

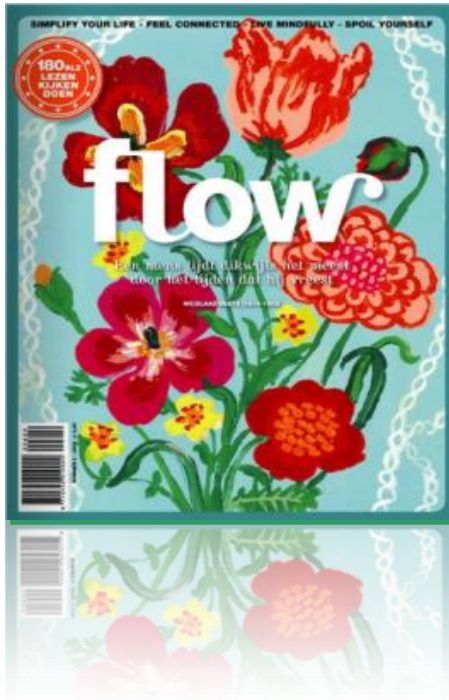
Magazine. The link to online



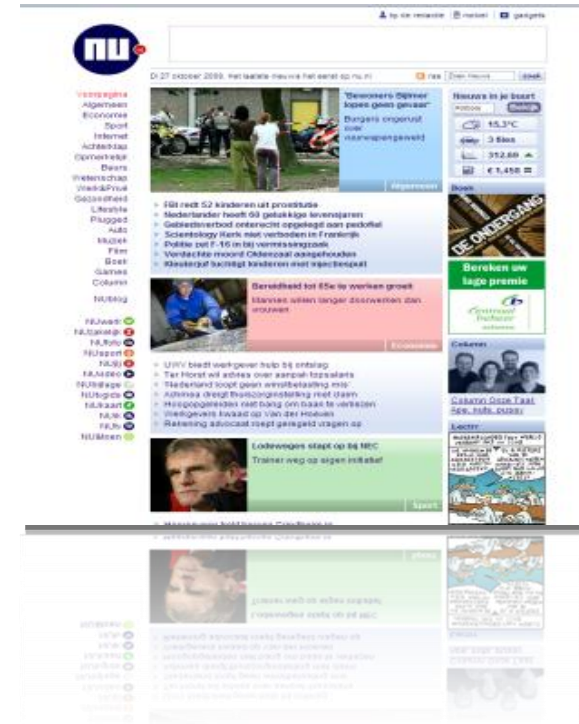
2,196 magazines



4.3 million websites



92% of Dutch population is reading magazines



86% of Dutch population is online



Results Flexa ad

45% is planning to visit website
63% is planning to order color samples



Results Special Vakantie.nl

12% visited website
57% is planning to visit website

Contents

➤ Introduction

➤ Results:

- The role of magazines in the purchase funnel
- Effectiveness of media at driving consumers to the web
- Effectiveness of media stimulating online purchase

➤ Conclusion

Introduction

- **Research questions**

- The role of magazines in the purchase funnel
- Effectiveness of media at driving consumers to the web
- Effectiveness of media stimulating online purchase

- **Date of research:** January 2010

- **Sample**

- 1095 respondents (651 woman, 444 men), 18-65 years
- Research through the online panel of Metrixlab

Contents

➤ Introduction

➤ **Results:**

- **The role of magazines in the purchase funnel**

- Effectiveness of media at driving consumers to the web

- Effectiveness of media stimulating online purchase

➤ Conclusion

Magazines in the purchase funnel

	Searching for inspiration/ information	Comparing	Choice of product and brand	Buying
Internet	68% (1)	73% (1)	57% (1)	49% (1)
Magazines	59% (2)	28% (4)	27% (3)	9% (4)
Face to face (WOM)	52% (3)	44% (2)	42% (2)	21% (2)
Newspapers	49% (4)	19% (5)	17% (6)	4% (6)
TV	48% (5)	14% (6)	21% (5)	5% (5)
Free local papers	47% (6)	36% (3)	25% (4)	14% (3)
Radio	45% (7)	10% (7)	13% (8)	1% (8)
Out of Home	43% (8)	8% (8)	15% (7)	3% (7)

Suppose you want to buy the following product/service Which of the media mentioned here will you use and how?

Magazines in the purchase funnel

	Seeking inspiration	Finding information	Comparing	Choice of product and brand	Buying
Internet	58%	77%	73%	57%	49%
Magazines	78%	39%	28%	27%	9%

Suppose you want to buy the following product/service Which of the media mentioned here will you use and how?

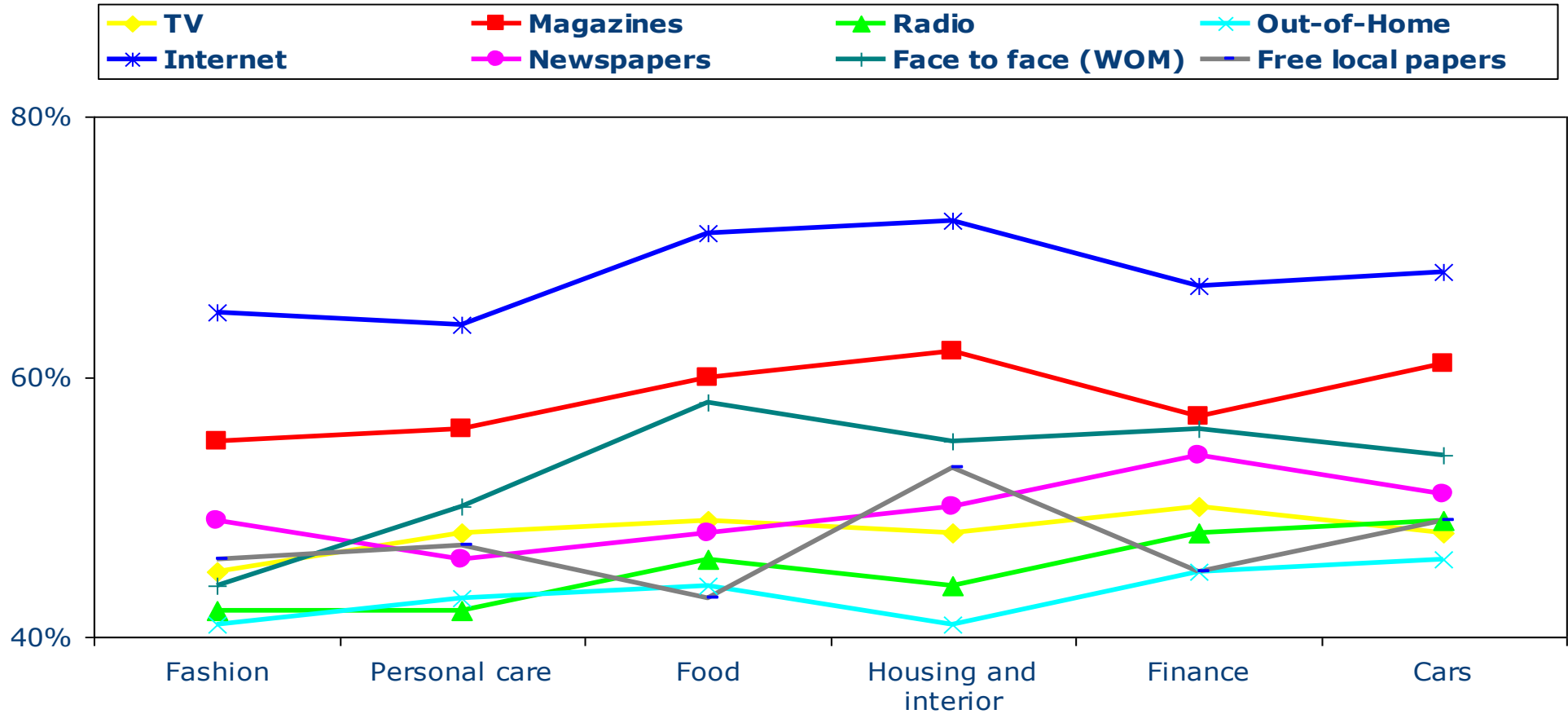
Complementary in the purchase funnel

	Magazines	Internet
Inspiration	+++	+
Information	++	++
Selection	+	+++
Facilitate transaction	+/-	+++

Complementary in the purchase funnel

	Magazines	Internet
Inspiration		+
Information	Emotional brand preference	++
Selection	+	
Facilitate transaction	+/-	Brand activation

Inspiration & information by category



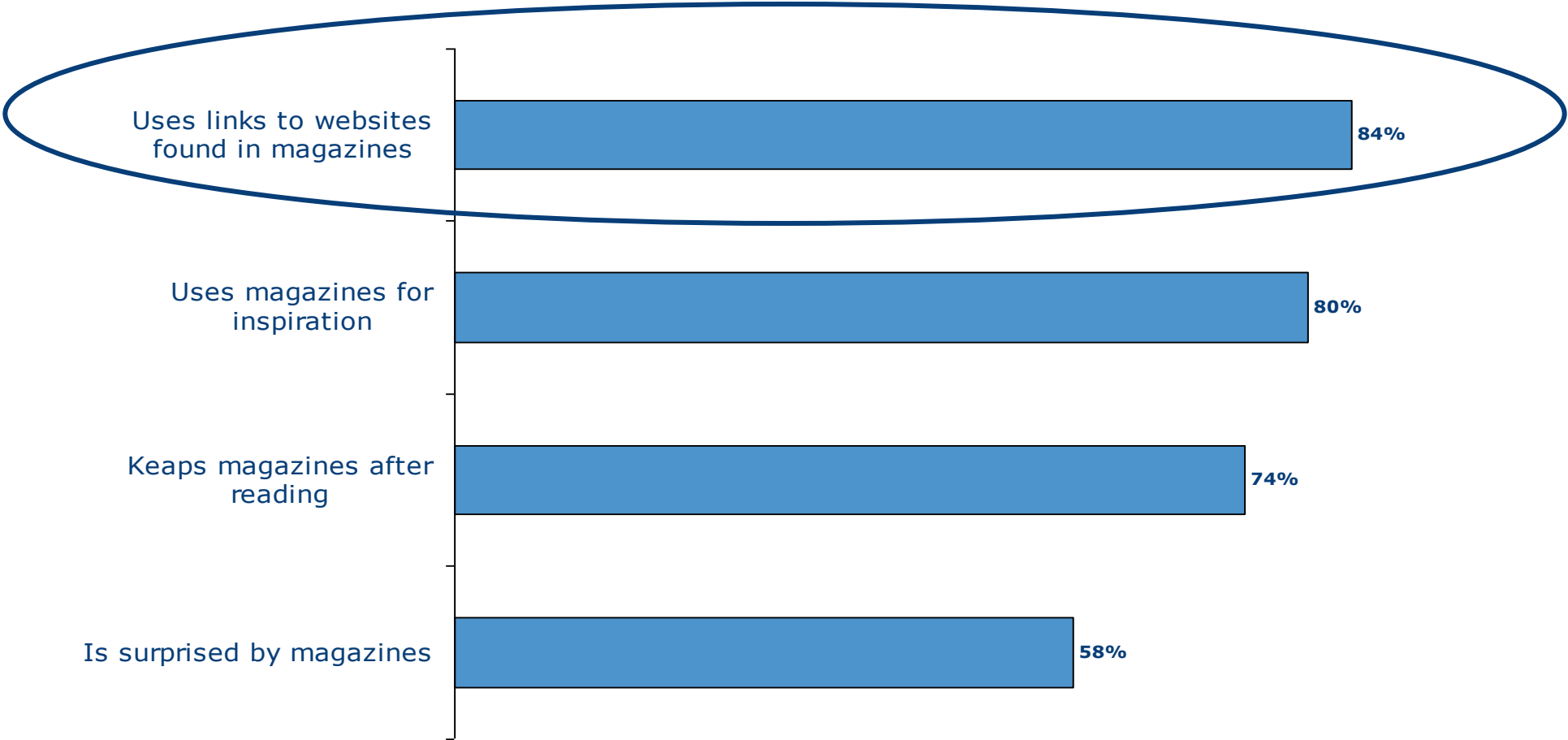
If you are searching for inspiration/information about product/service which of the following media will you use and why?

Magazines inspire

- Takes a magazine to the shop to show a product to the salesperson 21%
- Talks with other people about things they have seen/read in a magazine 74%
- Gets ideas from advertisements in magazines 75%
- Tears out of/cuts in magazines 60%

Please indicate whether the following statements apply (completely) to you?
(respondents who have read magazines in the past period)

Magazines inspire



Please indicate whether the following statements apply (completely) to you?
(respondents who have read magazines in the past period)

Contents

➤ Introduction

➤ **Results:**

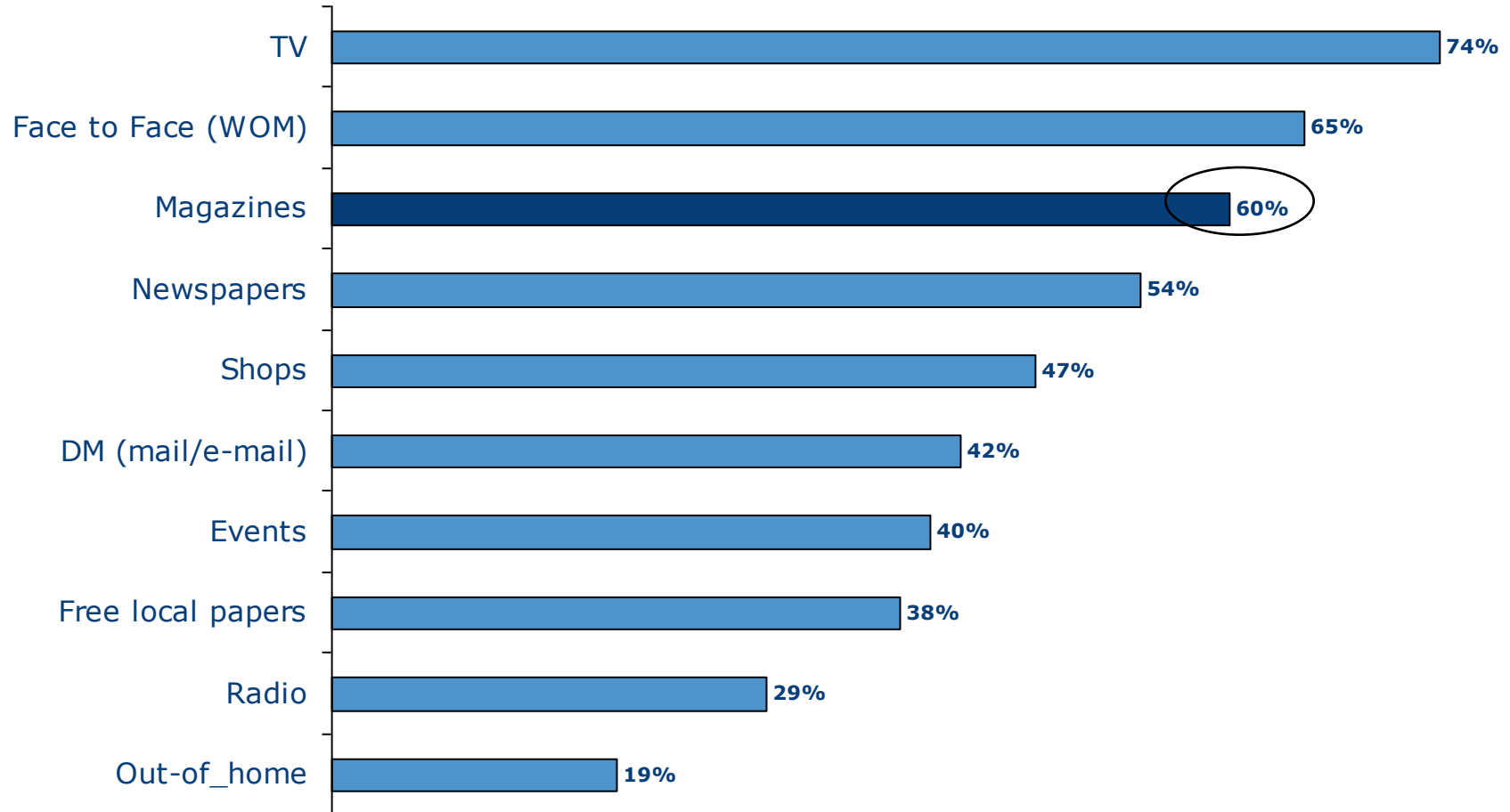
- The role of magazines in the purchase funnel

- **Effectiveness of media at driving consumers to the web**

- Effectiveness of media stimulating online purchase

➤ Conclusion

Media driving consumers to the web



Have you gone online in the past few months as a result of something you have seen/read/heard in/on/through.....?

Media driving consumers to the web

	Commercial	Editorial
1	DM (mail/e-mail) (42%)	Programs on TV (70%)
2	Advertisements in magazines (40%)	Face to face (WOM) (65%)
3	Free local papers (38%)	Articles in magazines (56%)
4	Commercials on TV (37%)	Articles in newspapers (48%)
5	Advertisements in newspapers (35%)	Shop (47%)
6	Out-of-Home (19%)	Events (40%)
7	Commercials on the radio (16%)	Programs on the radio (24%)

Contents

➤ Introduction

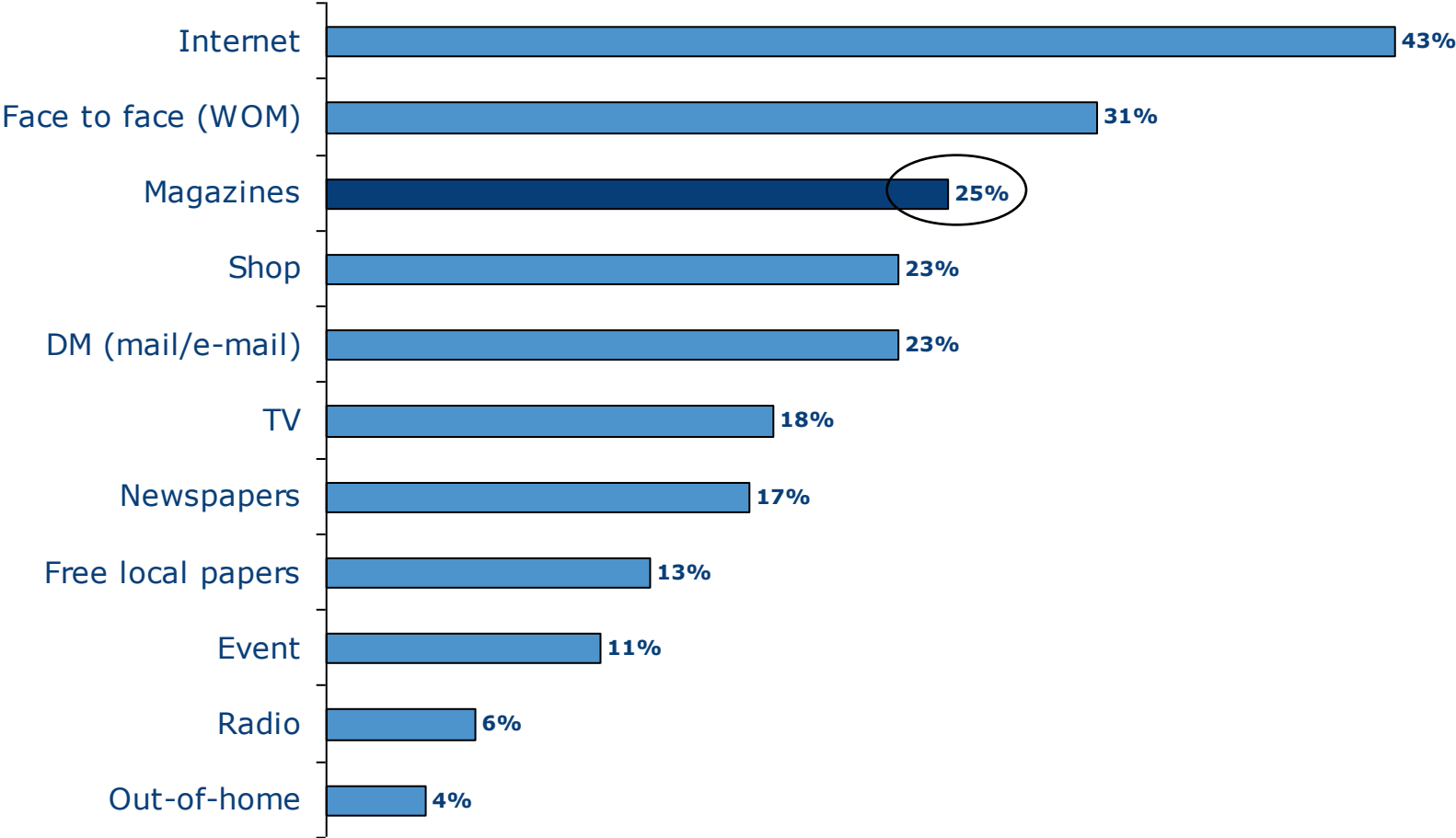
➤ **Results:**

- The role of magazines in the purchase funnel
- Effectiveness of media at driving consumers to the web

- **Effectiveness of media stimulating online purchase**

➤ Conclusion

Media stimulating online purchases



Have you made online purchases in the past few months as a result of something you have seen/read/heard in/on/through.....?

Media stimulating online purchases

	Commercial	Editorial
1	DM (mail/e-mail) (23%)	Websites of shops, manufacturers or brands (34%)
2	Advertisements in magazines (15%)	Face-to-face (WOM) (31%)
3	Advertisements on internet (14%)	Shop (23%)
4	Free local papers (13%)	Articles on other websites (21%)
5	Advertisements in newspapers (12%)	Articles in magazines (20%)
6	Commercials on TV (12%)	Programs on TV (13%)
7	Out-of-Home (4%)	Articles in newspapers (11%)
8	Commercials on the radio (4%)	Events (11%)
9		Programs on the radio (4%)

Case 'Kluswebsite'

Online campaign



Print campaign



Effect on 'Kluswebsite'

visitors **x2**

= % users **x3**

“greater trust in brand”

Contents

➤ Introduction

➤ Results:

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- Effectiveness of media at driving consumers to the web
- Effectiveness of media stimulating online purchase

➤ **Conclusion**

Conclusion

- Magazines score highest (except internet) in the stage of inspiration/information, which is an important stage in the purchase funnel.
- Magazine are read to be inspired and surprised, both from advertisements as from editorial.
- Magazines and TV are the best media to generate webtraffic; 60% goes online after reading/seeing something in magazines.

Conclusion

- Internet is becoming more and more important as a sales channel
- 25% Of alle people making online purchases have done so as a result of reading/seeing something in magazines.
- This makes magazines the most effective medium (after the internet itself) to stimulate online purchases.

Magazine. The link to online