

Magazine Research & Ad Sales Practices At A Crossroads: Is The TV Model A Better Way?”

As you probably are aware, the magazine industry is under great pressure to be more like TV in its research. What the agencies want is much more timely audience data, with specific results for each issue, plus “meaningful” engagement metrics, not average issue research.

But important issues must be addressed. This is not a theoretical research exercise; the designers of such studies must bear in mind how their findings will actually be used in space buying and selling. And magazines must evaluate their current audience guarantee system—which is based on circulation, not audience—and how the situation is likely to change if issue-specific readership surveys become their sales “currency.”

Media Dynamics, Inc. has prepared a review of this subject, which describes how the TV networks have adjusted both their audience guarantee practices and research tiers, in order to satisfy agencies/advertisers who insist on targeting “more engaged” viewers. With this as a model, we discuss the ramifications for the magazine industry, which is being pressured to follow TV’s lead. In addition, we offer some guidance on the research design itself.

We believe that timelier, issue-specific readership data, coupled with engagement metrics, could be a huge plus for magazines. But this will only be attained at greater cost, and publishers will need to update their sales practices to reap maximum rewards.

This 22-page analysis, *Magazine Research & Ad Sales Practices At A Crossroads: Is The TV Model A Better Way?*, is now available in ebook format for only \$250.