

The Smell of Success

Recent MRI figures show that men who purchase health/beauty aids and cologne are heavier magazine readers than viewers of television. Men who spend \$100 or more on health and beauty aids are much heavier magazine users than television. Also, men who spend \$100 or more on cologne are twice as likely to be heavy magazine readers than TV viewers.

Heavy Media Users – Top 20%		
Base: Men	Magazines	TV
In Past 12 Months	Index	Index
Purchased Men's Health & Beauty Aids	110	97
Spent \$100+ on Men's Health & Beauty Aids	142	88
Purchased Men's Cologne for Self	118	101
Spent \$100+ on Men's Cologne for Self	171	88
<i>Source: 2003 MRI Spring</i>		

More Than Face Value: An MPA Case Study

After launching its recent award-winning magazine ad campaign, Nivea for Men experienced results that are truly beautiful. Face care sales doubled. Tracking studies measuring effectiveness showed a remarkable 90+ percent recall and 70+ percent action taken. Nivea aftershave rose to number two in its category. That's a makeover story we can all admire!

[Click here](#) for more info on Nivea's experiences and more case studies in a variety of categories.

Magazines and Metrosexuals: Everything's Coming Up Roses...or Is It Musk?

With research from Euro RSCG Worldwide's study "The Future of Men: USA," MRI data, and Nivea's actual experiences in the marketplace, the picture is clear: to reach men who spend significant money on grooming products—the "metrosexual"—magazines are the best place for your advertisers to get results.

For more information about this research, please contact Christa Jurik at cjurik@magazine.org or 212-872-3726.

¹"Metrosexuals: Don't question the sexuality of this group of pretty boys – they're straight and looking good" by Tricia Despres as seen in MediaPost's Media, December 2003

**Deadline for entry is getting closer—
Dare Your Advertisers to Compete in the 2004 Kelly Awards!**

What better way for your clients (both agencies and marketers) to get the recognition