

PUBLISHED MATTERS

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Magazine advertising works

In 2009, Procter & Gamble spent \$949 million on magazine advertising. All told, the top 50 magazine advertisers spent \$7 billion that same year. It's a pretty safe bet to say these companies wouldn't have spent that money unless they believed in magazine advertising.

The fact that magazine advertising works is well-known in the publishing industry, but sometimes it's difficult for publishers to communicate that message to prospective clients. This issue of the newsletter intends to help you with that cause.

Here are some good stats* to start with:

- magazines rank #1 out of 16 media in terms of giving consumers a positive impression of advertising;
- the degree to which readers recall ads in magazines has increased by 6 percent in the last five years;
- the number of readers who took action after viewing a specific ad has increased by 10 percent in the last five years;
- fifty-six percent of readers took action as a result of viewing a magazine ad;
- magazines are the #1 medium of engagement across all dimensions measured; and
- magazines outperformed other media regarding driving positive shifts in purchase consideration/intent.

The proof is in the pudding

"There is a substantial body of research that proves that advertising in magazines creates a preference for the advertiser's products and services," said Mitch Mohanna, owner of Mohanna Sales Representatives, a publishers' representatives firm that specializes in association publications.

"However, it just makes common sense that, all things being equal, a buyer will be more attracted to a brand he knows vs. an unknown company."

Mohanna, who founded his firm 31 years ago, says there are also plenty of studies that show that preference increases sales. "Advertisements in magazines, especially business to business magazines, make a good impression because the magazine is considered a known and trusted source," he said. ▶

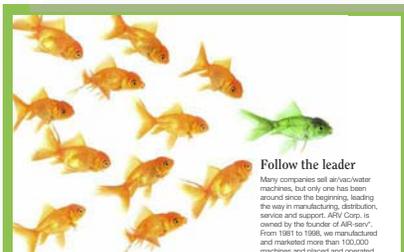
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Exceeding our customers' expectations for more than 60 years...

JPA has created a house ad that its customers may use in their publications. The ad, which promotes magazine advertising, can be downloaded via the JPA Web site, www.jpapontiac.com. It will be under “Downloads” and then “House ads.” ▼

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Lessons learned

Desperate times call for desperate measures, but sometimes the “measures” have unintended consequences.

One publishing insider reports that he knows of several associations that eliminated their magazines as a way of saving money. The resulting disconnect with membership and industry eventually led to the demise of the associations themselves.

There are other examples that are equally poignant, though less drastic. Mitch Mohanna of Mohanna Sales Representatives reports that he knows of several associations who discontinued their magazines only to bring them back shortly thereafter. “The members were very distraught; many of them thought their actual memberships had been canceled,” he says.

This misunderstanding highlights the importance of communication and the valuable role magazines play as a glue that can hold entire groups and industries together. Mohanna and others maintain that magazines are viewed as the number one benefit of membership, and associations should be mindful of their global importance when making strategic plans.

People love magazines

- Magazine readership has grown over the last five years;
- ninety-three percent of adults read magazines; and
- the average reader spends 43 minutes on each issue.

Unfortunately, advertisers often have the wrong mindset about magazine advertising, Mohanna says. “They want to make sales, but that’s the job of the salesperson, not the magazine,” he explains. “You have to develop brand awareness before anybody trusts you. The ad develops awareness and generates preference. That preference, in turn, results in more sales for the advertiser.”

One advertiser who does have the proper mindset is NCIC Operator Services, which is based in Longview, Texas. The company has been advertising in trade magazines for 12 years, and President Bill Pope says he absolutely believes advertising works. “It’s all about name recognition — getting our name out in the industry,” Pope said. “And that translates into more comfort with our product, so it turns into an easier sale for our salespeople.”

NCIC actually takes the notion one step further. “We also believe that with better placement and a larger ad, it gives you more credibility.”

A trustworthy source

Speaking of credibility, another reason magazines are more trustworthy than other forms of media has to do with the mindset of the readers. “Think about the buyers’ frame of mind for a moment,” Mohanna said. “If someone is at home, and an ad flashes before

MAGAZINE
advertising
WORKS

hair styling design
Drugs are not the only answer
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*Source: Yankelovich, Affinity's VISTA Print Effectiveness Rating Service (2 and 3), VISTA Norms and Starch Adnorms

Magazines create relationships, which in turn increase sales. Shouldn't you be part of this equation?

This ad was created by Johnson Press of America.

him on the TV, he’s at home trying to enjoy himself. He’s not in the proper mindset to make purchasing decisions.

“Now conversely, if someone spends 20 minutes with a magazine, he’s in a thoughtful state of mind,” Mohanna continued. “One of the main reasons business people go to trade magazines is to find out about the newest products and innovations, and therefore they’re in a buying frame of mind. They are trying to become more efficient in their vocations, so they read the ads and the editorial to help them achieve this goal. During this time, they’re in a receptive mode.”

Stepping back to look at the industry as a whole, Mohanna is not receptive to the so-called experts who question the staying power of print media. “The pundits are always sure that when a new media is discovered, an old one will die,” he says. “That’s just foolish. Print is not going to go away. What Google and Facebook have done is allow people to more easily buy subscriptions. There is more money being spent now than ever before on magazine advertising.”

**Sources: Yankelovich; Affinity’s VISTA Print Effectiveness Rating Service (2 and 3); VISTA Norms and Starch Adnorms; Simmons Multi-Media Engagement Study; Dynamic Logic*

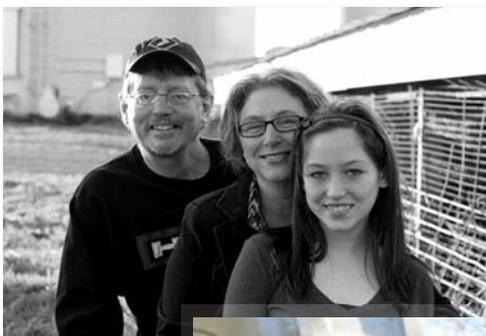


One on one

JPA profile: Ann Adkins, prepress manager

Number of years with JPA: 8 (23 in the printing industry)

Why she loves JPA: “JPA is committed to keeping current with technology. As a member of prepress, the certainty of technology constantly moving forward is a challenge I love. Also, as a company we pride ourselves in being customer-driven. It’s important to us to always meet customer expectations. I was just reading a letter one of our clients had written. It talked about the things JPA has done for her and the fact that we’ve always been there for her. It was nice to have the affirmation that we’re doing what we strive to accomplish.”



◀ Greg, Ann and Alyssa

Amber and Adam with daughter Emmersyn and son Wyatt ▶



Family life: Ann and Greg Adkins have been married for 26 years, and they have two children — 15-year-old Alyssa and 25-year-old Amber. Amber is married to Adam, and they have an 18-month-old daughter named Emmersyn and a 3-year-old son named Wyatt. Alyssa is learning how to drive, and Ann says it’s Greg’s job to take her on the interstate.

Hobbies: Ann likes to read, garden, cook, bake, swim and teach Sunday school. And hers is no ordinary garden — she has everything from lettuce, tomatoes and onions to pumpkins, horseradish and rhubarb. She also loves watching Alyssa’s sporting events, and is able to swing by Amber’s when she needs a “grandbaby fix.”

Two cool facts: Ann is one of seven children — there are 36 people in her immediate family. All but one brother live within two hours of each other. Secondly, Ann says that one day she and her husband hope to open a bed and breakfast at their home. They live in a large farmhouse that is more than 100 years old. The Adkins purchased it from a family raising its fifth generation in the home. The name of the B&B will be The Windmill Inn, so make your reservations now. The food will surely be outstanding, and it’s a safe bet the accommodations will be too. 📍



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RECIPE

Slow Cooker Chicken and Dumplings

- 4 skinless, boneless chicken breast halves
- 2 tablespoons butter
- 3 (10.75 oz) cans condensed cream of chicken soup
- 2 (14 oz) cans chicken broth
- 1 (7.5 oz) pkg and 1 (16 oz) pkg (buttermilk) refrigerated biscuit dough, torn into pieces (optional: roll in a bowl with salt and pepper)

Place the chicken, butter, and soup in a slow cooker and cover with one can of chicken broth. Season with garlic powder, onion powder, celery salt and paprika. Cover and cook for 5 to 6 hours on high. Ninety minutes before serving, shred chicken, add second can of chicken broth and torn biscuits. Stir well so that the biscuits don’t stick together.

— Courtesy of Ann Adkins

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