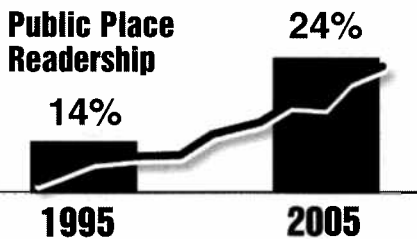


# Pass it Along

## Pass-along Readership Targets Key Buying Influences

Does the manner in which a reader acquires a magazine impact his/her level of readership and interest in a publication? Public place reading and pass-along readership are on the rise and that means advertisers have a potentially vast audience for their message. But, can advertisers consider these readers qualified buyers? The answer is a resounding YES! and new research indicates that pass-along and public place readership provides multiple, high quality readers.

Magazines are portable and buyers can read them anywhere, anytime. According to an analysis of MRI data conducted by DJG Marketing, LLC and Waiting Room Subscription Services, about one-quarter of magazine reading is done in public places, up from only 14% just ten years ago. That means about one in four readers is exposed to the advertising message in a public place...qualified readers beyond the base circulation.



### Targeted Editorial Critical

The manner in which the buyer acquires a magazine appears to not impact his/her interest as much as does the relevance of the editorial. Particularly in business and specialized markets, magazines are founded on the ideal of a targeted editorial message that meets the professional needs of the buyer. Only interested readers typically pick-up, thumb through and read these publications.

The value of pass-along and public place reading is further documented by an analysis of the demographics and reader usage of these buyers. These readers are very similar to magazine subscribers in terms of education, reader usage, interest in the editorial, ad readership, average page exposure and overall publication rating scores. (See below.)

Advertisers have an opportunity to extend their selling power when publications pass it along. Public place and pass-along readership offer more advertising exposures, more selling opportunities and more value in every insertion. ■

Sources: "The Value of Magazine Readership," conducted by The Media Management Center of Northwestern University for MPA; An analysis of MRI Data conducted by DJG Marketing, LLC, and Waiting Room Subscription Services, LLC.



- The manner in which a publication is acquired is not as important as the relevance of the editorial to the reader.

- Pass-along and public place reading – which are on the rise – offer advertisers multiple exposures to high quality readers and qualified buyers.

- The demographics and publication usage characteristics of pass-along/public place readers are strong and similar to those who subscribe direct to the publisher.

## SUBSCRIBERS vs. NON-SUBSCRIBERS WHO READ PUBLICATIONS

Pass-along and public place readership are on the rise and these readers are very similar to direct subscribers. That makes them a valuable target for advertisers.

	Received Direct From Publisher	Did Not Receive Direct From Publisher
College Degree	106	93
Professional/Managerial	106	98
Avg. Page Exposure	105	95
Avg. Publication Rating Score	103	97
Advertising Interest	104	96
Reading Frequency	101	97

Findings based on a summary of indices. Source: MRI Data from 2003 and 2004 and proprietary circulation data.