

MAGAZINES. POWERFUL PARTNERS.

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PAGES OF PERSUASION AND PASSIONS

Magazines stop your readers in their tracks. Your customers are readers who form an allegiance and affection for the titles that inform, educate and reflect their self-image. Magazines allow for your story to be conveyed and absorbed by your reader. If they trust and endorse the magazine, your ad/product enjoys the halo of the magazine's positive aura.

At First Impressions Media, we think of magazines as letters of recommendation. If the readers trust the magazine, they'll be more inclined to accept your message.

When's the last time you had 23,000 or 173,000, or more 'referrals'?

Did you know that magazines are the leading contributor (54%) to word of mouth recommendations?

(Source: Magazines Canada - Fast Facts Re: Roper Reports: What Promotes Consumer Word of Mouth 2005)

IN EVERY MAGAZINE, EDITORIAL AND ADVERTISING MUST CO-EXIST, ELSE EACH COMPROMISES THE OTHER. YOUR READERS NEED TO BE ASSURED OF EDITORIAL INTEGRITY OF THE MAGAZINES OF CHOICE, WHILE THE ADVERTISER WANTS TO ATTRACT THE READERS WHO ARE DRAWN TO EACH MAGAZINE FOR THAT VERY REASON.

Recommendations: At First Impressions Media, we know magazines. We recognize the power and authenticity magazines add to your communications. We believe they are a vital lynchpin to your customers. Where relevant, magazines - consumer, business and/or trade - will always be a part of our recommendations for your campaigns.

'Gimme Five!' - Five seconds*

When you're planning your ad campaign, allow magazines to work their magic. In just five seconds magazines can communicate:

- 1) who you are
- 2) what your product is and
- 3) what benefit(s) you're offering.

(* 5 Second Communication Solution - Magazines Canada - Fast Facts)

Powerful stuff for the time starved.

Classic is Timeless

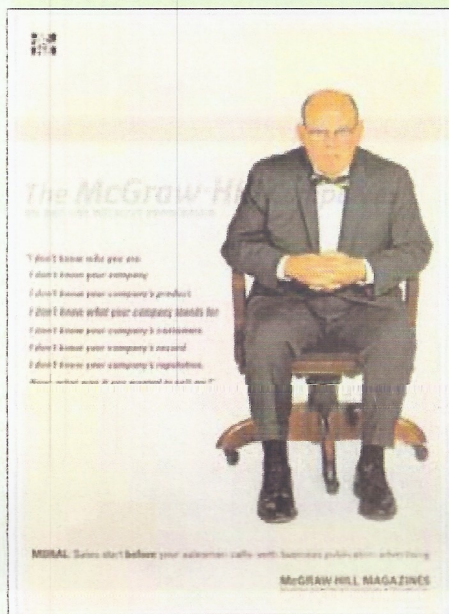
Ladies and gentlemen, please help me welcome.....Ever wish you had an 'Introducer'? An M.C. on your behalf. Someone to properly set-you up before a speech or presentation. A messenger to be your envoy? Magazines can set the stage before you make your appearance.

Magazines are your invitation into hundreds of thousands of homes and offices every day. Witness their power with this classic piece from McGraw-Hill Magazines. This ad ran over two decades ago, but the message rings as true as ever.

"I don't know who you are.
I don't know your company.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now - what was it you wanted to sell me?"

MORAL: Sales start *before* your salesman calls...

McGRAW-HILL MAGAZINES BUSINESS - PROFESSIONAL - TECHNICAL





BOOKMARKS

1. Don't judge a magazine by its cover.

Do the research and you'll discover that some of those 'plain' or everyday titles blow the doors off the 'niche' publications'.

2. Pass Along Readership:

We use magazines knowing that more than one reader will see the message. (Typically 3.2 reading occasions per reader. Source: Magazines Canada) That improves the reach and the efficiency.

3. Power of Colour:

When you advertise in a magazine, use 4 colour ads. This increases impact and recognition by as much as 45% more than just Black & White.

(Source: Starch Tested Copy Vol 1, No 1.)

4. Test Your Ad:

Buy a car without a test drive? Hardly. Then don't spend a boatload of cash in any magazine (or in any media) until you test if the message is working.

5. Permission Based Marketing:

Not just the domain of Internet, but with 85%-95% of magazines being sold by subscription – to home or business addresses - that's a lot of approved invitations to deliver your message to the readers.

At First Impressions Media, every plan we develop is your new plan. Customised - for you. Not 'Cookie Cuttered'. Each plan has the strategy and media mix, which works best for you. Every magazine, which makes it to our plan, does so on relevance, efficiency, and timeliness.

Magazines:

Where ROI is King. Your competitors know magazines work too as research confirms that Dollar For Dollar, magazines deliver more bang for your media buck, making them the #1 media for Return On Investment.

MAGAZINES PROVIDE A PLATFORM FOR YOUR TEXT AND GRAPHICS TO DELIVER STOPPING POWER.

INDEPENDENTLY, OR IN CONCERT WITH OTHER MEDIA, AS WE DID FOR CANON CANADA'S S450 PRINTER CAMPAIGN, MAGAZINES WERE A KNOCKOUT BLOW. THIS PROVIDED PRODUCT DEMONSTRATION ON PAPER. AN INTEREST AROUSING PICTURE, PLUS ENGAGING COPY HELPED LAUNCH CANON'S NEW THINK TANK SYSTEM™, WHICH SPURRED ON NEW SALES.

We believe the success this campaign enjoyed only made Mr. Witt more appreciative of our efforts.

"Dennis of FIM has always represented our company in a very professional manner. He has always done what was expected of him and many times exceeded our expectations. He has an industry reputation as a tough but fair negotiator.

I believe that many times Canon received first refusal rights on promotional opportunities and remnant pages due to Dennis' positive relations with his media suppliers."

Peter Witt - Corporate Communications – Canon Canada Inc.

How much difference can an agency make?

If you like going home on time, getting this advertising stuff off your plate, or not having to deal with media sales reps, a professional agency can be your lifeline. They should also be able to deliver a solid, on target, efficient campaign, which saves you more than it costs for their services.

In a recent pre-Christmas, magazine only campaign, for one consumer electronics client, we negotiated savings off rate cards of \$178,243 or 37.54% of their total budget. This funded additional magazines and insertions, which gave our campaign more clout, presence, and drove more seasonal traffic. At First Impressions Media, We Buy Smarter.

Synergy:

On multiple occasions we've used magazines to support other media. Magazines plus (Television & Radio OR Radio and Outdoor, OR Newspaper Inserts and Mall Posters) to great effect. For example, a buy of 75% TV, and 25% Magazines has more impact and recall than does a buy of 100% TV. Use this mix to your advantage in future plans.

Options:

The mixture of Full page and 1/3rd page ad on the adjacent page is a great start. Get creative. Maybe use a custom designed insert, or, target your distribution to specific geography. Perhaps a gatefold, or a tip-on mini booklet. Use the magazine page to creatively and fully tell what you sell. Open yourself up to magazine advertising.

We Know Magazines: Your pages of Persuasion and Passions