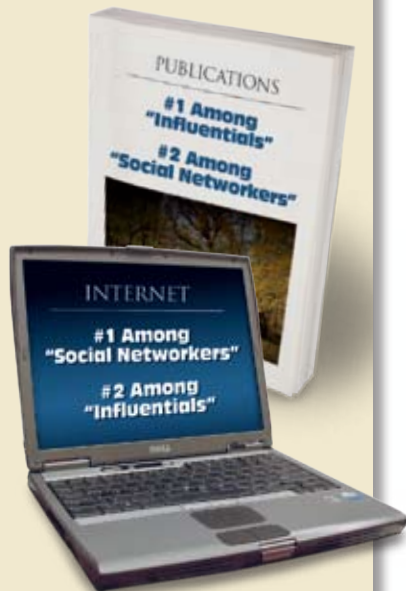




It Takes Two:



Sources: BIGresearch Simultaneous Media Usage Survey (SIMMIZ), June 2008; Roper Reports, 2005; MRI, Fall 2008 as published in "Consumers Value Magazines in Their Media Mix. Do You?" MPA; "The Power of Industry-Specific Business Magazines, Forrest Consulting, 2007.

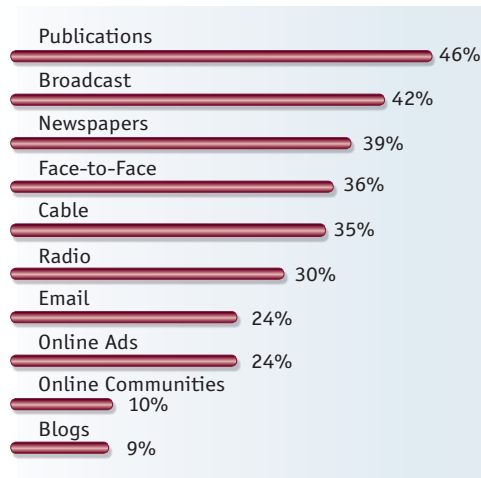
Online success starts offline

Looking for a successful online strategy for the coming year? Start by looking offline first. Publications have partnered with the Internet to provide advertisers with an effective online marketing program that reaches more buyers and sells them more products.

The Internet's Premier Partner

Print proudly carries the label of the Web's leading media partner. Out of ten major media studied, publications are the number one medium driving buyers to begin a merchandise search online. Ten percent more buyers chose print as the number one medium that directed them online over broadcast, the second most popular choice.

Which Medium Drives You Online



As important, the number one influence on business purchases made online is publication advertising. Add to that the fact that the number one influence on personal purchases made online is publication advertising. Online marketing success starts with a hard-hitting publication advertising campaign.

To maximize any Web marketing strategy, advertisers are also realizing the critical importance of adding URLs to print ads. While publication advertising is a top trigger sending buyers online regardless if the ad carries a URL, research indicates that including the URL triples the percentage change in visits. This is one simple way that print can optimize your online marketing strategy.

Social Networkers and Influencers

Every day, advertisers are witnessing how publications partner with the Web to reach social networkers who build "excitement and awareness" for new and existing products. Publications are right there with the Internet reaching these key buyers who influence the purchase decisions and trends of large numbers of buyers. In fact, the number one and two media among "influentials" in the market – the 10% of the market considered twice as likely to be asked to refer a product or service – are publications and the Internet. These top two media work best together. (See left column.)