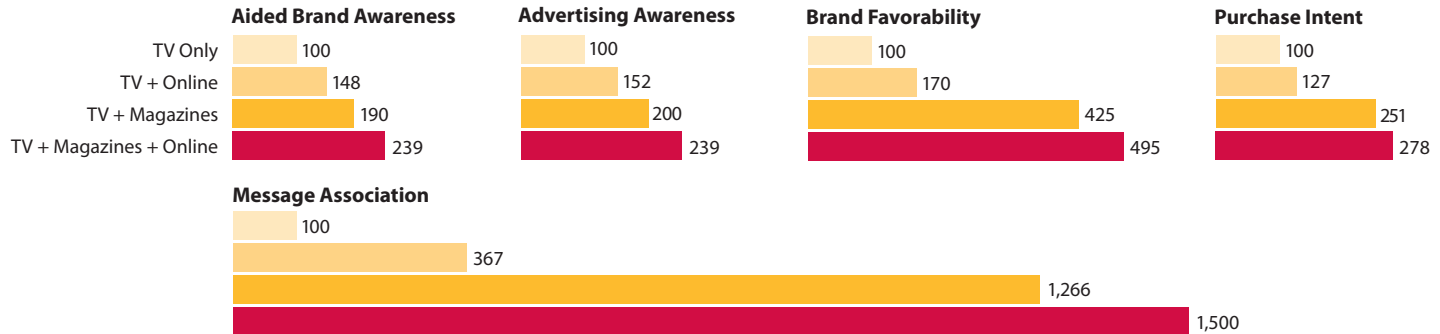


Magazines Boost the Power of Other Media

Dynamic Logic's analysis reveals that magazines played a leading role in boosting overall advertising effectiveness. The combination of TV and magazines provided significantly more lift (versus TV alone) than did TV plus online.

Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index Versus TV Alone)



Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium. Results are an aggregate of 15 most recent studies.
 Source: Dynamic Logic/Millward Brown CrossMedia Research, 2007