

electronics



**Is your media  
plan **wired**  
for success?**

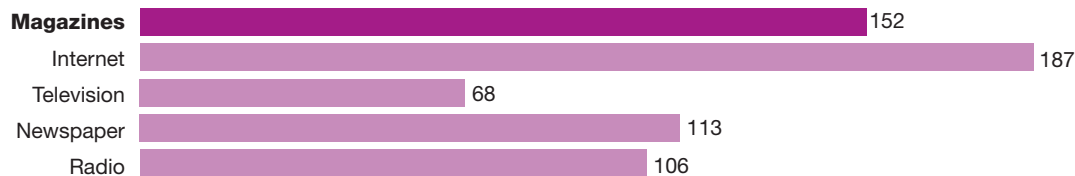
## Likely buyers for electronics products prefer magazines over other media

Very/Somewhat likely to buy in next 12 months (Index)	Magazines	Newspaper	Radio	TV	Internet
Home theatre system	140	89	118	101	103
Big screen projection TV	127	95	120	106	96
Flat screen/plasma screen TV	120	104	111	99	113
Portable DVD player	135	92	119	109	95
Digital video camera	123	94	114	100	105
Laptop computer	124	99	107	92	113

Base: Top quintile of usage for each medium  
Source: MRI, Spring 2009

## Magazine readers and web users are most likely to be electronics category innovators

Media Use of Early Adopters for Electronics Category (Index)



Base: Top quintile of usage for each medium, electronics category innovators  
Source: MRI, Fall 2008

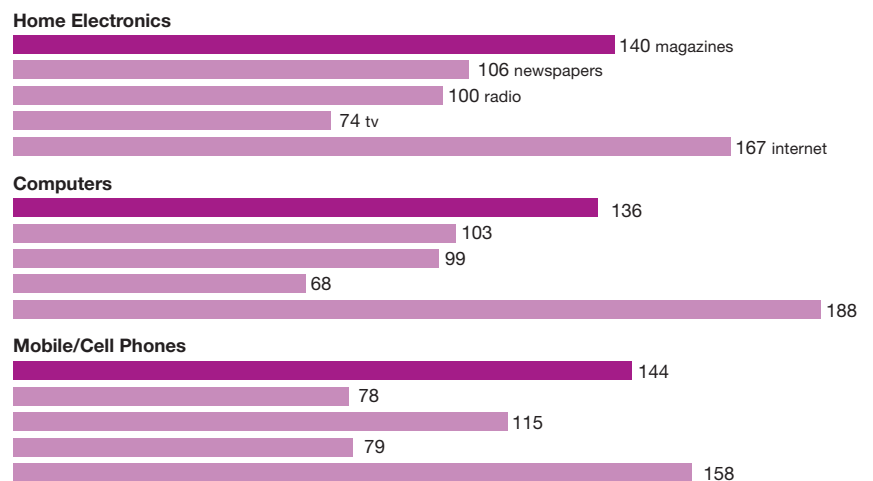
## Magazines rank as a top influence for electronics despite larger TV spend

### Top Four Media (out of 17) That Influence Electronics Purchase

Total Adults	
Broadcast TV	25%
<b>Magazines</b>	<b>21</b>
Email Advertising	20
Internet Advertising	20
Age 18-24	
Broadcast TV	26%
Internet Advertising	26
Email Advertising	22
<b>Magazines</b>	<b>22</b>
Age 25-34	
Broadcast TV	29%
<b>Magazines</b>	<b>25</b>
Internet Advertising	24
Email Advertising	24

Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), June 2009

### Super Influential Consumers for Electronics Purchases Are Heavy Users of Magazines and the Web (Index)



Base: Top Quintile of Usage for Each Medium  
Source: MRI Spring 2009. Super influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Download the most current fact sheets from multiple categories, view case studies and get more information at [www.magazine.org/advertising](http://www.magazine.org/advertising).

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