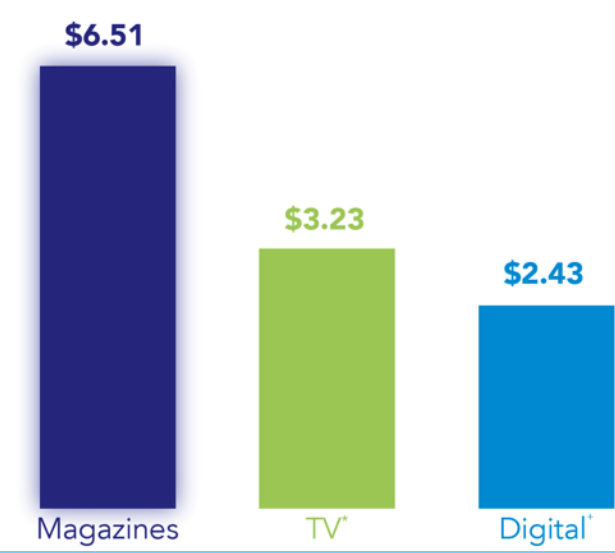


# MAGAZINE ADVERTISING DOLLARS AND \$ENSE

How print media continues to deliver a more positive experience for advertisers than other media.

## RETURN ON AD SPEND OUTPERFORMS OTHER MEDIUMS

Magazines deliver twice the Return on Ad Spend (ROTS) as TV and nearly three times that of digital.



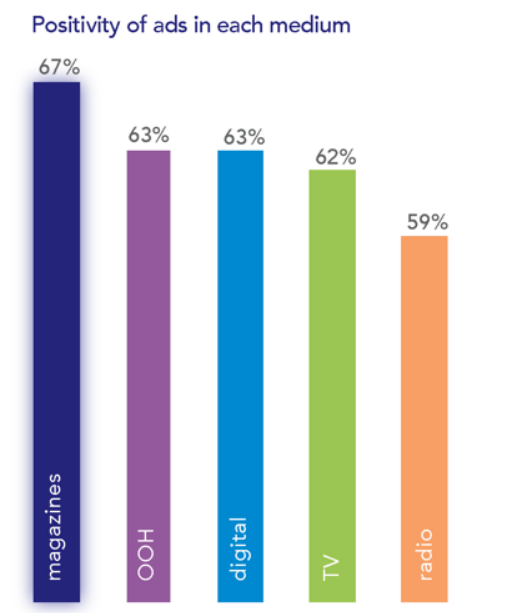
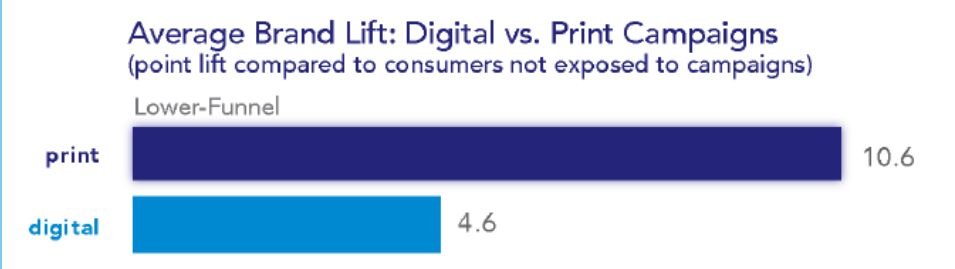
(index)	magazine media	websites	ad supported TV networks
pay attention to or notice ads	144	88	92
ads fit well with the content	138	94	84
products/services advertised are high quality	135	90	87
has ads about things I care about	135	96	88
get valuable info from the ads	133	100	89
ads help make purchase decisions	128	100	88
more likely to buy products in ads	124	96	84

## ADS IN MAGAZINES ARE MORE ENGAGING

People pay more attention to magazine ads, feel they fit well with content, are things they care about and help them make purchase decisions.

## GREATER BRANDLIFT

In Dynata’s brand lift research, print advertising consistently out-performs digital ads across the board - particularly in the lower funnel.



## MAGAZINES DELIVER A MORE POSITIVE EXPERIENCE

Magazine media outranks OOH, radio, TV and digital insofar as delivering a most positive advertising experience

