

# Advertise With US!

## Magazine Ads Guarantee ROI



1. Magazines are Credible; People Trust Magazines.
2. Magazine Ads are Welcomed and Favorable.
3. Advertising are Targeted.
4. Ad Messages are Long-lasting. Magazines are keepsakes.
5. Magazines increase Website Traffic.
6. Magazine Ads Sell Products.
7. Magazine are Shared (4+ readers per issue).
8. Print and Digital Audiences are Growing.
9. Magazines spark Conversation and promote 'Word-of-Mouth' Advertising
10. In the US, 4 out of 5 adults read Magazines.
  - o 84% of African-Americans
  - o 75% of Hispanic/Latinos read Magazines

### Percent of Adults Age 18 – 54 Who Trust Advertising in Medium



Source: Time Inc. "Storytelling in a Multiplatform World," 2008

### Percent of Millennials\* Who Trust Advertising in Medium



\*Consumers born between 1977 and 1996  
Source: MORI Research, 2006

### Media that Trigger an Online Search by Age and Gender

medium (percent)	overall	M	F	18–24	25–34	35–44	45–54	55+
<b>Magazines</b>	<b>42%</b>	<b>41%</b>	<b>43%</b>	<b>38%</b>	<b>39%</b>	<b>44%</b>	<b>44%</b>	<b>45%</b>
TV/Broadcast	38	41	36	31	36	40	41	39
Newspapers	37	38	37	25	29	35	41	47
Face-to-Face	33	33	32	39	38	33	32	27
TV/Cable	32	36	28	43	40	34	31	23
Radio	29	33	24	28	31	32	31	24
Direct Mail	27	25	28	21	26	27	28	29
E-mail Advertising	23	22	23	23	25	24	23	20
Internet Advertising	21	24	18	28	24	22	20	16
Outdoor Billboard	11	12	9	14	14	12	10	7
Online Communities	10	10	9	24	16	9	5	3
Blogs	7	8	6	17	10	7	5	3
Other	7	7	7	4	5	7	8	9

Source: BIGresearch Simultaneous Media Usage Study (SIMM13), December 2008

### Sources:

Magazines: A Call to Action; A comprehensive guide and handbook 2009/10 [www.magazine.org](http://www.magazine.org)  
<http://www.prairiesnorth.com/advertise/10-reasons-why-you-should-advertise-in-magazines/>

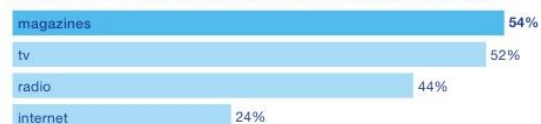
For More Information Email [info@nuramagazine.com](mailto:info@nuramagazine.com) or Contact **Akilah Clark** 240.479.0392/ **Crystal Davis** 240.438.3596

### Top 5 Ranking (of 16 Media) on Key Ad Performance Areas:

Ads (in this medium) made a positive impression:	1	magazines
	2	in-store
	3	tv
	4	newspapers
	5	radio
Enjoying content (in this medium) at the time I saw the ad:	1	video games
	2	magazines
	3	radio
	4	tv
	5	newspapers

Source: The Futures Company Yankelovich MONITOR/Sequent Partners, 2008

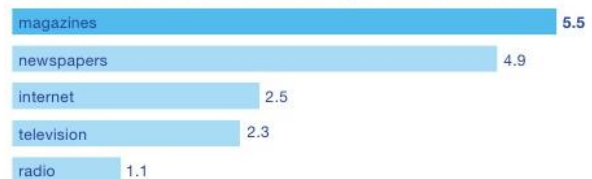
### Very/somewhat positive attitude toward advertising



Source: Dynamic Logic AdReaction 4, 2007

### Time-Ad Impact Ratio

The ad influence of a medium relative to time spent with that medium



Time-Ad Impact = Media Influence/Share of Total Time Spent

Sources: MRI MediaDay, 2008. Deloitte "State of the Media Democracy" Study, 2008