

Media Comparison

Magazines

Trends

The magazine industry offers its consumers a large and growing selection of titles. There were 347 new magazines launched in 2000, adding to a base of nearly 18,000 titles on every subject ever put to paper. Consumers value that choice. However, some magazine marketers may experience a side effect of too much competition. Due to the saturation in the industry, most magazines introduced do not survive their first year of publication.¹ Typical readership is so diverse and unpredictable that many magazines end up missing most of their target audience. Although advertisers who target a distinct and specialized market may have success using magazines. Magazine ad revenue for 2000 totaled \$17.7 million, a 14 percent increase from 1999.¹ While ad revenues grow, magazines have a similar concern of newspapers: declining readership. The Audit Bureau of Circulations reported recently that of the top 200 magazines, nearly 40 percent saw circulation declines.² Americans are reading less magazines than they used to.



Strengths

Readership: According to spring 2001 Simmons data, between 89% of adults age 18 and up say they read one or more magazines.³

Targetability: Specialty magazines allow advertisers to target consumers demographically, by product affinity, or by lifestyle.

Strong Visuals: Magazine ads can be highly creative and aesthetically appealing through the

effective use of photography, graphics, color, and copy.

Portability: Magazines can be carried by consumers and read almost anywhere, at any time (in-car being one notable exception.)

Advertorial: An in-depth advertising message can be created to appear more like editorial copy.

Weaknesses

Competition: There are too many magazines . . . and too many choices. Advertisers and consumers have nearly 18,000 magazine titles from which to choose, many of which do not survive their first year of publication.¹

Time: The average person spends only 5% or 6% of his or her media time reading magazines.⁴

Reach: The proliferation in the number of magazines means audience fractionalization, and

most magazines miss most of their target audiences. The average issue of Business Week reaches only less than 3% of all professional managerial adults, and Good Housekeeping misses more than 86% of adult women.³

Clutter: Magazines contain so much advertising that ad readership and recall is minimal.

Sources: 1.) Publishers Information Bureau (PIB), 2001. 2.) Audit Bureau of Circulations, 2001. 3.) Simmons NCS 2001: Full Year (4/00-3/01). 4.) *Media Targeting 2000*



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