

Focus on ROI

How Magazines Measure Up

A study from Hudson River Group and the MPA studied media mix dynamics for 300 case studies across three advertising categories, measuring (ROI) and media efficiency, relating percent of spending in each medium to incremental volume.

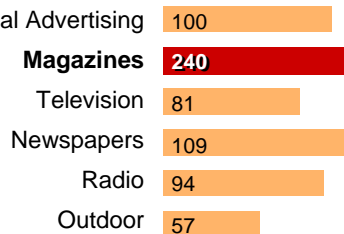
Financial Services

- Includes debit & credit cards, demand deposits
- Magazine ROI was more than double that of the total industry, and the next highest medium.

	Magazines	TV	Total Advertising
Efficiency Index (12 cases)			100
Percent Ad Budget	17%	76%	
Share of Incremental Volume*	30%	51%	
Efficiency Index	176	67	

* Incremental volume from each medium as a percent of incremental volume from all advertising.

Financial Services ROI Index (18 Cases)



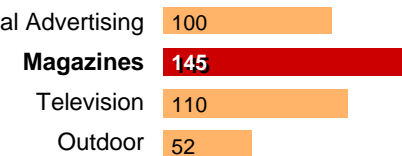
Personal Care Products

- Includes shampoos, conditioners, moisturizers and toothpaste
- Magazine ROI was 45% greater than the category average

	Magazines	TV	Total Advertising
Efficiency Index (67 cases)			100
Percent Ad Budget	9%	90%	
Share of Incremental Volume*	28%	71%	
Efficiency Index	311	79	

* Incremental volume from each medium as a percent of incremental volume from all advertising.

Personal Care ROI Index (242 Cases)



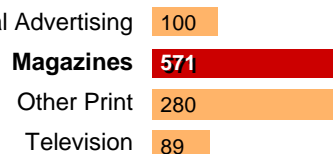
OTC/Healthcare Products

- Includes non-prescription pain relievers, vitamins, nutritional supplements and energy drinks/bars
- Magazine ROI was more than 5 times that of all advertising and twice that of the nearest competitor

	Magazines	TV	Total Advertising
Efficiency Index (24 cases)			100
Percent Ad Budget	9%	83%	
Share of Incremental Volume*	40%	60%	
Efficiency Index	444	72	

* Incremental volume from each medium as a percent of incremental volume from all advertising.

OTC/Healthcare ROI Index (42 Cases)



Across 300 case studies, magazines proved to be the most efficient of the media measured in generating bang for the media buck, offering advertisers an opportunity to increase ROI.