



Greater ad investment in print pays off

Print Warrants Significant Investment

70% of Studies Conclude Print Investment Should Increase

When Print Investment Increased: 23% Higher ROI

Studies Recommend a 30 Point Increase in Print Investment

Every media buy is scrutinized today. Every allocation. Every reservation. Every ad insertion. Advertisers are working diligently to ensure that they optimize their marketing resources in today's environment of constant accountability. Those that allocate significant resources to the print component of the integrated plan are finding that publications contribute sizeable returns.

Equity in Ad Spending

Dynamic Logic conducted an analysis of more than thirty studies covering equity in media spending and concluded that investments in publications should be significantly increased. The study determined that while print consistently accounts for a greater contribution to the overall marketing effort, it receives a smaller allocation of the advertising budget.

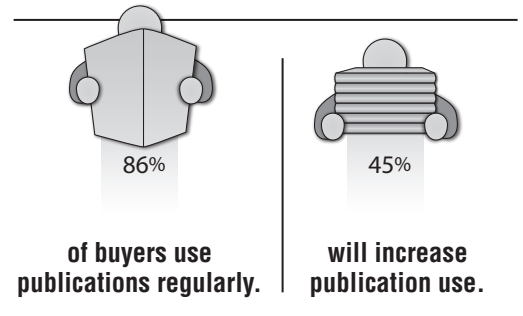
A related analysis of sixteen different accountability studies conducted by Marketing Evolution drew similar conclusions. Seventy percent of the studies indicated that the print advertising investment should be increased by as much as thirty percentage points.

Marketers are *not* allocating to print the funds warranted by the significant returns it generates.

Buyers increase print usage.

Not only do the past returns generated by print command a greater investment in the medium, so does the fact that buyers plan to increase their use of publications. Eighty-six percent of buyers claim that they currently use print on a regular basis, and nearly half claim they will increase their use of specialized and business publications. While marketers should capitalize on this excellent opportunity to reach more prospects in a medium that generates significant returns, only one in three plans to increase their print allocations. The good news though is that

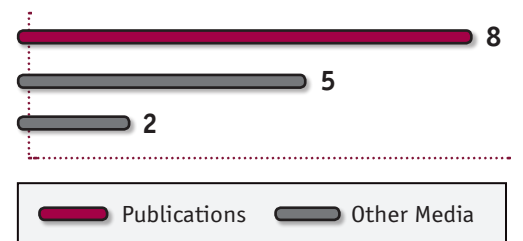
marketers realize the importance and value of the medium, which is why it still remains the greatest share of the media budget.



Cost Efficiency

Publications have consistently proved their worth through cost efficiencies unmatched by other media. In terms of shifting purchase intent, print provides the lowest cost of the major media – 30% lower than the next most efficient medium. Not only are they the most efficient means of shifting purchase intent, publications also are a highly efficient means of increasing impact. According to a 2008 Marketing Evolution study, publications were ranked number one in lowest cost per impact throughout the purchase funnel.

No. of times each medium ranked number one in lowest cost per impact.



Increases lead to significant ROI.

Follow-up studies have analyzed the successes achieved by marketers who actually increased the print budget to recommended levels and the findings are loud and clear. The average ROI increased 23%. When marketers follow the habits and trends and buyers and match their investments accordingly, ROI is optimized.

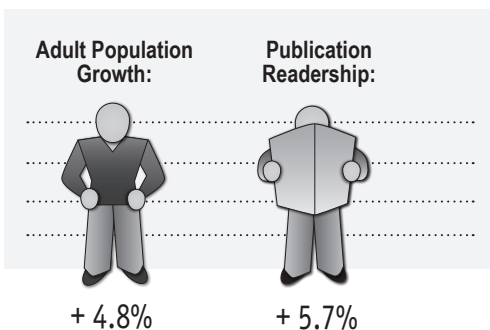
Sources:
Dynamic Logic Cross-Media Research Studies, 2007; Marketing Evolution Accountability Studies, 2004 - 2007; Marketing Evolution Accountability Study, 2008

Buyers want print in their media mix

Publications remain a "have-to-have" medium among buyers in diverse marketplaces because they fill specific personal and professional needs. While other new media also play an important part in the buyer's need to access information, the use of print among influencers and decision makers in all age groups continues to rise.

Publication Trends are UP, UP, UP!

With the exception of the Internet, the number of publication readers has grown over the past five years more than the number of users of any other media. Readers grew by nearly 6%, which outpaced the growth of the adult population. Other major media simply matched the population growth or lagged behind it.

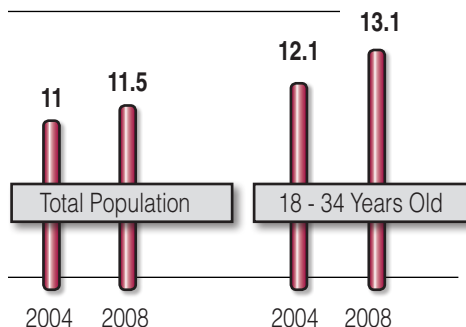


Publication subscriptions hit a ten-year high in 2008 (the latest data available). And, subscription growth, of course, fosters a strong growth in readership. Readers are spending more time reading more issues. The number of issues read in a given month jumped by 5%. As exciting, the number of issues read by adults 18 - 34 jumped by more than 8%. Print is attracting younger,

Subscriptions, readership and advertising effectiveness reach news highs.

tech-savvy buyers that are making time to read publication issues because print meets their professional needs and complements their busy lifestyles.

Issues Read Per Month



Ad effectiveness hits all-time high.

Increased readership, subscription growth, and younger, more energized readers are considered important to advertisers only if they bring increased results. And, they do. The two primary means of measuring ad effectiveness are ad recall and actions taken after exposure to advertising. According to Affinity's VISTA Print Effectiveness Rating Service, publications are demonstrating an all-time high in both categories. Over the past four years, advertising recall increased 6%. The real excitement though is over action-taking, which has grown a phenomenal 10%.

Ad Recall - Up 5.7%



Actions Taken - Up 9.8%



Buyers want publications in their media mix. That makes them a necessity in any advertiser's media mix. Advertising success is at an all-time high. Capitalize on the unique selling potential of publications.



All-Time High

Publications have reached a new peak in all areas of meeting buyer demands.

- Readership is up over the past five years, more so than for any other media other than the Internet.
- Subscriptions hit a 10-year high.
- The number of issues read jumped by 6%.
- Readership by 18-34 year olds jumped 8%.
- Ad effectiveness jumped in both categories: ad recall and actions taken after exposure.

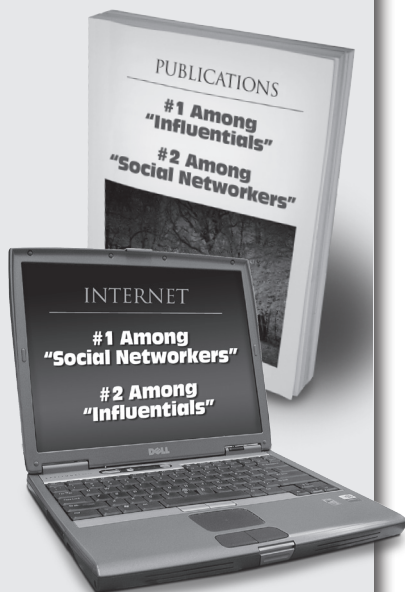
Sources: "Consumers Value Magazines in Their Media Mix. Do You?" MPA 2009; The Magazine Handbook, MPA, 2009 - 2010;



- December 1** Art due for January 2010 issue of **Physics Today**
- January 4** Art due for February issue
- February 1** Art due for March issue—the APS meeting issue!



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.

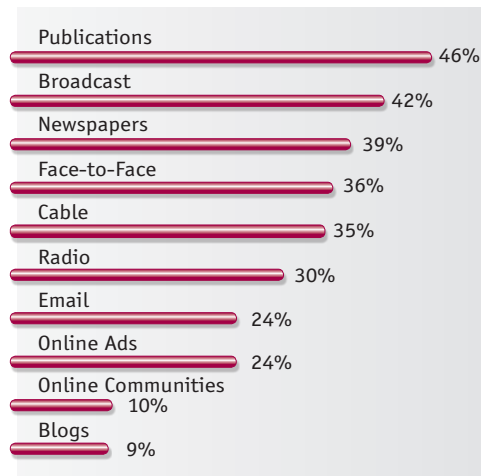
Online success starts offline

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.)