things	125	107	79
like to kick back and wind down with this	125	83	115
gives me something to talk about	118	95	100
get valuable info from this	115	104	83
provides info that helps me make decisions	114	108	81
bring up things from medium in conversation	112	98	100

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.  
 Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these vehicles in any medium.  
 Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

# Magazine media: more inspiring, fulfilling and trustworthy than websites or TV

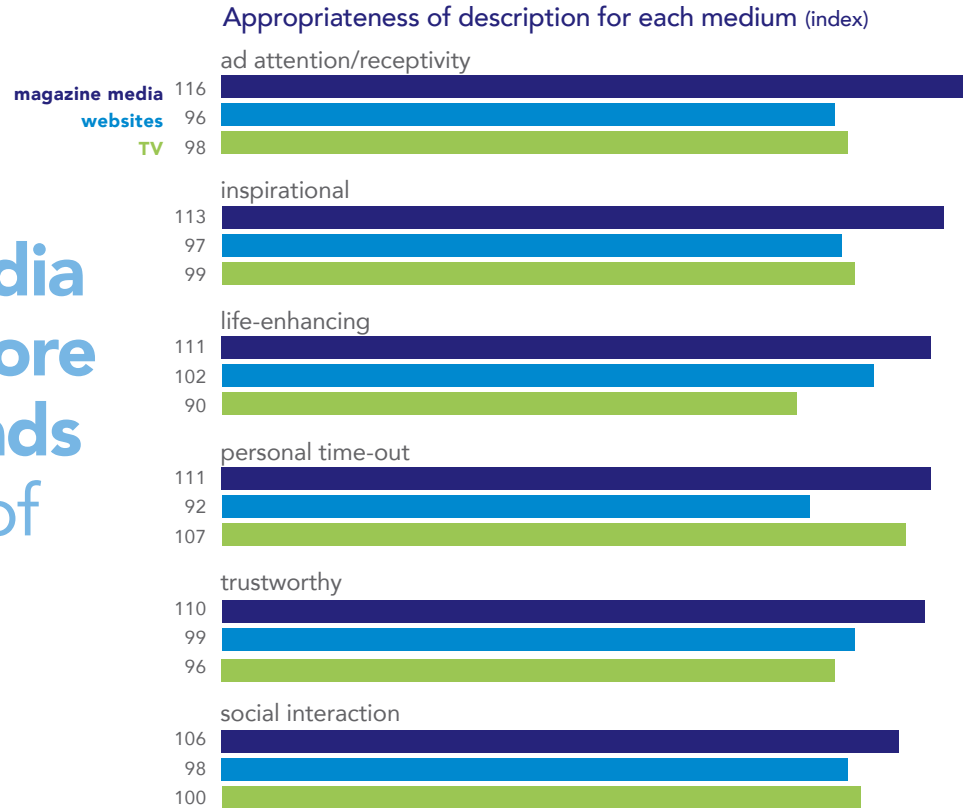
(index)	magazine media	websites	ad supported TV networks
inspires me in my own life	134	97	88
touches me deep down	130	90	93
a treat for me	125	88	110
brings to mind things I really enjoy	121	93	100
trust to tell the truth	121	102	85
don't worry about accuracy	120	100	91
improves my mood, makes me happier	119	86	111
is one of my favorites	118	93	102
affects me emotionally	113	93	100
is relevant to me	108	106	86

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium.

Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these vehicles in any medium.

Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

# Magazine media readers are more receptive to ads than visitors of websites or TV viewers



Notes: Data for each medium based on composite scores for a set of vehicles in each medium. TV data are for ad-supported programs only.  
 Index: Composite scores of adults who used a set of vehicles in each medium vs. composite scores of adults who used any of the magazine media, websites and TV vehicles.  
 Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

# Magazine readers believe in brands—and in paying more for the ones they value

## Definitely agree or agree that... (index)

	magazines	Internet*	TV	radio
I am willing to pay more for luxury brands	137	106	108	130
I buy some brands without even looking at the price	131	99	106	124
I have expensive tastes	131	101	98	123
I would pay more for products that are good for the environment	131	107	105	101
People tend to ask me for advice before buying things	130	103	100	119
I tend to choose premium products and services	121	97	102	109
Well-known brands are usually better than shop's own brands	121	104	109	119
I would pay more for products that improve my life	120	102	104	98
I don't mind paying extra for good quality products	109	96	93	88

\*Includes internet magazine activity.

Index: Percentage of top users of each medium vs. percentage of adults 18+.

Note: Devoted magazine readers are defined as those who read printed magazines at least several times per week or digital magazines more than once a day. Devoted Internet users are those who use it at least 31 hours per week. Devoted radio listeners are those who listen to FM Radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of US adults 18+.

Source: YouGov Profiles, December 2018



Ads in  
magazine media  
are **more**  
**engaging and**  
**valued** than ads  
in other media

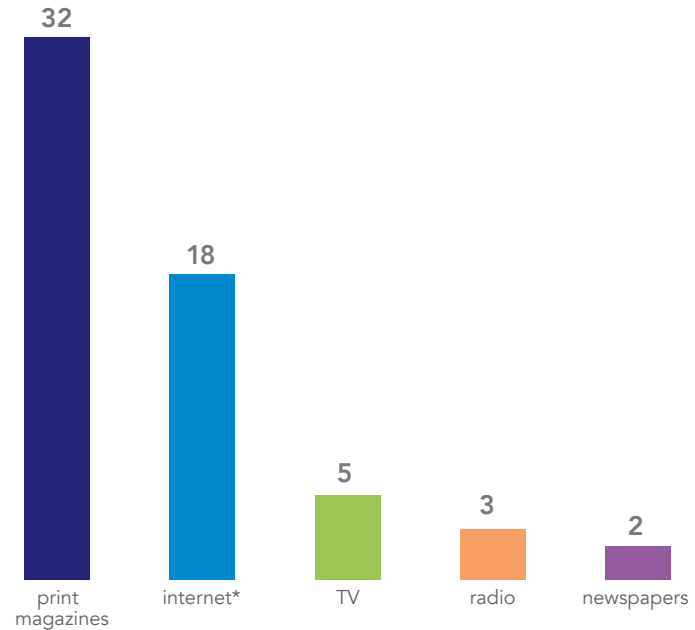
(index)	magazine media	websites	ad supported TV networks
pay attention to or notice ads	146	88	96
ads fit well with the content	145	94	90
products/services advertised are high quality	140	90	87
has ads about things I care about	135	92	88
get valuable info from the ads	133	93	89
more likely to buy products in ads	129	96	88
ads help make purchase decisions	128	96	88

Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.

Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles.

Source: MRI-Simmons Multi-Media Engagement Study, Spring 2018

**Print  
magazines  
are #1** in  
reaching super  
influentials with  
higher incomes



**Number of times medium ranks #1 among super influential consumers across 60 product categories**

\*Includes internet magazine activity.

Base: Top quintile of users of each medium among adults with HHI of \$75K+.

Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members, and who have recommended products or services to others.

Source: MRI-Simmons, Spring 2018

# Consumers immerse themselves in magazine content in both print and digital formats



Average time spent per issue

\*Subscribers/newsstand buyers and other members of their households.  
Source: MRI-Simmons, Special Tabulators, Fall 2018