

Top 10 reasons to use magazines:

- 1 Magazines sell:** Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.
- 2 Magazine advertising is targeted:** Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which Specialty TV just can't compare. Plus magazine readers reach the affluent, those with disposable income to buy advertised brands.
- 3 Magazine advertising enhances ROI:** Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.
- 4 Magazine advertising drives web searches and visits:** Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 5 Magazines offer a lasting message:** Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.
- 6 Magazines are credible:** Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 7 Magazine advertising is relevant and welcomed:** Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 8 Magazines and magazine ads capture focused attention:** The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 9 Magazines drive the purchase process:** Magazines are effective across all stages of the purchase process, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.
- 10 Magazines deliver brand relevant imagery:** Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers great reader receptivity to brand ads.

Reader demographics:

Gender: 79% female

Age: most between 21 and 55

Household income: median: \$65,000, 1/4 make over \$85,000
(Incidence of pet guardianship increases with household income)

Home owners: 61% own, 50% are adult-only households, 40% families with 1-2 children

Education: 37% finished college or university

Married: 58%

Single: 32%



Reader profile:

- tend to have more than one cat or dog
- supports animal welfare causes
- active information seekers
- 59% get pet product and care information from magazine articles, books and newspapers
- 94% believe the mess and trouble that comes with a pet is a small price to pay for the benefits
- 90% believe pets have the same rights to health and happiness as people do
- 58% always find themselves buying small gifts and treats for their pets
- 53% visit the vet once a year, 37% visit the vet more than once a year
- spend an average of \$372 on pet food per year
- use premium brand pet food
- high quality ingredients are very important in pet food brand selection
- 47% purchase pet food from a specialty pet supply store

(Source: Ipsos-Reid pet ownership study 2011)



Canadian Pet Industry Facts:

- the pet industry in Canada is estimated at \$5.8 billion annually
- average annual expenditure on pets, per household, is \$890
- 55% of Canadian households have a dog or cat
- over 8.5 million cats and 6 million dogs in Canada
- 19% have either a fish, bird or small animal

(Source: The Business of Urban Animals.)