

# AD.IMPACT:

improving advertising results  
in a soft economy

making your budget work harder

THE AUTHORITY IN HOME, GARDEN AND DESIGN

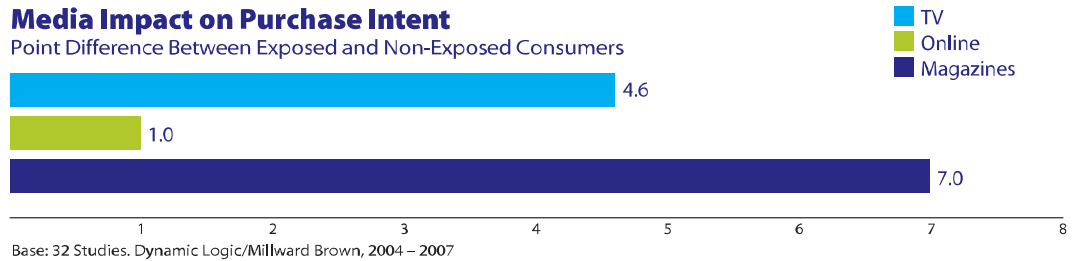
**HOMETRENDS**  
*Magazine*

**#1** Goal: **Insight:**

**Maximizing purchase intent is critical for me right now.**  
**Magazines rank #1 in lifting purchase intent — and do it efficiently.**

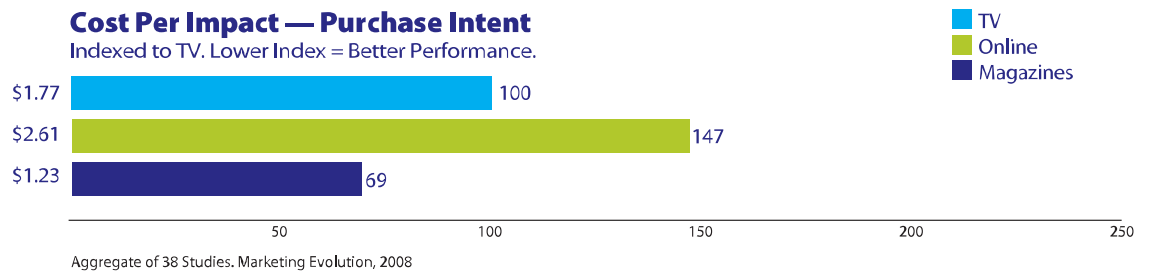
**Media Impact on Purchase Intent**

Point Difference Between Exposed and Non-Exposed Consumers



**Cost Per Impact — Purchase Intent**

Indexed to TV. Lower Index = Better Performance.

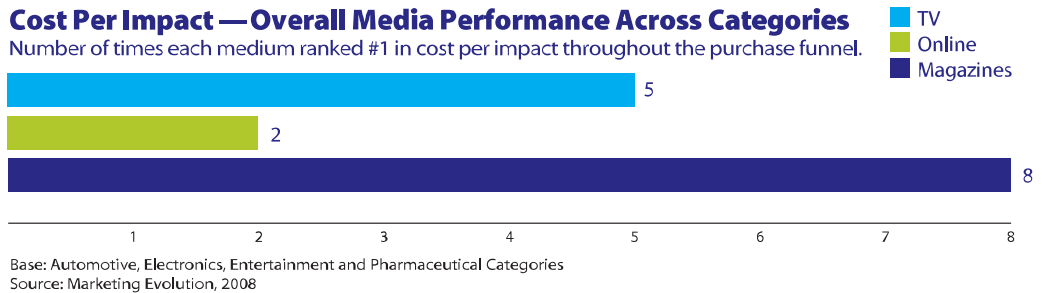


**#2** Goal: **Insight:**

**I want to optimize media ROI.**  
**Magazines most consistently generate the lowest cost per impact.**

**Cost Per Impact — Overall Media Performance Across Categories**

Number of times each medium ranked #1 in cost per impact throughout the purchase funnel.

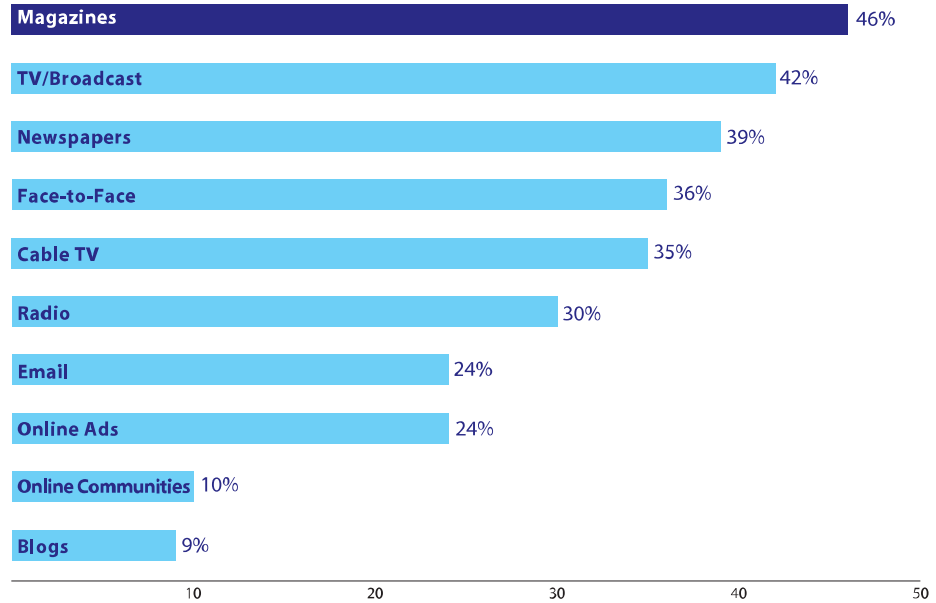


#3

Goal:  
Insight:

Boosting search metrics is key to my brand's success.  
Magazines lead in getting consumers to start a search.

What Medium Influences You to Start a Search for Merchandise Online?



Source: BIGresearch Simultaneous Media Usage Survey (SIMMIZ), June 2008

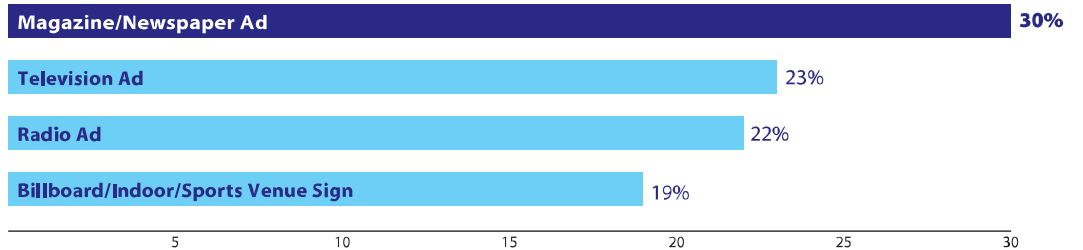
#4

Goal:  
Insight:

I need more consumers to buy from my website.  
Magazine ads excel at producing traffic that lead to purchases.

Made Purchase After Conducting an Online Search

Offline Sources That Drive Qualified Traffic to Websites



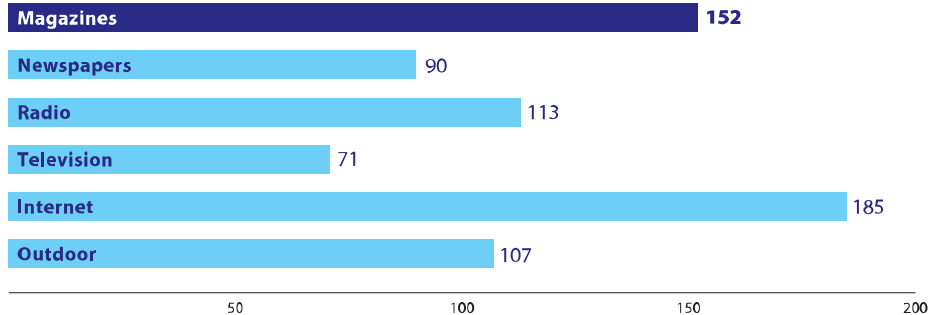
Source: JupiterResearch In-Market Media Usage Survey, 2007

**#5** Goal: **Insight:**

**I want buzz for my brands.**  
**Magazines are key, along with web, in spurring word-of-mouth.**

**Magazines Work Well with the Web in Reaching Social Networkers**

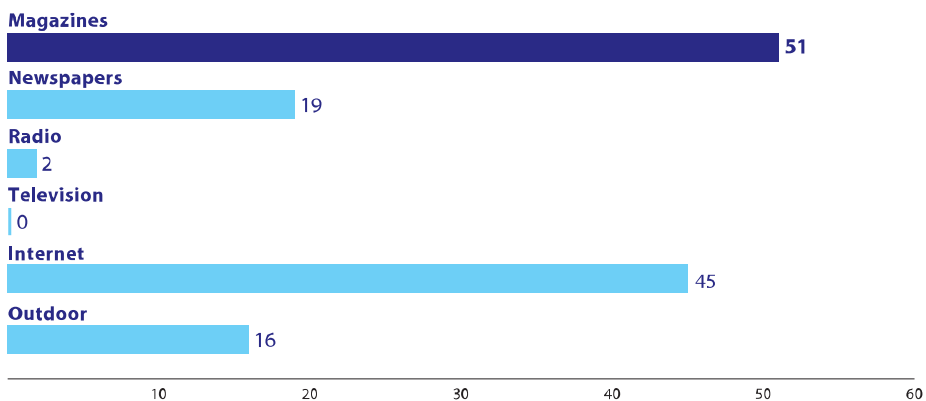
Index based on percent of consumers using Facebook or MySpace in last 30 days.



Base: Top quintile of usage for each medium.  
 Source: MRI, Spring, 2008

**Influentials Use Magazines and the Web Most**

Number of times medium ranks #1 or #2 among influentials across 60 product categories.



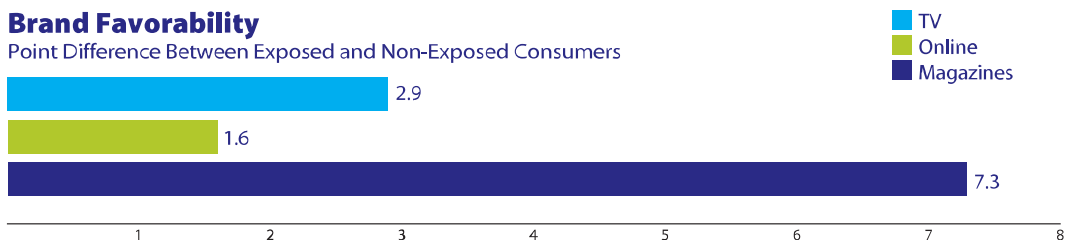
Base: Top quintile of usage for each medium.  
 Source: MRI, Spring, 2008

**#6** Goal: **Insight:**

**I have to improve opinions about my brand.**  
**Magazines have a superior record in boosting brand favorability.**

**Brand Favorability**

Point Difference Between Exposed and Non-Exposed Consumers



Base: 32 Studies. Dynamic Logic/Millward Brown, 2004 – 2007