

auto



In the market for a high- performance media vehicle?

Focused Publications, LLC
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TRENDS IN AFFLUENT LIVING

UPSHIFT
MAGAZINE

fall 2009

THE AUTHORITY IN HOME, GARDEN AND DESIGN

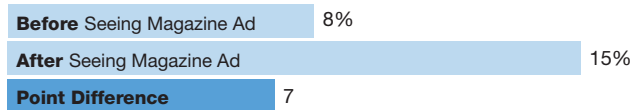
HOMETRENDS
Magazine

Magazine readers are more likely than users of other media to be auto enthusiasts and influencers

Activity/Attitude (Index)	Magazines	Newspapers	Radio	TV	Internet
Personally attended auto show in last 12 months	127	99	114	91	105
Agree completely: I often discuss my knowledge of automobiles with others	121	85	115	104	99
Any agree: I consider myself to be an automotive enthusiast	114	95	116	102	98
My family/friends trust my advice on this topic: automobiles or other vehicles	115	97	113	103	96
Agree completely: People often ask my advice when it comes to autos	122	90	111	88	105

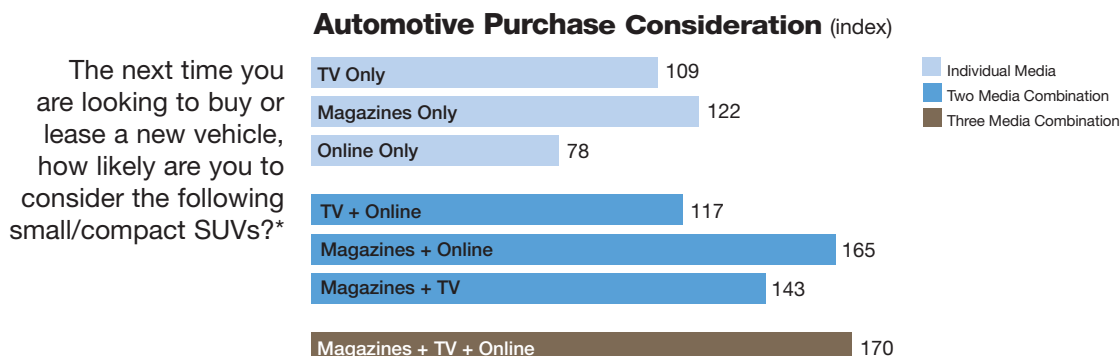
Base: Top Quintile of Usage for Each Medium.
Source: MRI, Spring 2009

Advertising in magazines nearly doubles auto online traffic



Automotive — overall percent of group to visit brand website
Analysis completed at the study level. Three studies included.
Aggregated base sizes Control n = 10,655 Exposed n = 10,194
Source: Marketing Evolution, 2007

Magazines excel at driving automotive purchase consideration



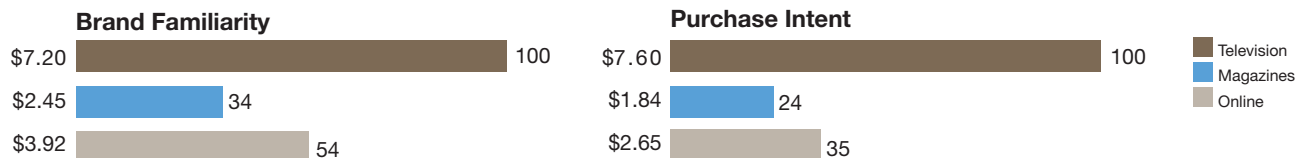
*Results shown are for Jeep Compass. Question referred to the Jeep Compass within a competitive set of additional brands.
Source: Dynamic Logic, 2007

MPA To download fact sheets from 13 other categories, view case studies or get more information, www.magazine.org/advertising.

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Magazine generate the lowest cost for auto at critical lower stages of the purchase funnel

Cost Per Impact by Medium (Index)



TV=100. Lower Index = Better Performance. Aggregate of 6 automotive studies.
Source: Marketing Evolution, 2008

Magazines best target purchase intenders for new vehicles

Very/Somewhat Likely to Buy in Next 12 Months (Index)	Magazines	Newspapers	Radio	TV	Internet
Buy/lease a new vehicle	120	104	111	98	111
Buy/lease a 2-door car	118	79	117	99	102
Buy/lease a 4-door car	122	100	115	100	106
Buy/lease a van/minivan	133	77	127	132	91
Buy/lease a sport utility vehicle	129	97	126	97	123

Base: Top Quintile of Usage for Each Medium.
Source: MRI, Spring 2009

Magazines and the web are underspent relative to their auto influence

% of Spending Relative to Purchase Influence

	Toyota	Nissan	General Motors	Ford	Honda
Magazine Spend	13%	14%	12%	13%	14%
Magazine Influence	19	20	17	17	21
TV Spend	40	50	40	41	45
TV Influence	17	18	18	18	18
Internet Spend	3	2	4	4	3
Internet Influence	9	11	9	8	8

Source: BIGresearch, 2008 analysis, based on AdAge Domestic Car Spending by Category, 2006

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Magazines are a top influence for car/truck purchases despite greater tv and newspaper spend

Top Four of 17 Media That Influence Car/Truck Purchase (by Age and Category)

	Total Adults	Age 18-24	Age 25-34
Broadcast TV	21%	Broadcast TV 19%	Broadcast TV 23%
Newspaper	18	Cable TV 16	Radio 16
Magazines	14	Newspaper 15	Magazines 16
Radio	13	Magazines 14	Newspaper 15

Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), June 2009

Magazines play a major role when consumers form their auto consideration set

Primary Source of Information — Top 5 of 25 Sources

Upper Funnel

6-5 months prior to purchase

Television Ads	15%
Magazine Ads	10
Friends / Relatives	10
Manufacturer Websites	10
Consumer Reports	7

Middle Funnel

4-2 months prior to purchase

Third Party Sites*	12%
Television Ads	11
Magazine Ads	11
Consumer Reports	10
Manufacturer Websites	7

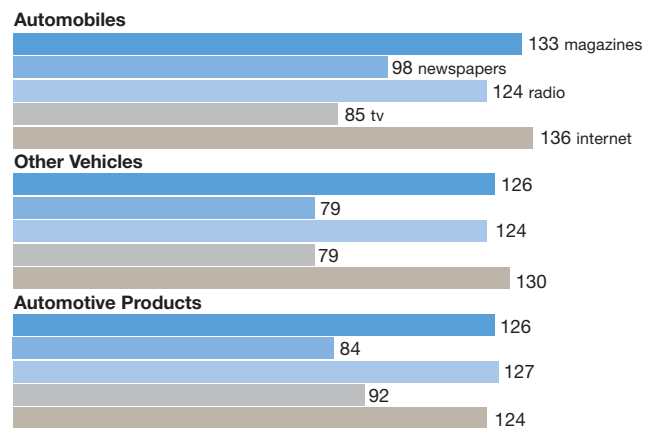
Lower Funnel

4-2 weeks prior to purchase

Local Newspaper Ads	13%
Consumer Reports	10
Friends / Relatives	10
Dealer Websites	9
Manufacturer Websites	8

*Third Party Sites: i.e. Edmunds, Kelley, AOL Auto, etc.
Consumer Magazines, Local Newspapers and Consumer Reports include both print and digital versions.
Source: Time Inc. / CNW Marketing Purchase Process Study, 2008

Super influential consumers for auto purchases rely heavily on magazines and the web



Base: Top Quintile of Usage for Each Medium
Source: MRI Spring 2009. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

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