

related issues if it does not pertain directly to Walton County – their coverage area – or if it is not localized with the use of Walton County sources.

Of the different newspaper outlets in the target county areas, those most receptive to editorial content relating to AOA and issues of hearing loss are the *Barrow County News*, the *Madison County Journal*, the *Athens-Banner Herald*, *The Red and Black*, *The Oconee Enterprise*, the *Herald-Journal*, *The News Leader*, *The Jackson Herald*, and *Flagpole* magazine.

Most newspapers, particularly *The Hartwell Sun* and *The Walton Tribune*, did not think hearing loss was a feasible topic to cover because it is not a health issue that they believe directly relates to the newspapers' audiences. In the case of the *Atlanta-Journal Constitution*, the newspaper simply does not have enough staff to consistently cover stories that are not related to their subscribers or the city of Atlanta. There are, however, potential exceptions to this rule provided the scale and uniqueness of a story is great enough to break into the Atlanta market. Appendix I5 provides a list of editorial contacts for several area newspapers.

## *Magazines*

### *Magazine Advertisements*

Magazines are an effective way of driving consumer purchases, encouraging readers to seek out more information. When compared to other media, magazines have the strongest influence on personal recommendations. Magazine Publishers of America (2009) reports that 54% of the general population makes recommendations based on magazines, along with 61% of “influentials.” According to Magazine Publishers of America (2009), magazine ads drive 46% of the population to search online, a number that is consistent through both age and gender. Magazine ads are also the number one offline source driving Web traffic that leads to future purchases (see Appendix J1 for Magazine Ad Influencing Online Search).

### *The Influence of Magazines*

Magazines garner much of their influence through the level of engagement and trust readers have in the medium. Readers are more likely to be engaged in magazines and their advertisements than other media because readers of magazines generally do not engage in other activities while reading (see Appendix J2 for Time-Ad Impact Ratio information) (Magazine Publishers of America, 2009).

Additionally, trust and ad receptivity are high amongst magazine readers (see Appendix J3 for Trust and Ad Receptivity-Comparing Media Channels). In 2008, 88% of magazine readers were also subscribers to magazines, which demonstrates loyalty and trust not only of a particular magazine, but also the medium as a whole. Because of this loyalty and trust, magazines produce high levels of brand favorability (see Appendix J4 for Magazine Brand Favorability-Comparing Media Channels) (Magazine Publishers of America, 2009).

### *The Reach of Magazines*

Magazine Publishers of America (2009) describes an important group of magazine readers known as “public place readers.” The public place reader is someone who reads a magazine in a public place but does not buy it. Eighty percent of adults fall into this category. Because vast numbers of people are exposed to magazines in some form, magazine ads can have a positive effect on purchase intent. Appendix J5 shows that no matter how readers acquire a magazine, they are still highly likely to respond to magazine ads.

Additionally, Magazine Publishers of America (2009) states that when ad size increases, so does attention to that ad. This further develops into word-of-mouth communication, online searching, and purchase intent. Additionally, luxury goods buyers are more likely to use magazines and the Internet than other consumers.

### *Magazines and Health Issues*

When compared with users of other types of media, magazine readers are more likely to take action on health care advertisements. Magazine readers are about twice as likely to approach their doctors with information from magazine ads, to return a sample card, and to discuss an ad with friends and family when compared to the general public (see Appendix J6 for Actions Taken in Response to Health care Advertising) (Magazine Publishers of American, 2009).

### *Magazines in Northeast Georgia*

Based on Hardin's (2009) description of her clientele, magazines that reach the 40 to 60-year-old, educated, middle to upper-middle class demographic within our 12-county target area provide the most logical opportunities for editorial and advertising content. Additionally, AOA should target those who engage in activities that can lead to hearing loss, such as attending concerts and bars, playing in a band, or hunting.

Magazines in the surrounding area that are of greatest interest are those that target music enthusiasts, blue-collar workers, hobbyists, and women (according to Hardin (2009), women tend to make household health care decisions). See Appendix J7 for publication names and advertising rates for several such magazines. Of the magazines listed, seven were chosen – based on readership and advertising prices – as the best to help AOA reach its target group (see Appendixes J8 and J9 for circulation numbers and contacts for these outlets).

### *Recommendations*

AOA currently advertises in *Southern Distinction*, a magazine that is distributed throughout a 60-mile radius surrounding Athens, GA. The average reader of Southern Distinction is 35 years old or older and has an average household income of \$65,000 per year.

About 60% of readers are female. Because advertising with *Southern Distinction* has proven to be successful for AOA in the past and it continues to reach the target audience, we recommend continued advertising here.

*Lake Oconee Living* focuses on those who live in a five-mile radius around Lake Oconee, a community that is just a 15-minute drive away from AOA. The average reader is 53 years old, earns over \$111,000 per year, and has attended and/or graduated from college. Eighty-two percent of readers are married and have at least one child. Sixty-three percent of readers are employed in professional or managerial positions. This community is very active, especially when it comes to golfing.

*Inside Gwinnett*, a fourth recommendation, is distributed in Gwinnett County in the cities of Duluth, Johns Creek, and Norcross. Almost 70% of readers are 40 years old or older, and 43% of readers earn between \$100,000 and \$250,000 annually. Eighty-four percent of readers have a college degree; 31% have a graduate degree. Almost 90% of readers are female. This magazine is recommended for advertising because it reaches educated and affluent individuals in Gwinnett County, and because the readers of this magazine are loyal. Seventy-four percent of readers read the magazine every month, and there are an estimated two to three readers per copy. This means that of the 20,000 magazines in circulation every month, 40,000 to 60,000 people read a copy.

It is also recommended that AOA work with *Georgia Magazine*, which focuses on people, places, events, and adventures in Georgia. They distribute the magazine amongst 134 of the 159 counties in Georgia, and most of the distribution is in the hard-to-reach suburbs and country sides of Georgia. The average age of readers is 51, and the average household income is \$80,000 per year. Sixty-six percent of readers are college graduates. The male-female ratio of readers is almost equal. The average reader travels once or twice a year and engages in athletic

activities. Readers of this magazine are very responsive to advertising: 84% of readers have responded to a *Georgia Magazine* advertisement within the past year, and an additional 53% have contacted an advertiser.

Another magazine recommendation is *Georgia Outdoor News*. This magazine focuses on hunting and fishing, with a circulation of 54,000 copies monthly. According to the magazine's Web site, Georgia is home to America's second largest deer herd. Additionally, Georgia has a 17-week deer season and seven or more weeks of turkey season. Because of the previously discussed risks of hearing loss as a result of firearm use, this magazine is an ideal fit for AOA.

*Athens Blur Magazine* is a magazine that focuses on local, regional, and national music news. The magazine publishes 4,000 copies every six weeks and distributes them throughout local bars, restaurants, salons, retail outlets, and newspaper bins. This magazine is a good fit for AOA because it targets a younger demographic who enjoys listening to music and going to concerts. It is a great medium to promote hearing loss prevention throughout the Athens community. Additionally, the magazine is free, which enables the younger, less affluent demographic to receive the message even if their income level is low.

Lastly, it is recommended to work with *Skirt!* magazine when AOA is ready to expand into the Augusta market, just outside of the existing 12-county target region. This is primarily a women's magazine: 73% of readers are female. Fifty percent of readers are between the ages of 35 and 54, and 22% of readers are 55 years old or older. Thirty-nine percent of all readers earn \$75,000 or more annually, and over 50% have graduated from college. Additionally, 60% of readers are married. This magazine is ideal for AOA when it is ready to expand into the Augusta market because it targets affluent and educated women with families in Augusta, Aiken, and Columbia, along with other prominent cities in North Carolina and South Carolina.

**Appendix J: Magazines**

## Appendix J1

*Magazine ads excel at influencing online search*

Medium (%)	Total	M	F	18 –24	25 –34	35 –44	45 –54	55+
<b>Magazines</b>	<b>46%</b>	<b>44%</b>	<b>48%</b>	<b>43%</b>	<b>47%</b>	<b>46%</b>	<b>47%</b>	<b>45%</b>
TV/Broadcast	42	46	39	36	42	45	46	41
Newspapers	40	41	39	26	33	36	43	49
Face-to-Face	36	37	35	46	41	37	36	28
TV/Cable	35	40	30	47	44	36	32	25
Coupons	34	29	39	31	37	36	36	32
Radio	30	34	26	30	34	34	32	23
Direct Mail	28	27	29	22	29	29	30	28
E-mail Ads	24	24	24	26	27	24	24	21
Internet Ads	24	28	20	32	29	25	23	17

Top 10 media that trigger an online search (adults 18+).

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*Note. Information in table was taken from Magazine Publishers of America (2009).*

## Appendix J2

*Time-Ad Impact Ratio*

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*Average Engagement Dimension Scores (100 = least; 500 = most)*

- Magazine readers are much less likely to use other media or participate in non-media activities.
- Magazines consistently get higher scores on the engagement dimension of “ad receptivity” than TV or the Internet.
- Magazines emerge as the leading medium with 5.5 times more ad influence relative to the time spent with magazines on an average day. (Newspapers = 4.9; Internet = 2.5; TV = 2.3; Radio = 1.1)

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*Note. Information in table taken from Magazine Publishers of America (2009).*

## Appendix J3

*Trust and Ad Receptivity – Comparing Media Channels*


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<i>Ad Receptivity</i>	<i>Average Engagement Dimension Scores (100 = least; 500 = most)</i>
Magazines	286
Television	212
Internet	234

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<i>Trust</i>	<i>Average Engagement Dimension Scores (100 = least; 500 = most)</i>
Magazines	337
Television	279
Internet	318

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*Note. Information in table taken from Magazine Publishers of America (2009).*

## Appendix J4

*Magazine Brand Favorability – Comparing Media Channels*

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<i>Media</i>	<i>Point Difference Between Exposed and Non-Exposed Consumers</i>
Television	2.9
Online	1.5
Magazines	7.3

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*Note. Information in table taken from Magazine Publishers of America (2009).*

## Appendix J5

*Actions Taken/Plans to Take Action Based on Magazine Advertising (by percent)*


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	<i>Paid</i>	<i>Nonpaid</i>	<i>Pass-along</i>	<i>Total Readers</i>
Consider purchasing advertised product/service	21%	19%	20%	21%
More favorable opinion about the advertiser	12	11	11	12
Gather more info about product/service	12	12	12	12
Visit Web site of advertiser	12	10	11	11
Visit store, dealer or location	9	8	8	9
Purchase advertised product/service	9	7	8	8
Save ad for future reference	7	6	7	7
Recommend product/service	5	5	6	5
<i>Took any action (net)</i>	<i>57</i>	<i>55</i>	<i>56</i>	<i>56</i>

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*Note. Information in table taken from Magazine Publishers of America (2009).*

## Appendix J6

*Actions Taken in Response to Health care Advertising*

<i>Discussed an ad with your doctor</i>	<i>Index of Heavy Media Users Compared to General Public</i>
<i>Public</i>	
Magazines	201
Newspapers	112
Radio	139
TV	104
Internet	121
<i>Called toll-free number to get information</i>	
Magazines	202
Newspapers	148
Radio	164
TV	144
Internet	147
<i>Switched to a different brand</i>	
Magazines	186
Newspapers	145
Radio	143
TV	117
Internet	110
<i>Visited any Web site</i>	
Magazines	154

Newspapers	105
Radio	133
TV	122
Internet	185

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*Asked you doctor for a product sample of prescription drug*

Magazines	185
Newspapers	131
Radio	129
TV	107
Internet	113

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*Note. Information in table taken from Magazine Publishers of America (2009).*

## Appendix J7

*Recommended Magazines' Advertising Rates*

<i>Magazine</i>	<i>BW/4C 1x</i>	<i>BW/4C 6x</i>	<i>BW/4C 12x</i>
Athens Blur Magazine	\$995	\$795	\$695
Georgia Magazine	\$7,140	\$6,440	\$6,060
Georgia Outdoor News	\$1,180/\$1,744	unavailable	\$719/\$1,123
Inside Gwinnett	\$1,360	unavailable	\$1,200
Lake Oconee Living	\$1,298	unavailable	unavailable
Skirt! Magazine	\$1,350	\$1,090	\$965
Southern Distinction	Personalized	Personalized	Personalized

*Note. Information from table was compiled from magazine Web sites and advertising representatives.*

## Appendix J8

*Recommended Magazines' Demographics*

<i>Magazine</i>	<i>Circulation</i>	<i>Age (avg)</i>	<i>Gender (M-F)</i>	<i>HH Income (avg)</i>	<i>College Grad (%)</i>
Athens Blur Magazine	4,000/6 wks	28	49%-51%	\$38,885	43%
Georgia Magazine	60,000/mo	51	44%-56%	\$80,000	66%
Georgia Outdoor News	51,000/mo	35-40	95%-5%	unavailable	unavailable
Inside Gwinnett	20,000/mo	40-50	12%-88%	\$75,000	84%
Lake Oconee Living	7,000/quarter	53	51%-49%	\$111,806	35%
Linger Longer Magazine	25,000/mo	51	n/a	\$275,000	87%
Skirt! Magazine	30,000/mo	35-54	27%-73%	\$75,000	52%
Southern Distinction	unavailable	35	40%-60%	\$65,000	unavailable

*Note. Information from table was compiled from magazine Web sites and advertising representatives.*

## Appendix J9

<i>Recommended Magazines' Contacts</i>				
<i>Magazine</i>	<i>Contact Name</i>	<i>Title</i>	<i>Phone</i>	<i>E-mail</i>
Athens Blur Magazine	Stephen Simmons	Director of Sales	(706) 353-7799	stephen@athensblur.com
Georgia Magazine	Laurel George	Advertising Representative	(404) 541-0628	lggeorge@bellsouth.net
Georgia Outdoor News	Mike Rhodes	Advertising Representative	(800) 438-4663	advertising@gon.com
Inside Gwinnett	Raymond Cobb	President JBMH	(770) 826-7263	ray@insidegwinnett.com
Lake Oconee Living	Brenda Youngblood	Advertising Representative	(706) 342-7440	none
Skirt! Magazine	Libby Salvador	Account Executive	(706) 823-3373	libby.salvador@skirt.com
Southern Distinction	Cynthia Hyde	Advertising Representative	(706) 540-3578	none

*Note. Information from table was compiled from magazine Web sites and advertising representatives.*