

Comparing Bang for the Buck

Per cent Reach & GRPs – Magazines vs. TV

Since PMB's adoption of recent reading methodology, little comparative research has been done to benchmark magazine GRP and reach delivery versus other media. Such comparisons are useful to determine how to achieve the greatest media impact, dollar for dollar. So, we put magazines to the toughest test, choosing the broadest of demographics, 25-54, that would characterize a typical TV buy. With the help of *PHD Canada*, a methodology was developed that any BBM-based agency could easily replicate. This is how the results stack up.

Demographic: A25-54

Reach delivery across seven spend levels indicates little difference between the two media although a magazine advantage was evident in the lower ranges. Magazine GRP delivery outperforms TV across all expenditure levels, ranging from 48% to 83% higher than TV GRPs, depending on the spend level:

	Media Expenditure Levels (\$000)						
	\$175	\$295	\$415	\$530	\$765	\$1,005	\$1,535
Reach - Magazines	70%	78%	82%	85%	89%	91%	93%
- TV	59%	72%	80%	85%	90%	92%	97%
GRPs - Magazines	215	365	500	625	890	1105	1542
- TV	120	200	280	360	520	680	1040
- Mag/TV Index	179	183	179	174	171	163	148

Demographic: M25-54

Reach delivery proved to be a little higher for TV across higher spend levels. However, magazine GRPs ranged from 19% to 75% higher than TV GRPs, depending on the spend level:

	Media Expenditure Levels (\$000)						
	\$170	\$280	\$395	\$505	\$730	\$1,010	\$1,515
Reach - Magazines	66%	74%	78%	81%	85%	87%	91%
- TV	61%	75%	83%	86%	92%	96%	99%
GRPs - Magazines	210	305	440	555	750	965	1290
- TV	120	200	280	360	520	720	1080
- Mag/TV Index	175	153	158	154	144	134	119

Demographic: W25-54

Magazine reach solidly outperformed TV across all measured spend levels, as did magazine GRPs, having generated between 65% and 89% higher GRPs than TV:

	Media Expenditure Levels (\$000)						
	\$165	\$275	\$380	\$490	\$765	\$1,035	\$1,525
Reach - Magazines	76%	84%	88%	90%	94%	95%	97%
- TV	58%	69%	78%	83%	88%	91%	95%
GRPs - Magazines	227	345	485	655	975	1330	1845
- TV	120	200	280	360	560	760	1120
- Mag/TV Index	189	173	173	182	174	175	165

Conclusion

Magazines can be counted on to deliver high campaign reach and the highest of GRP tonnage against the broadest of demographic targets. What's more, the numbers only get better, in favour of magazines, when income screens are added. While old perceptions die hard, the numbers support a new reality.

Dollar for dollar, magazines deliver more bang for the media buck.

For those brands struggling to make TV work with budgets that don't go as far as they used to, or for those looking to increase bang for the media buck (and who isn't!), we invite you to put magazines to work for you.