



# Consumer Magazines

(US Market Data)

## Size

In 2004, \$12.1 billion was spent on magazine advertising,<sup>1</sup> and in 2005, \$12.7 billion was spent.<sup>2</sup>

## Advertising Revenue Growth Rate<sup>3</sup>

2004 – 6%

2004-2009– 6.2% (predicted CAGR)

## Effectiveness

Magazines prompt readers to take action—24% pass an article to someone; 23% save the article for future reference; 13% visit a related website.<sup>6</sup>

84% of adults (18 years and older) read magazines.<sup>6</sup>

In a study that looked at the sales impact of magazine advertising of 36 brands that shifted ad expenditures from TV to magazine, media effectiveness scores doubled over time.<sup>5</sup>

In a study of the media effectiveness between Ford Explorer and Jeep Grand Cherokee advertising campaigns, total sales growth increased almost monotonically with increased budget allocation to the more effective magazine advertising and a decrease in allocation to the less effective spot TV advertising.<sup>4</sup>

## Number of Magazines 1995 – 2005<sup>6</sup>

Year	Total	Consumer Only
1995	15,996	-
1996	17,195	-
1997	18,047	7,712
1998	18,606	7,864
1999	17,970	9,311
2000	17,815	8,138
2001	17,694	6,336
2002	17,321	5,340
2003	17,254	6,234
2004	18,821	7,188
2005	18,267	6,325

## Engagement

### Top 10 Experiences That Drive Magazine Use<sup>7</sup>

- I get value for my time and money.
- It makes me smarter.
- It's my personal time out.
- I often reflect on it.
- The stories absorb me.
- I learn things first here.
- It's part of my routine.
- I find the magazine high quality and sophisticated.
- I trust it.
- I feel good when I read it.

## Unique Attributes

- Ability to reach highly segmented audience by lifestyle
- High pass along rate

## Cross Media Power

Ads can be used to drive consumers to a specific website.

## References

<sup>1</sup> Veronis, Suhler & Stevenson, Communications Industry Summary Chapter 2004

<sup>2</sup> Veronis, Suhler & Stevenson, [http://vss.com/articles/articles\\_2006/article\\_091206.htm](http://vss.com/articles/articles_2006/article_091206.htm)

<sup>3</sup> Veronis, Suhler & Stevenson, Communications Industry Summary Chapter 2004

<sup>4</sup> Vakratsas, D. & Ma, Z. (2005, June). A Look at Long Run Effectiveness of Multimedia Advertising and its Implications for Budget Allocation Decisions. *Journal of Advertising Research*, vol. 45, issue 02, 241-254.

<sup>5</sup> Magazine Publishers of America. (2001). *Measuring Magazine Effectiveness: Quantifying Advertising and Magazine Impact on Sales*. New York, NY:Marketing Management Analytics

<sup>6</sup> Magazine Publishers of America. (2006). *Magazine Handbook 2006-2007*. New York, NY

<sup>7</sup> Calder, B.J., Malthouse, E.C. (2004). *Qualitative Effects of Media on Advertising Effectiveness*. Northwestern Media Management Center.