

Cahners Advertising Research Reports -- Subject Index

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Ad Color	Cover Position	Photographs
Ad Cost	Customer Satisfaction	PIMS Research
Ad Readership	Demographics	Population
Ad Size	Direct Mail	Postcard Packs
Advertised Products	Directories	Price
Advertising	Economics	Process Industries Plants
Advertising Copy	Editorial Readership	Product Information
Advertising Effectiveness	Expenditures	Product Information Cards
Advertising Frequency	Foodservice Industry	Profitability
Advertising Readership	Four-Color	Purchasing
Black & White	General Business Magazines	Reach, Advertising
Bleed	Geographic Distribution Market	Reader Card Users
Brand Awareness	Graphics	Reader Inquiries
Budgets	Headlines	Readers
Building Industry	Households	Readership
Business Expansion	Illustrations	Receivership
Business Reply Cards	Income	Recession
Buying Influences	Inserts	Retail Sales
Capital Equipment Industry	Internet	Sales Literature
Card Packs	Manufacturing Plants & Industry	Sales Representatives
Case Histories	Market Coverage	Seminars And Meetings
Catalogs	Market Share	Standard Industrial Classification (SIC)

Computers	Meetings and Seminars	Specialized Business Magazines
Consumers	Multiple Ads in Same Issue	Telephone
Construction Industry	OEM Industry	Time Spent
Coupons	Pass-Along Readership	Typeface & Type Style
	Personal Sales Calls	

Ad Color

- affect impression of a supplier. 131.0
- bleed 111.11
- cost. 540.3B
- increase sales. 112.3
- number of ads. 112.2D
- readership. 105.1B
- 110.3B

Ad Cost

- average cost, by color 540.3B
- average cost, by size 540.1B
- per recipient 541.2A
- per recipient, by size of ad 541.1B
- specialized and general business magazines 540.2D

Ad Readership

- ad size 110.1C
- business reply cards 114.2
- characteristics of top scoring ads 118.5
- color 105.1B
- 110.3B
- coupons 114.1B
- cover ads 116.1C
- reader affinity 120.1
- 120.12
- inserts 117.1D
- multiple insertions. 120.3A
- position with reader inquiries. 150.1
- seasonal fluctuation. 413.2A

Ad Size

- cost of reader inquiries 250.2A
- half-page spreads 110.2A
- inquiries 250.1A
- affect impression of a supplier 131.0
- readership. 105.1B
- 110.1C

Advertised Products

- awareness prior to seeing ads 210.6B

estimating direct sales generated.	2000.8
vs. non-advertised products	103.1B

Advertising

● brand awareness.	2000.6
brand perceptions & product usage	130.2
brand usage	130.5
characteristics of top scoring ads.	118.5
contribution of return on investment	2000.1
effective marketing strategies	560.2A
headline features	1310.7
how much do companies spend.	2000.10
increase profits.	130.4
increase number of sales calls granted by buyers.	502.1
initiate new sales relationships	502.0
increase sales leads.	130.3
major goals.	101.1
multiple magazines in same market.	441.1A
percent of product line promoted.	503.1
percent spent on business to business	510.1C
position, affect on readership.	116.2B
preferred companies.	104.1
profitability	2000.9
purchase of advertised products vs.	
non-advertised	103.1B
role in recession	2000.7
reduce selling expenses.	534.0
selecting media	501.1
20 ways to improve	2000.2
two or more ads per issue	120.2A
120.3A	

Advertising Copy

● headline features.	1310.7
label vs. key graphs.	1320.1
labeled bars vs. grids	1320.2
lower case vs. upper case	1310.4
reverse type.	1310.3
20 ways to improve	2000.2
typeface-body copy	1310.6
typesetting styles	1310.2
usage in top scoring ads	118.5
use of price	115.2
use of toll-free numbers	260.1
260.2	

Advertising Effectiveness

● case histories:	
○ Advance Lifts, Inc.	3000.5
Advertising changes buyers' perceptions.	3000.0
Calavo Growers	3000.4
Federal Mogul	3000.1
3000.2	
Gamewell Corp.	3000.3
Surcom Associates, Inc.	3000.6

profitability	2000.6
2000.9	
reader affinity	120.1
120.12	

Advertising Frequency

● increase profits	130.4
increase sales leads	130.3
increase brand perceptions & product usage	130.2
increase brand usage	130.5
increase positive impression of a supplier	131.0

Advertising Readership

(also see *Readership*)

● characteristics of top scoring ads	118.5
compared to feature editorial	412.4
from front to back or back to front	430.2A
reader affinity	120.1
120.12	
position within magazine	116.2B
relationship between inquiry production	150.1
seasonal fluctuation	413.2A

Black & White

● vs. color.	105.1B
110.3B, 112.2C	

Bleed

● readership.	111.11
-----------------------	--------

Brand Awareness

● case histories:	
○ Advance Lifts, Inc.	3000.5
Calavo Growers	3000.4
Federal Mogul.	3000.1
3000.2	
Gamewell Corp.	3000.3
Modern Bride.	3000.7
conversion to brand preference	104.2
importance of reputation	120.13
increased by advertising exposure	130.2
130.5	
profitability	2000.6
2000.9	

Budgets

● business-to-business	510.1C
estimating direct sales generated.	2000.8
how much do companies spend.	2000.10

Building Industry

● personal sales call.	542.2D
--	------------------------

Business Expansion

- length and severity of business contraction periods . . . 700.03
- length of expansion periods 700.01A
- percent of growth 700.02A

Business Reply Cards

- readership 114.2

Buying Influences

- changes in location of buying power 501.2
- formal programs for qualifying inquiries/sales. 210.71
- number involved in purchasing decision. 551.9
- printed information needed. 550.1A
- supplier/product attributes 270.1
- size, color & frequency of advertisements 131.0

Capital Equipment Industry

- personal sales call 542.2D

Card Packs

(see *Postcard Packs*)

Case Histories

- Advance Lifts, Inc. 3000.5
- Advertising changes buyers' perceptions 3000.0
- Calavo Growers 3000.4
- Federal Mogul 3000.1
- 3000.2
- Gamewell Corp. 3000.3
- Harnischfeger Corporation 3000.8
- Modern Bride. 3000.7
- Surcom Associates, Inc. 3000.6

Catalogs

- availability when needed by readers 140.2B

Computers

- specialized business magazine readers 500.3A

Consumers

- characteristics 701.3B

Construction Industry

- design and construction of commercial,
industrial and institutional buildings 770.9
- spending of construction dollars 770.0

Coupons

- readership 114.1B

Cover Position

- cover spreads 116.1B
- gatefold covers 116.1B

readership	116.1B
Customer Satisfaction	
● supplier/product attributes	270.1
Demographics	
● readers of specialized business magazines	500.1A
United States	701.B
701.2B, 701.3B	
Direct Mail	
● effective marketing strategies	560.2A
number of cards returned	250.7A
most effective mechanisms	560.1A
postcard pack readership	250.6
sell products/services	560.0
Directories	
● frequency of reference	450.2
length of time saved	450.1A
number of users	450.3
types of ads preferred	450.5
uses by readers	450.4
Economics	
● business expansion growth	700.02A
○ length and severity of business contraction periods	700.03
length of business expansions	700.01A
Editorial Readership	
● compared to advertising	412.4
seasonal fluctuation	413.1A
Expenditures	
● capital.	710.4B
materials.	710.5B
Foodservice Industry	
● personal sales call.	542.2D
sales staff.	550.7
size of industry.	760.1D
eating out habits.	760.3A
Four-Color	
● percent of ads.	112.2D
readership.	105.1B
110.3B, 111.11	
increase sales.	112.3
General Business Magazines	
● vs. specialized business magazines.	410.1D
-audience reached	540.3B

-by color	540.2D
-cost of advertising- by size	442.1B
-readership.	442.2B
-receivership	442.3A

Geographic Distribution Market

● manufacturing plants	711.1A
OEM plants	711.2A
713.0	
process industry plants.	711.3A

Graphics

● headline features.	1310.7
lowercase vs. all caps.	1310.4
presentation of statistical information.	1320.1
1320.2, 1320.3	
reverse type, reading speed.	1310.3
typefaces- body copy.	1310.6
typefaces- headlines.	1310.5
typesetting style.	1310.2
usage of top scoring ads.	118.5

Headlines

● features.	1310.7
---------------------	--------

Households

● characteristics	701.3B
projected growth	701.32

Illustrations

(see *Photographs*)

Income

● per capita	701.3B
recipients of specialized business magazines	500.1A

Inserts

● readership	117.1D
------------------------	--------

Internet

● number of established internet sites	810.0
job functions responsible for establishing internet sites.	811.0
type of information contained on internet sites.	812.0
target audience, linking home pages through magazine's web site	813.0
purchasing products seen on the Web.	8101.2
manufacturing professionals and the Internet	820.0a
future use of Internet by manufacturing professionals	821.1a
amount of time spent on the Web.	822.0a
time spent on the Web by manufacturing professionals	823.0a
how manufacturing professionals use the Web	824.0a
ordering information from companies seen on the Web	861.0

Manufacturing Plants & Industry

- business volume by size 710.2B
- capital expenditures. 710.4B
- expenditures on materials. 710.5B
- geographical distribution 711.1A
 - OEM 711.2A
 - process industry. 711.3A
- number of plants, OEM & process industries. 713.0
- personal sales call 542.2D
- value of shipments, by size of plant. 720.1C
 - OEM 720.2C
- value of output 710.2B

Market Coverage (see *Advertising Reach*)

Market Share (see *Brand Awareness*)

Meetings and Seminars

- readers who attend. 533.1B

Multiple Ads in Same Issue

- percent of advertisements. 120.2
- readership. 120.3A

OEM Industry

- by SIC numbers. 713.0
- characteristics of sales force. 550.8A
- factors in specifying. 551.6
- geographical distribution. 711.1A
- value of shipments by SIC numbers 720.2C

Pass-Along Readership

- after initial receipt. 412.2A
- number of readers. 412.0

Personal Sales Calls

- average cost 542.1I
- average cost to close a sale 542.3
- average cost by region 542.9B
- cost of selected industries 542.2D
- calls made to wholesalers/distributors and to
ultimate users. 542.7A
- cost by product/service sold 542.21B
- dollar amount at which customer transferred
to direct sales. 544.3
- effective marketing strategies 560.2A
- inside sales vs. direct sales, average sale 544.1
 - percent of sales 544.0

sales effort. 544.7

leads from magazine card inquiries 210.7A

new clients 542.4B

number of calls to close a sale 542.5D

number of people called on by industry & region . . . 542.6

percent of calls by industry to wholesalers/distributors

vs. ultimate users of products/services. 542.7A

percent of customers who receive sales calls. 542.8A

selected industries 542.2D

sources of sales leads 560.3

Photographs

- usage in top scoring ads. 118.5

PIMS Research

- (*also see Case Histories*) 2000.6
- 2000.7, 2000.9, 2000.10, 3000.1-3000.8

Population

- by region. 701.B
- projected growth. 701.2B

Postcard Packs

- method for obtaining product information. 550.2
- number of cards returned per reader. 250.7A
- readership. 250.6

Price

- mention in ads. 115.2

Process Industries Plants

- geographic distribution. 711.3A
- number of plants & percent of total 713.0

Product Information

- before making decision. 550.1A
- estimate direct sales generated. 2000.8
- method of obtaining product information
 - most useful information. 550.0
 - used/preferred 209.0
 - immediate need requests 210.92
 - via service reader card. 240.2C
- postcard pack use. 250.7A
- usage, after receipt. 210.0A

Product Information Cards

(*see Postcard Packs*)

Profitability

(*see Advertising Effectiveness, Brand Awareness*)

Purchasing

- consult literature files 550.21
- number of buying influences. 551.9
- OEM, major factors. 551.6
- reader service inquirers. 210.91

Reach, Advertising

- advertising in more than one magazine in a market. . 441.1A
- awareness prior to seeing ads 210.6B
- marketing communications channel. 3000.8
- multiple specialized business magazines 441.1A
- 442.1B, 442.2B, 442.3A
- new prospects 501.3
- news weeklies, general business, specialized
- business 410.1D
- two or more ads in same magazine issue. 120.2
- 120.3A

Reader Card Users

- contacted by sales representatives 210.5B
- how often do they see sales representatives. 210.3
- purchasing power. 210.91

Reader Inquiries

- aware of products prior to seeing ads. 210.6B
- buying responsibility 210.9A
- by size of ad 250.1A
- by size of company 240.4A
- by telephone 260.1
- 260.2
- contacted by sales representatives 210.5B
- cost of 250.2A
- effective marketing strategies 560.2A
- how do readers obtain information 240.1A
- formal programs for qualifying inquiries/sales. 210.71
- from new prospects vs. existing customers 220.1
- from subscribers and non-subscribers 211.1A
- how long to receive requested information. 240.2C
- how long will an ad keep producing inquiries. 240.3A
- number of cards returned 210.7A
- percent from subscribers vs. non-subscribers. 211.1A
- postcard pack usage 250.6
- 250.7A
- purpose of 210.2A
- rating of information received from company. 210.12A
- seasonal differences. 250.22
- use of 800 numbers. 413.6
- 210.92, 209.0
- use of product information. 210.0A

Readers

- action taken with specialized business
- magazines 412.2A

age of	500.1A
attend meetings and seminars	533.1B
cost to reach	541.2A
level of education	500.1A
number of supervisory responsibility	532.1A
personal computers	500.3A
salary	500.1A
where they read specialized business magazines . .	412.2A
work related travel	500.1A

Readership

(also see *Advertising Readership*)

● advertising position within magazine	116.2B
after initial receipt.	412.2A
by industry decision-makers	442.2B
lower and upper case type.	1310.4
number of issues read	411.1C
number of times read specialized business magazine	412.3A
pass-along	412.0
412.2A	
presentation of statistics	1320.1
1320.2, 1320.3	
reverse type	1310.3
seasonal fluctuation	
○ advertisements	413.2A
editorial content	413.1A
ad vs. editorial content	412.4
time spent per issue	420.1A
typesetting	1310.2

Receivership

● by industry decision makers	442.1B
442.3A	

Recession

● advertising	2000.7
-------------------------	--------

Retail Sales

● increase in	750.1B
sources of sales leads	560.3

Sales Literature

● frequency of buyers consulting literature files.	550.21
role in making buying decisions	550.1A
contacted by sales representatives	210.5B
cost of	250.2A
effective marketing strategies	560.2A
how do readers obtain information	240.1A
formal programs for qualifying inquiries/sales.	210.71

Sales Representatives

- call all clients once a year 542.8A
- calls to new clients 542.4B
- cover all potential customers. 540.4
- frequency of visits to inquiry card users. 210.3
- how often seen by readers of design magazines. . . 550.3A
- inquirers contacted 210.5B
- most important qualities 550.8A
- personal characteristics 550.7

Seminars And Meetings

- affect of pre-show promotion 533.2
- readers who attend 533.1B

Standard Industrial Classification (SIC)

- distribution 713.0
- value of shipments, U.S. OEM plants 720.2C

Specialized Business Magazines

(also see *Readership*)

- circulation of 501.2
- editorial coverage in. 552.1
- qualities when choosing to advertise 501.1
- reach. 441.1A
- readership. 411.1B
- 413.3A
- time spend reading. 420.1A
- number of times read. 412.3A
- vs. general business magazines
 - -audience reached. 410.1D
 - cost of advertising. 540.2D
 - 540.3B
 - readership. 442.2B
 - receivership. 442.1B
 - 442.3A

Telephone

- calls to new clients 542.4B 260.1, 260.2
- immediate need requests for product information. . . 210.92
- used/preferred methods of requesting information. . . 209.0

Time Spent

- reading magazines 420.1A
- number of times read 412.3A

Typeface & Type Style

- body copy 1310.6
- headline features 1310.7
- headlines 1310.5
- reading comprehension 1310.2
- reverse type readership 1310.3
- upper and lower case readership 1310.4

What Percentage of Business Marketing Budgets is Spent on Specialized Business Publications?

22% of the budget is spent on specialized business publication advertising. This figure continues to represent the largest share of the total marketing budget.

ALLOCATED FOR:	1993	1991	1989	1988	1987
Specialized Business Publication Advertising	22%	23%	23%	22%	21%
Trade Shows	18%	18%	18%	16%	16%
Promotion/Market Support	10%	9%	10%	12%	12%
Dealer/Distributor Materials	13%	11%	9%	9%	9%
Telemarketing/Telecommunications	6%	7%	6%	9%	9%
Direct Mail	11%	12%	12%	9%	8%
General Magazine Advertising	2%	5%	6%	7%	8%
Publicity/Public Relations	5%	5%	7%	7%	7%
Market Research	5%	4%	4%	5%	5%
Directories	6%	5%	5%	3%	4%
Other	2%	1%	2%	1%	1%

Purpose:

To determine how business marketing budgets are allocated.

Methodology:

Cahners Research surveyed, by mail, a random selection of 4,000 advertisers and prospects from Cahners publications to determine what they spend on a personal sales call, and how they spend their marketing budgets in general. Respondents represent the diversity of markets and job functions covered by Cahners publications in the following industries: foodservice, electronics & computers, building & construction, and manufacturing. The survey included the question “What percentage of your company’s total 1993 marketing budget to support direct sales was spent in each of the following areas: specialized business magazine advertising, trade shows, promotion/market support, dealer/distributor materials, telemarketing and telecommunications, direct mail, general magazine advertising, publicity/public relations, market research, and directories?”.

Conclusion:

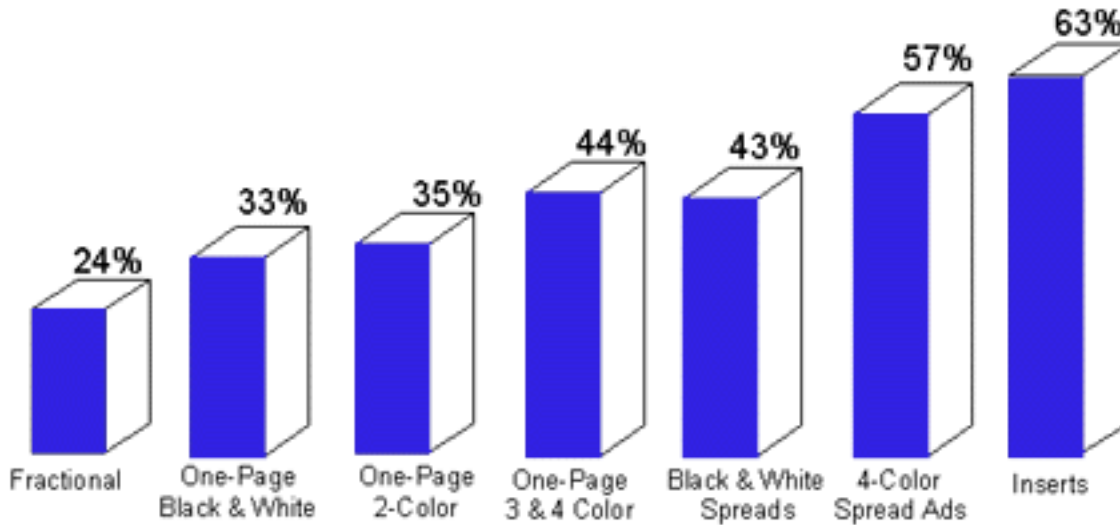
22% of the business marketing budget was spent on specialized business publication advertising. This figure continues to represent the largest share of the total marketing budget.

For additional copies, place your [order online](#).

How Is Advertising Readership Influenced by Ad Size and Color?

Advertising readership increases with size and the use of color.

MEDIAN NOTED SCORES



Purpose:

To determine if size and color affect "remember seeing" readership scores.

Methodology:

Reed Elsevier Business Information Research analyzed, via Reed Elsevier Business Information Advertising Performance Studies, 109,460 advertisements that appeared in 57 Reed Elsevier Business Information publications from 1972 to 1992. Included were all ads one-half page or larger. The ads were divided into categories by size and color. Comparisons were made after median noted scores were tallied. Noted scores indicate the percentage of readers who remembered seeing the advertisement in the issue surveyed and represent results from among 384,642 readers.

Reed Elsevier Business Information Advertising Performance Studies are conducted by mail among a random sample of readers. Each study is based on a minimum of 100 replies.

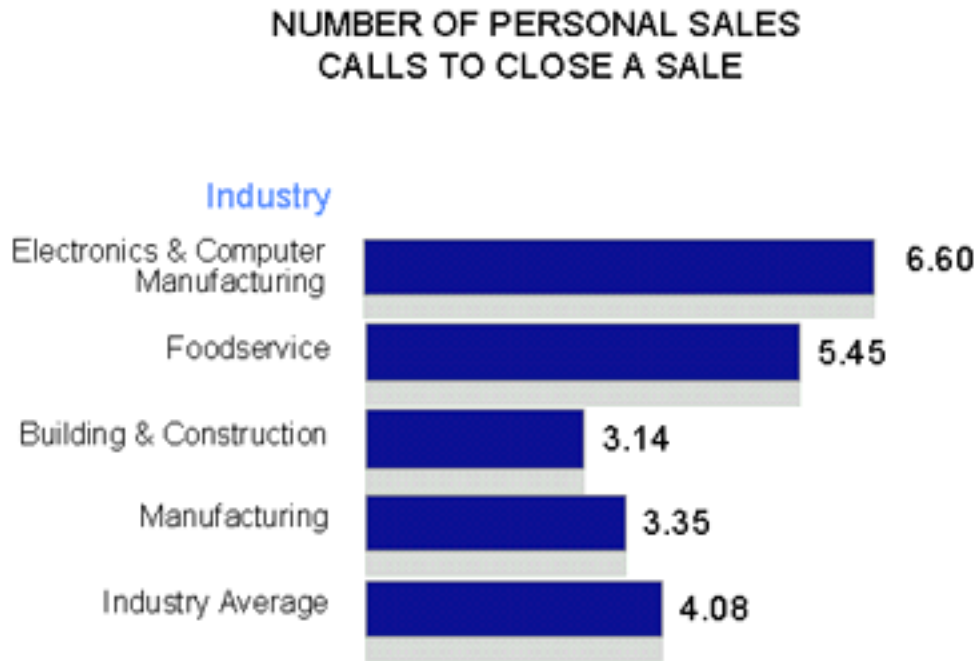
Conclusion:

An advertiser can expect higher readership scores from larger ads using color. These findings are very similar to an earlier analysis which included 65,752 ads from 1972 to 1989.

For additional copies, place your [order online](#).

How Many Personal Sales Calls Does it Take to Close a Sale?

On the average, it takes 4.08 personal sales calls to close a sale. This figure varies by industry.



Purpose:

To determine, by industry, how many personal sales calls it takes to close a sale.

Methodology:

Reed Elsevier Business Information Research surveyed, by mail, a random selection of 4,000 advertisers and prospects from Reed Elsevier Business Information publications to determine what they spend on a personal sales call, and how they spend their marketing budgets in general. Respondents represent the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: foodservice, electronics & computers, building & construction, and manufacturing. The survey included the question: "Approximately, how many personal sales calls (in-person visits) does it take to close a sale?"

Conclusion:

On average, it takes 4.08 personal sales calls to close a sale. Based on the average cost of a personal sales call, the average cost to close a sale is \$1,203.60. This figure varies by industry, but on the average represents a 9.07% decrease from 1989 figures. The number of calls it takes to close a sale increased from 3.7 in 1992 . Although the cost of an individual sales call rose, the number of calls it takes to close a sale remains below the 4.5 figure in 1989. For additional information please see CARR 542.1 I, "What Is the Average Cost Of a Personal Sales Call?"

For additional copies, place your [order online](#).

Characteristics of Top-Scoring Advertisements in Specialized Business Magazines

REPORT INCLUDES: Introduction, Methodology, Photographs and Illustrations, Descriptive Copy, Headlines, Summary.

Introduction

The advertising and publishing communities have put a great amount of effort and resources into research that provides a better understanding of “stopping power”—the combination of elements that encourage readers to stop, notice, and read an advertisement. Just what makes an advertisement stand out from all others? What are the key elements that create stopping power? There are, obviously, many variables contributing to an effective advertisement—not the least of which is the “magic” of creative spark. Our goal for this report was to identify the basic common characteristics of ads that readers have found to be most effective—“top scoring ads” from the Reed Elsevier Business Information Advertising Performance Studies. Some of the questions answered in the following analysis are:

- How are photographs and illustrations used in top scoring ads?
- What is the length and primary message of descriptive copy?
- What is the length, placement, and primary message of headlines?
- Overall, what features and techniques are the most common?

Previous CARR reports have discussed the effects of size, color and placement on the readership of a specialized business magazine advertisement. For more information on ad readership, please note the following CARR reports: Ad Placement (#116.2B), Ad Size (#110.1A,#110.1B), Advertisement Color (#110.3A, #112.3), and Advertising Frequency (#100.0). To determine if size and color affect “remember seeing” readership scores.

Methodology:

In producing this report, Reed Elsevier Business Information Research analyzed 996 top scoring advertisements from 1989 and 1990 Reed Elsevier Business Information Advertising Performance Studies to determine the characteristics of these advertisements—including ad layout, theme, and use of color and graphics. These ads were taken from 45 different Reed Elsevier Business Information publications covering a cross section of industries.

Some background on how Reed Elsevier Business Information Advertising Performance Studies are conducted is important to understand. Approximately two weeks after the issue of a magazine the recipients are asked to go through the issue again, and to answer whether they recall seeing and remember reading specific ads in the issue. Several other questions may also be asked about the ads (and/or the features and

editorials) within the issue. Each Reed Elsevier Business Information Advertising Performance Study is based on the first 100 replies received.

The ten advertisements with the highest “remember seeing” scores in each of 393 Reed Elsevier Business Information Advertising Performance Studies were included in this analysis. In some cases, more than 10 advertisements were included due to tie scores. Note that only top ads are included. The data is not necessarily descriptive of all ads, and, often an ad is effective because it breaks the rules in a clever, attention-getting way.

Photographs And Illustrations

Because human beings are highly visual creatures, the photograph or illustration contained in an advertisement is a key element in its stopping power. Fully 98% of top-scoring ads contain a photograph or illustration (line drawing, cartoon, custom art, or mixed techniques).

For most of these ads, the photograph or illustration is a significant element. In two-thirds of top-scoring ads, the photo or illustration covers 1/4 - 2/3 of the ad, in another 16% of the ads, the photo covers more than 2/3 of the ad, and in 12% of these ads, the photo covers the entire ad (the ad is a single illustration with an imposed headline).

Our findings about the most common messages or themes for top-scoring ads provides surprising insight into stopping power. More than a third of top scoring ads (36%) show borrowed interest photos—use of a photograph unrelated to the subject matter, but in a way that suggests two interpretations. It is interesting that the use of a borrowed interest theme shows up in almost every aspect of our analysis (photos, headlines, and descriptive copy).

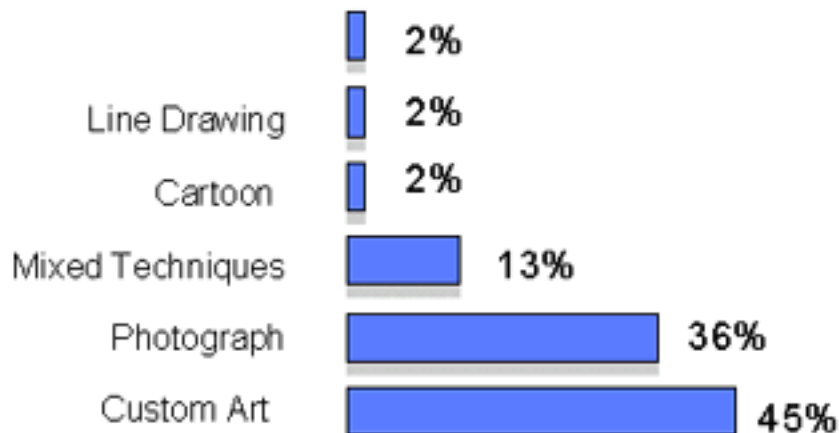
But borrowed interest is not the only message that draws attention. Nearly one quarter (24%) of top scoring ads show the product alone and another 9% show people using the product.

REPORT INCLUDES

Introduction		Page 2
Methodology		Page 2
		Page 3
Descriptive Copy		Page 4
Headlines		Page 5
Summary		Page 7

% OF TOP-SCORING ADS

TECHNIQUE



QUANTITY

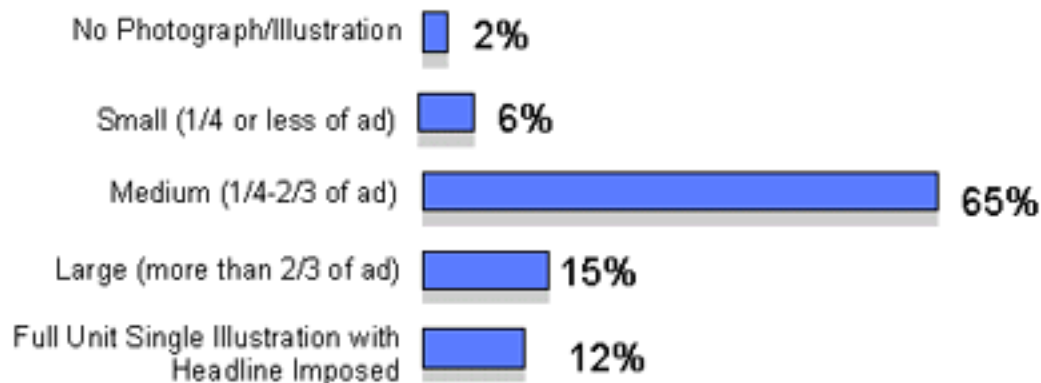


Descriptive Copy

Although descriptive copy may not be a key element of stopping power, once readers have been “hooked”, descriptive copy becomes an important medium to convey the advertiser's message. Descriptive copy, in fact, seems to be an essential part of business-to-business advertising. In business advertising, 95% of top scoring ads have more than 25 words of descriptive copy. Nearly seven of ten top ads had copy of average length (26-200 words). But fully 65% had more than 100 words of text, and 27% had more than 200 words.

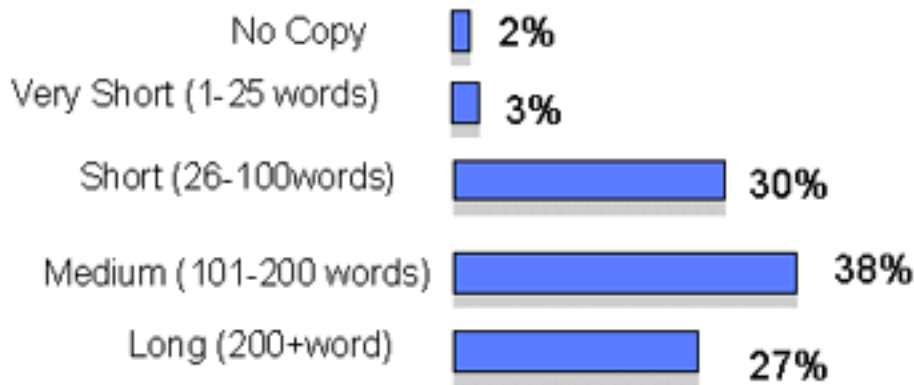
The primary messages contained in descriptive copy are the product's features (33% of top ads) and the capabilities of the supplier or the breadth of the product advertised (27% of top ads). In other words, descriptive copy is largely used to stress the benefits the advertised product will provide for readers in carrying out their jobs.

% OF TOP-SCORING ADS



% OF TOP-SCORING ADS

COPY LENGTH

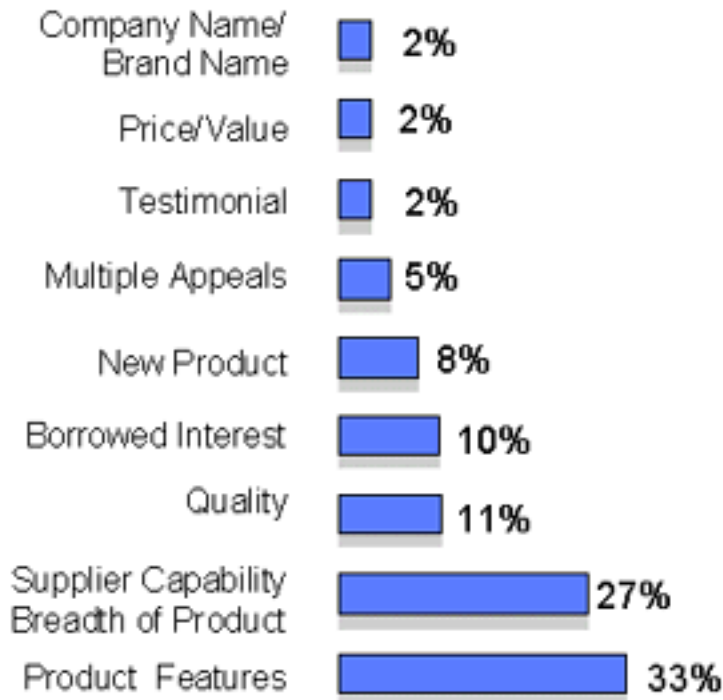


Headlines

In addition to the photograph or illustration, the headline is also a key element for getting the reader's attention. 98% of top scoring ads contain a headline, but in most cases, the headline is not a dominant part of the overall ad. In 59% of the ads studied, for example, the headline is small (1/2" or less). In only 10% of the ads, were the headlines large (1" or more).

% OF TOP-SCORING ADS

COPY THEME

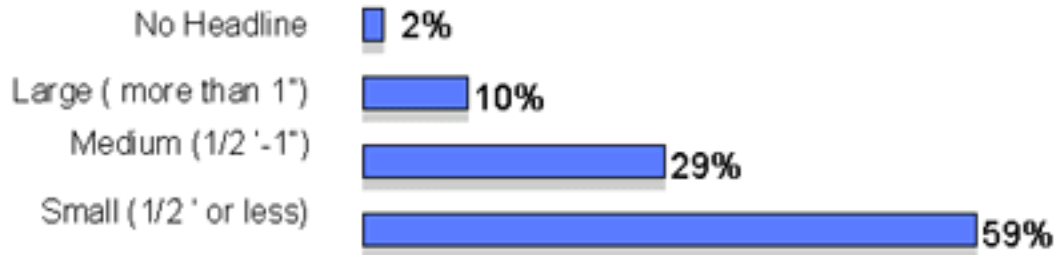


Similarly, the length of the headline in 75% of top ads is short, but powerful-between 1 -12 words. In 36% of top ads the headline was limited to 1-6 words. Diversity reigns in headline placement—no one location within the ad was found to dominate. In 17% of top scoring ads, the headline is located at the top 1/3 of the page; in 16%, it is the very top element of the ad, and in 26% of the ads the headline spanned across the pages (spreads). As in the case of photographs and illustrations, the use of borrowed interest themes dominates the headlines studied. Nearly half (48%) of all top scoring ads use this method—usually in a humorous way

which creates a powerful image or provokes the reader to see a relationship between product/company and the borrowed interest theme.

% OF TOP-SCORING ADS

HEADLINE TYPESIZE



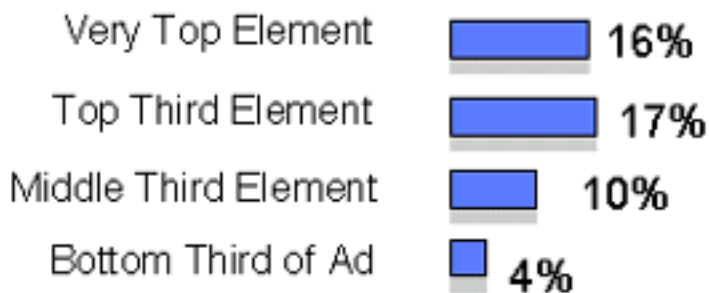
% OF TOP-SCORING ADS

HEADLINE LENGTH



HEADLINE PLACEMENT

1-Page or Less



2-Page Spread



Summary

In a time when creative mediums abound, the need for clear, concise advertisements with stopping power is crucial. Our research helps to provide a better understanding of the factors which grab the reader and hold their attention—in other words, the elements of stopping power. We found that—

- Photographs or illustrations (including line drawings, cartoons, custom art, or mixed techniques): Most often cover 1/4 - 2/3 of the ad, and stress the theme of borrowed interest—use of a photograph unrelated to the subject matter, but in a way that suggests two interpretations.
- Headlines: 98% of the ads studied had a headline—although it was not a dominant feature either in size or length. Again borrowed interest was the most commonly used theme.
- Descriptive copy: Although not the key element of stopping power, it is important in describing the business benefits your product can offer the reader in carrying out his/her specific job responsibilities.

For more information on the value of specialized business publication advertising, please see CARR Reports:

- #2000.4 How to improve Profitability Through Advertising
- #2000.6 Brand Awareness As a Too For Profitability
- #2000.9 How Advertising Drives Profitability

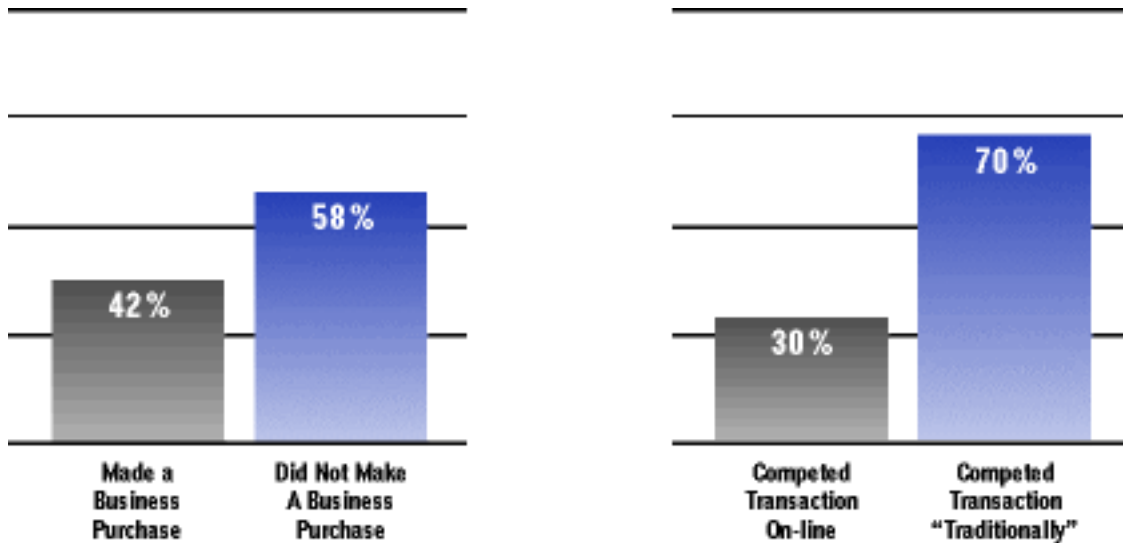
For additional copies, place your [order online](#).

N.O. 8101.2

Do Manufacturing Professionals Purchase Products For Business As A Result Of Seeing Them On The Internet? How Are The Transactions Made?

Over four in ten manufacturing professionals have made a business purchase as a result of seeing a product on the Internet. Among these buyers, thirty percent made the transaction on-line.

PERCENT OF RESPONDENTS



Purpose:

To determine whether manufacturing professionals have made purchases for business based on something seen on the Internet and if so, how the transaction was completed.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey were the questions:

"Have you ever purchased anything (for business) as a result of seeing it on the Internet?"

"Did you complete the transaction on-line?"

Conclusion:

Over forty percent of manufacturing professionals have already made a purchase for business as a result of seeing something on the Internet. Among these buyers, thirty percent made the transaction on-line. The extent to which purchases have already been made signals a growing acceptance of electronic commerce. Marketers wanting to serve the broadest possible audience should consider incorporating on-line purchase options.

Do Manufacturing Professionals Currently Use or Plan to Use the Internet/World Wide Web?

Yes. Sixty-one percent of manufacturing professionals currently use the Internet/World Wide Web. This represents a 59% increase among this audience since Spring 1996. Within the next 18 months, use of the Internet/World Wide Web is expected to increase to 80%.

PERCENT OF RESPONDENTS

Currently use Internet/WWW	61%
Plan to use within 1-3 mo.	4%
Plan to use within 4-6 mo.	4%
Plan to use within 7-9 mo.	2%
Plan to use within 10-12 mo	6%
Plan to use within 13-17 mo.	1%
Plan to use within 18 mo. or more	2%
Don't know	18%
Do not plan to use/never	2%

WEB TRENDS

Dec. '97	61%
Spring '96	36%

Purpose:

To determine the extent of Internet/World Wide Web current and planned usage among professionals in the manufacturing industries.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey were the questions:

- "Do you currently use the Internet/World Wide Web?"
- "If no, when do you expect to use the World Wide Web?"

Conclusion:

Currently 61% of manufacturing professionals have Internet access at work. During the past year, Internet access has increased by 59%. The rapid growth of this new medium makes it an increasingly important component in a firm's marketing and communications strategy.

How Do Manufacturing Professionals Expect Their Internet Usage to Change in the Future?

Internet usage is coming on strong. Three-quarters of professionals expect their Internet use to increase. The percent of users who expect their Internet usage to remain the same has doubled over the past year suggesting that usage patterns are becoming established.

PERCENT OF RESPONDENTS

My Internet Usage will...

Increase	75%
Decrease	1%
Remain the same	17%
Don't know	7%

Purpose:

To determine manufacturing professionals' expectations of their future Internet use.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey was the question:

"How do you expect your Internet usage will change in the future?"

Conclusion:

The data suggests that manufacturing professionals have an increasing acceptance of their future use of the Internet and that usage patterns are already becoming established.

How Much Time Per Week Do Manufacturing Professionals Spend on the World Wide Web?

On average, users spend 1.2 hours per week on the World Wide Web. Nearly one-third spend in excess of 90 minutes per week. These usage patterns remain constant since spring 1996.

PERCENT OF RESPONDENTS WHO USE THE WEB

Per week, I use the Internet...

Less than 15 minutes	15%
16-30 minutes	18%
31-59 minutes	25%
1 hour-89 minutes	12%
90 minutes-1 hour 59 minutes	9%
2-3 hours	11%
3 hours or more	10%

Purpose:

To determine the time manufacturing professionals spend per week on the World Wide Web.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey was the question:

"How much time per week do you currently use the World Wide Web?"

Conclusion:

Manufacturing professionals are devoting over an hour per week for using the World Wide Web. This time commitment suggests that marketers should consider incorporating the Internet as part of a comprehensive marketing program. CARR Report 824.0A shows that product information and evaluation is their leading use of the Internet and marketers contemplating their site's contents should consider incorporating this type of information.

How Are Manufacturing Professionals Using the World Wide Web?

Three-quarters of manufacturing professionals are using the World Wide Web for product information and evaluation. These areas continue to dominate manufacturing professionals' use of the Web.

I use the Web for...

Product information & evaluation	76%
E-mail	70%
News and information	47%
Database searches	47%
Access product directories	43%
Competitive information	34%
Stock market information	33%
Access newspapers and magazines	27%
Communications/bulletin boards	26%

Purpose:

To determine manufacturing professionals' leading uses of the Web.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey was the question:
"How do you use the Web?"

Conclusion:

The major use of the Web among manufacturing professionals continues to be for obtaining product information and evaluation. Marketers wanting to communicate this type of information should include this in their Web sites.

N.O. 861.0

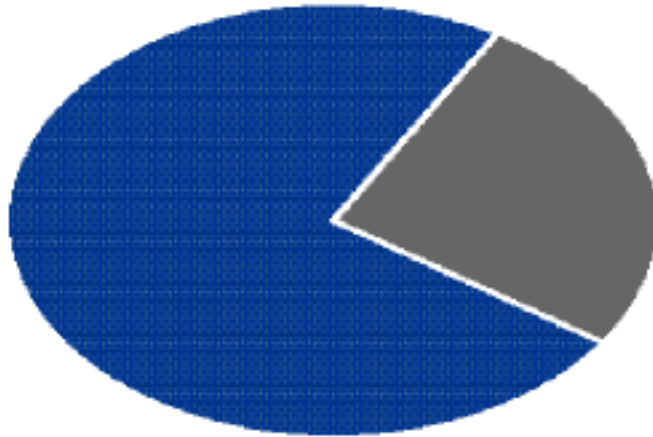
Have Manufacturing Professionals Ever Requested Further Information From Companies Based On Something Seen On The Internet?

Yes. Seventy-four percent of manufacturing professionals have contacted a company based on something they saw on the Internet.

PERCENT OF RESPONDENTS

No
26%

Yes
74%



Purpose:

To determine whether manufacturing professionals have contacted a company for further information based on something seen on the Internet.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey was the question:

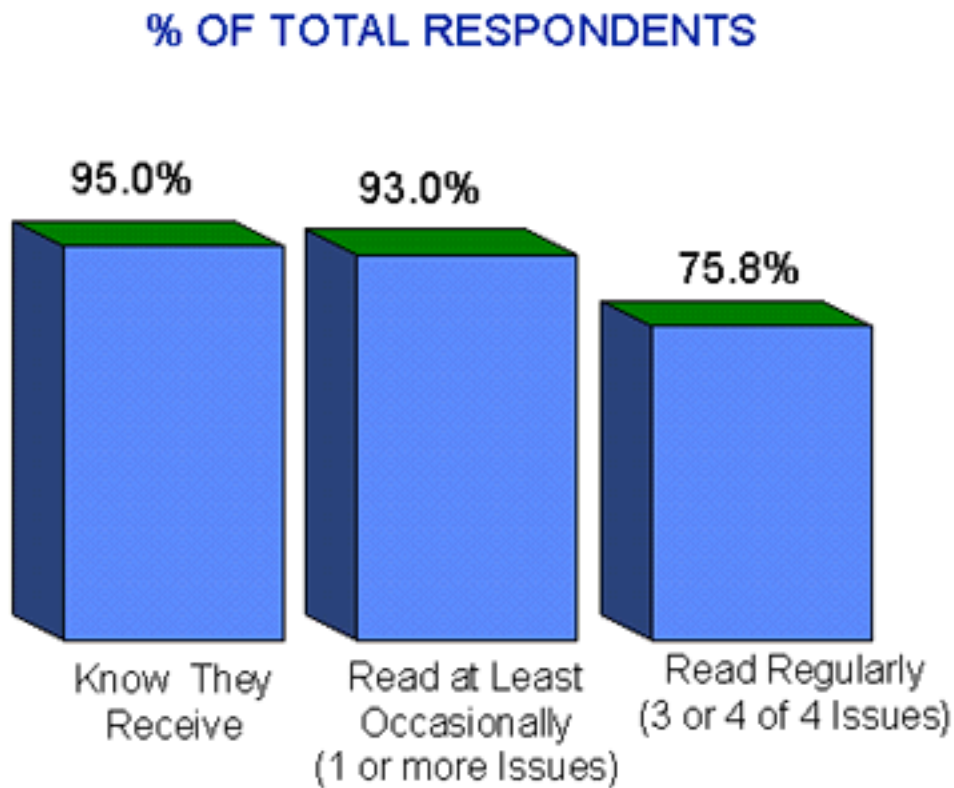
"Have you ever requested further information from a company based on something you saw on the Internet?"

Conclusion:

The Internet can be a powerful medium when delivering useful information. Internet users will take action to contact a company if they see something of value. Marketers wanting to capitalize on this should include the Internet in their media selections and make it easy for the user to contact them. Websites should contain hotlinks, e-mail links, or 1-800 phone numbers for ease of contact.

How Well are Specialized Business Publications Read?

More than 7 in 10 subscribers read regularly at least three of four issues, and more than 9 out of ten read at least occasionally.



Purpose:

To determine how frequently specialized business publications are read.

Methodology:

Once a year, Reed Elsevier Business Information Research conducts mail surveys that sample an Nth name selection (total sample of 600 - 1000) from the circulation lists of all Reed Elsevier Business Information publications. The results for this report are based on 15,880 usable returns for an overall response rate of 39%. The questionnaire asks respondents to provide receivership, readership, and preference information about the Reed Elsevier Business Information publications and each of its major competitors. The surveys are mailed on blind letterhead to ensure an unbiased response.

Conclusion:

On average, 95% of respondents know they receive the Reed Elsevier Business Information publications; 93% said they read the publication at least occasionally (at least one of every four issues); and, 75.8% said they read the publication regularly (at least three of every four issues).

For additional copies, place your [order online](#).

Cahners Advertising Research Reports -- Advertising Copy

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Advertising Copy

- headline features -- 1310.7
- label vs. key graphs. -- 1320.1
- labeled bars vs. grids -- 1320.2
- lower case vs. upper case -- 1310.4
- reverse type -- 1310.3
- 20 ways to improve -- 2000.2
- typeface-body copy -- 1310.6
- typesetting styles -- 1310.2
- usage in top scoring ads -- 118.5
- use of price -- 115.2
- use of toll-free numbers -- 260.1 and 260.2

Cahners Advertising Research Reports -- Advertising Effectiveness

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

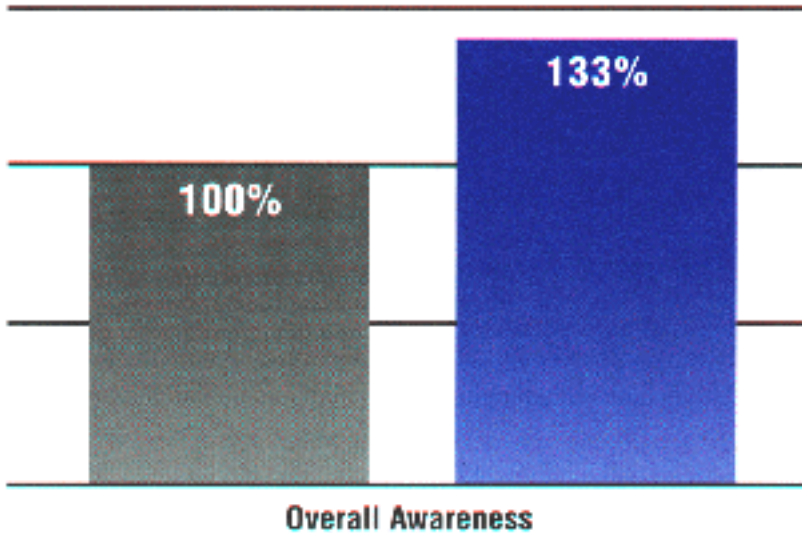
[Return to Subject List](#)

Advertising Effectiveness

- case histories:
 - Advance Lifts, Inc. -- 3000.5
 - Advertising changes buyers' perceptions -- 3000.0
 - America's Health Network -- 3000.9
 - Calavo Growers -- 3000.4
 - Federal Mogul -- 3000.1 and 3000.2
 - Gamewell Corp. -- 3000.3
 - Surcom Associates, Inc. -- 3000.6
 - World Book -- [3000.10](#)
- increased by advertising exposure -- [3000.9](#)
- profitability -- 2000.6 and 2000.9
- reader affinity -- 120. and 120.12

Advertising Builds Awareness For A New Product Line

INDEX SCORE (Indexed to 100)



The Company...

World Book, Inc., publisher of the The World Book Encyclopedia and retail trade line of Children's books.

Strategic Considerations...

An advertiser with Publishers Weekly was interested in assessing the success of a 10 page advertising campaign for a new retail trade line of children's books. The ad campaign consisted of 10 page four color ads run over a twelve month period. Reed Elsevier Business Information Research surveyed, by mail, a random selection of 1,000 subscribers from Publishers Weekly in 1996 and again in 1997 after the advertising campaign had been run. Both surveys received a 31% response rate.

Respondents were asked -"are you aware that World Book, Inc., publisher of The World Book Encyclopedia, now publishes a retail trade line of children's books?"

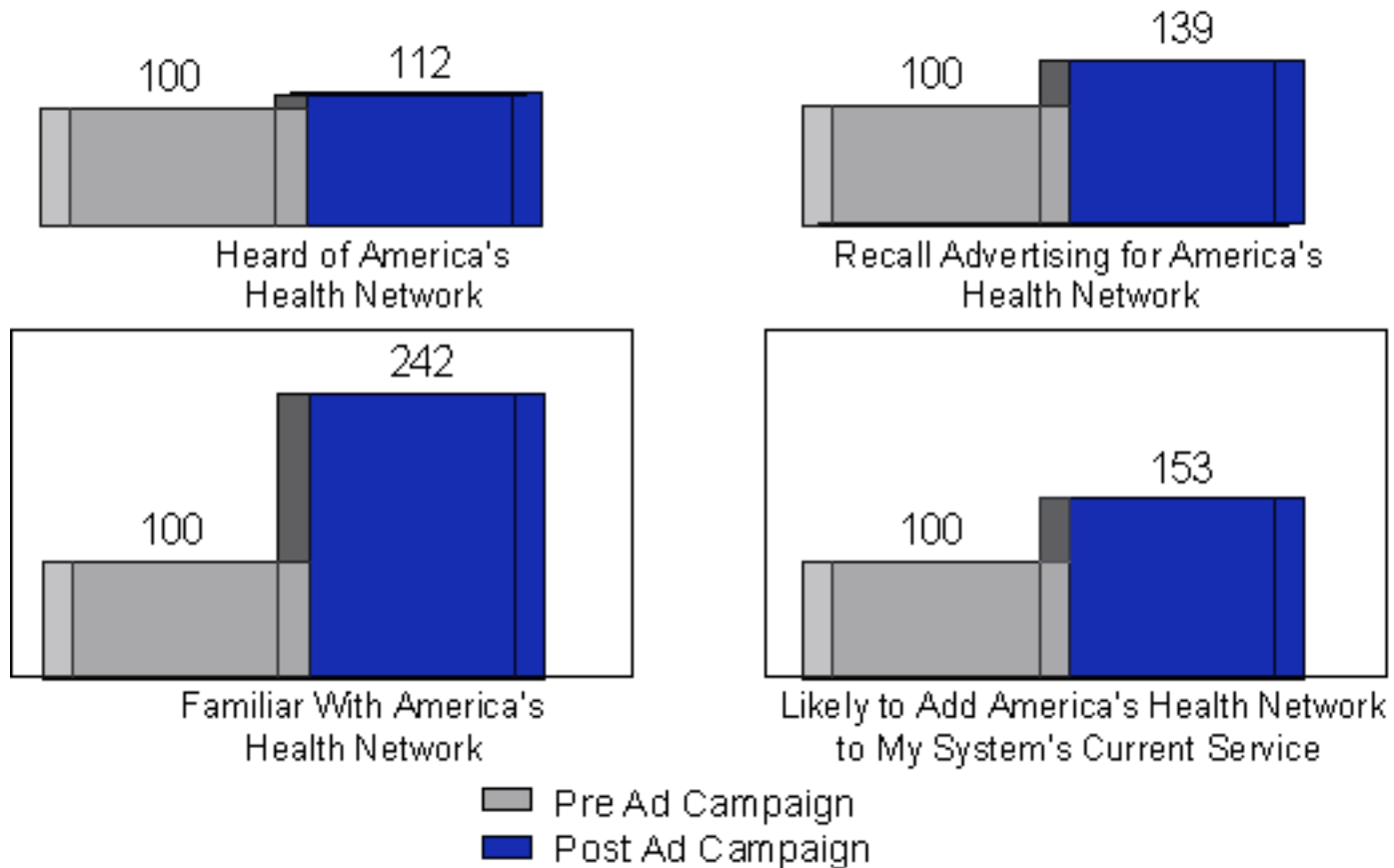
Results...

Awareness of the new retail trade line of children's books increased by one-third.

Advertising Builds Brand Awareness, Ad Recall, Familiarity, and Purchase Intent.

An advertiser with Broadcasting & Cable ran 38 full color ads over a six-month period and saw familiarity more than double and purchase intent among subscribers increase by over 50%.

INDEX SCORE
(Indexed to 100)



The Company. . .

America's Health Network, a cable television network (agency - PK Network Communications).

Strategic Considerations

An advertiser with *Broadcasting & Cable* magazine wanted to measure awareness, familiarity and purchasing intent of their Network prior to and after running an advertising campaign.

Results:

In September 1995, 100 phone interviews were conducted among *Broadcasting & Cable* subscribers with General Manager titles. Respondents were asked awareness of America's Health Network, advertising recall, level of familiarity, and intentions to add their service. The survey was repeated at the end of the campaign. All measures of awareness, familiarity and purchase intent for America's Health Network had at least double-digit increases by the conclusion of the campaign.

Cahners Advertising Research Reports -- Advertising Frequency

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

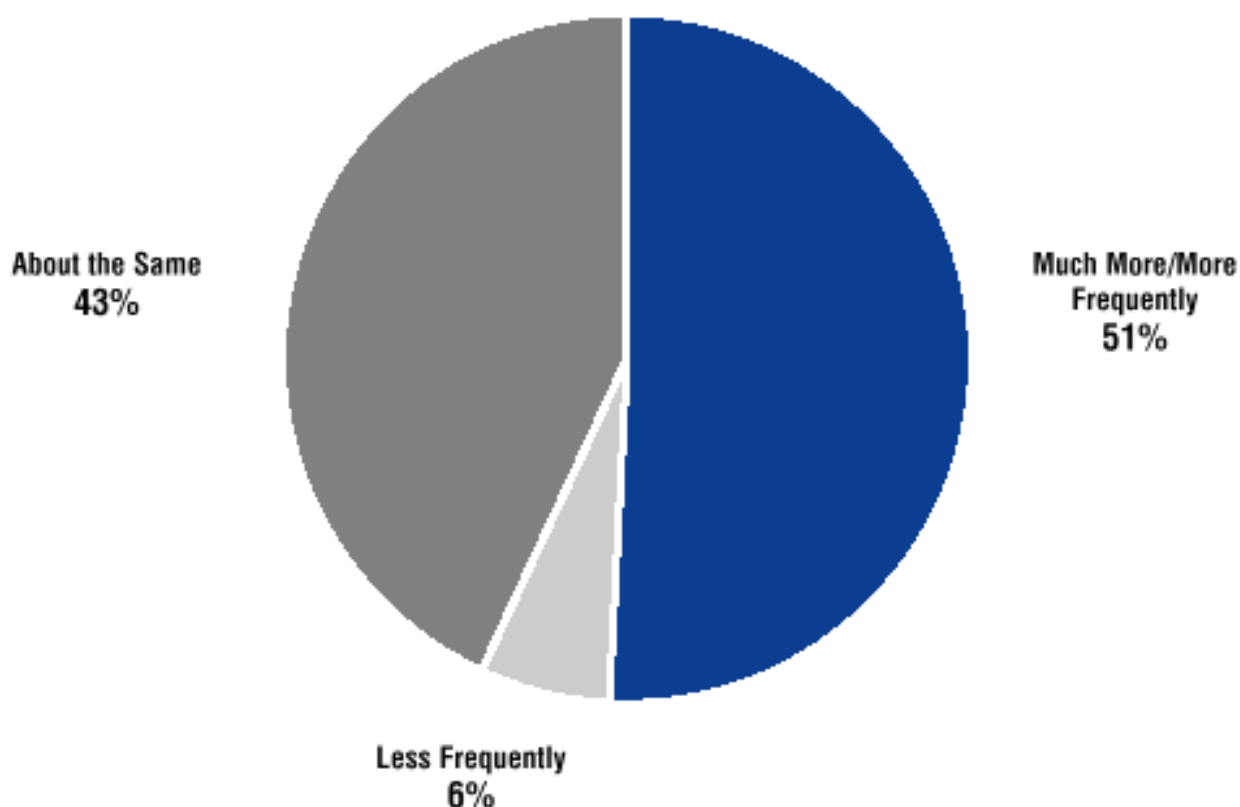
[Return to Subject List](#)

Advertising Frequency

- increase awareness, recall, familiarity, purchase intent -- 3000.9
- increase profits -- 130.4
- increase sales leads -- 130.3
- increase brand perceptions & product usage -- 130.2
- increase brand usage -- 130.5
- increase positive impression of a supplier -- 131.0
- [frequency of looking at advertising -- 412.5 \(PDF available\)](#)

Do Your Customers Look At Trade Magazine Advertising As Frequently As They Did Five Years Ago?

LOOK AT TRADE MAGAZINE ADVERTISING COMPARED TO 5 YEARS AGO



Purpose:

To determine whether the frequency with which buyers and specifiers look at trade magazine advertising has changed compared to five years ago.

Methodology:

Cahners New Product Information Group and Martin Akel & Associates surveyed 10,094 reader service inquirers from 120 different advertisements which ran in 20 different Cahners Product Tabloids. Magazines selected for this study represented the following industries: manufacturing, advanced technology, healthcare, and scientific. The survey was fielded approximately 8 months after the advertisements appeared in the publications. The following results are based on 3,826 completed surveys. The questionnaire included the question:

"Compared to 5 years ago, how frequently do you now look at advertising in trade magazines?"

Conclusion:

Just over half of buyers and specifiers look at ads in trade magazines much more/more frequently than they did five years ago. Over four in ten (43%) look at ads with about the same frequency as they did in the past. Marketers who try to regularly reach buyers and specifiers should continue to incorporate trade magazine advertising into their marketing budgets.

The full report "The Blue Chip Advertisers Research Study III: A Report On The Marketing Effectiveness of Cahners Product Tabloids..Based on 120 Coordinated Research Projects" is available from Cahners New Product Information Group.

For a copy of the report, please call (973) 292-5100.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

01-99

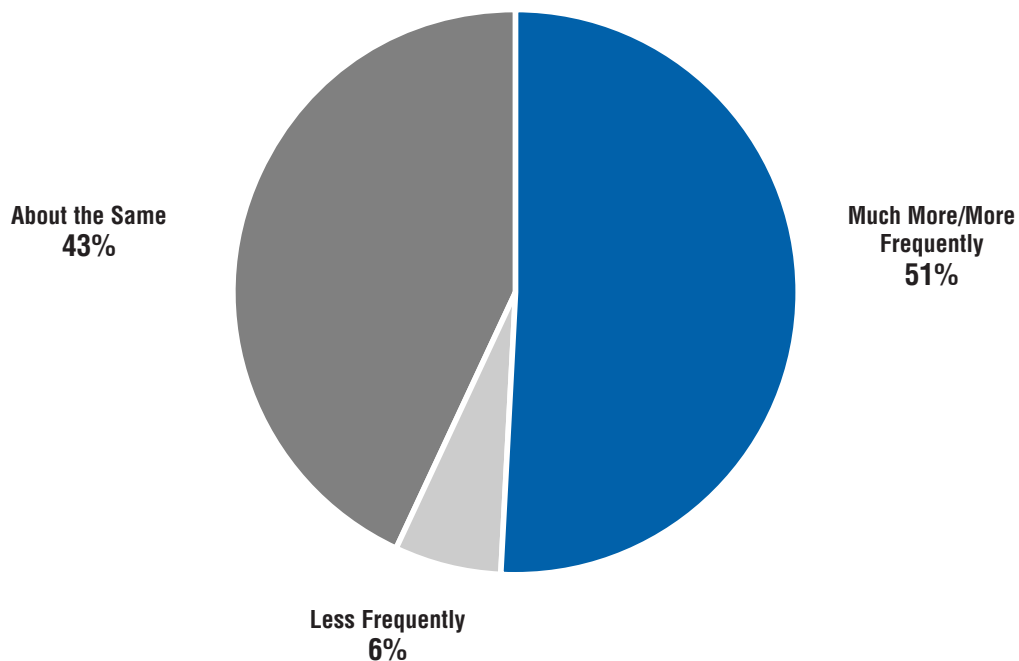
Cahners Advertising Research Report

No. 412.5

Do Your Customers Look At Trade Magazine Advertising As Frequently As They Did Five Years Ago?

Yes. In fact, over half of buyers and specifiers look at ads in trade magazines more frequently than they did in the past.

LOOK AT TRADE MAGAZINE ADVERTISING COMPARED TO 5 YEARS AGO



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine whether the frequency with which buyers and specifiers look at trade magazine advertising has changed compared to five years ago.

Methodology:

Cahners New Product Information Group and Martin Akel & Associates surveyed 10,094 reader service inquirers from 120 different advertisements which ran in 20 different Cahners Product Tabloids. Magazines selected for this study represented the following industries: manufacturing, advanced technology, healthcare, and scientific. The survey was fielded approximately 8 months after the advertisements appeared in the publications. The following results are based on 3,826 completed surveys. The questionnaire included the question:

“Compared to 5 years ago, how frequently do you now look at advertising in trade magazines?”

Conclusion:

Just over half of buyers and specifiers look at ads in trade magazines much more/more frequently than they did five years ago. Over four in ten (43%) look at ads with about the same frequency as they did in the past. Marketers who try to regularly reach buyers and specifiers should continue to incorporate trade magazine advertising into their marketing budgets.

The full report “The Blue Chip Advertisers Research Study III: A Report On The Marketing Effectiveness of Cahners Product Tabloids...Based on 120 Coordinated Research Projects” is available from Cahners New Product Information Group. For a copy of the report, please call (973) 292-5100.

CAHNERS OFFICES

BOSTON (Corporate Headquarters):

Cahners Building
Cahners Plaza
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com>

Cahners Advertising Research Reports -- Advertising, Print

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Advertising, Print

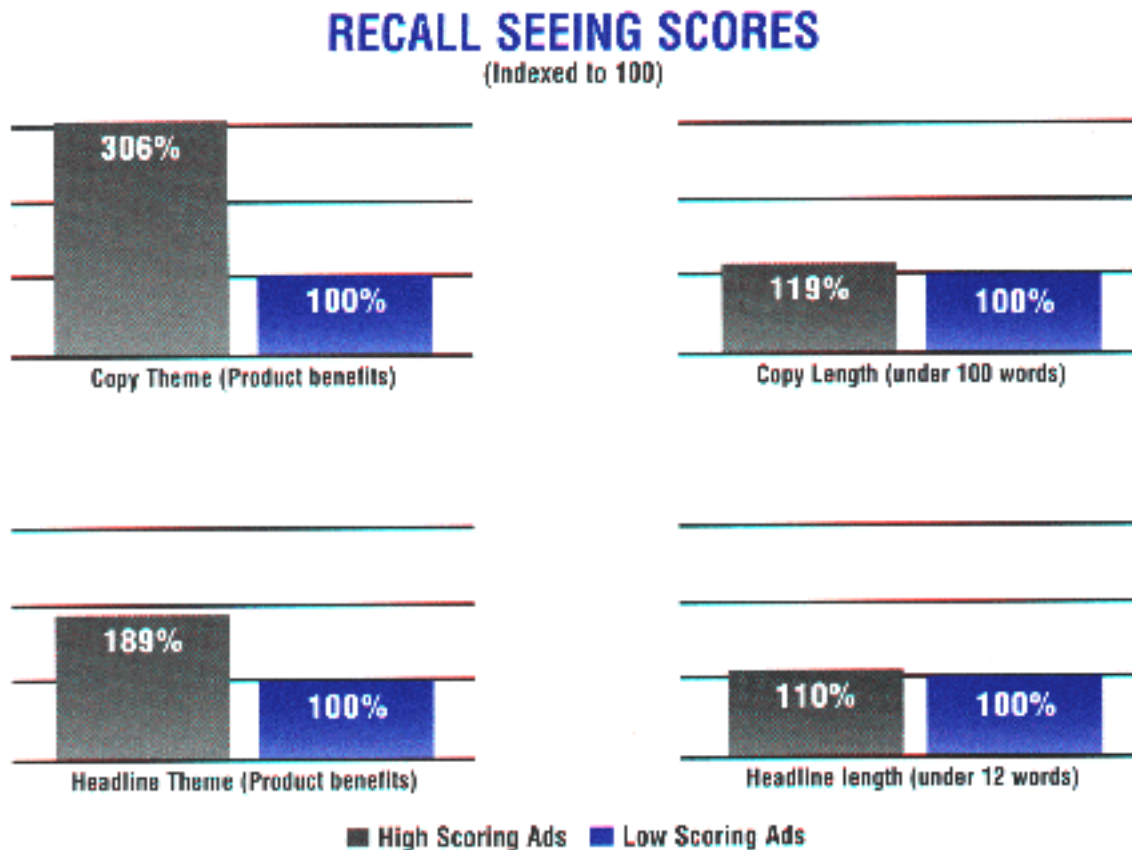
- ad recall -- 3000.9
- brand awareness -- 2000.6
- brand awareness -- [3000.9](#)
- brand perceptions & product usage -- 130.2
- brand usage -- 130.5
- builds familiarity & purchase intent -- 3000.9
- characteristics of top scoring ads -- 118.5
- characteristics of top scoring ads -- [118.6](#)
- contribution of return on investment -- 2000.1
- effective marketing strategies -- 560.2A
- [frequency of looking at advertising -- 412.5 \(PDF available\)](#)
- headline features -- 1310.7
- how much do companies spend -- 2000.10
- increase profits -- 130.4
- increase number of sales calls granted by buyers -- 502.1
- initiate new sales relationships -- 502.0
- increase sales leads -- 130.3
- major goals -- 101.1
- multiple magazines in same market -- 441.1A
- percent of product line promoted -- 503.1
- [percent spent on business to business -- 510.1E \(PDF available\)](#)
- position, affect on readership -- 116.2B
- preferred companies -- 104.1
- profitability -- 2000.9
- purchase of advertised products vs.non-advertised -- 103.1B
- role in recession -- 2000.7
- reduce selling expenses -- 534.0
- selecting media -- 501.1
- 20 ways to improve -- 2000.2

- two or more ads per issue -- [2001.17](#) and [2001.16](#)
- [value of trade magazine advertising -- 414.0 \(PDF available\)](#)

No. 118.6

What Is The Primary Message And Length Most Common To Top Scoring Specialized Business Advertisements?

High scoring advertisements are those on which product benefits are stressed in the headline and the copy. These advertisements are 2-3 times more likely to be remembered than low scoring advertisements. In addition, advertisements using fewer words are most likely to be remembered.



Purpose:

To determine the primary message and length common to top scoring advertisements in specialized business publications.

Methodology:

Reed Elsevier Business Information Research analyzed 374 full page advertisements from advertising readership studies conducted from 1994 - 1996 to determine the characteristics of these advertisements. Advertisements selected represented equal numbers of the highest and lowest scoring advertisements during this period. These advertisements were taken from a variety of Reed Elsevier Business Information publications covering a cross section of industries. Advertising readership studies are conducted by mail - approximately two weeks after the issue of a magazine has been mailed, a survey is mailed to randomly selected recipients of the magazine. The recipients are asked to go through the issue again, and to answer whether they recall seeing specific ads in the issue.

For the purposes of this report, the advertisements were reviewed to determine the length and primary message of the advertisement.

Conclusion:

Readers are more likely to remember seeing advertisements stressing product benefits as its primary feature in both the headline and descriptive copy. In addition, both shorter headline length (less than 12 words) and descriptive copy (under 100 words) help to increase advertising recall.

For more information on the characteristics of top scoring advertisements, please see CARR Report #118.5.

What Percentage of Business Marketing Budgets is Spent on Specialized Business Publications?

23% of the budget is spent on specialized business publication advertising. This figure continues to represent the largest share of the total marketing budget.

The internet/electronic media continues to increase in usage.

% OF BUSINESS MARKETING BUDGETS

Allocated For:	1999	1996	1993	1991	1989	1988	1987
Specialized Business Publication Advertising	23%	27%	22%	23%	23%	22%	21%
Trade Shows	18%	22%	18%	18%	18%	16%	16%
Direct Mail	10%	10%	11%	12%	12%	9%	8%
Promotion/Market Support	9%	7%	10%	9%	10%	12%	12%
Dealer/Distributor Materials	5%	6%	13%	11%	9%	9%	9%
General magazine advertising	6%	6%	2%	5%	6%	7%	8%
Internet/Electronic Media	9%	6%	N/A	N/A	N/A	N/A	N/A
Directories	5%	4%	6%	5%	5%	3%	4%
Telemarketing/Telecommunications	3%	4%	6%	7%	6%	9%	9%
Publicity/Public Relations	7%	5%	5%	5%	7%	7%	7%
Market Research	4%	3%	5%	4%	4%	5%	5%
Other	1%	*	2%	1%	2%	1%	1%

*Less than 0.5%.

Purpose...

To determine how business marketing budgets are allocated.

Methodology:

Cahners Research surveyed, by telephone, a random selection of 405 advertisers and prospects from Cahners publications to determine how they allocate their marketing budgets. Respondents represent the diversity of markets and job functions covered by Cahners publications in the following industries: electronics, building and construction, manufacturing, food & lodging, communications, printing, automotive, and book publishing.

The survey included the question "What percentage of your company's total 1998 marketing budget to support direct sales was spent in each of the following areas: specialized business magazine advertising, trade shows, promotion/market support, dealer/distributor materials, telemarketing and telecommunications, direct mail, general magazine advertising, publicity/public relations, market research, directories

and the internet/electronic media?".

Conclusion:

23% of the business marketing budget was spent on specialized business publication advertising. This figure continues to represent the largest share of the total marketing budget. The internet/electronic media continues to increase in usage.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 510.1E

Replaces 510.1D

What Percentage of Business Marketing Budgets is Spent on Specialized Business Publications?

23% of the budget is spent on specialized business publication advertising. This figure continues to represent the largest share of the total marketing budget. The internet/electronic media continues to increase in usage.

% OF BUSINESS MARKETING BUDGETS

Allocated For:	1999	1996	1993	1991	1989	1988	1987
Specialized Business Publication Advertising	23%	27%	22%	23%	23%	22%	21%
Trade Shows	18%	22%	18%	18%	18%	16%	16%
Direct Mail	10%	10%	11%	12%	12%	9%	8%
Promotion/Market Support	9%	7%	10%	9%	10%	12%	12%
Dealer/Distributor Materials	5%	6%	13%	11%	9%	9%	9%
General magazine advertising	6%	6%	2%	5%	6%	7%	8%
Internet/Electronic Media	9%	6%	N/A	N/A	N/A	N/A	N/A
Directories	5%	4%	6%	5%	5%	3%	4%
Telemarketing/Telecommunications	3%	4%	6%	7%	6%	9%	9%
Publicity/Public Relations	7%	5%	5%	5%	7%	7%	7%
Market Research	4%	3%	5%	4%	4%	5%	5%
Other	1%	*	2%	1%	2%	1%	1%

*Less than 0.5%.

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose...

To determine how business marketing budgets are allocated.

Methodology:

Cahners Research surveyed, by telephone, a random selection of 405 advertisers and prospects from Cahners publications to determine how they allocate their marketing budgets. Respondents represent the diversity of markets and job functions covered by Cahners publications in the following industries: electronics, building and construction, manufacturing, food & lodging, communications, printing, automotive, and book publishing.

The survey included the question "What percentage of your company's total 1998 marketing budget to support direct sales was spent in each of the following areas: specialized business magazine advertising, trade shows, promotion/market support, dealer/distributor materials, telemarketing and telecommunications, direct mail, general magazine advertising, publicity/public relations, market research, directories and the internet/electronic media?".

Conclusion:

23% of the business marketing budget was spent on specialized business publication advertising. This figure continues to represent the largest share of the total marketing budget. The internet/electronic media continues to increase in usage.

CAHNERS OFFICES

BOSTON (Corporate Headquarters):

Cahners Building
Cahners Plaza
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

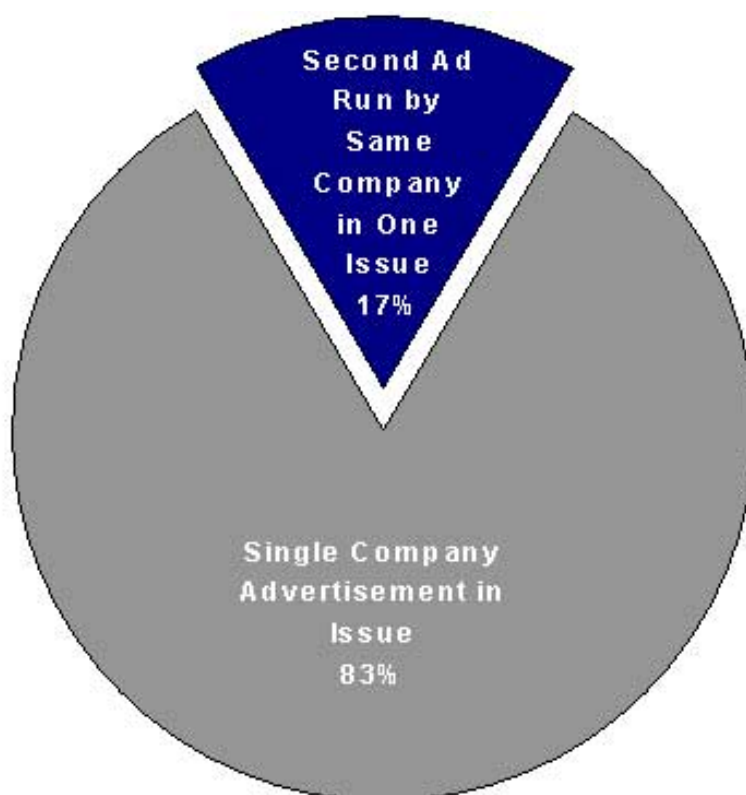
Visit Cahners Business Information on the Internet at <http://www.cahners.com>

Cahners Advertising Research Report

No.2001.17
Replaces 120.2A

Do Advertisers Run Multiple Ads In Single Magazine Issues?

More than one out of every seven advertisements in a specialized business magazine is placed by a company with another ad in the same issue.



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the extent to which companies run more than one advertisement in a single issue of a specialized business magazine.

Methodology:

Cahners Research analyzed 11,211 advertisements studied in Cahners Advertising Readership Studies. An analysis was made of the number of companies represented by these advertisements.

Cahners Advertising Readership Studies are conducted by mail among a random sample of readers. Each study is based on 100 replies.

Conclusion:

Seventeen percent of the ads were placed by companies with another advertisement in the same issue of the magazine.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports may be reproduced without prior consent.

2001.17

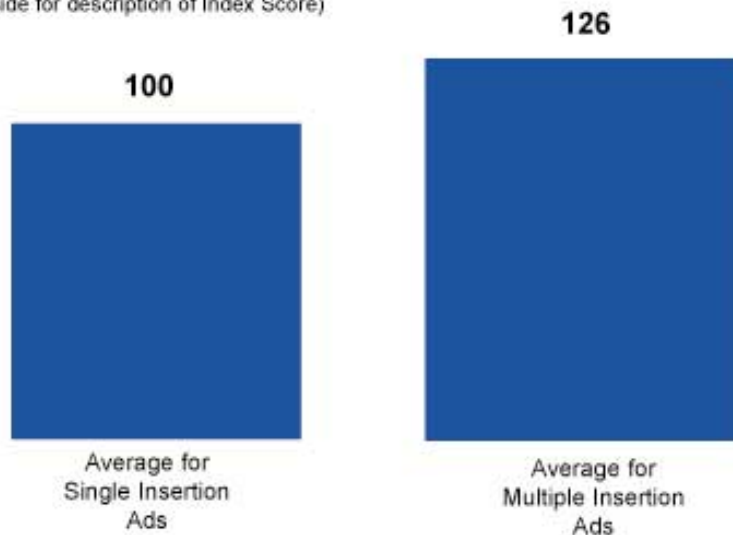
Cahners Advertising Research Report

No.2001.16
Replaces 120.3A

Does “Remember Seeing” Increase When Two Or More Ads Are Placed By The Same Company In A Single Issue Of A Specialized Business Magazine?

“Remember seeing” scores increase 26% when two or more ads are placed by an advertiser within the same issue of a specialized business magazine.

“Remember Seeing” Index Score
(See reverse side for description of Index Score)



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine if “remember seeing” is increased when two or more ads from one company are placed in the same issue of a specialized business magazine

Methodology:

Cahners Research analyzed “remember seeing” scores of 11,211 advertisements in the 2000 and 2001 Ad Readership Studies. Advertisements were half-page or larger and were selected from specialized business magazines representing the Building and Construction, Electronics, Food, Entertainment, Printing and Manufacturing markets.

Conclusion:

Advertisements received higher “remember seeing” scores when two or more ads from one company were placed within the same issue of a specialized business magazine.

* An index score is used when comparisons against “average: are important. In this instance, the average score for single insertion ads is converted to a base of 100 and multiple insertion ad scores are weighted against this average.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports may be reproduced without prior consent.

2001.16

Why Do Buyers and Specifiers Value Trade Magazine Advertisements?

Buyers and specifiers value trade magazine advertisements because they alert them to new developments about products, technologies, and vendors. Trade magazine advertisements also facilitate the process of requesting additional information and allow buyers and specifiers to make more informed decisions.

REASONS READERS VALUE TRADE MAGAZINE ADVERTISEMENTS



Purpose:

To determine the main reasons buyers and specifiers value magazine advertisements from vendors.

Methodology:

Cahners New Product Information Group and Martin Akel & Associates surveyed 10,094 reader service inquirers from 120 different advertisements which ran in 20 different Cahners Product Tabloids. Magazines selected for this study represented the following industries: manufacturing, advanced technology, healthcare, and scientific. The survey was fielded approximately 8 months after the advertisements appeared in the publications. The following results are based on 3,826 completed surveys.

The questionnaire asked respondents to check statements they agree with about magazine advertisements placed by suppliers in their market.

Conclusion:

A majority of your customers value your trade magazine advertisements because they alert them to new developments and information pertinent to their jobs.

Marketers should continue to use trade magazine advertisements to showcase new products/technologies and to generate sales leads. In addition, this medium should be utilized by marketers wanting to communicate a positive corporate image and position for their company in the marketplace.

The full report "The Blue Chip Advertisers Research Study III: A Report On The Marketing Effectiveness of Cahners Product Tabloids..Based on 120 Coordinated Research Projects" is available from Cahners New Product Information Group.

For a copy of the report, please call (973) 292-5100 x 440.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

01-99

Cahners Advertising Research Report

No. 414.0

Why Do Buyers and Specifiers Value Trade Magazine Advertisements?

Buyers and specifiers value trade magazine advertisements because they alert them to new developments about products, technologies, and vendors. Trade magazine advertisements also facilitate the process of requesting additional information and allow buyers and specifiers to make more informed decisions.

REASONS READERS VALUE TRADE MAGAZINE ADVERTISEMENTS



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the main reasons buyers and specifiers value magazine advertisements from vendors.

Methodology:

Cahners New Product Information Group and Martin Akel & Associates surveyed 10,094 reader service inquirers from 120 different advertisements which ran in 20 different Cahners Product Tabloids. Magazines selected for this study represented the following industries: manufacturing, advanced technology, healthcare, and scientific. The survey was fielded approximately 8 months after the advertisements appeared in the publications. The following results are based on 3,826 completed surveys.

The questionnaire asked respondents to check statements they agree with about magazine advertisements placed by suppliers in their market.

Conclusion:

A majority of your customers value your trade magazine advertisements because they alert them to new developments and information pertinent to their jobs. Marketers should continue to use trade magazine advertisements to showcase new products/technologies and to generate sales leads. In addition, this medium should be utilized by marketers wanting to communicate a positive corporate image and position for their company in the marketplace.

The full report "The Blue Chip Advertisers Research Study III: A Report On The Marketing Effectiveness of Cahners Product Tabloids...Based on 120 Coordinated Research Projects" is available from Cahners New Product Information Group. For a copy of the report, please call (973) 292-5100 x 440.

CAHNERS OFFICES

BOSTON (Corporate Headquarters):

Cahners Building
Cahners Plaza
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com>

Cahners Advertising Research Reports -- Advertising Readership

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Advertising Readership

(also see [Readership](#))

- characteristics of top scoring ads -- 118.5
- compared to feature editorial -- 412.4
- from front to back or back to front -- 430.2A
- reader affinity -- 120.1 and 120.12
- position within magazine -- 116.2B
- relationship between inquiry production -- 150.1
- seasonal fluctuation -- 413.2A

Cahners Advertising Research Reports -- Readership

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Readership

(also see [Advertising Readership](#))

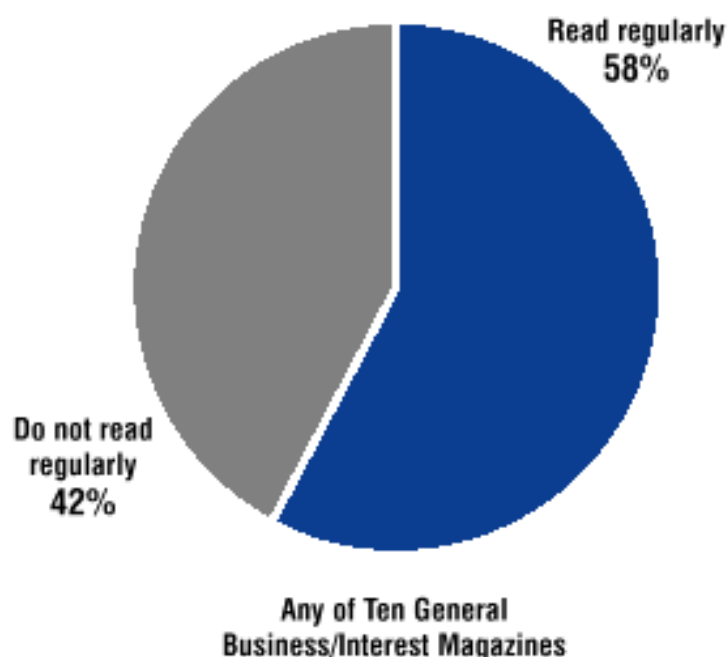
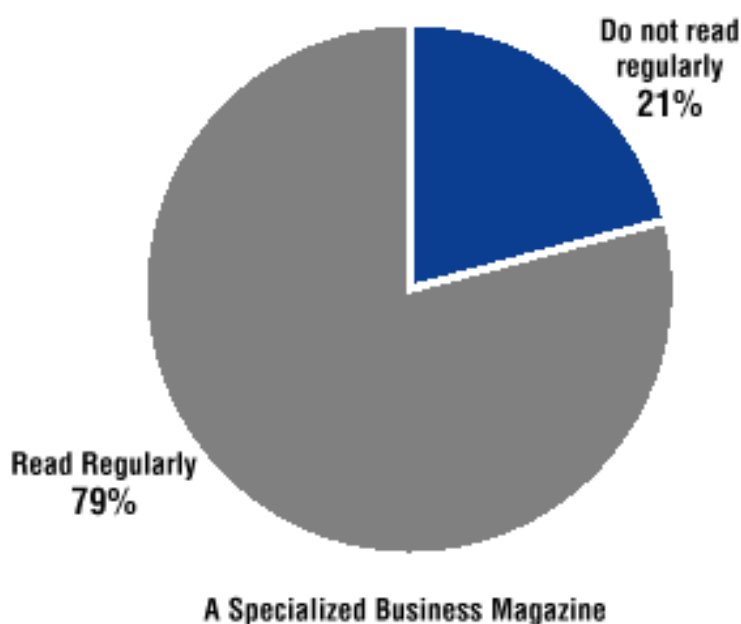
- ad vs. editorial content -- 412.4
- advertising position within magazine -- 116.2B
- [by industry decision-makers -- 442.2C \(PDF available\)](#)
- change in readership of specialized business magazines -- 411.2
- [frequency of looking at advertising -- 412.5 \(PDF available\)](#)
- lower and upper case type -- 1310.4
- [number of issues read -- 411.1C](#)
- number of times read specialized business magazine -- 412.3A
- presentation of statistics -- 1320.1, 1320.2 and 1320.3
- reverse type -- 1310.3
- seasonal fluctuation
 - advertisements -- 413.2A
 - editorial content -- 413.1A
- time spent per issue -- 420.1A
- typesetting -- 1310.2

Are Specialized Business Magazines Read More Often Than General Business/ Interest Magazines?

79% of respondents indicated they read a specialized business magazine in their field regularly, compared to 58% who read regularly any of ten general business/ interest magazines.

REGULAR READERSHIP

(3 or more of the last 4 issues)



Purpose:

To determine the readership of general business/ interest and specialized business magazines by industry decision-makers.

Methodology:

Cahners Research and Beta Research Corporation conducted the Cahners Macro Study across 3.9 million primary recipients of 67 Cahners publications, to determine the professional and personal characteristics of a mass audience of business executives and managers.

All respondents were asked questions concerning age, level of education, title/position, occupation, and salary. Over 13,000 surveys were mailed. 4,376 usable responses were

received for an overall response rate of 33.7%.

The survey asked the question, "Which of the following publications do you read or look into regularly (that is at least 3 out of 4 issues)?"

Note: General Business Magazines included: Business Week, Forbes, Fortune, INC, Money, Newsweek, Sports Illustrated, Time, U.S. News & World Report, Wall Street Journal.

Conclusion:

Specialized business publications are read more than general business/interest magazines. Almost 8 out of 10 respondents read at least 3 out of 4 issues of a specialized business magazine in their field. Only 58% read at least 3 out of 4 issues of any of ten leading general business/ interest magazines (range from 6% to 21%).

For more information on how specialized business magazines are subscribed to more often than general business/interest magazines, see CARR Report 410.1E.

For more information on Cahners Macro, call Phillip Buck, Director of Sales at (313) 277-1800.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

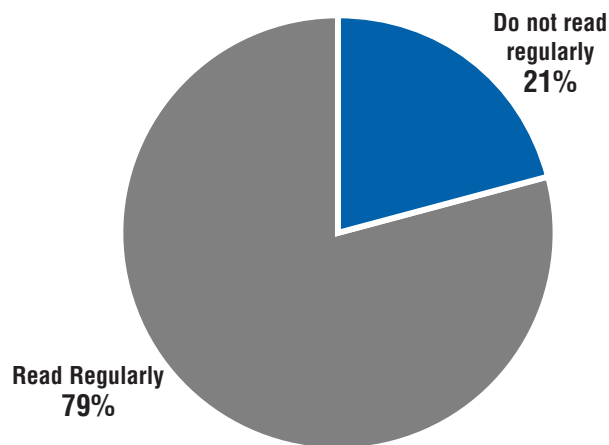
No. 442.2C

Replaces 442.2B

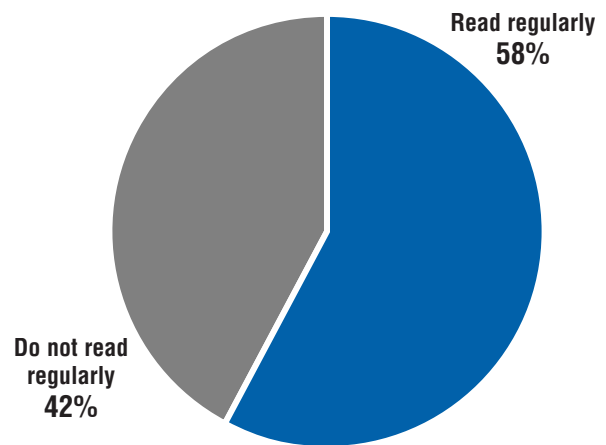
Are Specialized Business Magazines Read More Often Than General Business/ Interest Magazines?

79% of respondents indicated they read a specialized business magazine in their field regularly, compared to 58% who read regularly any of ten general business/ interest magazines.

REGULAR READERSHIP (3 or more of the last 4 issues)



A Specialized Business Magazine



Any of Ten General Business/Interest Magazines

SOURCE: Cahners Macro Study conducted by Beta Research Corporation

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the readership of general business/ interest and specialized business magazines by industry decision-makers.

Methodology:

Cahners Research and Beta Research Corporation conducted the Cahners Macro Study across 3.9 million primary recipients of 67 Cahners publications, to determine the professional and personal characteristics of a mass audience of business executives and managers.

All respondents were asked questions concerning age, level of education, title/position, occupation, and salary. Over 13,000 surveys were mailed. 4,376 usable responses were received for an overall response rate of 33.7%.

The survey asked the question, "Which of the following publications do you read or look into regularly (that is at least 3 out of 4 issues)?"

Note: General Business Magazines included: Business Week, Forbes, Fortune, INC, Money, Newsweek, Sports Illustrated, Time, U.S. News & World Report, Wall Street Journal.

Conclusion:

Specialized business publications are read more than general business/interest magazines. Almost 8 out of 10 respondents read at least 3 out of 4 issues of a specialized business magazine in their field. Only 58% read at least 3 out of 4 issues of any of ten leading general business/ interest magazines (range from 6% to 21%).

For more information on how specialized business magazines are subscribed to more often than general business/interest magazines, see CARR Report 410.1E.

For more information on Cahners Macro, call Phillip Buck, Director of Sales at (313) 277-1800.

CAHNERS OFFICES

BOSTON (Corporate Headquarters):

Cahners Building
Cahners Plaza
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com>

Cahners Advertising Research Reports -- Black & White

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Black & White

- [vs. color -- 105.1B](#), 110.3B and 112.2C

Cahners Advertising Research Reports -- Bleed

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Bleed

- readership -- 111.11

Cahners Advertising Research Reports -- Brand Awareness

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Brand Awareness

- case histories:
 - America's Health Network -- 3000.9
 - Advance Lifts, Inc -- 3000.5
 - Calavo Growers -- 3000.4
 - Federal Mogul -- 3000.1 and 3000.2
 - Gamewell Corp -- 3000.3
 - Modern Bride -- 3000.7
- conversion to brand preference -- 104.2
- importance of reputation -- 120.13
- increased by advertising exposure -- 130.2 and 130.5
- profitability -- 2000.6 and 2000.9
- [value of trade magazine advertising -- 414.0 \(PDF available\)](#)

Cahners Advertising Research Reports -- Budgets

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Budgets

- [percent spent on business to business -- 510.1E \(PDF available\)](#)
- estimating direct sales generated -- 2000.8
- how much do companies spend -- 2000.10
- Internet marketing -- [817.0](#)

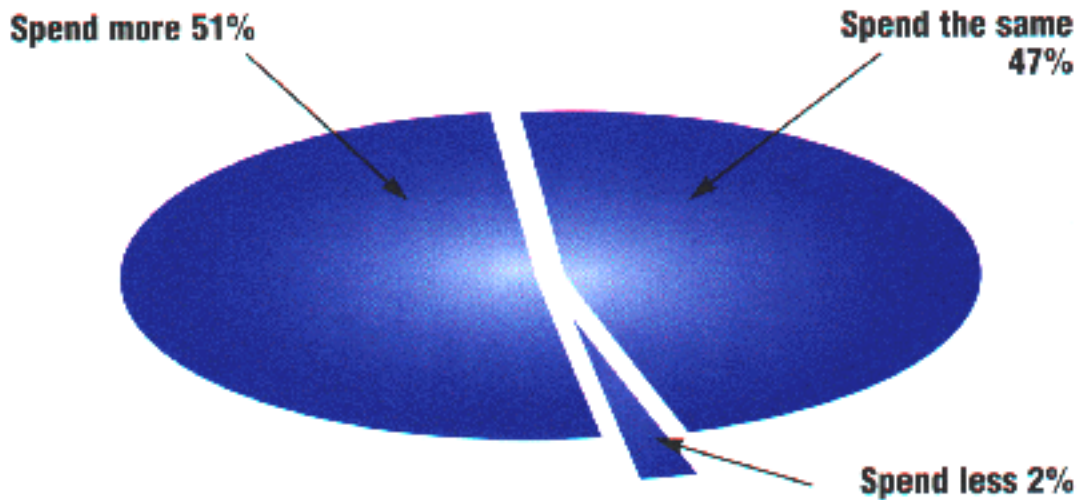
N.O. 817.0

How Do Business-to-Business Marketing Professionals Expect to Budget for Marketing on the Internet in the Coming Year?

Spending on the internet as a marketing tool continues to grow. 51 % of business-to-business marketing professionals plan to increase their expenditures on internet marketing efforts in the coming year.

PERCENT OF RESPONDENTS

Respondents plan to...



Purpose:

To determine how business-to-business marketing professionals plan to budget for marketing on the internet in the coming year.

Methodology:

Reed Elsevier Business Information Research surveyed, by telephone, a random selection of 300 advertisers and prospects to determine how they will allocate their budget for marketing on the internet in the coming year. Respondents represent the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: foodservice, electronics, computers, building and construction and manufacturing.

The survey included the following question: "Do you expect the budget share to increase, decrease, or remain the same for marketing on the internet in the coming year?"

Conclusion:

The internet continues to grow in importance as part of business-to-business marketing

professionals' marketing communications strategy. 51% plan to spend more for marketing on the internet in the coming year.

Cahners Advertising Research Reports -- Building Industry

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Building Industry

- [personal sales call. -- 542.2D](#)

Cahners Advertising Research Reports -- Business Expansion

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

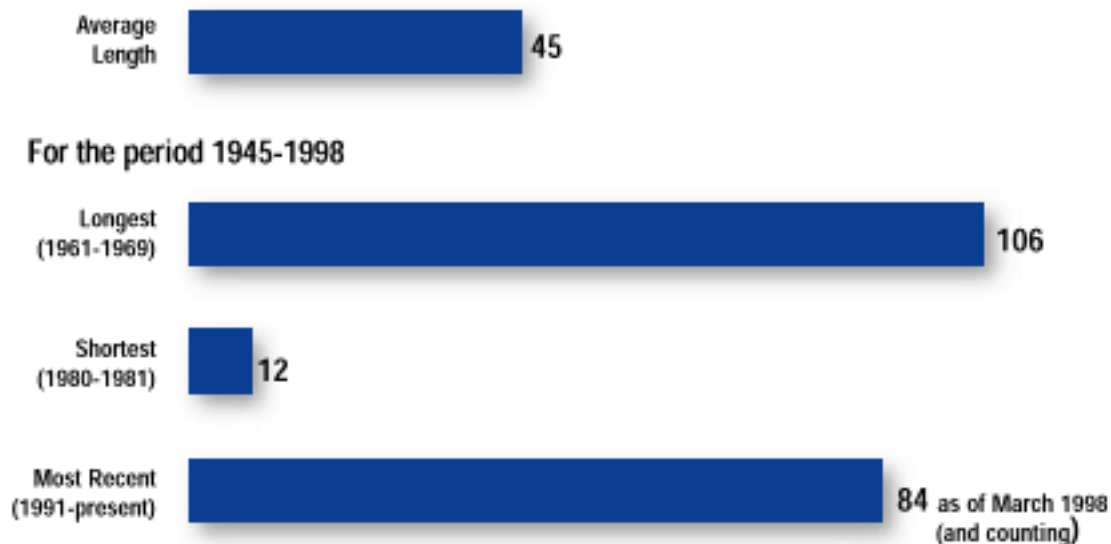
Business Expansion

- length and severity of business contraction periods -- [700.03A](#)
- length of expansion periods -- [700.01B](#)
- percent of growth -- [700.02A](#)

How Long Do Business Expansions Last?

Periods of business expansion have run from as little as 12 months to nearly 9 years.

LENGTH OF BUSINESS EXPANSIONS BY MONTHS



Purpose:

A business expansion is defined as the period between a low point in total output in the U.S. economy and the following high point in production. This report illustrates how long periods of business expansion last.

Methodology:

Cahners Economics calculated the length and strength of post-war business expansions for the industrial sector. Historical statistics were supplied by the Federal Reserve Board.

Conclusion:

The duration of business expansions has ranged from 12 months to 106 months. The current expansion period (1991-present) has thus far lasted 84 months, making it the third longest in the post-war period. If the current expansion

continues through 1998, it will equal the second longest expansion in post-war history. If it continues until February 2000, it will become the longest expansion of recent history.

For more information, contact Cahners Economics, Cahners Business Information, 275 Washington Street, Newton, MA 02458, 617-964-3030.

CAHNERS OFFICES BOSTON (Corporate Headquarters)		CHICAGO:	NEW YORK:
Cahners Building		Cahners Plaza	245 West 17th Street
275 Washington Street		1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458		P.O. Box 5080	212-645-0067
CARR Reports		Des Plaines, IL 60018	
617-964-3030		847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Reports -- Business Reply Cards

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Business Reply Cards

- readership -- 114.2

Cahners Advertising Research Reports -- Buying Influences

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Buying Influences

- changes in location of buying power -- 501.2
- formal programs for qualifying inquiries/sales -- 210.71
- number involved in purchasing decision -- 551.9
- supplier/product attributes -- 270.1
- size, color & frequency of advertisements -- 131.0
- [value of trade magazine advertising -- 414.0 \(PDF available\)](#)

Cahners Advertising Research Reports -- Capital Equipment Industry

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Capital Equipment Industry

- personal sales call -- 542.2D

Cahners Advertising Research Reports -- Card Packs

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Card Packs

(see [Postcard Packs](#))

Cahners Advertising Research Reports -- Postcard Packs

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Postcard Packs

- method for obtaining product information -- 210.93
- number of cards returned per reader -- 250.7A
- readership. -- 250.6

Cahners Advertising Research Reports -- Case Histories

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Case Histories

- Advance Lifts, Inc. -- 3000.5
- Advertising changes buyers' perceptions -- 3000.0
- America's Health Network -- 3000.9
- Calavo Growers -- 3000.4
- Federal Mogul -- 3000.1 and 3000.2
- Gamewell Corp. -- 3000.3
- Harnischfeger Corporation -- 3000.8
- Modern Bride -- 3000.7
- Surcom Associates, Inc -- 3000.6
- World Book -- [3000.10](#)

Cahners Advertising Research Reports -- Catalogs

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Catalogs

- availability when needed by readers -- 140.2B

Cahners Advertising Research Reports -- Computers

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Computers

- specialized business magazine readers -- 500.3A

Cahners Advertising Research Reports -- Construction Industry

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Construction Industry

- design and construction of commercial, industrial and institutional buildings -- 770.9
- spending of construction dollars -- 770.0

Cahners Advertising Research Reports -- Consumers

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Consumers

- characteristics -- 701.3B

Cahners Advertising Research Reports -- Coupons

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Coupons

- readership -- 114.1B

Cahners Advertising Research Reports -- Cover Position

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Cover Position

- cover spreads -- 116.1B
- gatefold covers -- 116.1B
- readership -- 116.1B

Cahners Advertising Research Reports -- Geographic Distribution Market

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Geographic Distribution Market

- manufacturing plants -- 711.1A
- OEM plants -- 711.2A and 713.0
- process industry plants -- 711.3A

Cahners Advertising Research Reports -- Graphics

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Graphics

- headline features -- 1310.7
- lowercase vs. all caps -- 1310.4
- presentation of statistical information -- 1320.1, 1320.2 and 1320.3
- reverse type, reading speed -- 1310.3
- typefaces- body copy -- 1310.6
- typefaces- headlines -- 1310.5
- typesetting style -- 1310.2
- [usage of top scoring ads -- 118.5](#)

Cahners Advertising Research Reports -- Headlines

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Headlines

- features. -- 1310.7

Cahners Advertising Research Reports -- Households

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Households

- characteristics -- 701.3B
- projected growth -- 701.32

Cahners Advertising Research Reports -- Illustrations

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Illustrations

(see [Photographs](#))

Cahners Advertising Research Reports -- Photographs

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Photographs

- usage in top scoring ads -- 118.5

Cahners Advertising Research Reports -- Income

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Income

- per capita -- 701.3B
- recipients of specialized business magazines -- 500.1A

Cahners Advertising Research Reports -- Inserts

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Inserts

- readership -- 117.1D

Cahners Advertising Research Reports -- Internet

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Internet

- how Web is used to sell products -- 810.1
- [job functions responsible for establishing Internet sites -- 811.0](#)
- [number of established internet sites -- 810.0](#)
- [type of information contained on Internet sites -- 812.0A](#)

Trade magazine Web sites

- [frequency of visits -- 813.2](#)
- [increase in use -- 813.3](#)
- [locating products and suppliers -- 813.5](#)
- [to access suppliers' Web sites -- 813.7](#)
- [value of -- 813.4](#)

Manufacturing professionals

- [use of Web for product information and evaluation -- 824.0B1](#)
- [frequency of visits to manufacturers' Web sites -- 825.0](#)
- [information requests based on something seen on the Internet -- 861.0A](#)
- [products purchased, types of transactions -- 810.12A](#)
- [how web is used -- 824.0A](#)
- [current and planned use of web -- 820.0B](#)
- [future use of web -- 821.1B](#)
- [frequency of use of web -- 822.0B](#)
- [time per week spent on web -- 823.0B](#)
- [target audience, linking home pages through magazine's web site 813.0](#)
- [frequency of web site updates -- 813.1](#)
- [degree to which business-to-business web sites are linked -- 814.0](#)
- [current and future use of web as a marketing tool -- 815.0](#)
- [how marketing professionals expect to budget for internet marketing -- 817.0](#)
- method used to obtain product information -- 826.0
- [influences driving traffic to a web site -- 841.0](#)

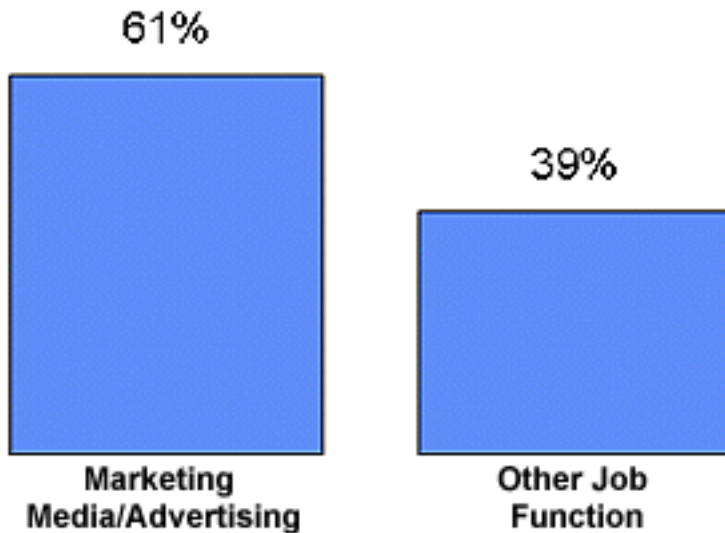
- [sources internet users rely on for obtaining product information -- 850.0](#)
- [time allocation between general search engines and information-based sites -- 862.0](#)
- [reasons for using suppliers' web sites -- 863.2](#)

N.O. 811.0

Which Job Functions are Involved in Establishing the Presence of an Internet Web Site?

Just over six in ten business-to-business marketers say that they, or someone in their department, is responsible for establishing their Internet web site.

PERCENT OF RESPONSIBLE FOR WEB SITE



PURPOSE:

To determine which job functions are responsible for establishing the presence of an Internet web site.

METHODOLOGY:

In the fall of 1995, Reed Elsevier Business Information Research surveyed 310 business-to-business advertisers with responsibility for making media placement decisions. Advertisers surveyed were representative of the variety of markets served by which Reed Elsevier Business Information Publishing Company and Gordon Publications. Included in the survey was the question:

"Are you, or is someone in your department, responsible for establishing the presence of a web site?"

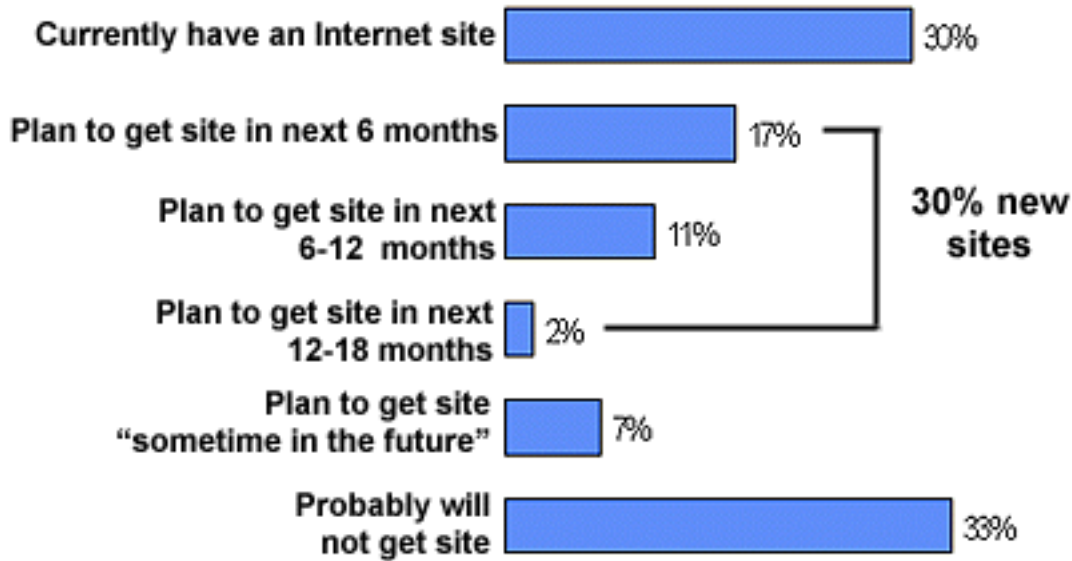
CONCLUSION:

Just over six in ten marketers who currently have an Internet site say that they personally, or someone in their department is responsible for establishing the presence of their Internet web site. The strong involvement of marketing and media personnel confirms its attractiveness as a marketing tool.

When Will Business-to-Business Marketers Get Their Internet Sites?

Thirty percent of business-to-business marketers currently have an Internet web site. Within the next 18 months, this penetration will double among business-to-business marketers.

PERCENT OF RESPONDENTS



PURPOSE:

To establish a time frame for overall Internet adoption.

METHODOLOGY:

In the fall of 1995, Reed Elsevier Business Information Research surveyed 310 business-to-business advertisers with responsibility for making media placement decisions. Advertisers surveyed were representative of the variety of markets served by Reed Elsevier Business Information Publishing Company and Gordon Publications. Included in the survey were the questions:

"Does your organization currently have an Internet web site?"

"If your company does not presently have a web site, do you plan to get one?"

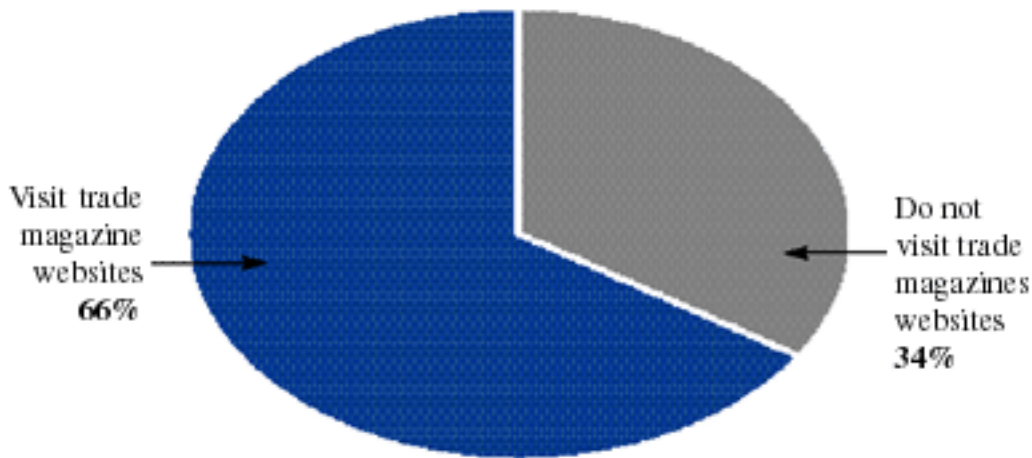
CONCLUSION:

Within the next 18 months, current Internet penetration among business-to-business marketers will double. During this time period another 30% will join the established 30% in having a web site. The content flexibility, low cost per user, and widespread reach that the Internet provides makes it an important component as part of an overall marketing strategy.

Do Buyers and Specifiers Visit Trade Magazine Websites? How Often Do They Use These Sites?

Yes! Currently 66% of buyers and specifiers visit trade magazine websites. These professionals visit trade magazine sites an average of 2.4 times per week.

RESPONDENTS USING ON-LINE RESOURCES FOR BUSINESS



Average number of times on-line users visit trade magazine sites = 2.4 times per week

Objective:

To determine whether buyers and specifiers visit trade magazine websites, and if so, how often they visit.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey were the questions: "Have you visited websites from trade magazines?" "How many times a week do you visit trade magazine websites?"

Conclusion:

A majority of buyers and specifiers are visiting trade magazine websites several times per week. Marketers wanting to reach this audience should advertise on and link to trade publications' websites in order to add additional depth to their current print coverage.

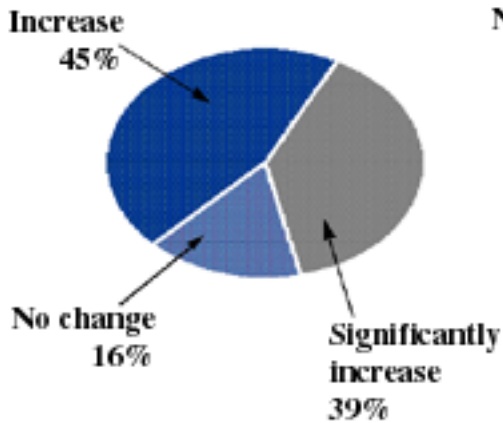
N.O. 813.3

Have Buyers and Specifiers Increased Their Use of Trade Magazine Websites? How Will Their Use Change in the Coming Year?

During *the past 12 months*, 84% of buyers and specifiers increased their use of magazine websites. In *the next 12 months*, 65% expect their use of these sites to increase.

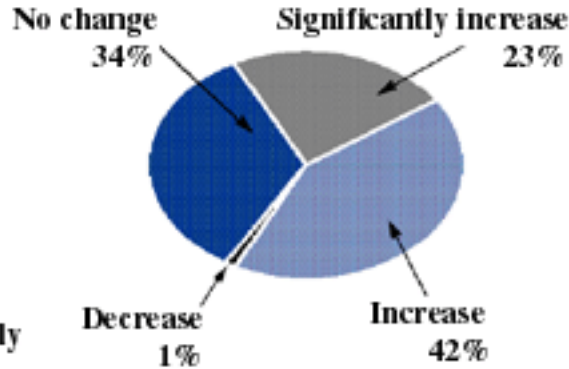
USE OF TRADE MAGAZINE WEBSITES

Respondents Using On-Line Resources for Business



EXPECTED USE OF TRADE MAGAZINE WEBSITES

Respondents Using On-Line Resources for Business



Objective:

To determine whether buyers' and specifiers' use of trade magazine websites has changed in the last year and how their use will change in the next year.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included on the survey was the question: "How is your use of trade magazine sites changing?"

Conclusion:

During the past 12 months, 84% of buyers and specifiers increased their use of trade magazine websites. Almost four in ten significantly increased their use.

Two-thirds of buyers and specifiers expect their use of trade magazine websites to increase

over the next year. Twenty-three percent expect their use to significantly increase. One-third expect their use to remain the same--suggesting that they have fully incorporated use of trade magazine websites into their information search tools.

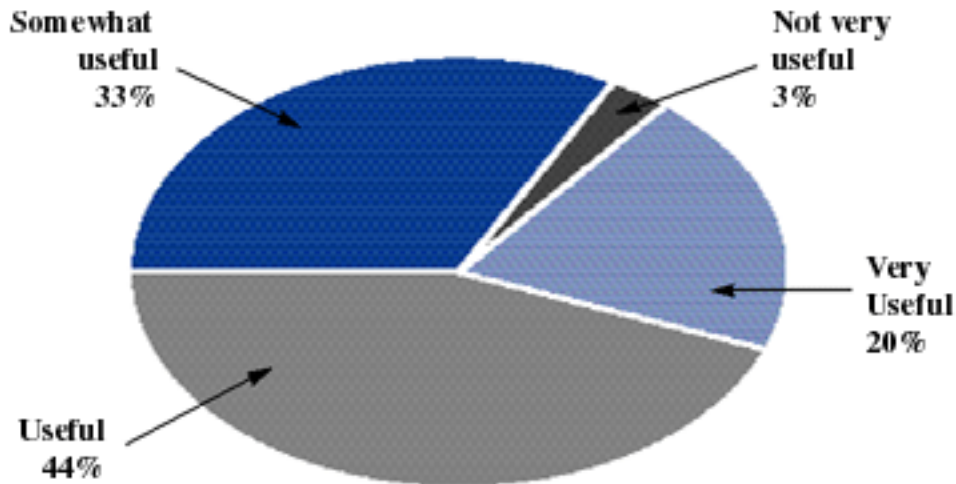
Marketers wanting to reach these professionals should incorporate trade magazine websites into their marketing mix.

Are Trade Magazine Websites Considered Useful for Locating Products and Suppliers?

Yes! Over six in ten buyers and specifiers consider magazine websites' content useful for locating products and suppliers.

USEFULNESS OF TRADE MAGAZINE WEBSITES FOR LOCATING PRODUCTS AND SUPPLIERS

Respondents Using On-Line Resources for Business



Objective:

To determine how useful buyers and specifiers consider trade magazine websites to be for looking for products and suppliers.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "How useful do you find magazine websites as a method of locating products and suppliers via product news, product archives, electronic ads, buyer's guides, articles, etc.?"

Conclusion:

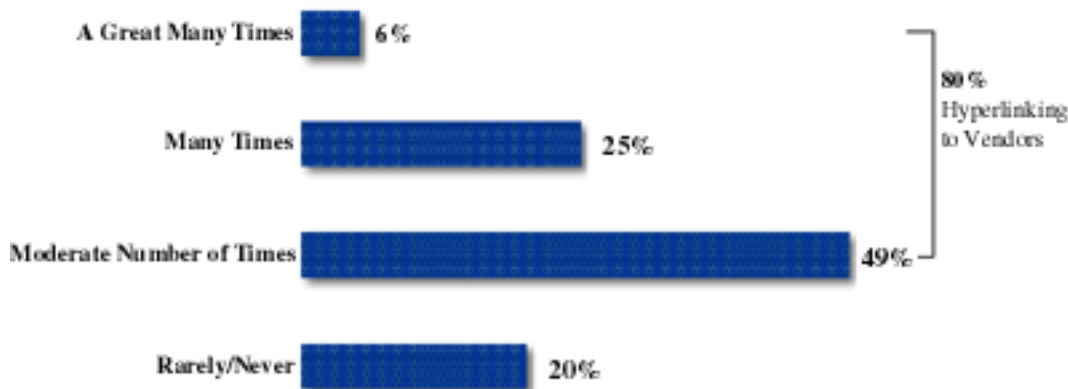
Buyers and specifiers consider trade magazine websites as useful in locating products and suppliers. Marketers wanting their products to be considered for purchase, recommendation, or evaluation should channel their product information into these websites by purchasing electronic ads, directory listings, logos, banners, and buttons.

Have Buyers and Specifiers Used a Trade Magazine's Website to Access a Supplier's Website? How Many Times?

Yes! Eighty percent of buyers and specifiers have used a magazine's website to access a supplier's website ("hyperlinking"). Nearly one-third say they frequently link to a supplier's site from a magazine's website.

HYPERLINKING TO SUPPLIER WEBSITES

Respondents Using On-Line Resources for Business



Objective:

To determine if buyers and specifiers have used a trade magazine's website to access a supplier's website, and if so, how many times?

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included on the survey was the question: "How many times have you used a magazine's website to access ("hyperlink" to) a supplier's website...through product archives, product news, electronic ads, buyer's guides, etc.?"

Conclusion:

To date, eighty percent of buyers and specifiers have hyperlinked from trade magazines' websites to suppliers' websites. Close to one-third characterize their hyperlinking as frequent. Trade magazines and their websites reach targeted communities of like-minded decision-makers, buyers, and specifiers of various products and services. Marketers wanting to reach these professionals should place hyperlinks to their websites throughout trade magazine sites wherever applicable (product archives, product news, electronic ads, buyer's guides, etc.) to maximize the number of opportunities on-line users have to access their site.

For more information, contact Cahners Economics, Cahners Business Information, 275 Washington Street, Newton, MA 02458, 617-964-3030.

**CAHNERS
OFFICES**

**BOSTON (Corporate
Headquarters)**

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy
Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

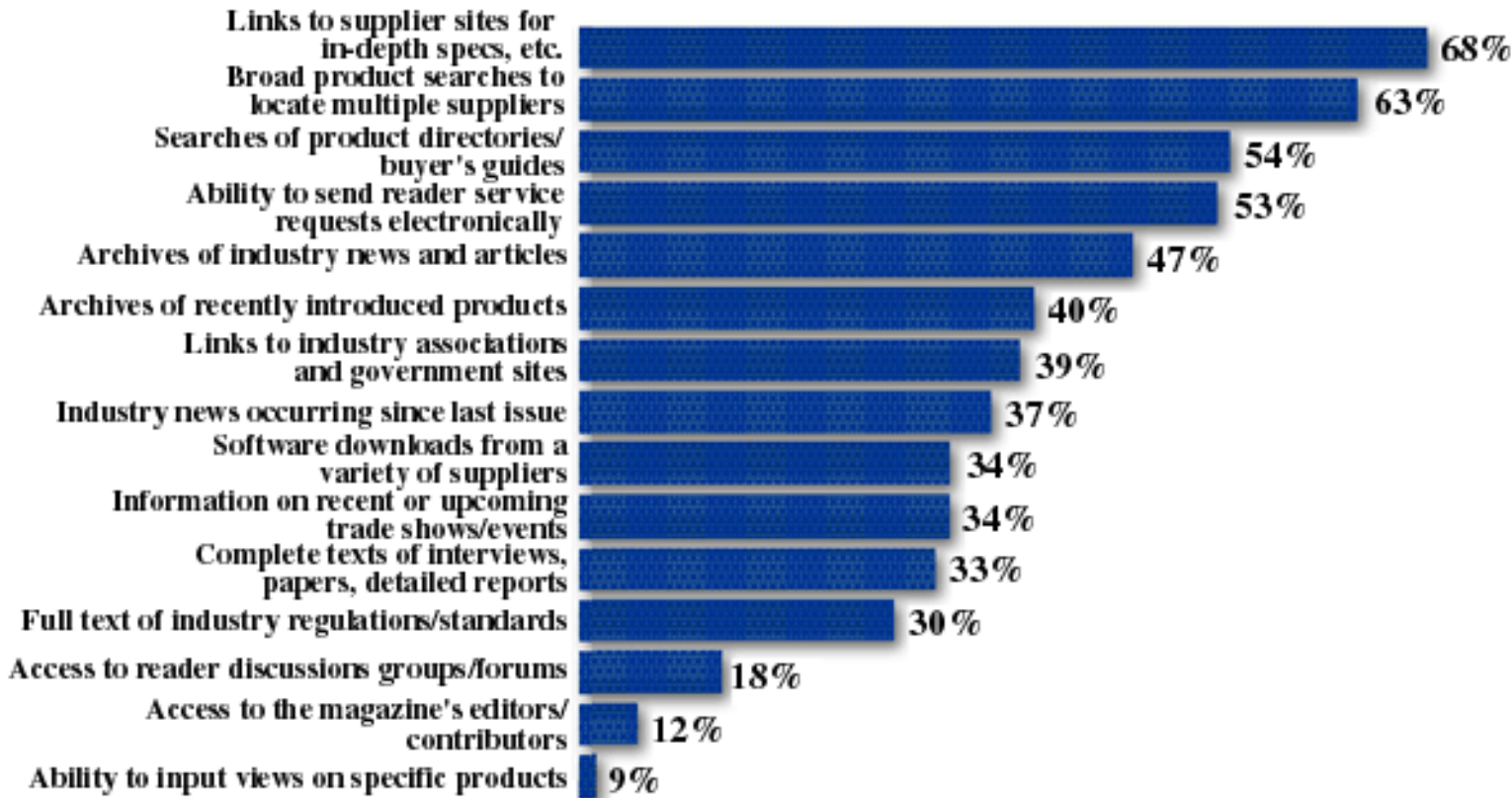
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Do Buyers and Specifiers Believe Trade Magazine Websites Add Value Beyond the Printed Publications?

Yes! Buyers and specifiers perceive trade magazine websites as offering relatively exclusive services and information that both complement the printed publications and help to identify products and suppliers.

HOW TRADE MAGAZINE WEBSITES ADD VALUE BEYOND THE PRINTED PUBLICATIONS

Respondents Using On-Line Resources for Business



Objective:

To determine how buyers and specifiers perceive trade magazine websites.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "How do you believe magazine websites complement their printed publications... i.e. ways in which the websites provide additional value or services?"

Conclusion:

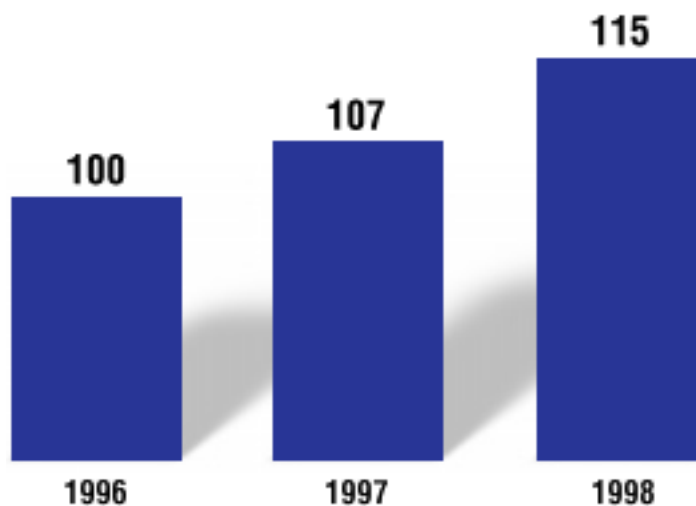
Buyers and specifiers consider trade magazines' websites as complementing the print publications. The websites are believed to provide additional services and value and extend and enhance the usefulness of the publication. Marketers wanting to fully cover their target audiences should recognize the synergy between print trade magazines and their websites and incorporate both into their marketing channels.

Do Manufacturing Professionals Use the World Wide Web For Product Information and Evaluation?

Yes. Among manufacturing professionals, there is a growing trend regarding use of the Internet for product information and evaluation.

USE OF WORLD WIDE WEB FOR PRODUCT INFORMATION AND EVALUATION

(Indexed to 100)



Purpose:

To determine manufacturing professionals' leading uses of the Web.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question: "How do you use the Web?"

Conclusion:

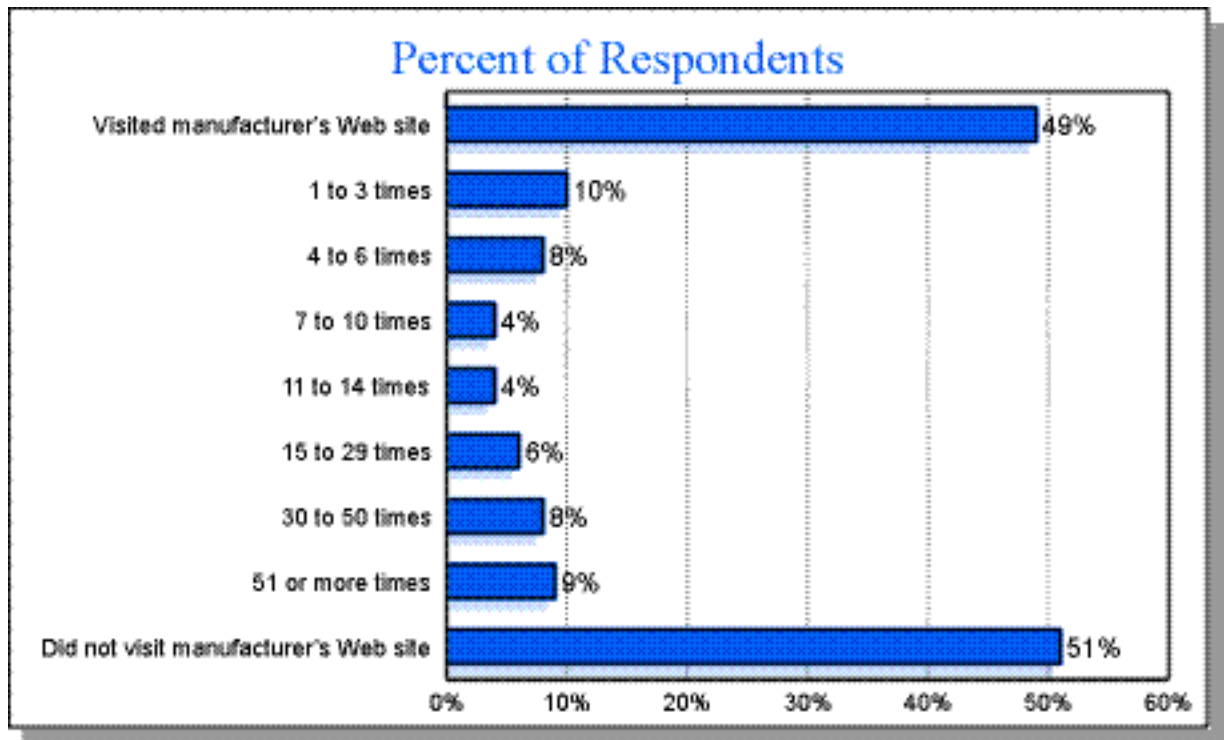
Manufacturing professionals are relying more and more on the Internet as a source of product information and evaluation. As seen in the CARR Reports, both trade publications (CARR Report 850.0) and their websites (CARR Reports 813.2 – 813.7) play a fundamental role in communicating product information.

CAHNERS OFFICES BOSTON (Corporate Headquarters)		CHICAGO:	NEW YORK:
Cahners Building		Cahners Plaza	245 West 17th Street
275 Washington Street		1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458		P.O. Box 5080	212-645-0067
CARR Reports		Des Plaines, IL 60018	
617-964-3030		847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Have Readers of Specialized Business Publications Visited a Manufacturer's Web Site in the Past 12 Months?

Yes! Close to half of the readers of specialized business publications have visited a manufacturer's Web site in the past 12 months.



Purpose

To determine the extent to which readers of specialized business publications have visited manufacturer's Web sites in the past 12 months.

Methodology

In March, 1997, Reed Elsevier Business Information Corporate Research Department surveyed by phone 475 readers from Reed Elsevier Business Information Publishing Company's publications covering the following industries: building and construction, electronics, foodservice, manufacturing and scientific. Included in the survey was the question:

"How many times have you visited a manufacturer's Web site in the past 12 months?"

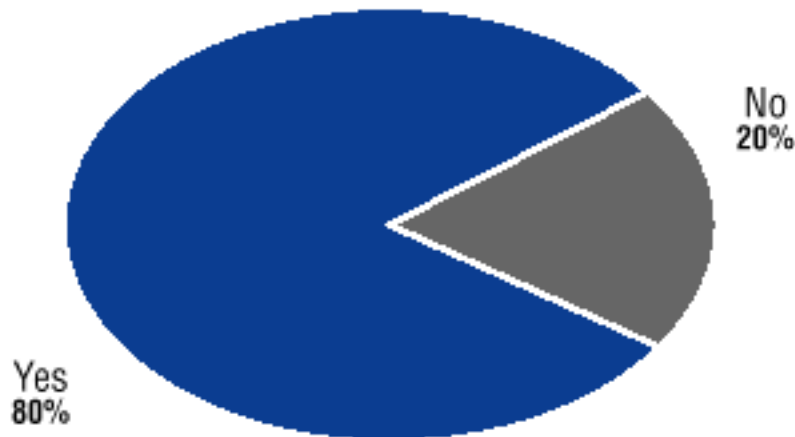
Conclusion

Within the past 12 months, nearly half of all readers surveyed visited a manufacturer's Web site. Readers' wide usage of this medium suggests its acceptance in the market as a source for information, and makes it a vital element in a firm's marketing and communications plan.

Have Manufacturing Professionals Ever Requested Further Information From Companies Based On Something Seen On The Internet?

Yes. Eighty percent of manufacturing professionals have contacted a company based on something they saw on the Internet. Contacting companies based on the Internet has grown in acceptance over the past year.

PERCENT OF RESPONDENTS



Web Trends	1997	1998
contacted company based on Internet	74%	80%

Purpose:

To determine whether manufacturing professionals have contacted a company for further information based on something seen on the Internet.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"Have you ever requested further information from a company based on something you saw on the Internet?"

Conclusion:

The Internet can be a powerful medium when delivering useful information. Internet users will take action to contact a company if they see something of value. Marketers wanting to capitalize on this should include the Internet in their media selections and make it easy for the user to contact them. Websites should contain hotlinks, e-mail links, or 1-800 phone numbers for ease of contact.

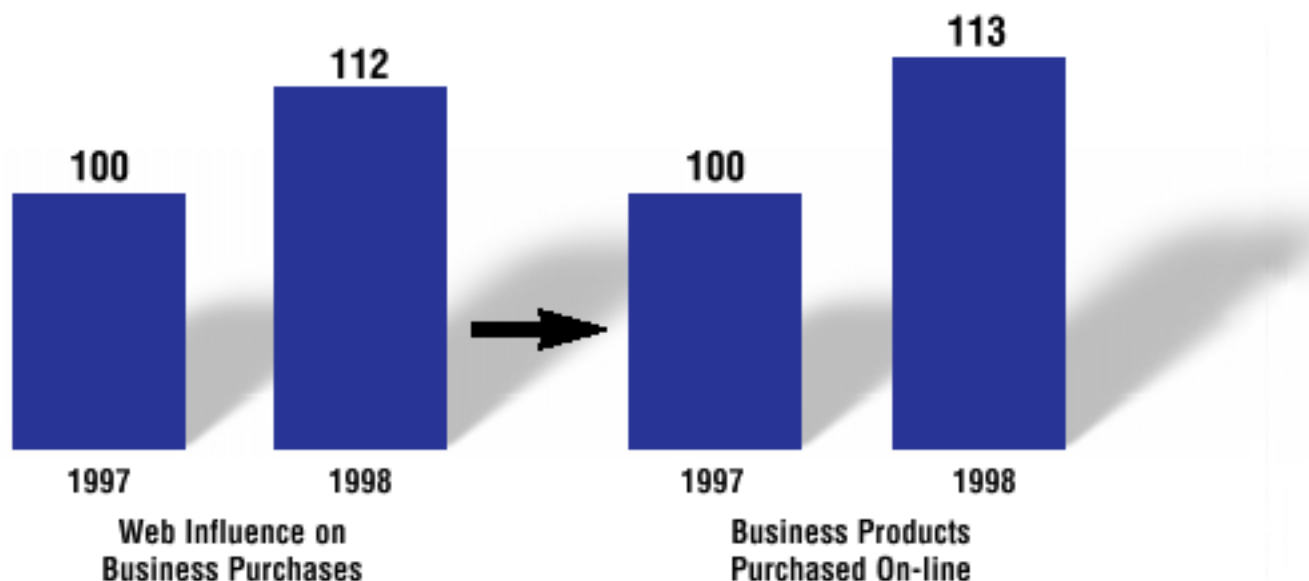
CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:		NEW YORK:
Cahners Building	Cahners Plaza	245 West 17th Street
275 Washington Street	1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458	P.O. Box 5080	212-645-0067
CARR Reports	Des Plaines, IL 60018	
617-964-3030	847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Do Manufacturing Professionals Purchase Products For Business As A Result Of Seeing Them On The Internet? How Are The Transactions Made?

Manufacturing professionals are relying on the Internet now more than ever for business purchases. Not only are these buyers learning about products on the Internet, but they are also completing the transactions on-line. Purchases and on-line transactions have increased since last year, suggesting growing acceptance of the Internet and electronic commerce.

WEB INFLUENCE ON BUSINESS PURCHASES AND RESULTING ELECTRONIC COMMERCE (Indexed to 100)



Purpose:

To determine whether manufacturing professionals have made purchases for business based on something seen on the Internet and if so, how the transaction was completed.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey were the questions:

"Have you ever purchased anything (for business) as a result of seeing it on the Internet?"

"Did you complete the transaction on-line?"

Conclusion:

The Internet continues to be a valuable tool for manufacturing professionals to learn about products to use in their work. The extent to which on-line purchases have already been made signals a growing acceptance of electronic commerce.

Marketers wanting to serve the broadest possible audience should consider incorporating on-line purchase options.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

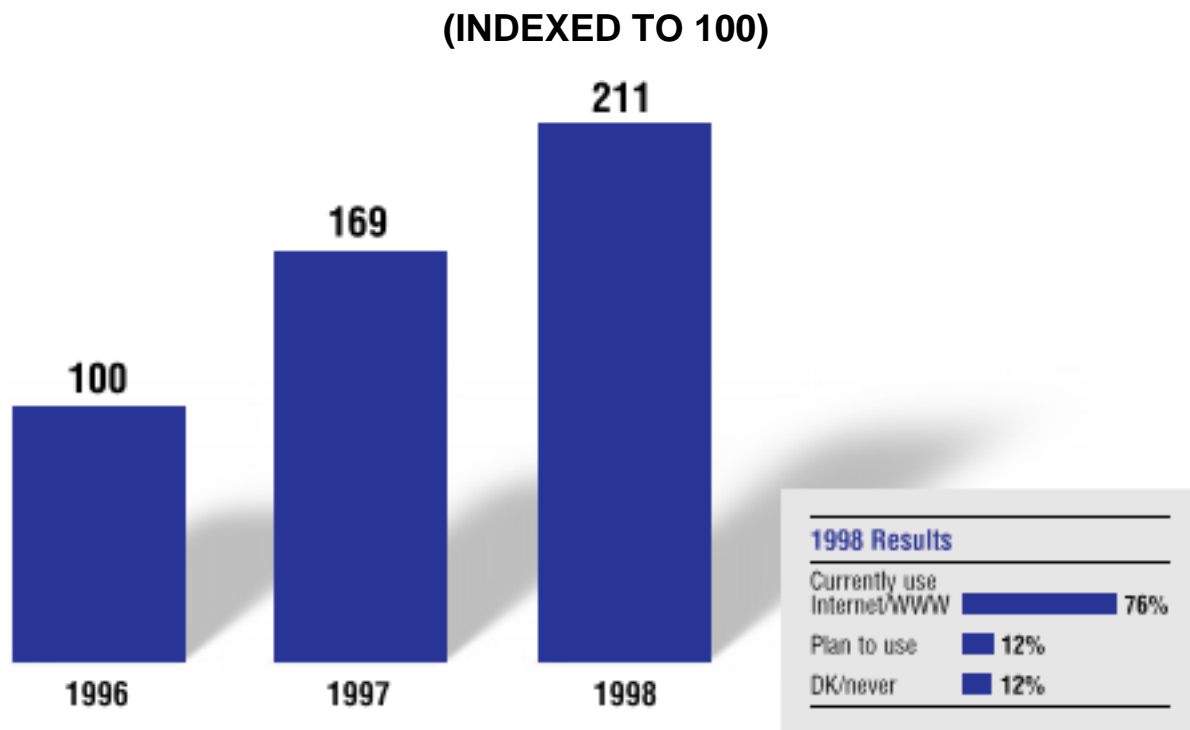
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Do Manufacturing Professionals Currently Use or Plan to Use the Internet/World Wide Web?

Yes. Since 1996, Internet/World Wide Web usage has more than doubled among manufacturing professionals.

INTERNET/WORLD WIDE WEB USAGE



Purpose:

To determine the extent of Internet/World Wide Web current and planned usage among professionals in the manufacturing industries.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey were the questions:

"Do you currently use the Internet/World Wide Web?"

"If no, when do you expect to use the World Wide Web?"

Conclusion:

Since 1996, more and more manufacturing professionals have Internet access at work. Over the past three years, Internet access has more than doubled. The rapid growth of this new medium makes it an increasingly important component in a firm's marketing and communications strategy.

CAHNERS OFFICES BOSTON (Corporate Headquarters)		CHICAGO:	NEW YORK:
Cahners Building		Cahners Plaza	245 West 17th Street
275 Washington Street		1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458		P.O. Box 5080	212-645-0067
CARR Reports		Des Plaines, IL 60018	
617-964-3030		847-635-8800	

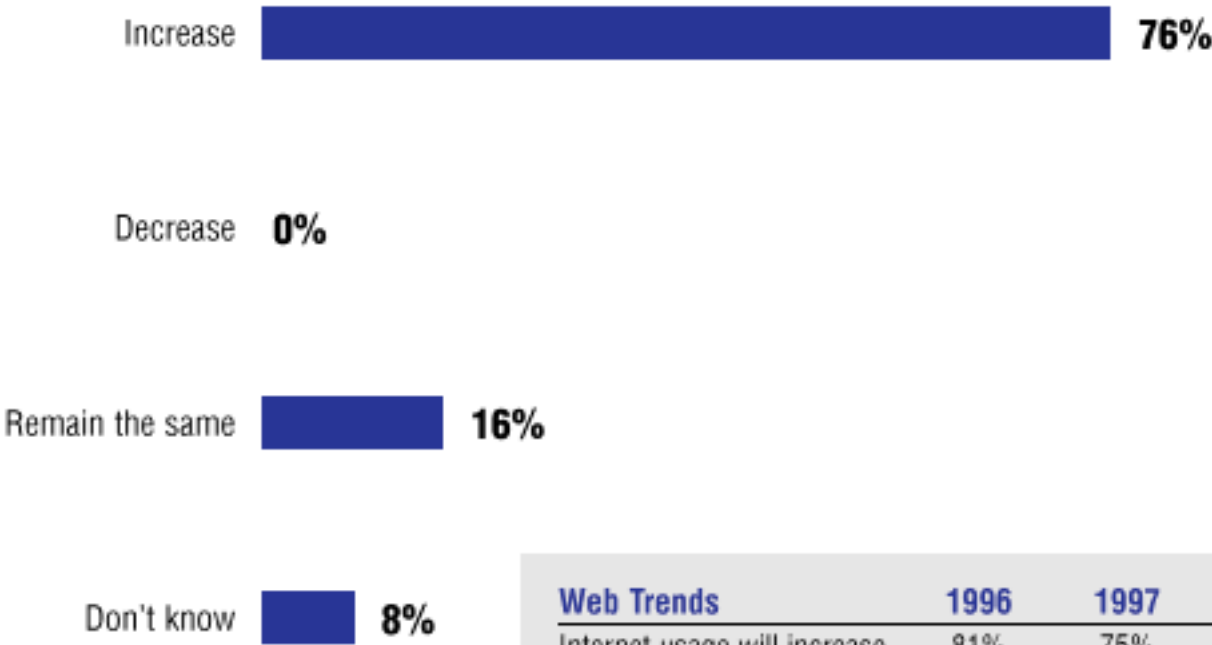
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Do Manufacturing Professionals Expect Their Internet Usage to Change in the Future?

Internet usage is coming on strong. Over three-quarters of professionals expect their Internet use to increase. The percent of users who expect their internet usage to remain the same has remained constant over the past year suggesting that their usage patterns are already becoming established.

PERCENT OF RESPONDENTS

My Internet Usage will...



Web Trends	1996	1997	1998
Internet usage will increase	81%	75%	76%
Internet usage will remain the same	9%	17%	16%

Purpose:

To determine manufacturing professionals’ expectations of their future Internet use.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How do you expect your Internet usage will change in the future?"

Conclusion:

Manufacturing professionals have an increasing acceptance of their future use of the Internet. Usage patterns are already beginning to become established.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:		NEW YORK:
Cahners Building	Cahners Plaza	245 West 17th Street
275 Washington Street	1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458	P.O. Box 5080	212-645-0067
CARR Reports	Des Plaines, IL 60018	
617-964-3030	847-635-8800	

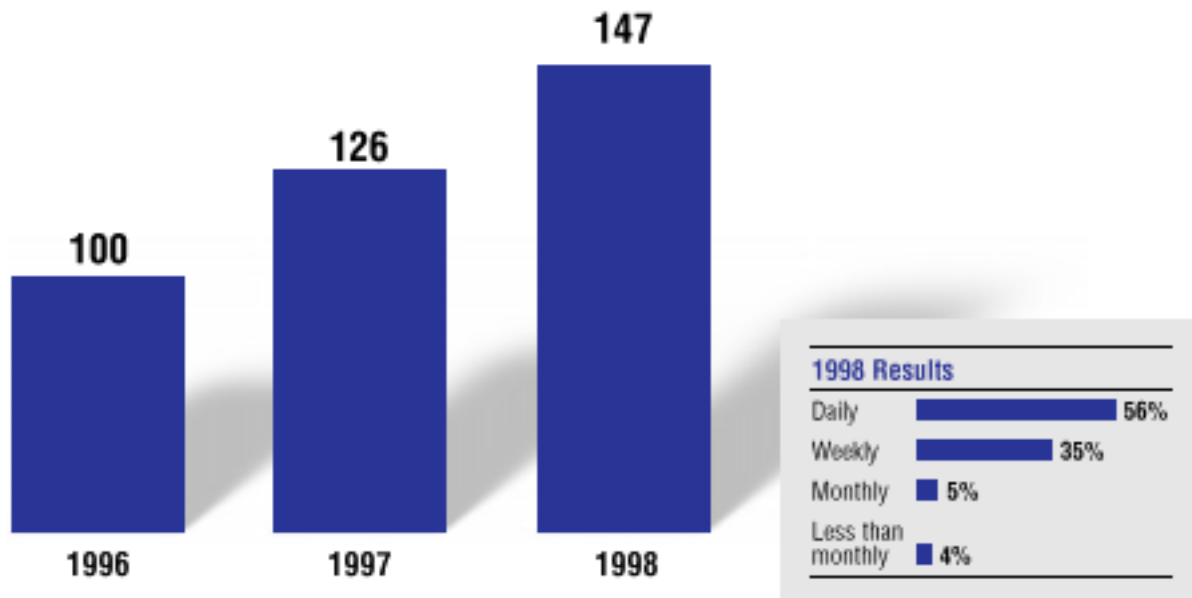
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Frequently Do Manufacturing Professionals Access the World Wide Web?

Very frequently. Manufacturing professionals who access the Web do so on a frequent basis. Daily usage had increased by 47% since spring 1996.

DAILY WEB USAGE

(INDEXED TO 100)



Purpose:

To determine the frequency of the use of the World Wide Web among professionals in the manufacturing industries.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How frequently do you access the World Wide Web?"

Conclusion:

Manufacturing professionals are using the World Wide Web very frequently. Daily usage has shown strong growth since 1996. Additional literature in the field suggests marketers wanting to take advantage of these frequent use patterns should make their web sites as easy-to-use and informative as possible. Site traffic is often increased by frequently updating the site’s material to encourage repeat visits.

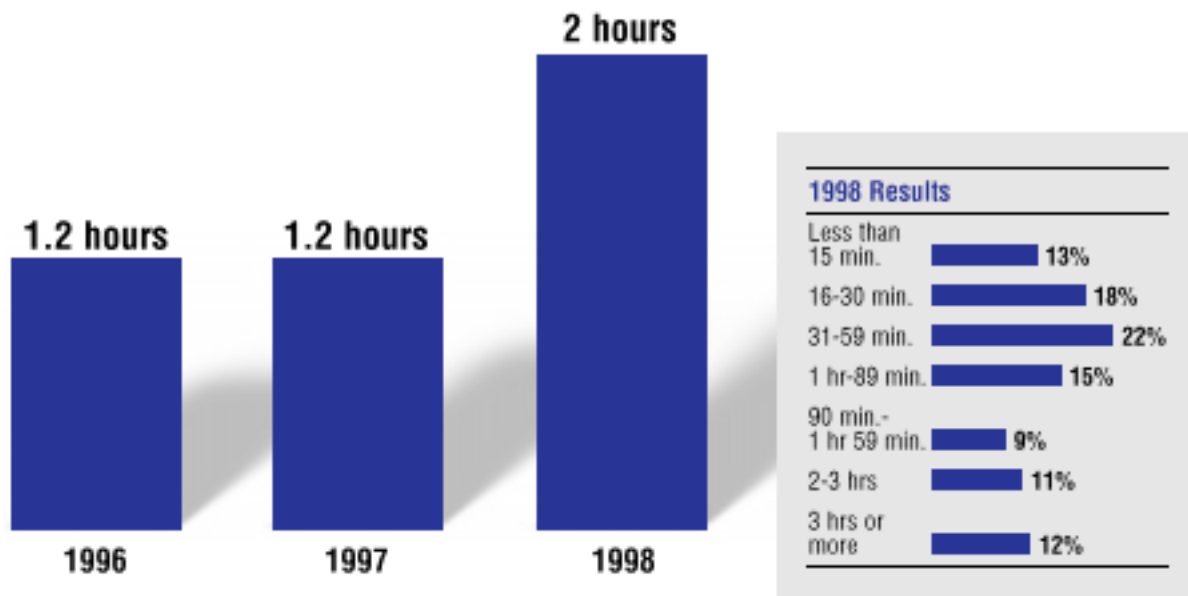
CAHNERS OFFICES BOSTON (Corporate Headquarters)	CHICAGO:	NEW YORK:
Cahners Building	Cahners Plaza	245 West 17th Street
275 Washington Street	1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458	P.O. Box 5080	212-645-0067
CARR Reports	Des Plaines, IL 60018	
617-964-3030	847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Much Time Per Week Do Manufacturing Professionals Spend on the World Wide Web?

On average, users spend 2 hours per week on the World Wide Web. Over one-third spend in excess of 90 minutes per week. These usage patterns have nearly doubled since spring 1996.

AVERAGE USAGE OF INTERNET PER WEEK



Purpose:

To determine the time manufacturing professionals spend per week on the World Wide Web.

Methodology:

In the summer of 1998, Cahners Corporate Research surveyed 23,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How much time per week do you currently use the World Wide Web?"

Conclusion:

Manufacturing professionals are devoting an average of two hours per week for using the World Wide Web. This increased time commitment suggests that marketers should consider incorporating the Internet as part of a comprehensive marketing program. CARR Report 824.0B shows that product information and evaluation is their leading use of the Internet and marketers contemplating their site's contents should consider incorporating this type of information.

CAHNERS OFFICES BOSTON (Corporate Headquarters)		CHICAGO:	NEW YORK:
Cahners Building		Cahners Plaza	245 West 17th Street
275 Washington Street		1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458		P.O. Box 5080	212-645-0067
CARR Reports		Des Plaines, IL 60018	
617-964-3030		847-635-8800	

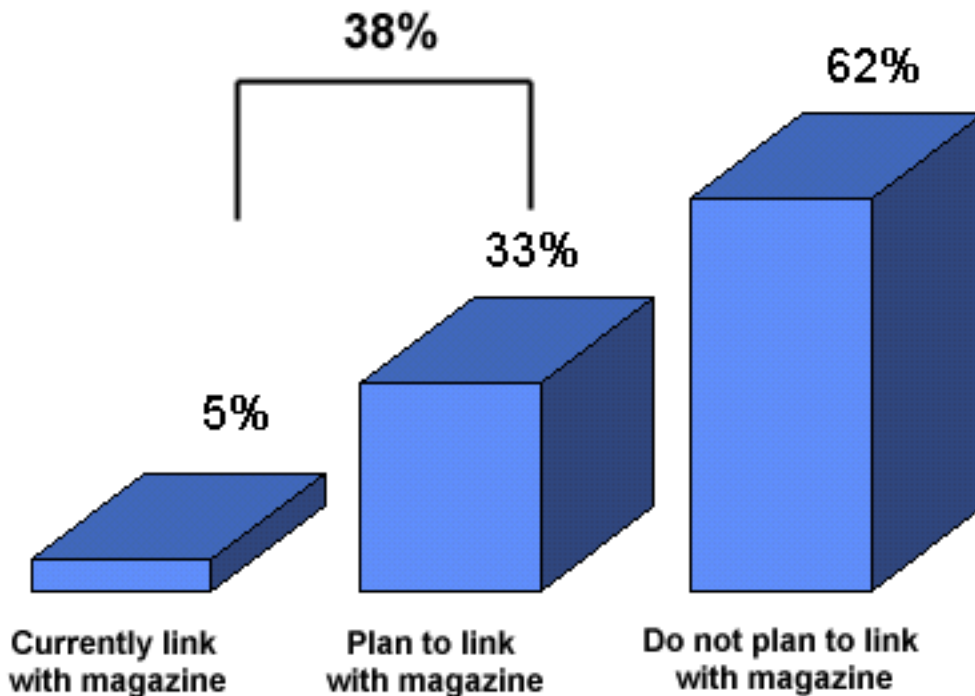
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

N.O. 813.0

What are Business-To-Business Marketers' Plans for Linking Their Home Pages Through a Magazine's Web Site?

Over one-third of business-to-business marketers currently link or plan to link their home page through a magazine's web site.

PERCENT OF RESPONDENTS



PURPOSE:

To benchmark business-to-business marketers plans to link their home page through a magazine's web site.

METHODOLOGY:

In the fall of 1995, Reed Elsevier Business Information Research surveyed 310 business-to-business advertisers with responsibility for making media placement decisions. Advertisers surveyed were representative of the variety of markets served by Reed Elsevier Business Information Publishing Company and Gordon Publications. Included in the survey was the question:

"Are you now, or would you consider linking your home page through a magazine's web site?"

CONCLUSION:

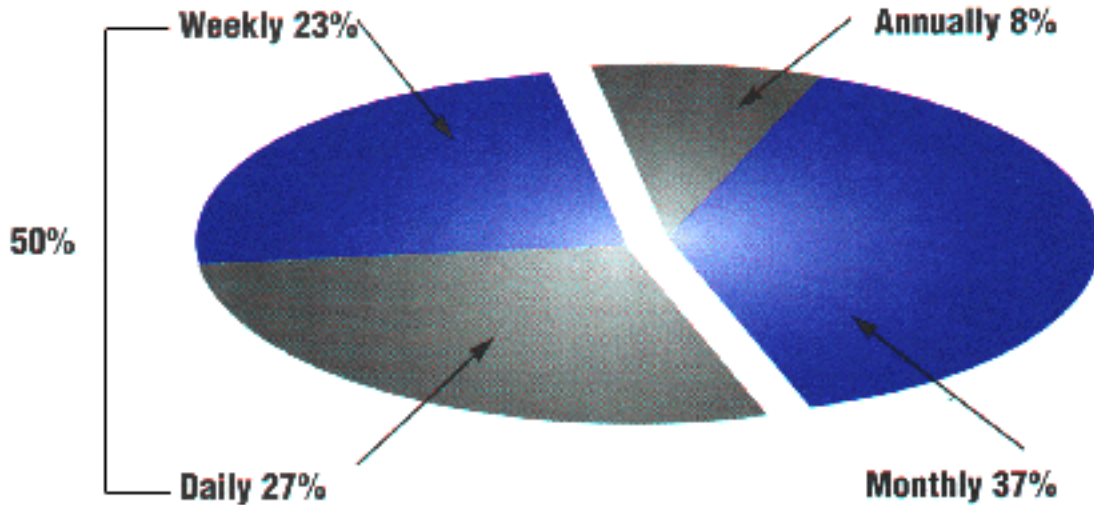
Although five percent of respondents currently link their home page through a magazine's web site, nearly seven times as many plan to do so. A company linking their home page through a carefully selected magazine's web site increases their chances of reaching their desired audience.

How Frequently are Web Sites Updated?

Very frequently. Half of business-to-business marketers say their web sites are updated daily (27%) or weekly (23%).

PERCENT OF RESPONDENTS

Web Sites updated...



Purpose:

To determine how often companies update their web sites.

Methodology:

Reed Elsevier Business Information Research surveyed, by telephone, a random selection of 300 advertisers and prospects to determine how often they update their web site on the Internet/World Wide Web. Respondents represent the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: foodservice, electronics, computers, building and construction and manufacturing.

Conclusion:

Web sites are constantly changing and evolving to keep up with marketing strategies. The flexible nature of their design makes them an ideal marketing tool. 27% of the respondents indicated they update their company's web site daily; 23% indicated they update weekly; 37% indicated they update monthly; and 8% update their site annually.

To What Degree are Business-to- Business Web Sites Linked To Others?

A fairly high degree. Currently over six in ten business-to- business marketers say their company's web site is linked to another site. An additional 16% plan to link their site.

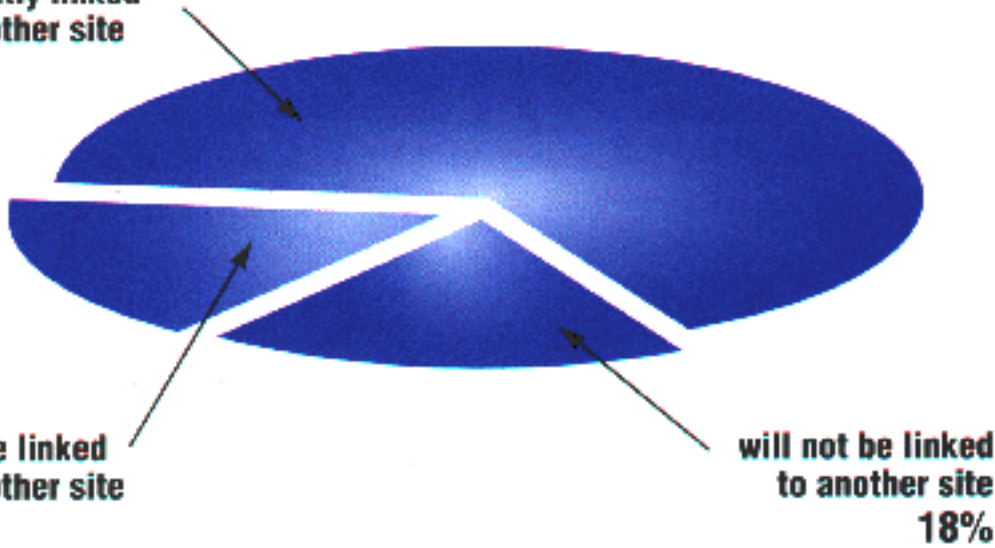
PERCENT OF RESPONDENTS

My company's web site is...

currently linked
to another site
66%

will be linked
to another site
16%

will not be linked
to another site
18%



Purpose:

To determine whether companies link their web sites with other sites.

Methodology:

Reed Elsevier Business Information Research surveyed, by telephone, a random selection of 300 advertisers and prospects to determine how often they update their web site on the Internet/World Wide Web and if they are linked to other sites. Respondents represent the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: foodservice, electronics, computers, building and construction and manufacturing.

The survey included the question: "Are you linked to other web sites?"

Conclusion:

Linking a web site with other web sites allows business-to-business marketers to provide their

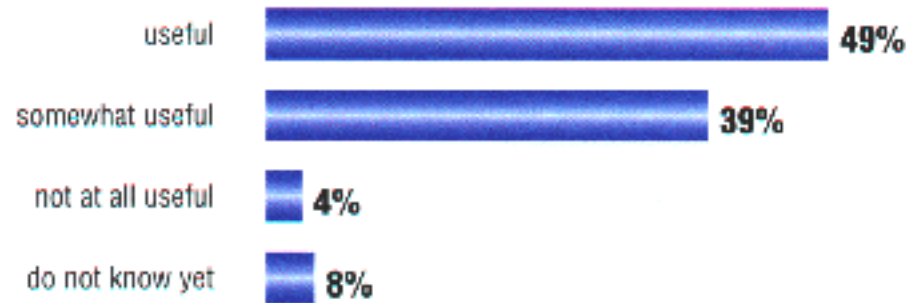
customers with greater access to a wide range of important information. 66% of the business-to-business marketers surveyed indicated that their sites contained links and an additional 16% plan to link.

Do Business-to-Business Marketing Professionals Find the Internet/World Wide Web Useful As A Marketing Tool? To What Extent Will It Be Used In The Future?

88% of business-to-business marketing professionals find this source a useful/somewhat useful tool in marketing their company's products/services. Similarly, 84% expect their use of the internet to increase.

% OF TOTAL RESPONDENTS

Find the Internet/World Wide Web as a marketing tool...



Expected use of the internet as a marketing tool in the future...



Purpose:

To determine whether business-to-business marketing professionals find the Internet/World Wide Web useful as a marketing tool and whether their use will increase in the future.

Methodology:

Reed Elsevier Business Information Research surveyed, by telephone, a random selection of 300 advertisers and prospects to determine if they find the Internet/World Wide Web a useful tool for marketing their company's product/services and if their use of this as a marketing tool will increase in the future. Respondents represent the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: foodservice, electronics, computers, building and construction and manufacturing. The survey included the question: how useful is the Internet/World Wide Web as a marketing tool and how do you expect your use of the Internet/World Wide Web for marketing your company will change in the future?

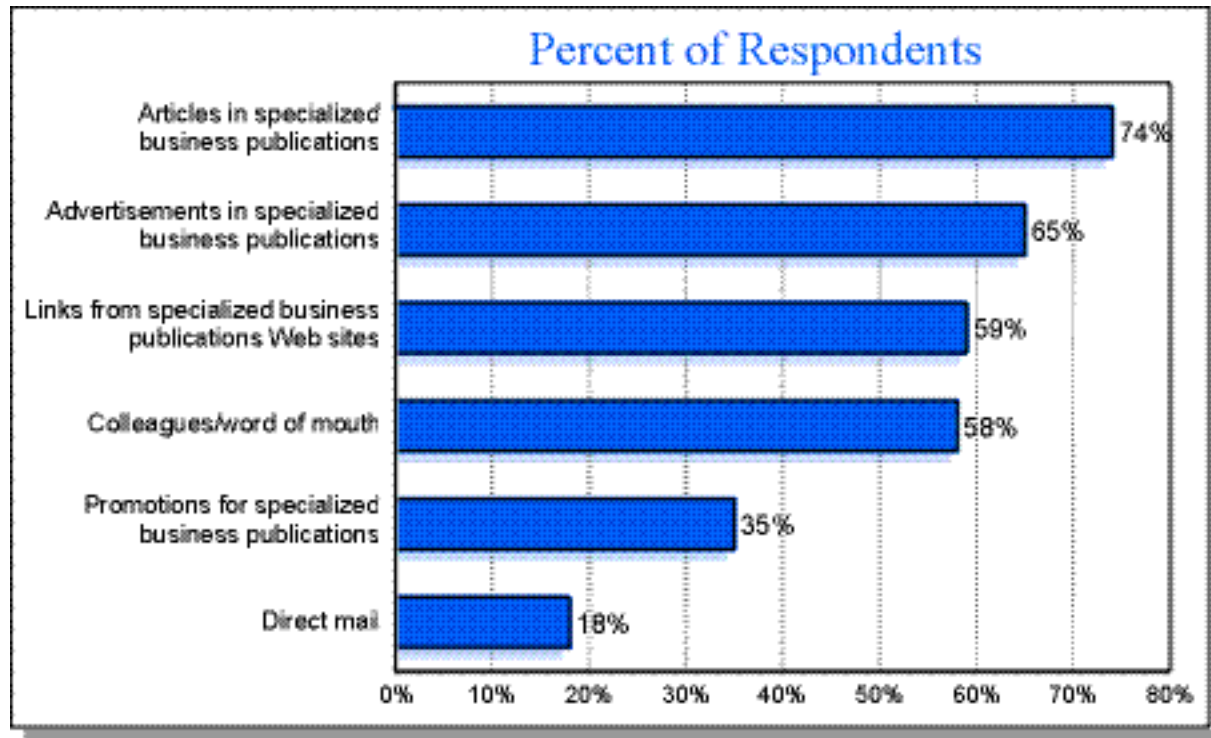
Conclusion:

88% of respondents indicated they find the Internet/World Wide Web a useful/somewhat useful tool for marketing their company. Use of the Internet/World Wide Web as a marketing tool for companies will be on the rise - 84% of respondents indicated they expect their use of this tool to increase in the future. None of the respondents indicated they expected their use to decrease.

For more research on use of the Internet/World Wide Web, please see CARR report #800 series.

What Drives Traffic to a Web Site?

Internet users are most likely to learn of a Web site from articles and advertisements in specialized business publications.



Purpose

To determine what drives traffic to a Web site.

Methodology

Reed Elsevier Business Information Research surveyed, by mail, Internet users who subscribe to Reed Elsevier Business Information publications. Respondents represented the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: building & construction, scientific, food and lodging, furniture, printing and publishing, entertainment, electronics, computers and manufacturing. The survey included the question:

"What are the major influences driving someone to a Web site?"

Conclusion

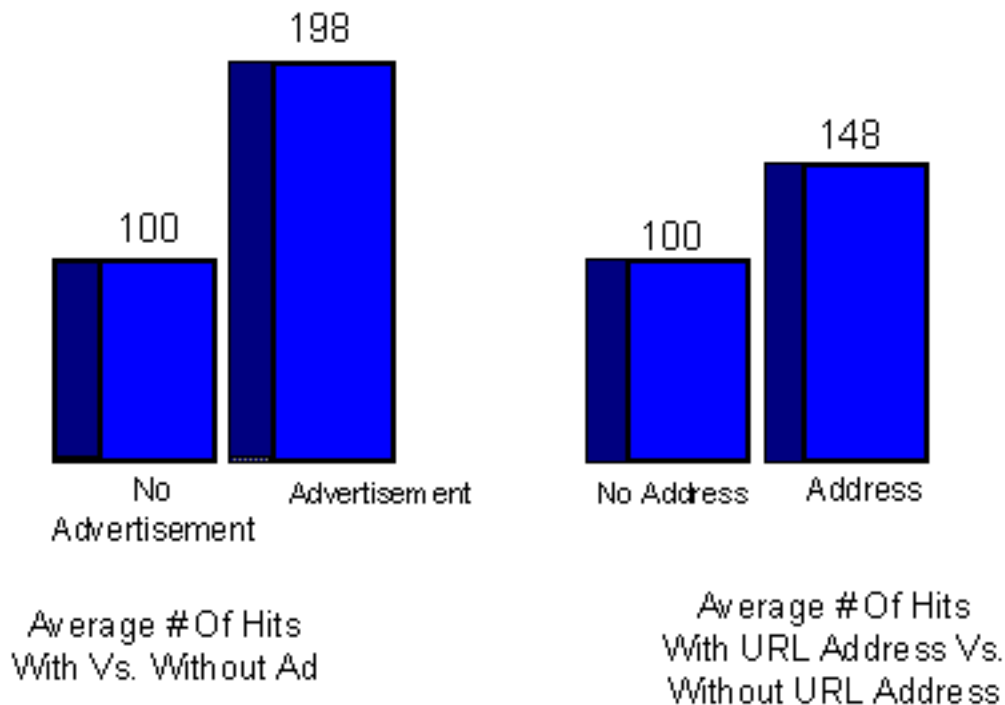
Seventy-four percent of respondents indicated articles in publications were the major influence of Web site traffic; 65 percent indicated advertisements in publications; 59 percent indicated links from publications' Web sites; and 58 percent indicated colleagues or word of mouth were the major influence. Only 35 percent indicated promotions for publications' Web sites were the lead source, while 18 percent indicated direct mail.

See also [CARR Report 840.0](#): "Does Print Advertising in Publications Help Build Web Site Activity"

Does Print Advertising in Publications Help Build Web Site Activity?

Yes. A review of file transmission activity for Daily Variety's Showbiz Expo Web site (www.showbizexpo.com) demonstrates that the average number of "hits" nearly doubled on days when a print advertisement appeared in the publication. In particular, the average number of "hits" is greatest when the URL address appears in the ad copy.

INDEX VALUE (Indexed to 100)



Purpose:

To determine how a print advertisement in a publication stimulates web site activity.

Methodology:

World Wide Web access statistics for Daily Variety were analyzed for the period May 15, 1996 (the day the site was launched) to June 30, 1996 (the last day of the trade show).

Findings:

The data shows that the average number of "hits" on days when an advertisement appeared in Daily Variety is nearly double that when there was no advertisement. Additionally, when the URL address (www.showbizexpo.com) appeared in the print advertisement, "hits" increased by nearly fifty percent.

Conclusion:

Print advertising in publications plays a key role in building web site activity. Advertisements should prominently display the URL address of the web site to stimulate activity.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

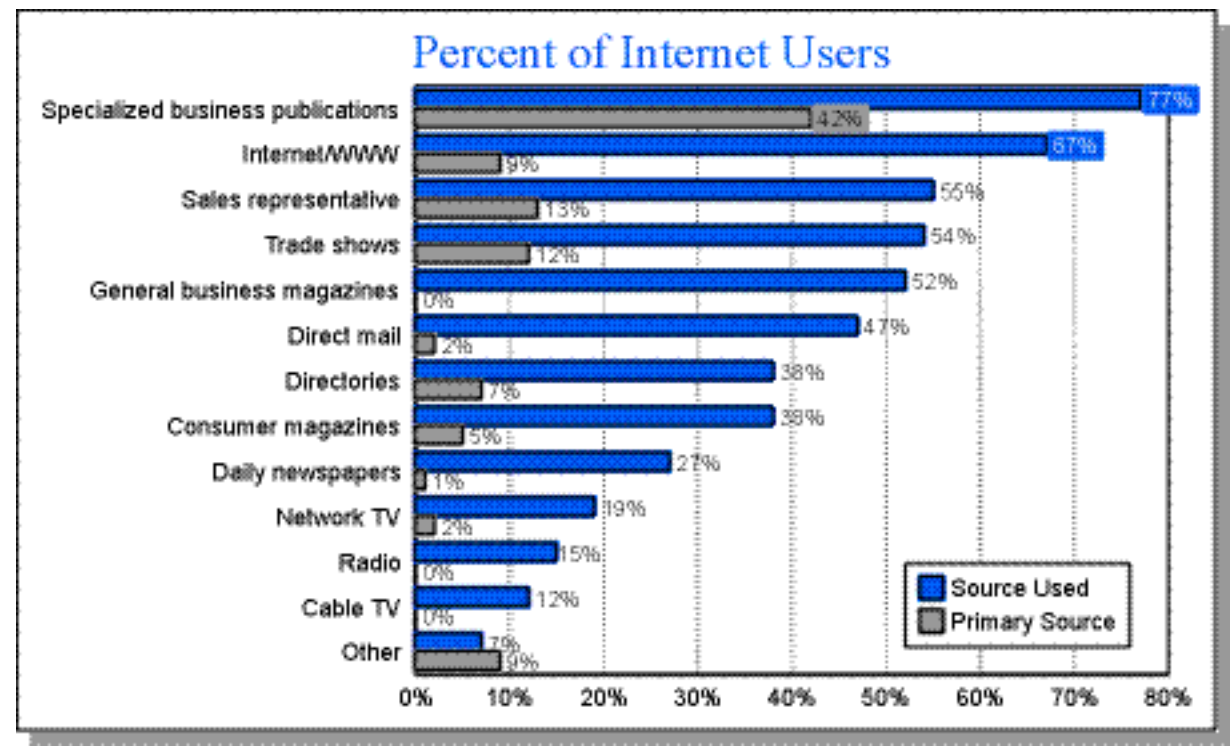
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

01-99

What Sources do Internet Users Rely on for Product Information? What is the Primary Source?

Internet users most often use specialized business publications and the Internet for product information. Specialized business publications are the primary source for product information by a 4 to 1 margin over any other medium.



Purpose

To determine what sources Internet users use for product information, and to identify which one is their primary source.

Methodology

Reed Elsevier Business Information Research surveyed, by mail, Internet users who subscribe to Reed Elsevier Business Information publications. Respondents represented the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: building & construction, scientific, food and lodging, furniture, printing and publishing, entertainment, electronics, computers and manufacturing. The survey included the question:

"What sources do you use for product information?"

"What is your one primary source of product information?"

Conclusion

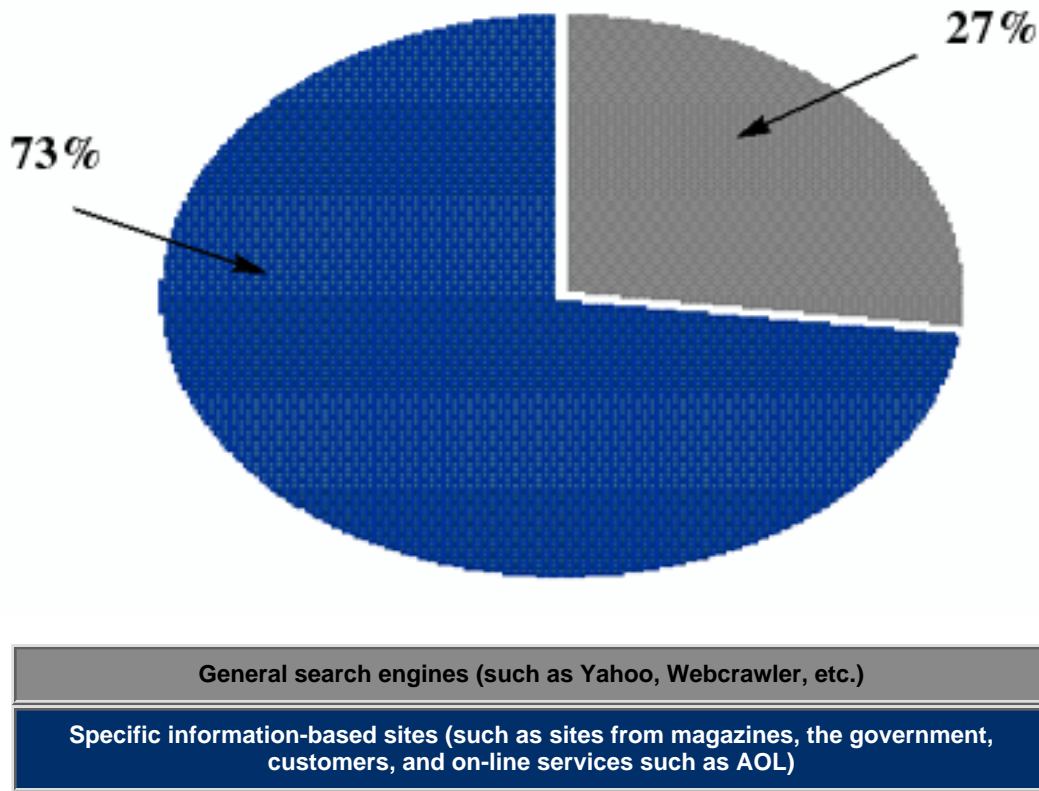
Internet users rely on a variety of sources when looking for product information. Specialized business publications are not only the most frequently mentioned source (77 percent), but are also the leading primary source of product information among users of the Internet. Marketers wanting to educate buyers about their products should continue to place particular emphasis on specialized business publications and publications' Web sites to effectively deliver their message.

How Do Buyers and Specifiers Allocate Their Time Between General Search Engines and Specific Information-Based Sites?

Buyers and specifiers spend close to three times more time on-line using specific information-based sites than they do using general search engines.

OVERALL TIME SPENT ON-LINE

Respondents Using On-Line Resources for Business



Objective:

To determine how buyers and specifiers allocate their time spent on-line between general search engines and specific information-based sites.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "Of the time you spend on-line for

business activities, what percent is spent with the following (excluding e-mail): magazine websites, supplier websites, customer websites, government websites, other business websites (i.e. trade associations), on-line services (i.e. AOL, etc.), and WWW search engines (i.e. Yahoo, Webcrawler, etc.)"?

Conclusion:

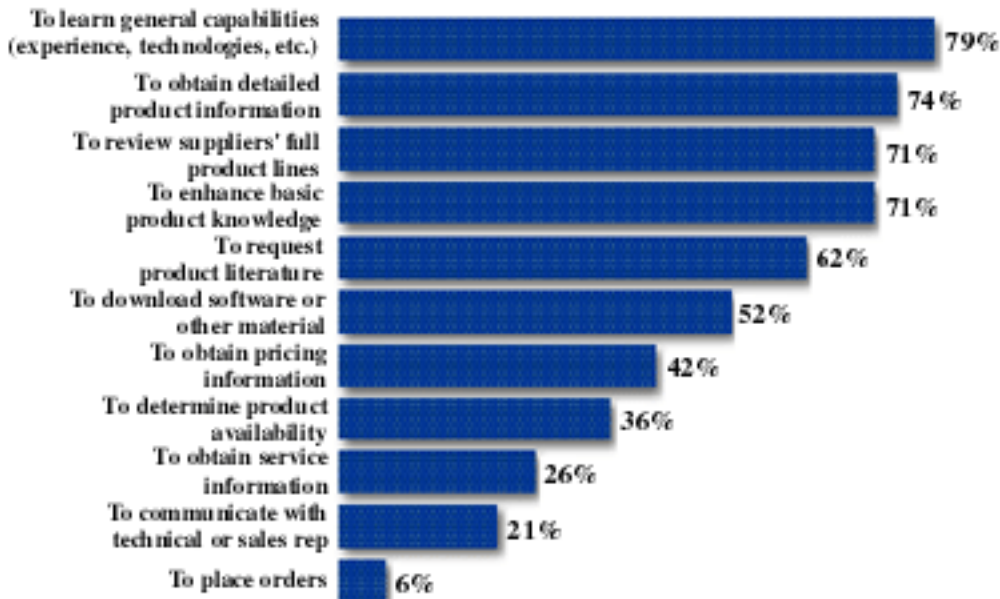
Buyers and specifiers spend close to three times longer on-line visiting specific information-based sites rather than general search engines. Marketers wanting to reach these professionals should link to, advertise on, and create their own specific information-based websites, rather than relying on more broad-based, general non-targeted search engines.

Why Do Buyers and Specifiers Visit Supplier Websites?

Supplier websites are used when buyers and specifiers are looking for comprehensive corporate and product line information.

REASONS FOR USING SUPPLIER WEBSITES

Respondents Using On-Line Resources for Business



Objective:

To determine the reasons why buyers and specifiers access supplier websites.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included on the survey was the question: "Please check all of the reasons why you go to supplier websites."

Conclusion:

The majority of buyers and specifiers access supplier websites for corporate and product line information. Marketers wanting to reach these professionals should ensure that their websites

contain information that is both comprehensive and well-organized in these areas.

Cahners Advertising Research Reports -- Internet Advertising

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

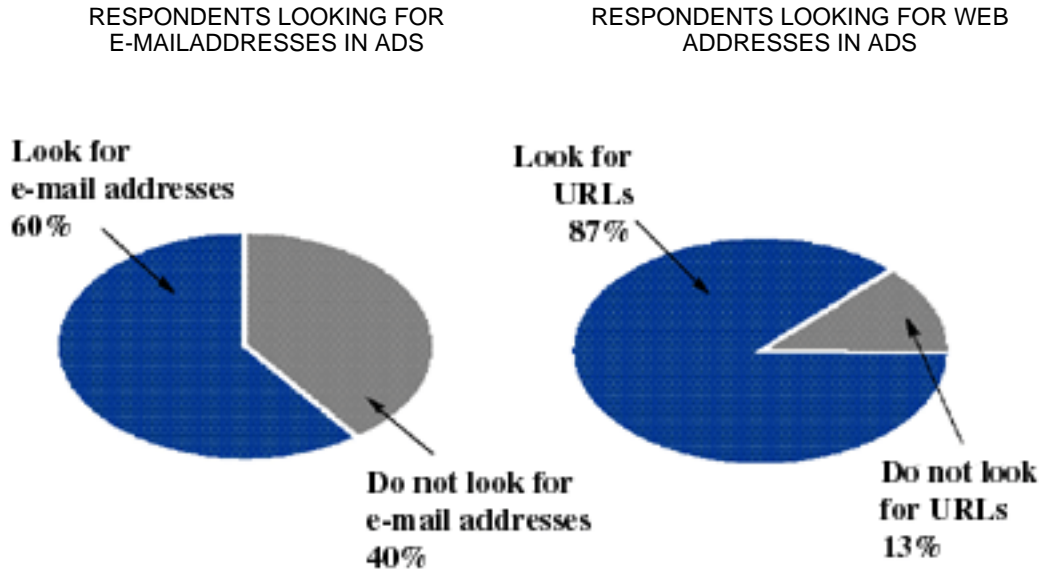
Internet Advertising

- [advertising helps to build Web site activity -- 840.0](#)
- [electronic response mechanisms -- 840.1](#)
- [reasons professionals respond by going to suppliers' Web sites -- 840.2](#)
- advertising drives traffic to a Web site -- 841.1
- current use of the Web to market products/services -- 860.0
- [to obtain information about potential new suppliers -- 863.0](#)
- sources of learning about suppliers' Web sites -- 863.1
- [perceptions of suppliers' Web sites -- 863.3](#)

Do Buyers and Specifiers Look for Electronic Response Mechanisms in Trade Magazine Advertisements?

Yes! The majority of buyers and specifiers look for both website addresses and e-mail addresses when they would like more information about products advertised in trade magazines.

PERCENT OF RESPONDENTS USING ON-LINE RESOURCES FOR BUSINESS



Objective:

To determine if buyers and specifiers look for electronic response mechanisms such as website addresses and e-mail addresses in trade advertisements.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "When you'd like to have more information about products advertised in trade magazines, have you looked for the following in ads?"

Conclusion:

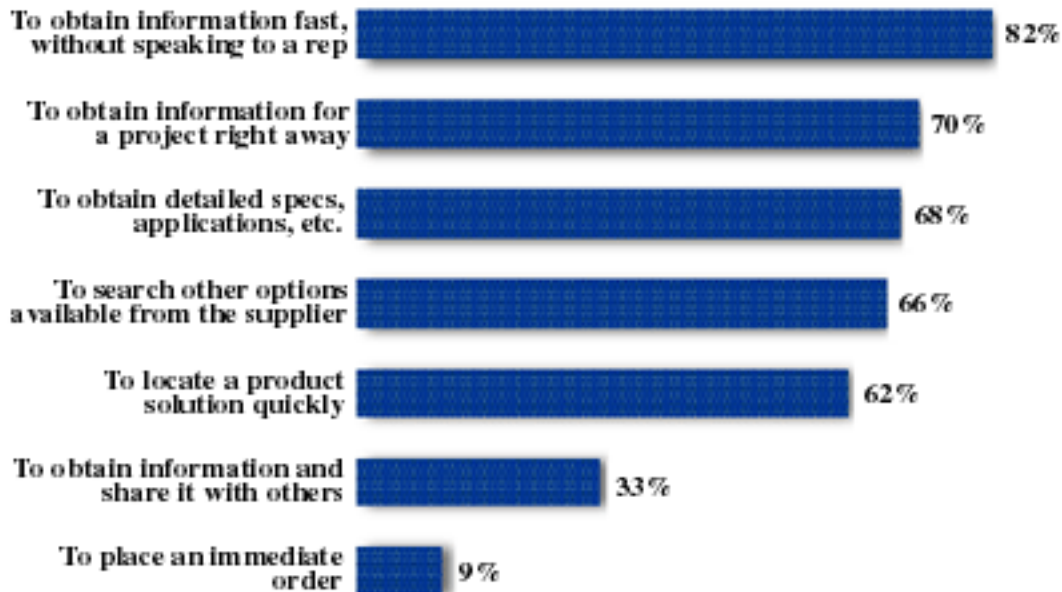
Eighty-seven percent of respondents look for website addresses in trade advertisements when they would like to have more information about the product advertised, and sixty percent look for e-mail addresses. Marketers should prominently place URLs and/or e-mail addresses in their print advertisements to give readers an opportunity to obtain more information about the product being advertised.

Why Do Buyers and Specifiers Respond to a Magazine Advertisement Via the Supplier's Website?

Buyers and specifiers will respond to ads by accessing vendor websites when they need immediate, detailed information.

REASONS PROFESSIONALS RESPOND TO ADS BY GOING TO SUPPLIER WEBSITES

Respondents Using On-Line Resources for Business



Objective:

To determine why buyers and specifiers will respond to magazine advertisements by accessing a supplier's website as opposed to other methods of response.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "Under what circumstances might you respond to a magazine ad via the supplier's website as opposed to other methods of response (reader service card, etc.)"?

Conclusion:

Over eight in ten respondents (82%) respond to magazine ads by accessing vendor websites when they need to obtain information fast, without speaking to a sales representative. Seven in ten access supplier's websites to obtain information for a project right away. Marketers should organize their websites to allow on-line users to quickly locate detailed information about products featured in trade magazine advertisements.

Do Buyers and Specifiers Use the Internet to Find Information About Potential New Suppliers?

Yes! Just as many, if not more, buyers and specifiers visit potential supplier websites/homepages as visit those of current suppliers. On average, they visit potential supplier websites 3 times per week.

PERCENT OF RESPONDENTS USING ON-LINE RESOURCES FOR BUSINESS



Type of Vendor Site	Number of Different Visits Per Week
Current Suppliers	3.3 Per Week
Potential Suppliers	3.0 Per Week
Total	6.3 Per Week (Unduplicated)

Objective:

To determine whether Buyers and Specifiers visit the websites of potential suppliers, and how often they visit these websites in an average week.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "How many times each week do you normally visit each of these types of supplier websites/home pages?"

Conclusion:

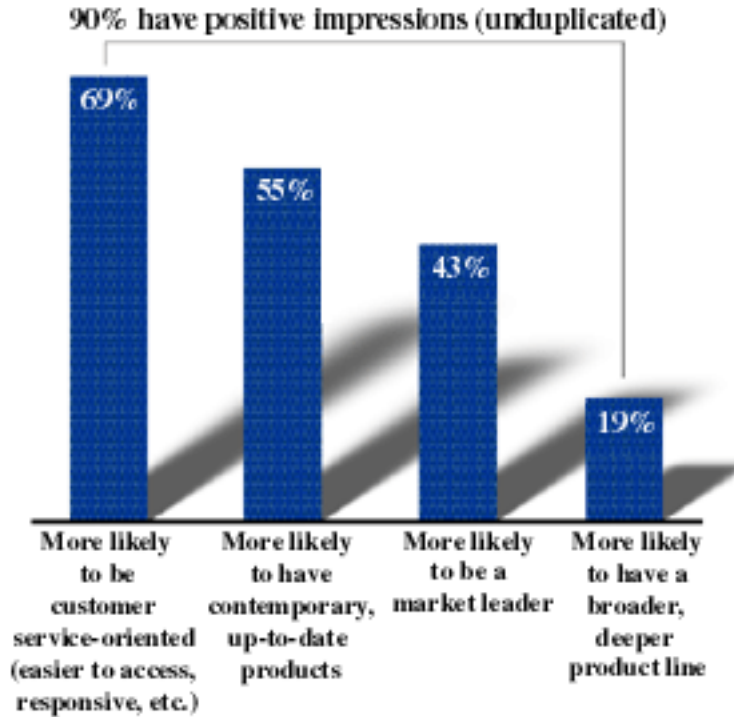
Buyers and Specifiers often visit the websites of vendors with whom they are not currently doing business. Marketers should evaluate their company's website to ensure that it contains both company information for potential customers, as well as product information required by both current and potential customers.

How Do Buyers and Specifiers Perceive Suppliers Who Have Their Own Websites?

Almost all buyers and specifiers have favorable impressions of vendors who have their own websites. Vendors who have websites are perceived as market leaders with good customer service and broad, contemporary product lines.

IMPRESSIONS OF VENDORS WHO HAVE THEIR OWN WEBSITES

Respondents Using On-Line Resources for Business



Objective:

To determine how buyers and specifiers perceive suppliers that already have their own websites.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included on the survey was the question: "What is your feeling about suppliers that already have their own websites?"

Conclusion:

Ninety percent of buyers and specifiers have positive impressions of suppliers who already have their own websites. Almost seven out of ten (69%) feel that these companies are more likely to be customer service-oriented and over half (55%) believe they are more likely to have contemporary, up-to-date products. Marketers who do not currently support a website should consider developing one. Marketers with websites should utilize other channels such as print trade magazines and trade magazine websites to advertise their own sites.

Cahners Advertising Research Reports -- Manufacturing Plants & Industry

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Manufacturing Plants & Industry

- business volume by size -- 710.2B
- capital expenditures -- 710.4B
- expenditures on materials -- 710.5B
- geographical distribution -- 711.1A
 - OEM -- 711.2A
 - process industry -- 711.3A
- number of plants, OEM & process industries -- 713.0
- personal sales call -- 542.2D
- value of shipments, by size of plant -- 720.1C
 - OEM -- 720.2C
- value of output -- 710.2B

Cahners Advertising Research Reports -- Marketing Demographics

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Marketing Demographics

Cahners Advertising Research Reports -- Market Share

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Market Share

(see [Brand Awareness](#))

Cahners Advertising Research Reports -- Meetings and Seminars

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Meetings and Seminars

- readers who attend -- 533.1B

Cahners Advertising Research Reports -- Multiple Ads in Same Issue

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Multiple Ads in Same Issue

- percent of advertisements -- 120.2
- readership -- 120.3A

Cahners Advertising Research Reports -- OEM Industry

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

OEM Industry

- by SIC numbers -- 713.0
- characteristics of sales force -- 550.8A
- factors in specifying -- 551.6
- geographical distribution -- 711.1A
- value of shipments by SIC numbers -- 720.2C

Cahners Advertising Research Reports -- Pass-Along Readership

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Pass-Along Readership

- after initial receipt -- 412.2A
- number of readers -- 412.0

Cahners Advertising Research Reports -- Personal Sales Calls

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Personal Sales Calls

- average cost -- 542.1
- average cost to close a sale -- 542.3
- average cost by region -- 542.9B
- cost of selected industries -- 542.2D
- calls made to wholesalers/distributors and to ultimate users -- 542.7A
- cost by product/service sold -- 542.21B
- dollar amount at which customer transferred to direct sales -- 544.3
- effective marketing strategies -- 560.2A
- inside sales vs. direct sales, average sale -- 544.1
 - percent of sales -- 544.0
 - sales effort -- 544.7
- leads from magazine card inquiries -- 210.7A
- [number of calls to close a sale -- 542.5D](#)
- number of people called on by industry & region -- 542.6
- percent of calls by industry to wholesalers/distributors vs. ultimate users of products/services -- 542.7A
- percent of customers who receive sales calls -- 542.8A
- selected industries -- 542.2D
- sources of sales leads -- 560.3
- to new clients -- 542.4B

Cahners Advertising Research Reports -- PIMS Research

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

PIMS Research

- (also see [Case Histories](#)) -- 2000.6, 2000.7, 2000.9, 2000.10, and 3000.1-3000.8

Cahners Advertising Research Reports -- Population

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Population

- by region. -- 701.B
- projected growth -- 701.2B

Cahners Advertising Research Reports -- Price

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Price

- mention in ads -- 115.2

Cahners Advertising Research Reports -- Process Industries Plants

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Process Industries Plants

- geographic distribution -- 711.3A
- number of plants & percent of total -- 713.0

Cahners Advertising Research Reports -- Product Information

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Product Information

- estimate direct sales generated -- 2000.8
- method of obtaining product information
 - most useful information -- 550.0
 - used/preferred -- 209.0A
 - immediate need requests -- 210.93
 - via service reader card -- 240.2C
 - via the Internet -- 826.0
- postcard pack use -- 250.7A
- usage, after receipt -- 210.0A
- [value of trade magazine advertising -- 414.0 \(PDF available\)](#)

Cahners Advertising Research Reports -- Product Information Cards

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Product Information Cards

(see [Postcard Packs](#))

Cahners Advertising Research Reports -- Profitability

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Profitability

(see [Advertising Effectiveness](#), [Brand Awareness](#))

Cahners Advertising Research Reports -- Purchasing

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Purchasing

- consult literature files -- 550.21
- OEM, major factors -- 551.6
- reader service inquirers -- 210.91

Cahners Advertising Research Reports -- Reach, Advertising

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

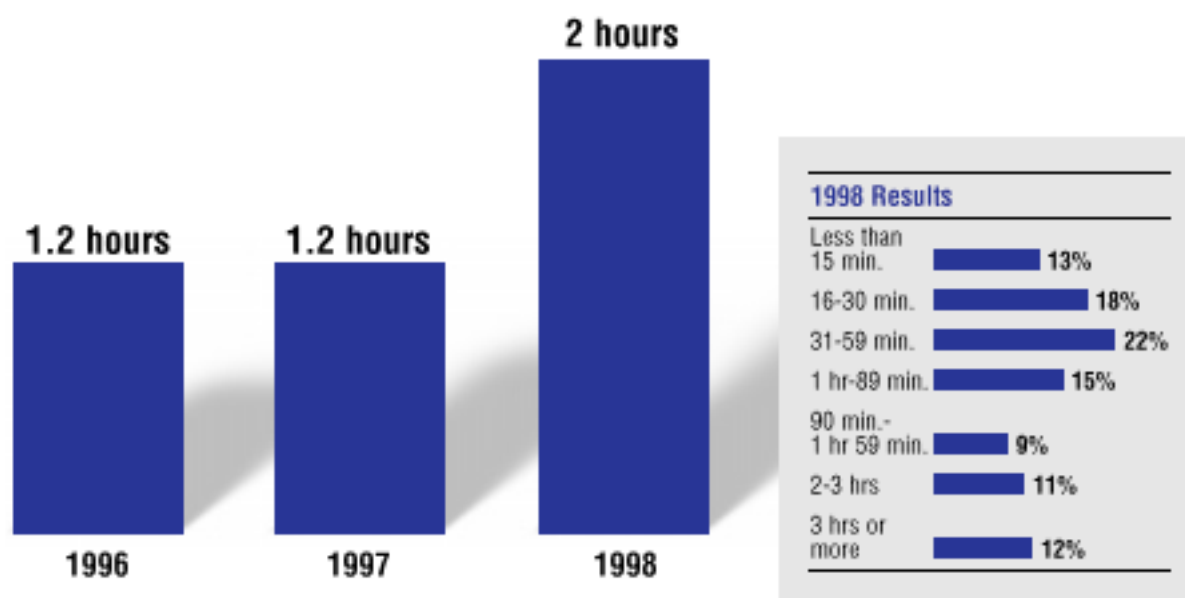
[Return to Subject List](#)

Reach, Advertising

- advertising in more than one magazine in a market -- 441.1A
- awareness prior to seeing ads -- 210.6B
- [frequency of looking at advertising -- 412.5 \(PDF available\)](#)
- marketing communications channel. -- 3000.8
- multiple specialized business magazines -- 441.1A, 442.1B, [442.2C \(PDF available\)](#) and 442.3A
- new prospects -- 501.3
- [news weeklies, general business, specialized business -- 410.1E \(PDF available\)](#)
- two or more ads in same magazine issue -- 120.2 and 120.3A

Do General Business/ Interest Magazines Reach Industry Decision-Makers As Well As Specialized Business Magazines?

No. Close to two-thirds of the readers surveyed do not subscribe to any general business/ interest magazines.



Purpose:

To determine how well specialized and general business/ interest magazines are received and read by industry decision-makers.

Methodology:

Cahners Research and Beta Research Corporation conducted the Cahners Macro Study across 3.9 million primary recipients of 67 Cahners publications, to determine the professional and personal characteristics of a mass audience of business executives and managers.

All respondents were asked questions concerning age, level of education, title/position, occupation, and salary. Over 13,000 surveys were mailed. 4,376 usable responses were received for an overall response rate of 33.7%.

The survey asked the question, "Which of the following do you, yourself, currently subscribe to?"

Conclusion:

Close to two-thirds of industry decision-makers do not subscribe to general business or general interest magazines. This indicates that considerably more decision-makers receive specialized business magazines over general business/interest magazines.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

01-99

Cahners Advertising Research Report

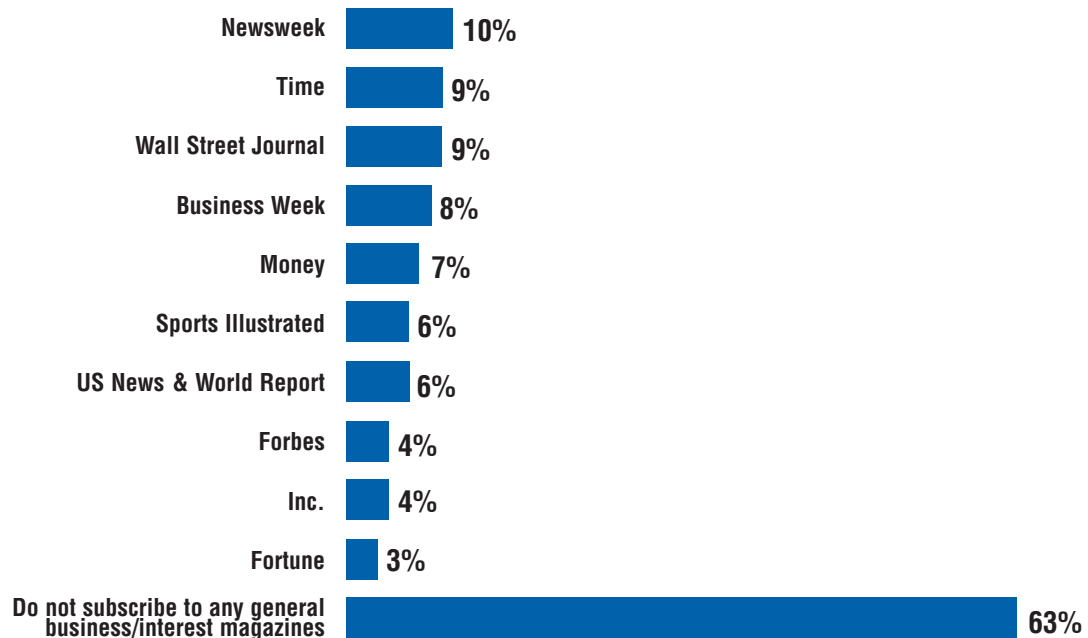
No. 410.1E

Replaces 410.1D

Do General Business/ Interest Magazines Reach Industry Decision-Makers As Well As Specialized Business Magazines?

No. Close to two-thirds of the readers surveyed do not subscribe to any general business/ interest magazines.

PERCENT OF READERS



Total Respondents = 4,249

SOURCE: Cahners Macro Study conducted by Beta Research Corporation

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine how well specialized and general business/ interest magazines are received and read by industry decision-makers.

Methodology:

Cahners Research and Beta Research Corporation conducted the Cahners Macro Study across 3.9 million primary recipients of 67 Cahners publications, to determine the professional and personal characteristics of a mass audience of business executives and managers.

All respondents were asked questions concerning age, level of education, title/position, occupation, and salary. Over 13,000 surveys were mailed. 4,376 usable responses were received for an overall response rate of 33.7%.

The survey asked the question, "Which of the following do you, yourself, currently subscribe to?"

Conclusion:

Close to two-thirds of industry decision-makers do not subscribe to general business or general interest magazines. This indicates that considerably more decision-makers receive specialized business magazines over general business/ interest magazines.

For more information on Cahners Macro, call Phillip Buck, Director of Sales at (313) 277-1800.

CAHNERS OFFICES

BOSTON (Corporate Headquarters):

Cahners Building
Cahners Plaza
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com>

Cahners Advertising Research Reports -- Reader Card Users

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Reader Card Users

- contacted by sales representatives -- 210.5B
- how often do they see sales representatives -- 210.3
- purchasing power -- 210.91

Cahners Advertising Research Reports -- Customer Satisfaction

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Customer Satisfaction

- supplier/product attributes -- 270.1

Cahners Advertising Research Reports -- Demographics

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Demographics

- [readers of specialized business magazines -- 500.1C \(PDF available\)](#)
- United States -- 701.B, 701.2B and 701.3B

Profile of Readers of Specialized Business Magazines

Specialized business magazine subscribers are high-income, educated managers and professionals who are buyers and specifiers of products and services used in their industries and by their companies.

REPORT INCLUDES:

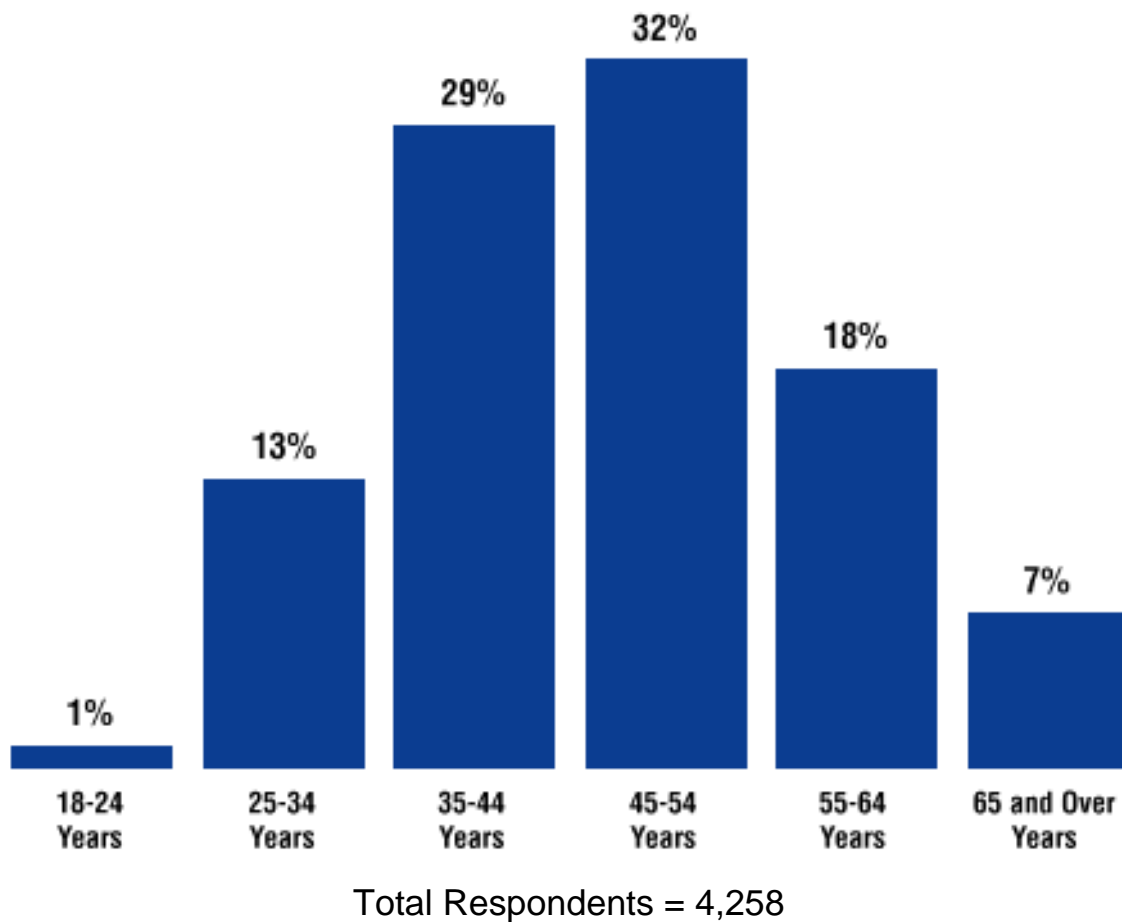
Age		page 2
Level of Education		page 3
Size of Company		page 4
Occupation		page 5
Purchasing Influence		page 6
Salary		page 7
Purpose, Methodology and conclusion		page 8

Average Age of Readers of Specialized Business Magazines

The median age of a reader is 46 years.

The national median age is 36 years.

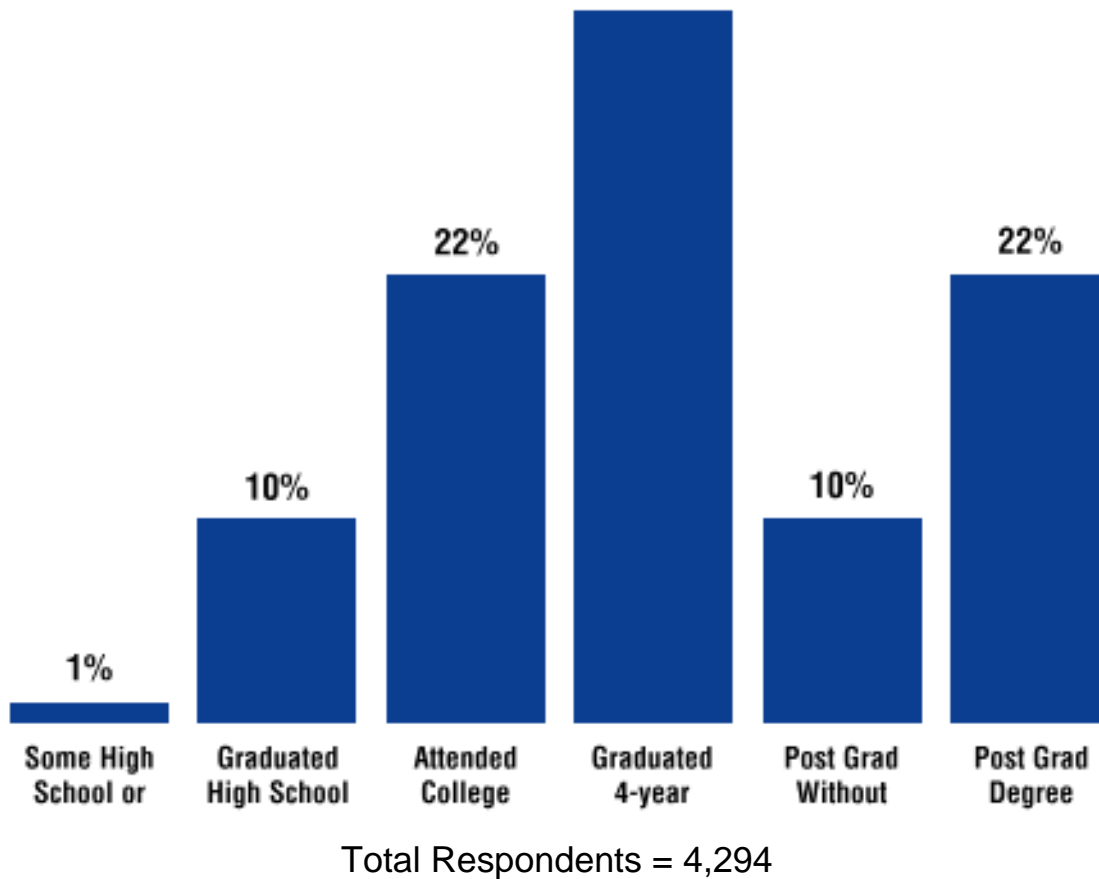
Percent of Readers



The Maximum Level of Education Attained by Readers of Specialized Business Magazines

Over two-thirds of the readers have completed 16-20 years of schooling. Twenty-four percent of the general national population has 4 or more years of college and beyond.

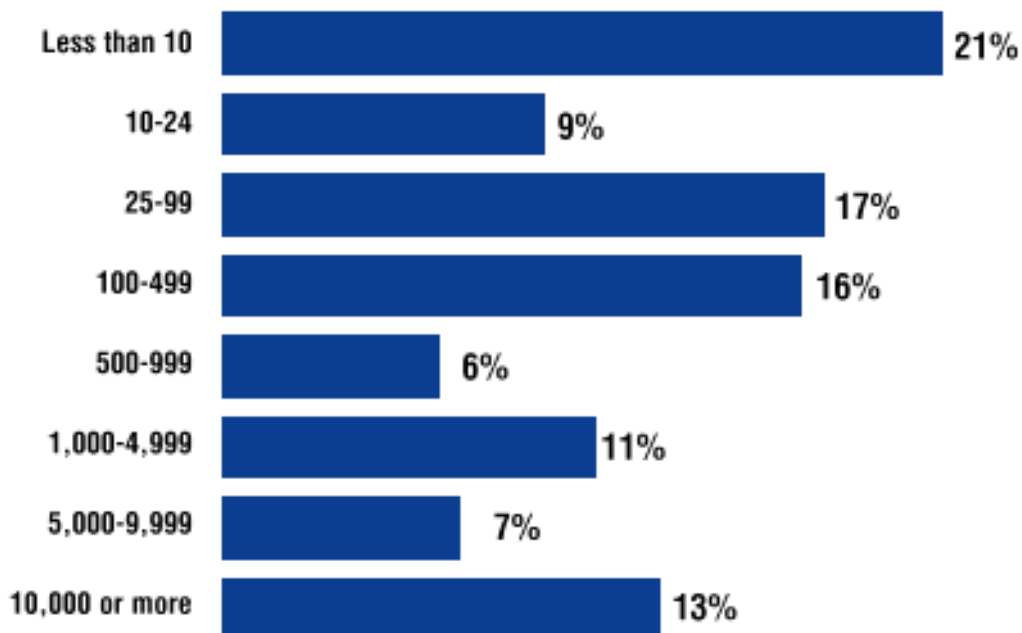
PERCENT OF READERS



The Average Company Size of a Specialized Business Magazine Reader

Over three in ten readers work for companies with more than 1,000 employees.

PERCENT OF READERS

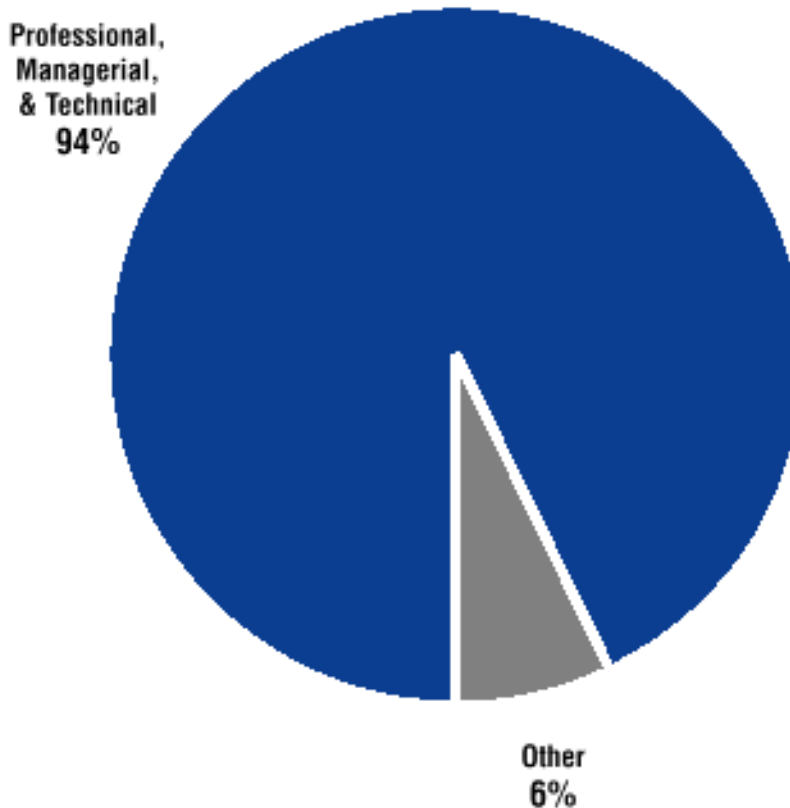


Total Respondents = 4,105

Occupation of Readers of Specialized Business Magazines

More than nine in ten readers are in professional, managerial, and technical occupations.

PERCENT OF READERS

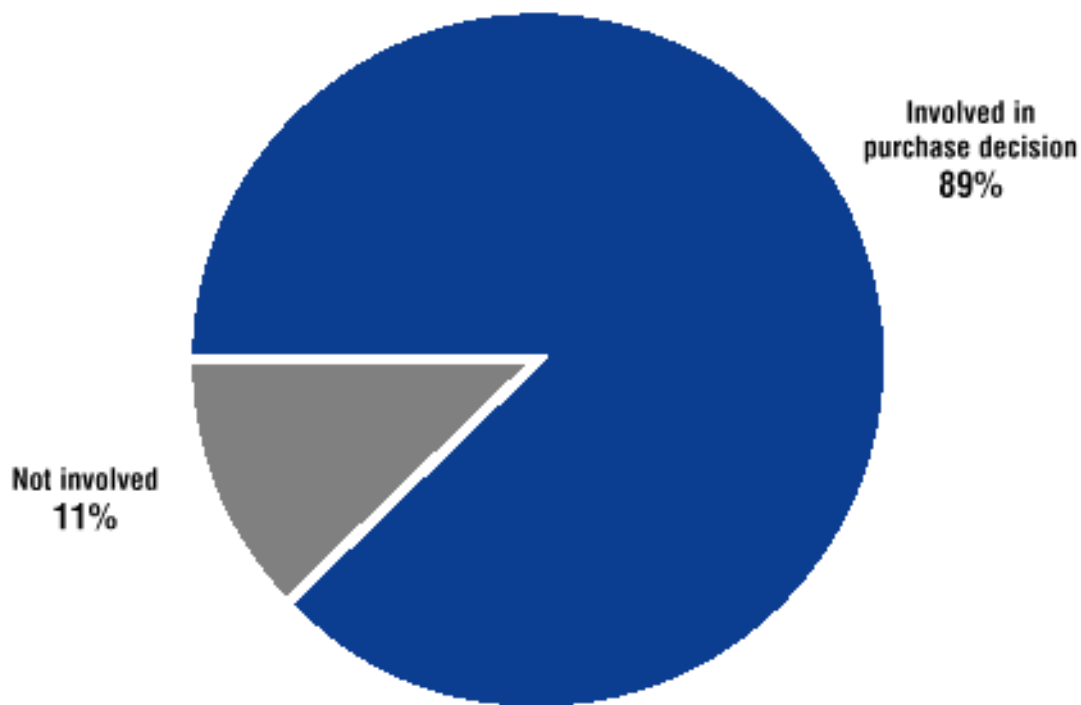


Total Respondents = 4,113

Purchasing Decision Influence of Readers of Specialized Business Magazines

Nearly nine out of ten respondents indicated being actively involved in purchases for their company.

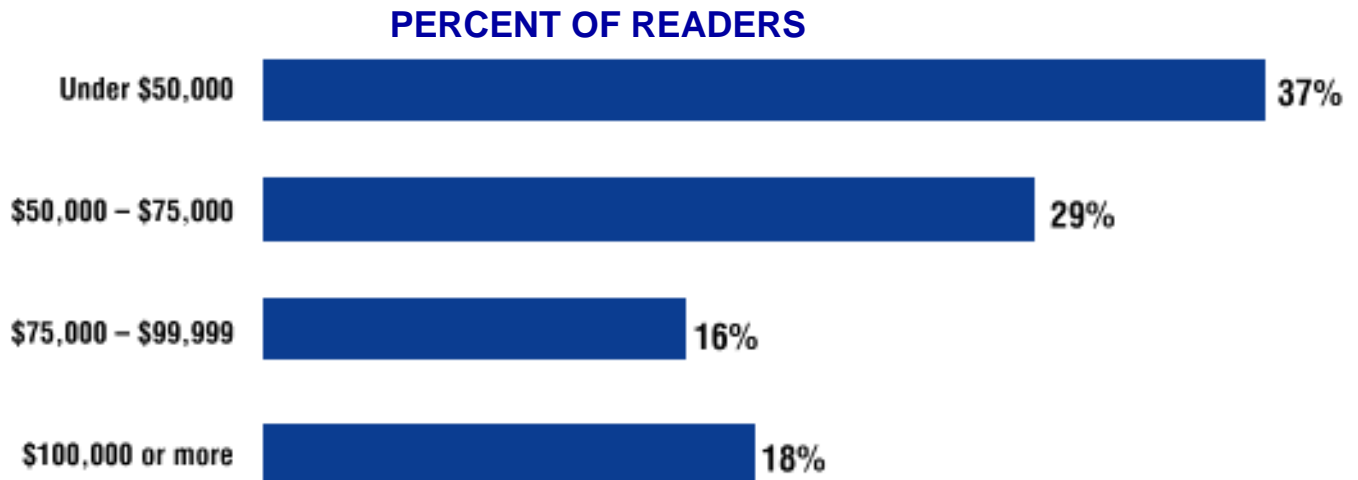
PERCENT OF READERS



Total Respondents = 4,053

Total Personal Employment Income of Readers of Specialized Business Magazines

The average personal employment income of a reader of a specialized business magazine is \$77,000 with the median at \$62,000.



Total Respondents = 3,907

Purpose:

To determine the personal characteristics of industry decision makers who read specialized business magazines.

Methodology:

Cahners Research and Beta Research Corporation conducted the Cahners Macro Study across 3.9 million primary recipients of 67 Cahners publications, to determine the professional and personal characteristics of a mass audience of business executives and managers.

All respondents were asked questions concerning age, level of education, title/position, occupation, and salary. Over 13,000 surveys were mailed. 4,376 usable responses were received for an overall response rate of 33.7%.

Conclusion:

This study indicates the average specialized business magazine reader is 46 years old, with a college degree and at least some post graduate work, and works for a company with less than 1,000 employees. This individual earns an average of \$77,000 per year and most often is in a professional, managerial, or technical position of authority and responsibility within the company for which they work.

For more information on Cahners Macro, call Phillip Buck, Director of Sales at (313) 277-1800.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 500.1C

Replaces 500.1B

Profile of Readers of Specialized Business Magazines

Specialized business magazine subscribers are high-income, educated managers and professionals who are buyers and specifiers of products and services used in their industries and by their companies.

REPORT INCLUDES:

Age		page 2
Level of Education		page 3
Size of Company		page 4
Occupation		page 5
Purchasing Influence		page 6
Salary		page 7
Purpose, Methodology and conclusion		page 8

SOURCE: Cahners Macro Study conducted by Beta Research Corporation

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

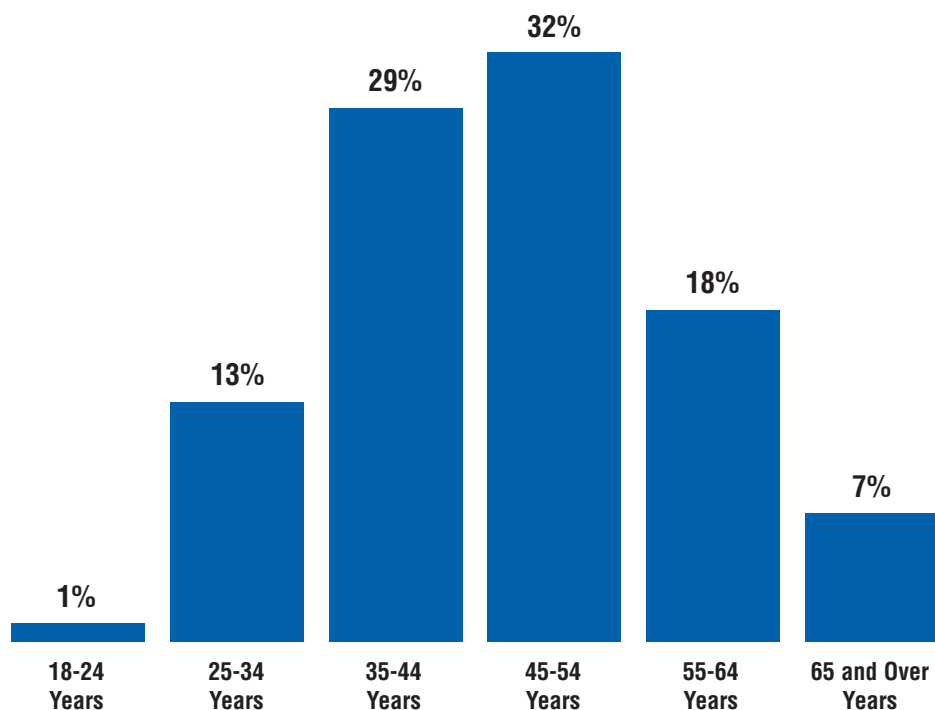
Cahners Advertising Research Report

page 2

Average Age of Readers of Specialized Business Magazines

The median age of a reader is 46 years.
The national median age is 36 years.

PERCENT OF READERS



Total Respondents = 4,258

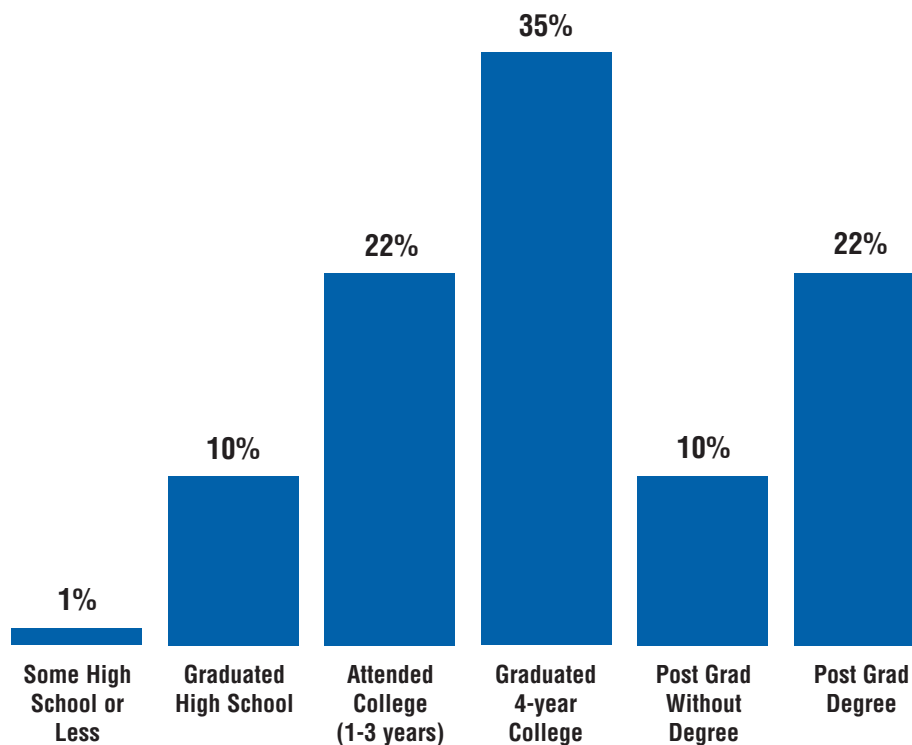
Cahners Advertising Research Report

page 3

The Maximum Level of Education Attained by Readers of Specialized Business Magazines

Over two-thirds of the readers have completed 16-20 years of schooling. Twenty-four percent of the general national population has 4 or more years of college and beyond.

PERCENT OF READERS



Total Respondents = 4,294

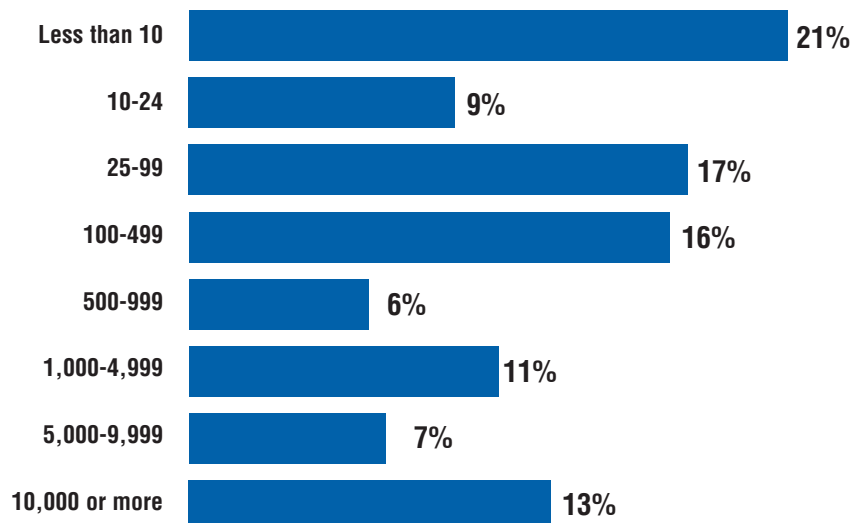
Cahners Advertising Research Report

page 4

The Average Company Size of a Specialized Business Magazine Reader

Over three in ten readers work for companies with more than 1,000 employees.

PERCENT OF READERS



Total Respondents = 4,105

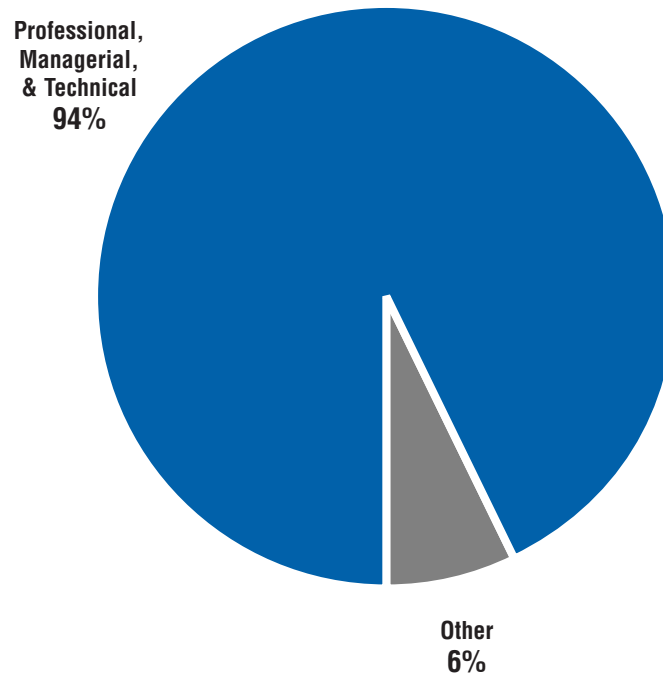
Cahners Advertising Research Report

page 5

Occupation of Readers of Specialized Business Magazines

More than nine in ten readers are in professional, managerial, and technical occupations.

PERCENT OF READERS



Total Respondents = 4,113

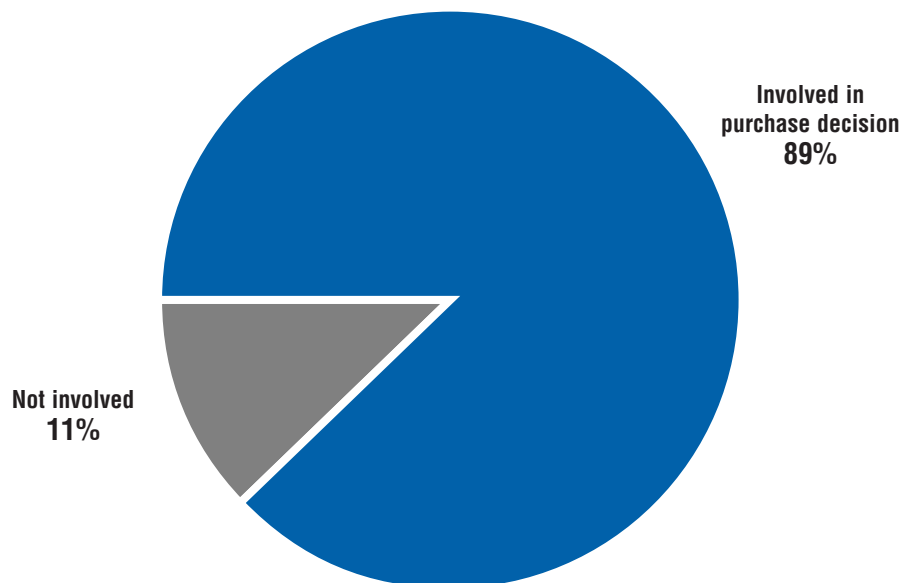
Cahners Advertising Research Report

page 6

Purchasing Decision Influence of Readers of Specialized Business Magazines

Nearly nine out of ten respondents indicated being actively involved in purchases for their company.

PERCENT OF READERS



Total Respondents = 4,053

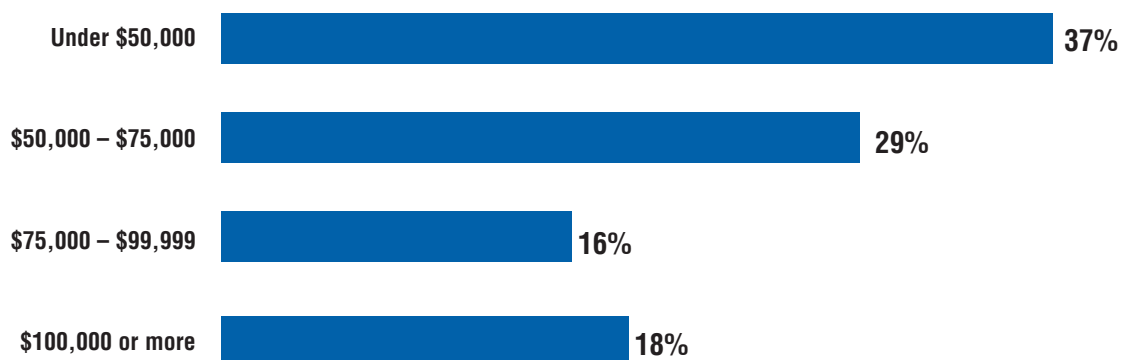
Cahners Advertising Research Report

page 7

Total Personal Employment Income of Readers of Specialized Business Magazines

The average personal employment income of a reader of a specialized business magazine is \$77,000 with the median at \$62,000.

PERCENT OF READERS



Total Respondents = 3,907

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the personal characteristics of industry decision makers who read specialized business magazines.

Methodology:

Cahners Research and Beta Research Corporation conducted the Cahners Macro Study across 3.9 million primary recipients of 67 Cahners publications, to determine the professional and personal characteristics of a mass audience of business executives and managers.

All respondents were asked questions concerning age, level of education, title/position, occupation, and salary. Over 13,000 surveys were mailed. 4,376 usable responses were received for an overall response rate of 33.7%.

Conclusion:

This study indicates the average specialized business magazine reader is 46 years old, with a college degree and at least some post graduate work, and works for a company with less than 1,000 employees. This individual earns an average of \$77,000 per year and most often is in a professional, managerial, or technical position of authority and responsibility within the company for which they work.

For more information on Cahners Macro, call Phillip Buck, Director of Sales at (313) 277-1800.

CAHNERS OFFICES

BOSTON (Corporate Headquarters):

Cahners Building
Cahners Plaza
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com>

Cahners Advertising Research Reports -- Direct Mail

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Direct Mail

- effective marketing strategies -- 560.2A
- number of cards returned -- 250.7A
- most effective mechanisms -- 560.1A
- postcard pack readership -- 250.6
- sell products/services -- 560.0

Cahners Advertising Research Reports -- Directories

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Directories

- frequency of reference -- 450.2
- types of ads preferred -- 450.5
- uses by readers -- 450.4

Cahners Advertising Research Reports -- Economics

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

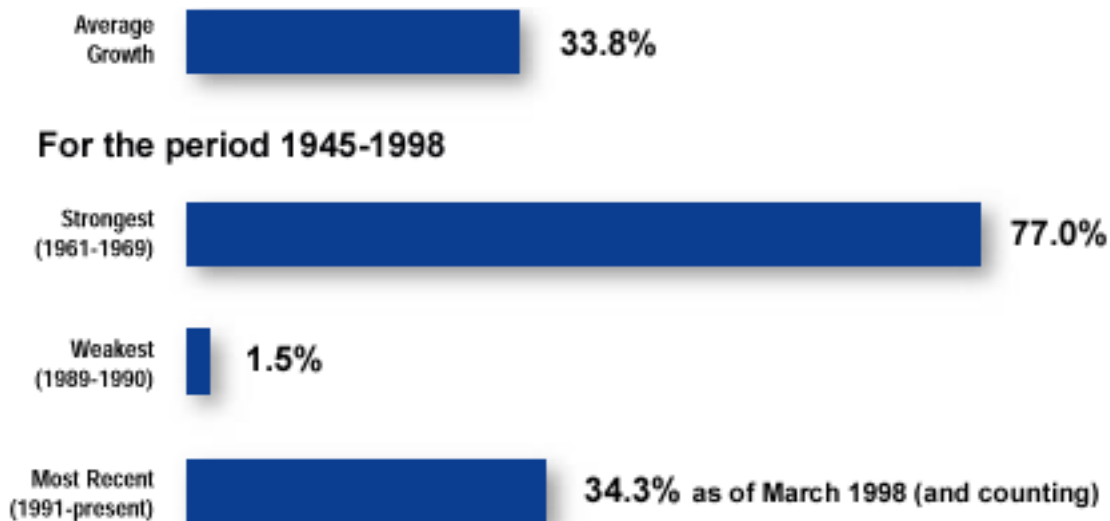
Economics

- business expansion growth -- [700.02B](#)
- length and severity of business contraction periods -- [700.03A](#)
- length of business expansions -- [700.01B](#)

How Much Growth Occurs Within a Business Expansion Period?

Growth during business expansions has ranged from 1.5% to 77%, and has averaged 33.8%.

PERCENT OF GROWTH IN A BUSINESS EXPANSION PERIOD



Purpose:

A business expansion is defined as the period between a low point in total output in the U.S. economy and the following high point in production. This report examines how much growth is experienced during periods of business expansion.

Methodology:

Cahners Economics calculated the length and strength of post-war business expansions for the industrial sector. Historical statistics were supplied by the Federal Reserve Board.

Conclusion:

Business expansions in the post-war period have ranged from 1.5% to 77.0% growth in industrial production, and have averaged 33.8%. The current expansion period (1991 to the present) has thus far created growth of 34.3%.

For more information, contact Cahners Economics, Cahners Business Information, 275 Washington Street, Newton, MA 02458, 617-964-3030.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

What is the Length and Severity of Periods of Business Contraction?

Periods of business contractions have run from as little as 7 months to 18 months. Production has declined between -4.6% and -14.8%.

PERIODS OF BUSINESS CONTRACTION

Business Contractions	Periods	Length in Months	Percent of Production Decline
Most Severe/Longest	1973-1975	16	-14.8%
Shortest	1990-1991	6	-4.6%
Most Recent	1990-1991	6	-4.6%

Purpose:

A business contraction is defined as the period between a high point in total output in the U.S. economy and the following low point in production. This report illustrates how long periods of business contraction last, and the effect of these periods on the U.S. economy.

Methodology:

Cahners Economics calculated the length and strength of post-war business contractions (or recessions) for the industrial sector. Historical statistics were supplied by the Federal Reserve Board.

Conclusion:

The longest business contraction period was from 1973-1975 (16 months), while the shortest business contraction period was from 1990-1991 (6 months). The U.S. economy declined by -14.8% during the longest business contraction period (1973-1975), and only declined by -4.6% during the shortest period. The most recent recession is also the shortest.

For more information, contact Cahners Economics, Cahners Business Information, 275 Washington Street, Newton, MA 02458, 617-964-3030.

NOTE: The PIMS report (an analysis of industrial business performance under different market conditions) shows that businesses who aggressively increased media advertising expenditures during the last recession (just 25% of all businesses) increased their market share 2 1/2 times the average for all businesses in the post-recession period. For a full explanation, see CARR Report #2000.7--Media Advertising When Your Market is in a Recession.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:		NEW YORK:
Cahners Building	Cahners Plaza	245 West 17th Street
275 Washington Street	1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458	P.O. Box 5080	212-645-0067
CARR Reports	Des Plaines, IL 60018	
617-964-3030	847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Reports -- Editorial Readership

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Editorial Readership

- compared to advertising -- 412.4
- seasonal fluctuation -- 413.1A

Cahners Advertising Research Reports -- Expenditures

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Expenditures

- capital -- 710.4B
- materials -- 710.5B

Cahners Advertising Research Reports -- Foodservice Industry

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Foodservice Industry

- personal sales call -- 542.2D
- sales staff -- 550.7
- size of industry -- 760.1D
- eating out habits -- 760.3A

Cahners Advertising Research Reports -- Four-Color

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Four-Color

- percent of ads -- 112.2D
- readership. -- 105.1B, 110.3B and 111.11
- increase sales -- 112.3

Cahners Advertising Research Reports -- General Business Magazines

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

General Business Magazines

- [vs. specialized business magazines -- 410.1E \(PDF available\)](#)
- audience reached -- 540.3B
- by color -- 540.2D
- cost of advertising- by size -- 442.1B
- [readership -- 442.2C \(PDF available\)](#)
- receivership -- 442.3A

Cahners Advertising Research Reports -- Reader Inquiries

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Reader Inquiries

- aware of products prior to seeing ads. -- 210.6B
- buying responsibility -- 210.9A
- by size of ad -- 250.1A
- by size of company -- 240.4A
- by telephone -- 260.1 and 260.2
- contacted by sales representatives -- 210.5B
- cost of -- 250.2A
- effective marketing strategies -- 560.2A
- how do readers obtain information -- 240.1A
- formal programs for qualifying inquiries/sales -- 210.71
- from new prospects vs. existing customers -- 220.1
- from subscribers and non-subscribers -- 211.1A
- how long to receive requested information -- 240.2C
- how long will an ad keep producing inquiries -- 240.3A
- number of cards returned -- 210.7A
- percent from subscribers vs. non-subscribers -- 211.1A
- postcard pack usage -- 250.6 and 250.7A
- purpose of -- 210.2A
- rating of information received from company -- 210.12B
- seasonal differences -- 250.22
- use of 800 numbers -- 413.6, 210.93 and 209.0A
- use of product information -- 210.0A
- [value of trade magazine advertising -- 414.0 \(PDF available\)](#)

Cahners Advertising Research Reports -- Readers

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

Many CARR Reports are also available in PDF format. Click the link (PDF available) to access this. (This requires the free [Adobe Acrobat™Reader](#).)

[Return to Subject List](#)

Readers

- attend meetings and seminars -- 533.1B
- cost to reach -- 541.2A
- [profile: age of, level of education, occupation, salary, purchasing decision influence -- 500.1C \(PDF available\)](#)
- [value of trade magazine advertising -- 414.0 \(PDF available\)](#)

Cahners Advertising Research Reports -- Receivership

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Receivership

- by industry decision makers -- 442.1B and 442.3A

Cahners Advertising Research Reports -- Recession

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Recession

- advertising -- 2000.7

Cahners Advertising Research Reports -- Retail Sales

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Retail Sales

- increase in -- 750.1B
- sources of sales leads -- 560.3

Cahners Advertising Research Reports -- Sales Literature

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Sales Literature

- frequency of buyers consulting literature files -- 550.21
- contacted by sales representatives -- 210.5B
- cost of -- 250.2A
- effective marketing strategies -- 560.2A
- formal programs for qualifying inquiries/sales -- 210.71

Cahners Advertising Research Reports -- Sales Representatives

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Sales Representatives

- call all clients once a year -- 542.8A
- calls to new clients -- 542.4B
- cover all potential customers. -- 540.4
- frequency of visits to inquiry card users -- 210.3
- how often seen by readers of design magazines -- 550.3A
- inquirers contacted -- 210.5B
- most important qualities -- 550.8A
- personal characteristics -- 550.7

Cahners Advertising Research Reports -- Seminars & Meetings

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Seminars & Meetings

- affect of pre-show promotion -- 533.2
- readers who attend -- 533.1B

Cahners Advertising Research Reports -- Specialized Business Magazines

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Specialized Business Magazines

(also see [Readership](#))

- circulation of -- 501.2
- editorial coverage in. -- 552.1
- qualities when choosing to advertise -- 501.1
- reach -- 441.1A
- readership -- 411.1B and 413.3A
- time spend reading. -- 420.1A
- number of times read. -- 412.3A
- vs. general business magazines
 - audience reached -- 410.1D
 - cost of advertising -- 540.2D and 540.3B
 - readership -- 442.2B
 - receivership -- 442.1B and 442.3A

Cahners Advertising Research Reports -- Standard Industrial Classification

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Standard Industrial Classification (SIC)

- distribution -- 713.0
- value of shipments, U.S. OEM plants -- 720.2C

Cahners Advertising Research Reports -- Telephone

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Telephone

- calls to new clients -- 542.4B, 260.1 and 260.2
- immediate need requests for product information -- 210.93
- used/preferred methods of requesting information -- 209.0A

Cahners Advertising Research Reports -- Time Spent

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Time Spent

- reading magazines -- 420.1A
- number of times read -- 412.3A

Cahners Advertising Research Reports -- Typeface & Type Style

The purpose of this index is to help you find the *Cahners Advertising Research Reports* you need, as well as those that deal with related subjects. The index is alphabetical. Each report is listed by the category that best describes its content and subject matter. Many reports are listed under several different categories and, where possible, reports that deal with similar subjects are listed as a group. The number of the CARR report follows each listing.

[Return to Subject List](#)

Typeface & Type Style

- body copy -- 1310.6
- headline features --1310.7
- headlines -- 1310.5
- reading comprehension -- 1310.2
- reverse type readership -- 1310.3
- upper and lower case readership -- 1310.4

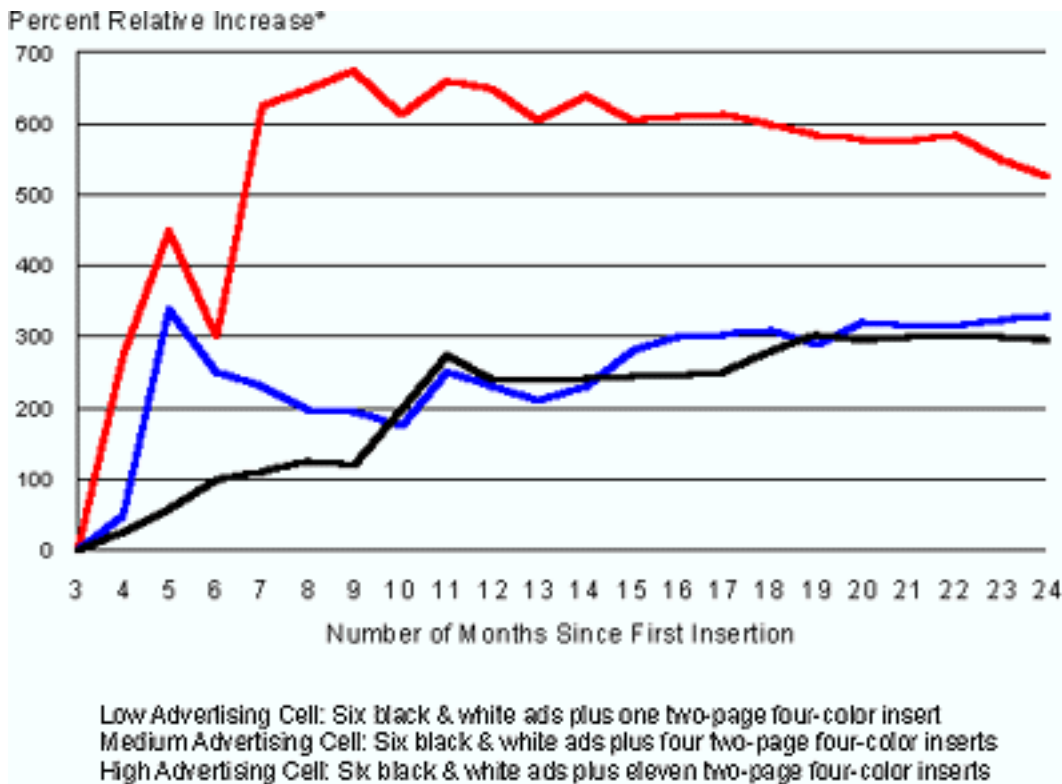
Does the Use of Four-Color Advertisements in a Specialized Business Magazine Advertising Campaign Increase Sales?

When a four-color insert appeared in the middle of a black & white campaign, product sales climbed dramatically.

PORTABLE SAFETY PRODUCT

Advertising in specialized business magazines can start to pay off in four to six months.

Portable Safety Product SALES RESPONSE (\$)



PURPOSE:

To determine how long it takes to see the results of an advertising program in a specialized business publication

METHODOLOGY:

The ARF/ABP study is the result of a three year study conducted to measure the impact of specialized business publication advertising on the sales of business products.

Several different products were chosen to reflect different price points, product life spans, applications,

distribution channels, and target markets. Every effort was made to limit any additional advertising or promotion to which potential buyers might be exposed.

Each publication's circulation list was divided into equal groups and then exposed to different advertising frequency schedules. This created three groups: low, medium, and heavy advertising cells. In each case, the low cell received the same amount of advertising that was being run before the test began. Each product was advertised for a 12-month period in appropriate specialized business publications. For the portable safety product, ads were run from November 1984 October 1985.

CONCLUSION:

It takes four to six months to see the effect of an advertising campaign. The first measurable sales increase for the portable safety product was recorded during the fifth month of the advertising campaign.

Cahners Advertising Research Report

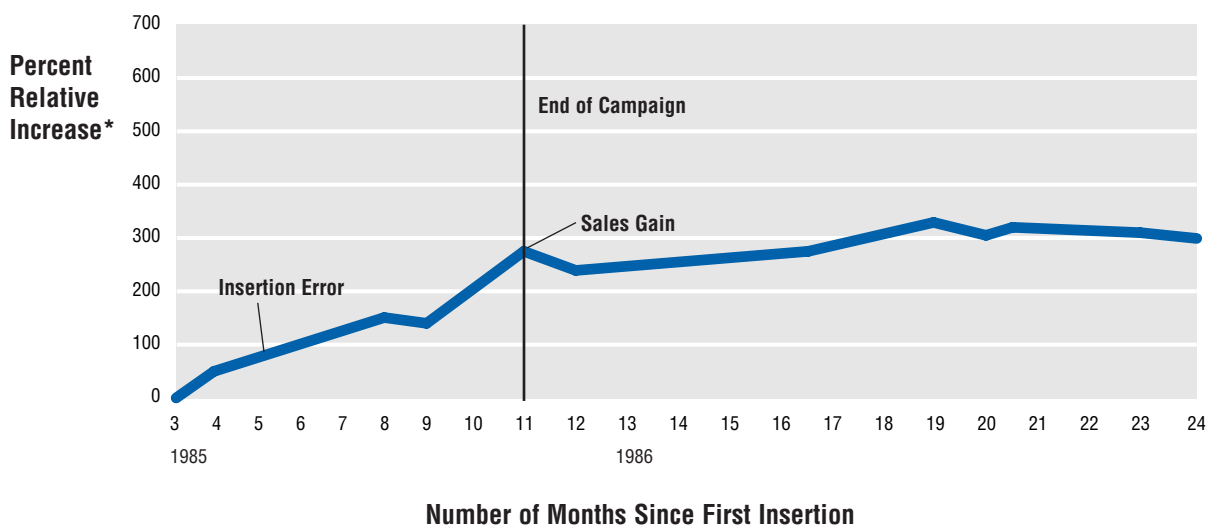
No. 112.3

Does the Use of Four-Color Advertisements in a Specialized Business Magazine Advertising Campaign Increase Sales?

When a four-color insert appeared in the middle of a black & white campaign, product sales climbed dramatically.

PORTABLE SAFETY PRODUCT

Sales Response (\$) Low Cell



*Percent Relative Increase indicates the increase in sales in comparison to the level of sales before the campaign began.

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine whether the use of four color in ads in specialized business publications can increase sales.

Methodology:

The ARF/ABP study is the result of a three year study conducted to measure the impact of specialized business publication advertising on the sales of business products.

Several different products were chosen to reflect different price points, product life spans, applications, distribution channels and target markets. Every effort was made to limit any additional advertising or promotion to which potential buyers might be exposed.

Each publication's circulation list was divided into equal groups and then exposed to different advertising frequency schedules. This created three groups: low, medium and heavy advertising cells. In each case, the low cell received the same amount of advertising that was being run before the test began. Each product was advertised for a 12 month period in appropriate specialized business publications. For the portable safety product, ads were run from November 1984 – October 1986

Originally only black and white ads were scheduled to run in the low advertising cell for the portable safety product. A mistake resulted in the appearance of a four color ad in the April issue. Within 4-6 months after the appearance of the ad, product sales climbed dramatically.

Conclusion:

Color can have a positive impact on sales. In the case of the portable safety product, sales surged 4–6 months after a color ad mistakenly replaced a black and white advertisement.

For more information contact: American Business Press
205 East 42nd Street, New York, NY 10017

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

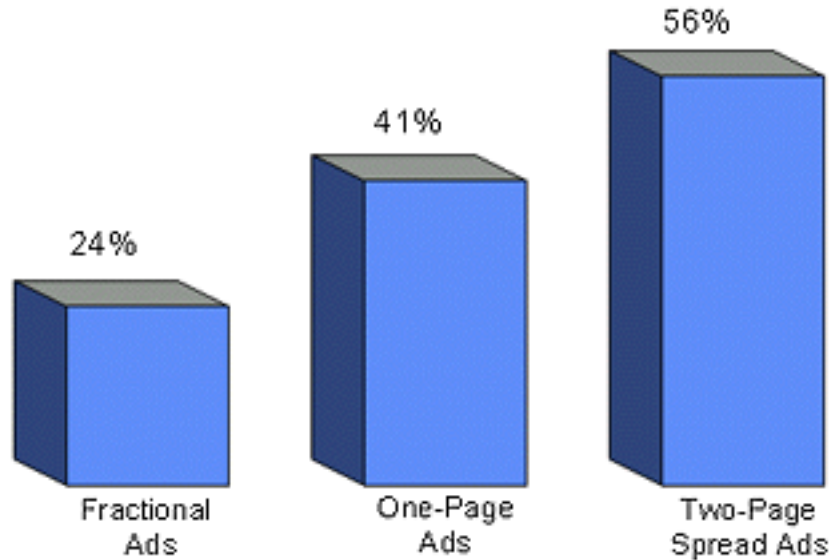
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Is Advertising Readership Influenced by Ad Size?

As the size of the advertisement increases, so does the readership score.

MEDIAN NOTED SCORES



Total Ads Studied = 107,506

PURPOSE:

To determine the effect of ad size on advertising readership.

METHODOLOGY:

Reed Elsevier Business Information Research analyzed, via Reed Elsevier Business Information Advertising Performance Studies, 107,506 advertisement that appeared in 57 Reed Elsevier Business Information publications from 1972 to 1992. Included were all ads one-half page or larger. The ads were divided into categories by size, and comparisons were made after median noted scores were tallied. Noted scores indicate the percentage of readers who remembered seeing the advertisement in the issue surveyed and represent results from among 384,642 readers.

Reed Elsevier Business Information Advertising Performance Studies are conducted by mail among a random sample of readers. Each study is based on a minimum of 100 replies.

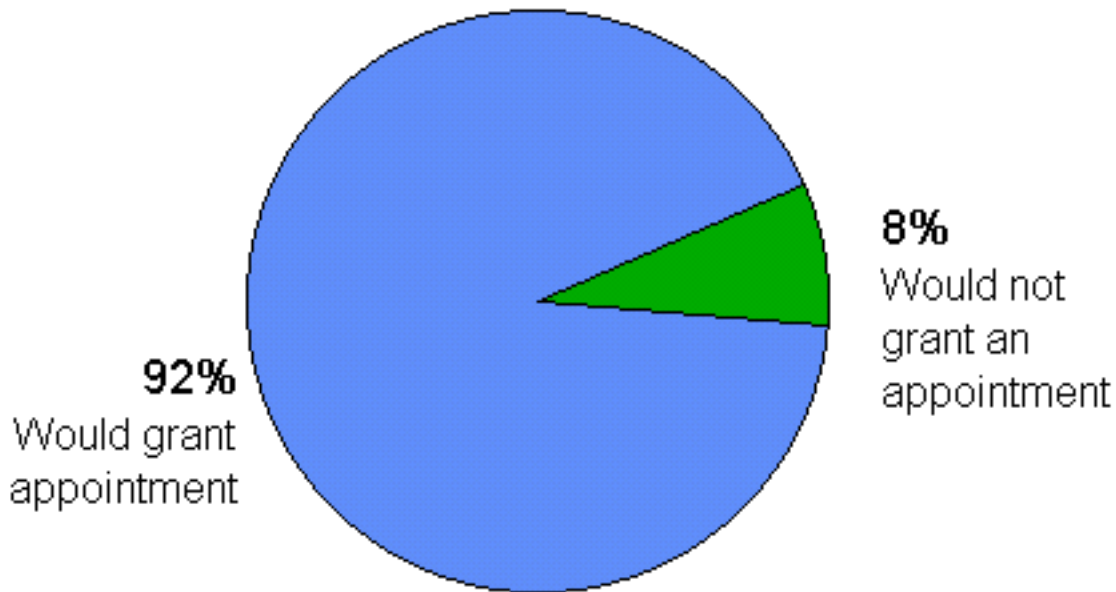
CONCLUSION:

Typically, an advertiser can expect to receive higher readership from larger sized ads. Spread advertisements receive 37% more readership than one-page ads. One-page ads receive 71% higher readership than fractional ads. Readership scores have increased for one-page and spread ads since this analysis was first conducted in 1986.

Do Advertisements in Trade Publications Open Doors for Sales Calls to New Accounts?

Yes. Over nine in ten buyers are likely to grant a sales appointment if they have general knowledge of the supplier's reputation, product line and capabilities.

PERCENT OF BUYERS WHO. . .



PURPOSE:

To determine how manufacturers and distributors can help their direct sales staff to get sales appointments with new accounts.

METHODOLOGY:

Gordon Publications, Inc., a division of Reed Elsevier Business Information Publishing Company, surveyed 9,397 reader service inquirers from 100 different advertisements which ran in 17 different Gordon Publications. Magazines selected for this study represented the following industries: scientific, medical, industrial, manufacturing, construction, and advanced technology. The survey was fielded approximately six months after the advertisements appeared in the publications. The following results are based on 4,723 completed surveys. The survey included the question:

"Are you more likely to grant an appointment to a sales rep when you already have general knowledge of the supplier's reputation, product line and capabilities?"

The full report "The Blue Chip Advertisers Research Study II: How Do Market Leaders Stay That Way?" is available from Gordon Publications, Inc. or Reed Elsevier Business Information Publishing Company, Inc., divisions of Reed Elsevier, Inc.

CONCLUSION:

Advertising in trade publications is critical in helping to establish relationships between sales representatives

and new accounts. Advertising sets a positive foundation for a welcome reception when sales representatives call. Buyers are far more likely to grant an appointment to a sales representative if they already have general knowledge of the supplier's reputation, product line and capabilities.

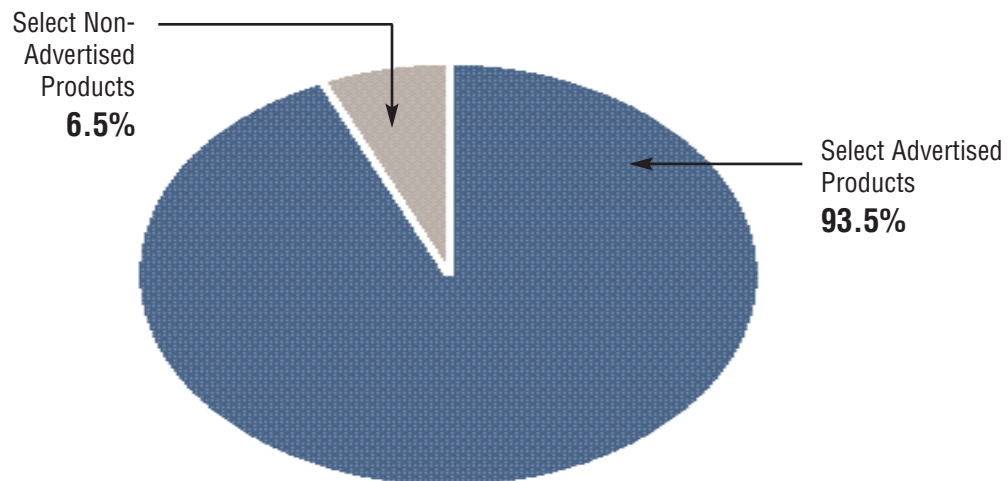
Cahners Advertising Research Report

No. 103.1B

Do Specialized Business Magazine Readers Have a Preference for Specifying/Purchasing Advertised or Non-Advertised Products?

94% of readers prefer to specify/
purchase advertised products.

PERCENT OF READERS



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine if specialized business magazine readers specify and/or purchase non-advertised products or services.

Methodology:

Cahners Research surveyed 4,000 readers from 10 Cahners publications to determine preference for specifying/purchasing advertised or non-advertised products. These publications represent the diversity of markets and job functions covered by Cahners publications. A 21% response rate was received. The survey included the question, "Suppose you wanted to specify/purchase a product which was obtainable from two different manufacturers. The products were identical in price, etc. One product was advertised; the other was not. Which would you select?"

Conclusion:

94% of specialized business magazine readers prefer to specify/purchase advertised products or services.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

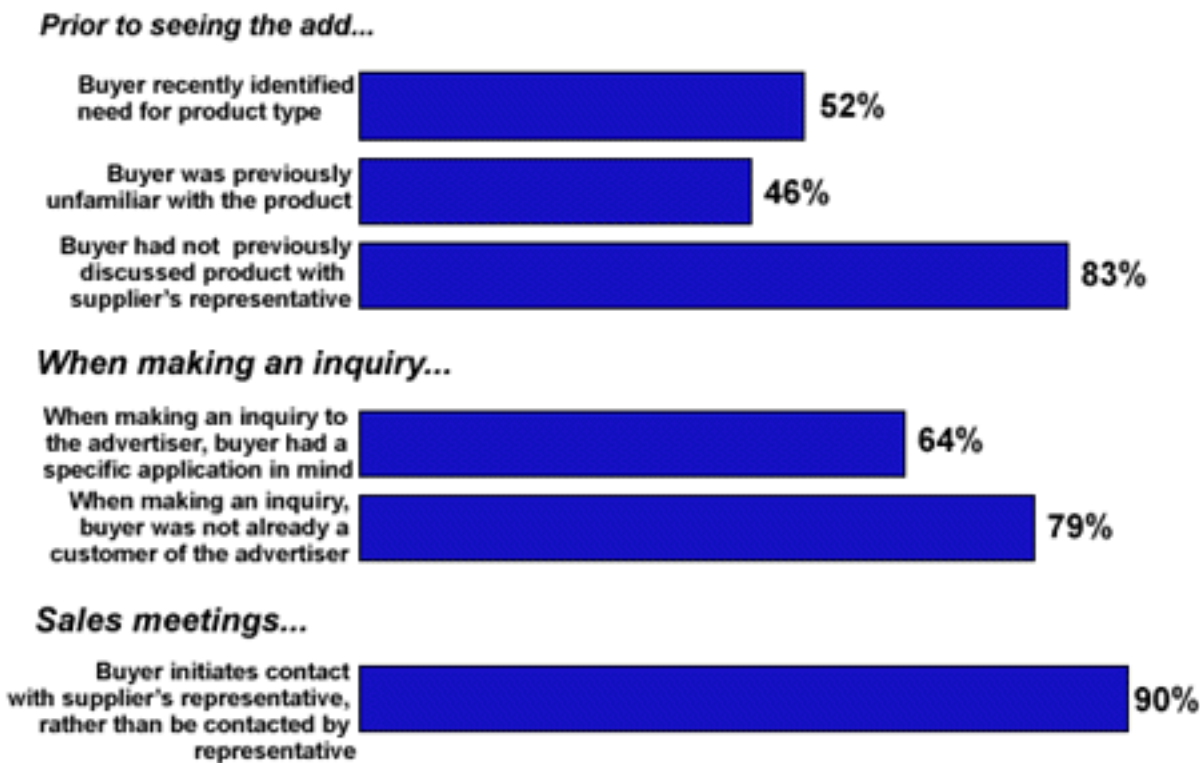
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Does Specialized Business Magazine Advertising Reduce Selling Expenses?

Yes! Advertising creates initial awareness for products, generates sales leads and initiates relationships with new customers.

PERCENT OF BUYERS SAYING. . .



PURPOSE:

To determine whether specialized business advertising reduces selling expenses.

METHODOLOGY:

Gordon Publications, a division of Reed Elsevier Business Information Publishing Company, surveyed 9,397 reader service inquirers from 100 different advertisements which ran in 17 different Gordon Publications. Magazines selected for this study represented the following industries: scientific, medical, industrial, manufacturing, construction, and advanced technology. The survey was fielded approximately six months after the advertisements appeared in the publications. The following results are based on 4,723 completed surveys. The survey included the questions:

- "Prior to seeing the products in our magazine, were you familiar with this specific product?"
- "Prior to seeing these products in our magazine, had you ever discussed them with a representative of the company?"
- "When you requested more information, were you already a customer of this specific division or company?"
- "Have you been in contact with a sales representative of this firm and who initiated contact?"
- "Did you have a specific application or use in mind?"

"When you requested more information at what stage of buying process was your organization?"

CONCLUSION:

Advertising informs buyers with both current needs and specific applications in mind about your product. New customers, as well as existing customers, who may have previously been unaware of your product, frequently contact sales representatives on their own initiative, thus reducing selling expenses.

"How to Improve Profitability Through Advertising"

Creating Product Awareness, Preference and Share of Market

Finding the consuming industries, plants, and the important buying influences are but half of the job facing the industrial marketer.

The next tasks facing the marketer are:

1. creating awareness for the product or service,
2. developing preference for it,
3. increasing share of market.

If these three tasks are done properly, the marketer will improve return on investment, or profitability.

In other words, the marketer will be successful in the business marketplace.



Awareness is the First Step in Creating Preference

The first step, obviously, in creating preference is to make potential customers aware of your company, its products and its capabilities.

Awareness of your products or services can be created from numerous sources. Direct contacts, such as by your salespeople, or from your exhibits at trade shows are two obvious examples.

Research shows, though, that most product awareness is created through indirect sales techniques, the four most prominent being:

1. advertising
2. direct mail
3. catalogs
4. publicity

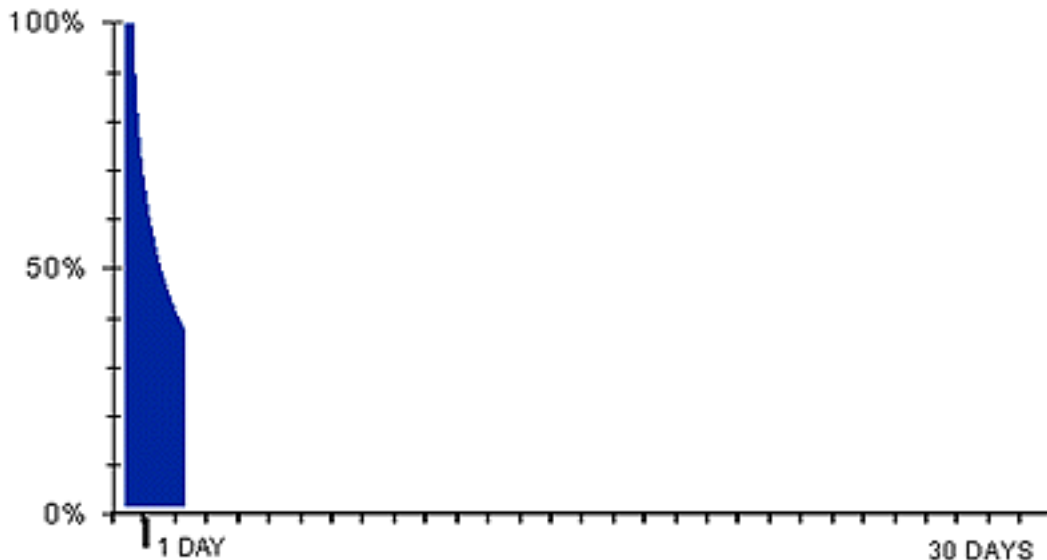
The reason indirect sales is a prime source of creating awareness is simple: promotional devices like those listed above can bring your message to thousands -- even millions -- of people at an exact point in time at a very low cost per impression. Direct sales efforts, on the other hand, are limited by the size of the sales force, the number of calls that can be made within a given period of time, and your company's knowledge of a potential customer's existence.

Research has proven, however, that creating awareness is not an instantaneous occurrence. Often the

communications target must be appealed to several times before he/she will notice and remember the message. The human mind, moreover, tends to forget most of what it is exposed to. Therefore the communications task becomes one of continually reminding the key prospects of who one is, what one produces, why these products are better, easier, cheaper, etc.

The Human Tendency to Forget. . . The Ebbinghaus Curve

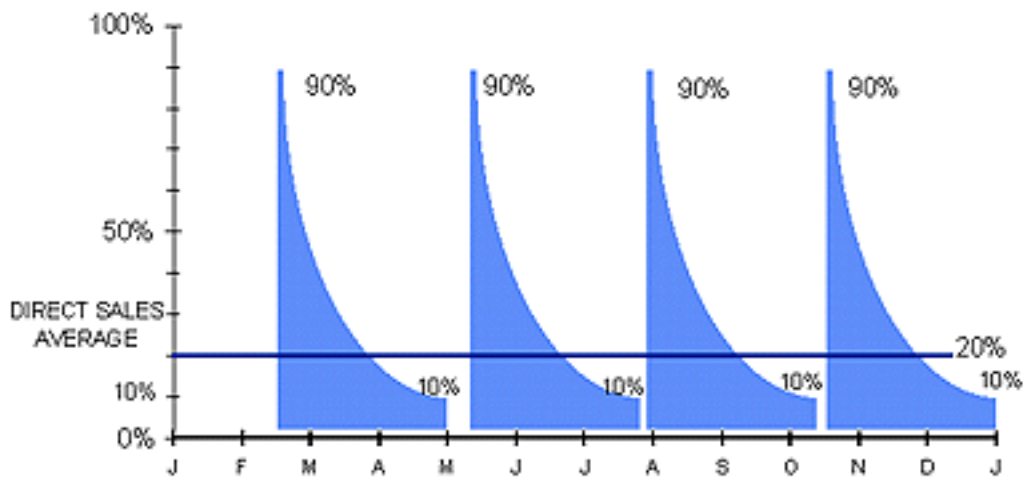
When a message is introduced, the average person remembers only one half after the first day. . .



Moreover, it was found that, even when exposed to four messages a year, remembrance of the message increased to just

20%. To the manufacturer whose salesmen call on their customers an average of four times per year (and research has shown this to be the average for industrial product sales) the message is obvious. Creating awareness for its products requires considerably more exposures to the marketplace than can be delivered by the salesforce alone.

Four sales messages a year will help to increase that retention.

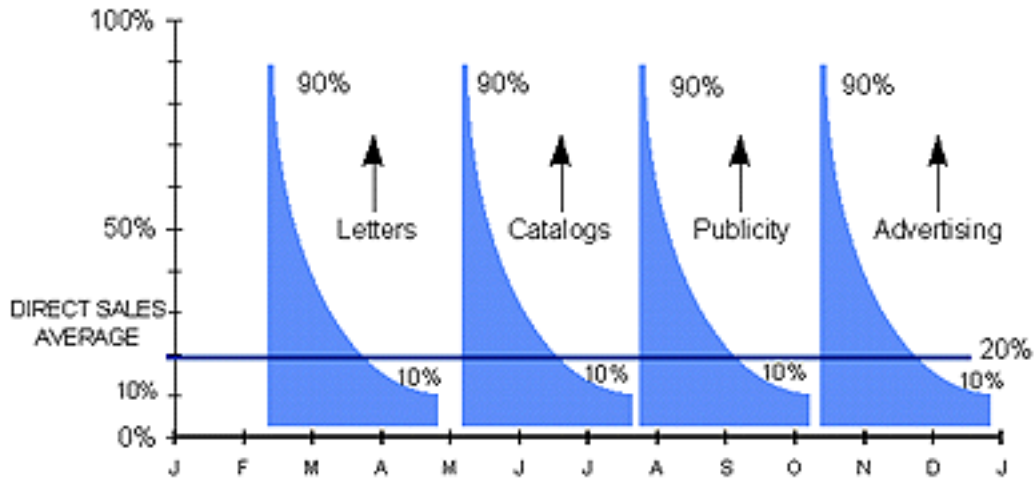


In fact, at an average of four calls per day, the typical industrial salesman will make less than 1,000 calls per year -- and that's assuming they make four calls each and every working day. More likely, they will make about 800 calls per year, once office days, sales meeting days, vacation days, sick days, etc. are figured in.

Obviously, the industrial salespeople will be unable to call on all of the potential buying influences within their territories. And many that are called on are seen just once or twice a year. Thus the marketer must depend on other types of "indirect sales" communication if he/she hopes to increase awareness for the company's products or services.

"How to Improve Profitability Through Advertising"

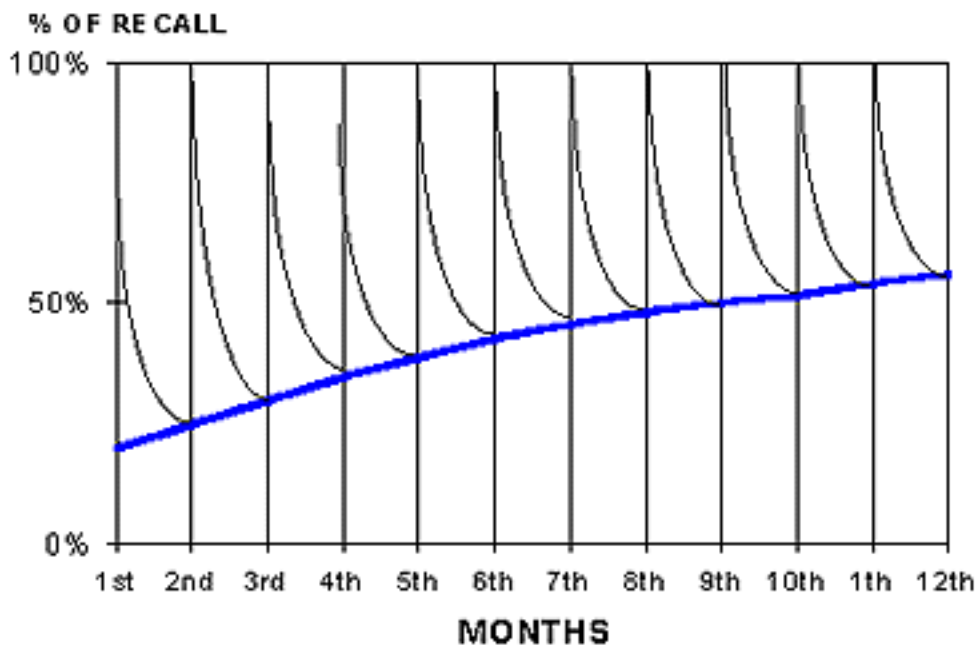
Other communication tools also help to improve remembering -- reduce forgetting.



The prominent way to improve awareness -- and remembrance -- of one's message is to repeat the number of communications to the target prospect group through as many sources as possible.

Foremost among the means of creating awareness, therefore, is frequency of communication.

Retention can be improved as frequency of your message is increased.



Preference Leads to Market Share

Once the customer is aware of your company and its products, the next step is to create a preference for them in his/her mind.

Of course, the product and marketing qualities the producer brings to the market are primary in creating preference. Obviously, if your company offers an advantage in:

- Product Quality
- Price
- Delivery
- Service
- Technical Help
- Overall Reputation

your products will be preferred.

However, these advantages must be communicated in order to obtain maximum benefit. The conclusions of the John E. Morrill Study, as reported in the Harvard Business Review, March-April 1970, documented this point. The study, conducted over 1000 companies at 30,000 locations, found:

- Advertising does change opinions and attitudes. These changes build up to a maximum level that depends on the frequency (and the content) of the advertising.
- In most cases, share of customers and share of dollars follow a curve similar to that of the opinions changed by the advertising.
- An adequate advertising program can significantly improve the number of closings of both distributor and manufacturer salespeople. It is usually most helpful where the distributor's salespeople are not able to reach the principal buyers with any regularity.
- Although qualitative features are doubtless of great importance to a program's success, lack of frequency of advertising is the single most common cause of program failure. Out of several hundred failures studied, more than 90% ran fewer than 5 pages of advertising in one magazine in a 12-month period.
- Given adequate frequency, most industrial advertising appears extremely profitable. Total cost of selling to groups exposed to the advertising often drops by 10% to 30%.
- Non-advertisers stand at a serious disadvantage in a well-advertised market. Their cost of selling to groups exposed to their competitors' advertising may actually increase 20% to 40%.

Market Share is Linked to Profitability

Awareness leads to preference, which Morrill proved leads to market share. Two highly respected, independent Research Organizations, The Strategic Planning Institute and the Boston Consulting Group, have found that market share improved return on investment, or profitability.

The Strategic Planning Institute, through its PIMS program, asked the question, "Why does market position improve profitability," and went on to list, and prove, three theories:

1. **Economies of Scale:** The high-share producer benefits to a greater degree than competitors from economies of scale in manufacturing, marketing, financing, purchasing, the use of inventories and in various other business functions. Therefore, lower costs; therefore, higher profits.
2. **The Experience Curve:** According to the theory formulated most elegantly by the Boston Consulting Group, the high-share firm, particularly if it has had a high share for a long time, has had the opportunity to move further down the learning curve. Therefore, lower costs; therefore, higher profits.
3. **Bargaining Power:** The high-share business is not as easily intimidated by its competitors or by its customers. It is more likely to be able to keep at least some of the benefits of greater efficiency, higher quality or greater diligence. Therefore, higher profits.

The evidence lends support to all three theories, suggesting that they all play a role in the process.

Essentially, their share of market follows share of mind. Gaining share of the prospect's mind when he/she's ready to buy is a basic function of advertising. The marketer's objective, moreover, is to increase brand preference at the expense of the competition. If achieved, the marketer improves share of market.

Because nearly every company producing products operates according to economies of scale, increasing share of market means improving return on investment. Simply stated, operating by economies of scale

means it costs less to produce each successive item. Put another way, if it costs "\$X" to produce one item, it will cost less than "2 times \$X" to produce two items. Thus the second item has a higher profit margin, and the producer has a higher return on its investment.

The Name of the Game is Dominance

Thus, by improving share of market, the producer gains additional income at a disproportionately lower expense. A simpler statement would be "the producer improves profit."

Awareness, preference, share of market, return on investment -- all are made possible when a marketer dominates the market for that product or service.

And, of course, the first step to market dominance is communication dominance in the buyer's mind.

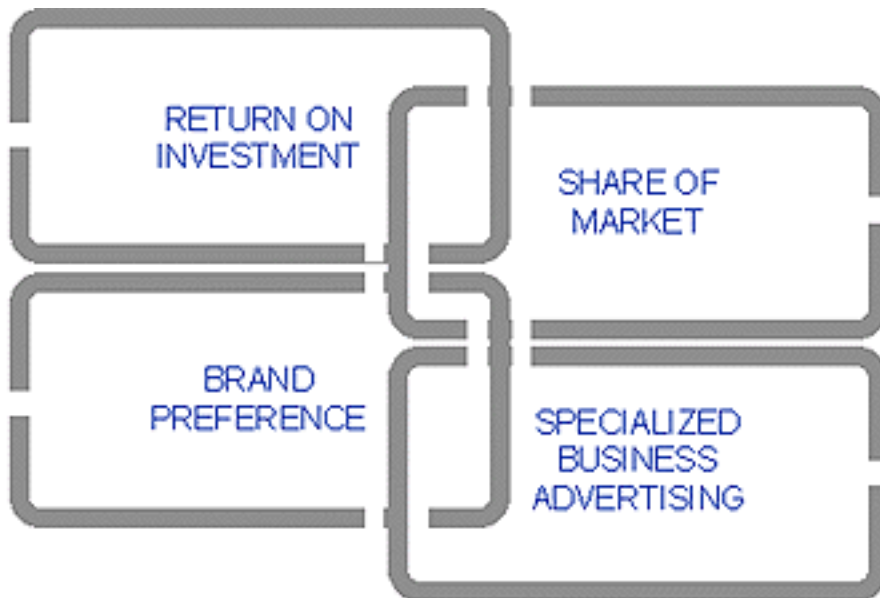
FREQUENCY + IMPACT = DOMINANCE

The "Case for Dominance" and the "Case for Concentration," published by the American Business Press documents this effect.

Awareness, preference, share of market, and profitability are all linked in the marketing process.

In explaining this interaction, Reed Elsevier Business Information Advertising Research Report No. 2000.1 "How Advertising Contributes to Return on Investment" concluded:

Advertising is the final link in the marketing chain supporting increased return on investment. Advertising of the proper frequency and quality, concentrated to give maximum exposure to primary prospects (specialized business magazine advertising), dramatically increases brand preference. The results are seen in increased sales dollars per call. Share of market improves and return on investment moves right up with it.



PROFITABILITY CAN BE IMPROVED THROUGH ADVERTISING.

'20 Ways to Improve Advertisements In Specialized Business Magazines'

- 1 Have something to say. Say it as briefly and to the point as possible.
- 2 Set ONE objective for the advertisement before it is written. Decide in advance the ONE THING you want the reader to do - or to remember. Then write the advertisement for the sole purpose of achieving that **single** objective.
- 3 After the advertising objective is set, try to achieve that objective with the **headline** alone. For many readers, the headline is the only line read. (CARR Report #1310.7)
- 4 Then try, again, to achieve the advertising objective with the illustration alone. Some 60% of the advertisement's attention value is in the **illustration** alone. (CARR Report #118.2)
- 5 Make sure that the advertisement has one main focal point, visually. Do not clutter. Do not compete with yourself.
- 6 If the headline or illustration makes claims, use the body copy to support those claims. Use facts. **NEVER** exaggerate.
- 7 Appeal to the **specialized business magazine** reader in terms of his/her **specific job interest**. What will your product do for the reader in the performance of his/her job responsibility to his/her company? Will your product save time and money? Will your product eliminate downtime, rejects, customer complaints? How can your product contribute to sales or profits? Describe the **business benefits** your product can offer the reader in carrying out his/her specific job responsibility to the company. (CARR Reports #411.1A, #411.2, #413.3, #441.1A, and #501.1)
- 8 Do not expect the same message to appeal to readers with **different** job functions receiving **different** specialized business magazines. Sellers want to sell, buyers want to save, builders want to get the job done, engineers want their products to work, managers are responsible for profit. Individuals with **specialized job functions** have very **special interests**, which is why they are reading **specialized business magazines**. (CARR Report #411.1A, #411.2, #413.3, #442.1B, #442.2B, #442.3A)

9

Look at the editorial pages of the publication in which your advertisement will appear, to see how this particular group of business readers expect to see their business information presented. Utilize the same type of presentation devices in your advertisement, whether they be call-outs, cross-sections, diagrams, charts, comparisons, demonstrations, drawings, photographs, statistics, summaries.

10

Use YOU not WE. Sell benefits to the user, not boasts of the seller. THEE not ME.

11

Use **space** to get attention - the larger you are the more you will be noticed. And **color** - it always helps. (CARR Report #105.1A, #110.1B, #110.2, #110.3A, #111.11, #112.2B, #112.3C, #540.1A, and #541.1A.

12

Avoid shouting, bragging and boasting, all black, too gray, tricks, humor, confusion, cuteness, the plant, the boss, "me wonderful".

13

Run the advertisement. No one can see it unless you run it. Advertise exactly as consistently as you expect to sell your product. Unless you are a seasonal business, advertise every month - if you expect to sell every month. (CARR Report #100.0, #103.1A, #130.2, #130.3, #130.4, #413.1A, #413.2A, and #560.2A)

14

Reprint your advertisement. Mail copies to your target prospects. Mail it to your customers. **Mail** it to your sales force. Mail copies to your internal staff. Then mail it again. You can **TRIPLE** your advertising effectiveness by direct mail follow-up, with the same sales message.

15

Repeat your advertising in reference directories. Buyers refer to directories when they are looking for your product, your address, your telephone number, your local sales representative. Directories are your point of sale. If there is something you want the buyer to know when he is making a buying decision, then let it be known by repeating your advertising in reference directories. (CARR Report #140.2A, #240.6, #450.2, #450.3, #450.4, and #560.2A)

16

Consider your advertising program an investment, and measure your return on that investment - in readership, recognition, brand awareness and brand preference. Measure the return on your advertising investment exactly as you would measure the return on any other investment you make.

17

When you get a winning advertisement, determined by the criteria in #16, stick with it. Run it and run it and run it. Do not abandon a successful advertisement - they are too few and far between.

18

Surround your advertisement. Make sure that your entire marketing and management team sees it - knows what its purpose is - and knows what kind of results it is achieving for them. Your marketing/management team should be at least **twice** as aware of your advertising as your prospects or customers. And that is your responsibility - not theirs. (CARR Report #560.2A)

19

Now give yourself the "10 second test". Look at your advertisement for 10 seconds. If the prime objective of the advertisement does not come through to you in 10 seconds, then start again; you'll be happy you did when you measure the return on your advertising investment.

20

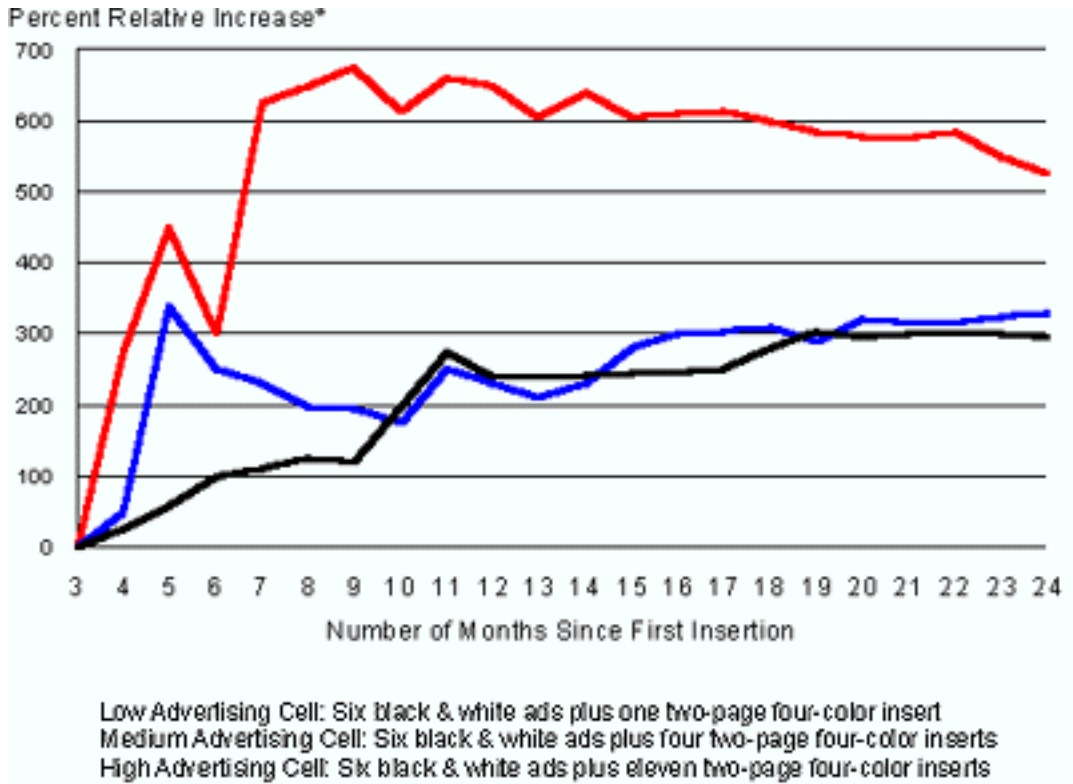
Be sure you remember what you want the reader to remember... or to do. Say it in the headline. Say it again in the illustration. Use the body copy to back it up factually, in job-interest terms. If there is even one word in your advertisement about anything else, take it out.

Concentrate 100% on what it is you want the reader to remember or to do - and your advertisement will pay off in readership, awareness and preference at a higher level than 3 out of 4 of all advertisements run in specialized business magazines.

How Long Does it Take to See the Results of a Specialized Business Magazine Advertising Campaign?

Advertising in specialized business magazines can start to pay off in four to six months.

Portable Safety Product SALES RESPONSE (\$)



PURPOSE:

To determine how long it takes to see the results of an advertising program in a specialized business publication

METHODOLOGY:

The ARF/ABP study is the result of a three year study conducted to measure the impact of specialized business publication advertising on the sales of business products.

Several different products were chosen to reflect different price points, product life spans, applications, distribution channels, and target markets. Every effort was made to limit any additional advertising or promotion to which potential buyers might be exposed.

Each publication's circulation list was divided into equal groups and then exposed to different advertising frequency schedules. This created three groups: low, medium, and heavy advertising cells. In each case, the low cell received the same amount of advertising that was being run before the test began. Each product was advertised for a 12-month period in appropriate specialized business publications. For the portable safety product, ads were run from November 1984 to October 1985.

CONCLUSION:

How Long Does it Take to See the Results of a Specialized Business Magazine Advertising Campaign?

It takes four to six months to see the effect of an advertising campaign. The first measurable sales increase for the portable safety product was recorded during the fifth month of the advertising campaign.

Cahners Advertising Research Report

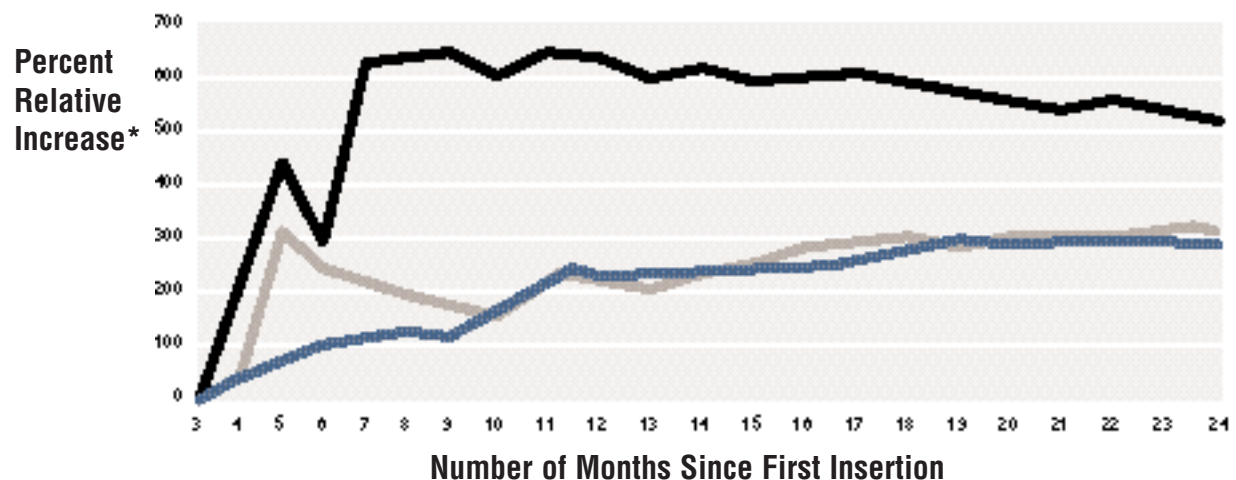
No. 100.0

How Long Does it Take to See the Results of a Specialized Business Magazine Advertising Campaign?

Advertising in specialized business magazines can start to pay off in four to six months.

PORTABLE SAFETY PRODUCT

Sales Response (\$)



n Low Advertising Cell: Six black & white ads plus one two page four-color insert

n Medium Advertising Cell: Six black & white ads plus four two page four-color inserts

n High Advertising Cell: Six black & white ads plus eleven two page four-color inserts

*Percent Relative Increase indicates the increase in sales in comparison to the level of sales before the campaign began.

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine how long it takes to see the results of an advertising program in a specialized business publication.

Methodology:

The ARF/ABP study is the result of a three year study conducted to measure the impact of specialized business publication advertising on the sales of business products.

Several different products were chosen to reflect different price points, product life spans, applications, distribution channels and target markets. Every effort was made to limit any additional advertising or promotion to which potential buyers might be exposed.

Each publication's circulation list was divided into equal groups and then exposed to different advertising frequency schedules. This created three groups: low, medium and heavy advertising cells. In each case, the low cell received the same amount of advertising that was being run before the test began. Each product was advertised for a 12 month period in appropriate specialized business publications. For the portable safety product, ads were run from November 1984 – October 1985

Conclusion:

It takes four to six months to see the effect of an advertising campaign. The first measurable sales increase for the portable safety product was recorded during the fifth month of the advertising campaign.

For more information contact: Association of Business Publishers
205 East 42nd Street, New York, NY 10017

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

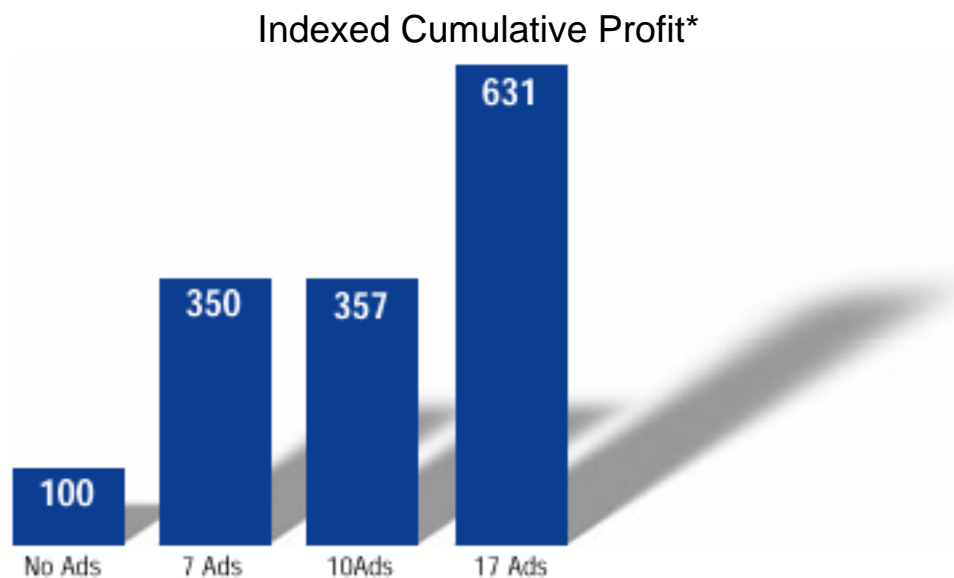
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Does an Increase in Advertising Frequency Result in Higher Profits?

When profits were measured for a portable safety product after 16 months, it was clear that more advertising had resulted in higher profits.

COMMERCIAL TRANSPORTATION COMPONENT PACKAGE



*Measured profits are defined as estimated sales revenues minus advertising costs (full-rate cost of media placement) and factory product cost. Index of 100 represents pre-campaign profit level.

Purpose:

To determine if higher advertising levels in specialized business magazines result in higher profits.

Methodology:

The ARF/ABP study is the result of a three year study conducted to measure the impact of specialized business publication advertising on the sales of business products.

Several different products were chosen to reflect different price points, product life spans, applications, distribution channels and target markets. Every effort was made to limit any

additional advertising or promotion to which potential buyers might be exposed.

Each publication's circulation list was divided into equal groups and then exposed to different advertising frequency schedules. This created three groups: low, medium and heavy advertising cells. In each case, the low cell received the same amount of advertising that was being run before the test began. Each product was advertised for a 12 month period in appropriate specialized business publications.

Conclusion:

Increased specialized business publication advertising resulted in more sales and higher profits.

Sixteen months after the first ad insertion, the highest level of profit was still in the advertising cell originally exposed to the highest amounts of product advertising.

For more information contact:

American Business Press
205 East 42nd Street
New York, NY 10017

CAHNERS OFFICES BOSTON (Corporate Headquarters)		CHICAGO:	NEW YORK:
Cahners Building		Cahners Plaza	245 West 17th Street
275 Washington Street		1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458		P.O. Box 5080	212-645-0067
CARR Reports		Des Plaines, IL 60018	
617-964-3030		847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

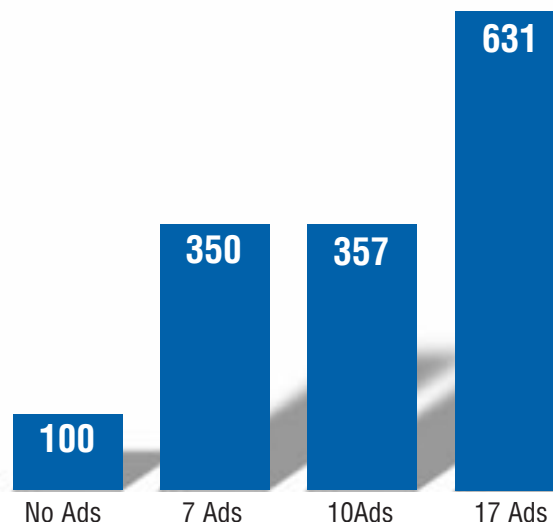
Cahners Advertising Research Report

No. 130.4

Does an Increase in Advertising Frequency Result in Higher Profits?

When profits were measured for a portable safety product after 16 months, it was clear that more advertising had resulted in higher profits.

COMMERCIAL TRANSPORTATION COMPONENT PACKAGE Indexed Cumulative Profit*



*Measured profits are defined as estimated sales revenues minus advertising costs (full-rate cost of media placement) and factory product cost. Index of 100 represents pre-campaign profit level.

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine if higher advertising levels in specialized business magazines result in higher profits.

Methodology:

The ARF/ABP study is the result of a three year study conducted to measure the impact of specialized business publication advertising on the sales of business products.

Several different products were chosen to reflect different price points, product life spans, applications, distribution channels and target markets. Every effort was made to limit any additional advertising or promotion to which potential buyers might be exposed.

Each publication's circulation list was divided into equal groups and then exposed to different advertising frequency schedules. This created three groups: low, medium and heavy advertising cells. In each case, the low cell received the same amount of advertising that was being run before the test began. Each product was advertised for a 12 month period in appropriate specialized business publications.

Conclusion:

Increased specialized business publication advertising resulted in more sales and higher profits.

Sixteen months after the first ad insertion, the highest level of profit was still in the advertising cell originally exposed to the highest amounts of product advertising.

For more information contact: American Business Press
205 East 42nd Street
New York, NY 10017

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

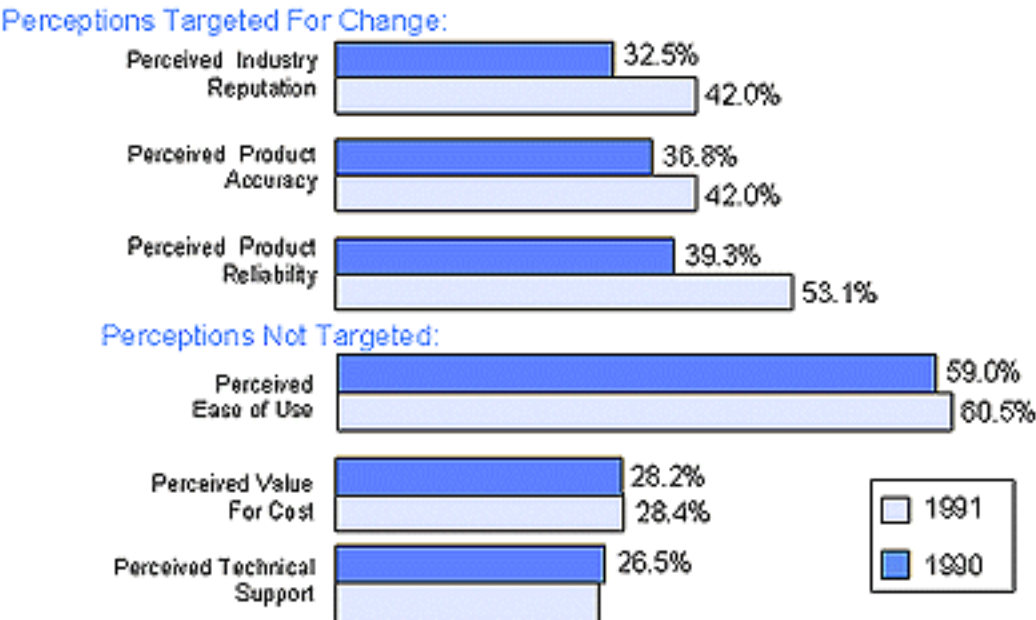
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Advertising Quickly Changes Buyers' Perceptions of A Supplier

An instrument manufacturer increased the perception of its corporate reputation for product reliability by 35% among purchase influencers using nine single-theme corporate positioning ads over one year.

% OF CHANGE



The Company. . .

An Instrument Manufacturer

Strategic Objective. . .

The company needed to enhance corporate awareness among engineering and corporate managers because increasingly complex product technology was driving up the average selling price and purchase sign-off level. Purchase decisions, which had been made by engineering users who were familiar with the company, now involved senior managers who were not familiar. The goal was to establish the company as a "safe buy" by building on its established industry reputation as the benchmark for accuracy and reliability.

Results. . .

The company benchmarked the pre-campaign market perceptions with a mail survey to 1,711 instrument buyers who received a leading industry publication for engineering and corporate managers. Then a three-ad campaign was developed with a single, simple message- "this company's products are the industry standard for accuracy". The ads ran 9 times over 11 months. The benchmark study was then repeated to a sample of 1,525. Perception of the company's reputation increased from 32.5% to 42%. Perception of product accuracy increased from 36.8% to 42%, and perception of product reliability increased from 39.3% to 53.1% of the respondents.

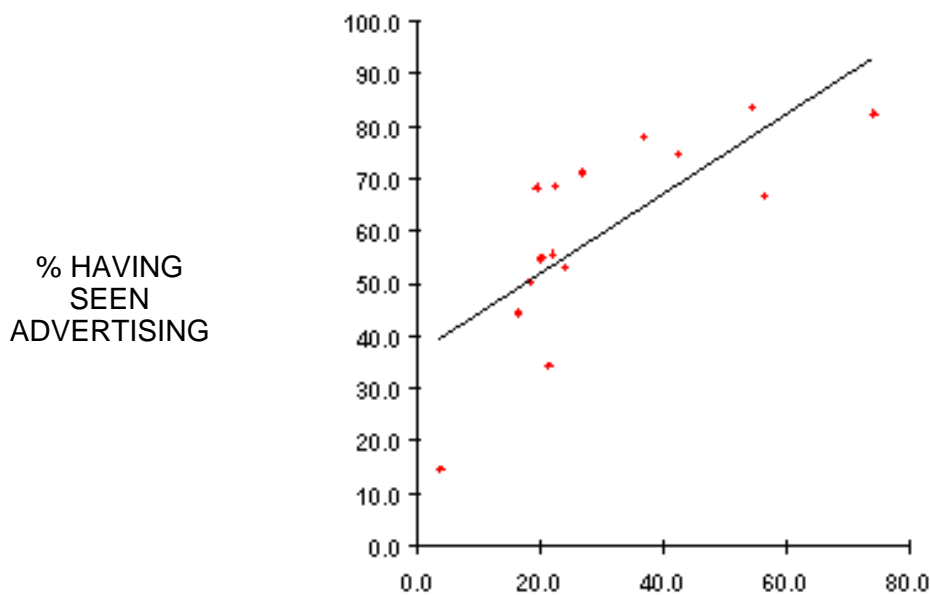
Other measured perceptions about the company which were not targeted by the ads remained virtually unchanged over the year.

Focused advertising can quickly change perception among buyers.

Does Advertising Exposure Have a Positive Influence On Brand Perceptions and the Likelihood of Future Product Usage?

A direct and positive relationship exists between claimed advertising exposure and "likelihood to use product in the future." In addition, the greater the claimed advertising exposure, the more positive a product was rated on each of the eight brand attributes studied.

% "LIKELY TO USE PRODUCT IN THE FUTURE" AND HAVING SEEN ITS ADVERTISING



% "LIKELY TO USE PRODUCT IN FUTURE"

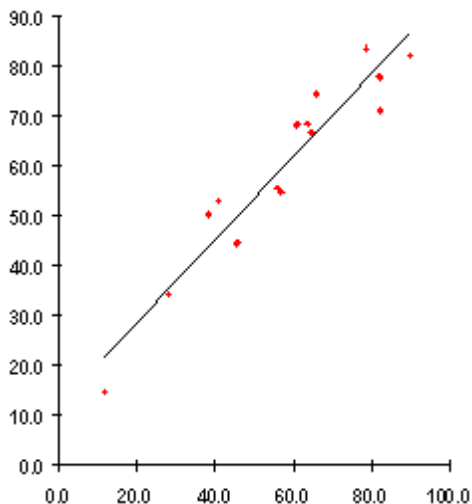
Base: 6301 respondents ranking 15 major brands in 5 major product categories (frozen baked goods, prepared salsa, frozen poultry, cheese sauce, serving/storage supplies)

% RATING FAVORABLY THE PRODUCT AS A
"QUALITY BRAND" AND HAVING SEEN ITS
ADVERTISING

% RATING FAVORABLY A PRODUCT AS A
"PREMIUM BRAND" AND HAVING SEEN ITS
ADVERTISING

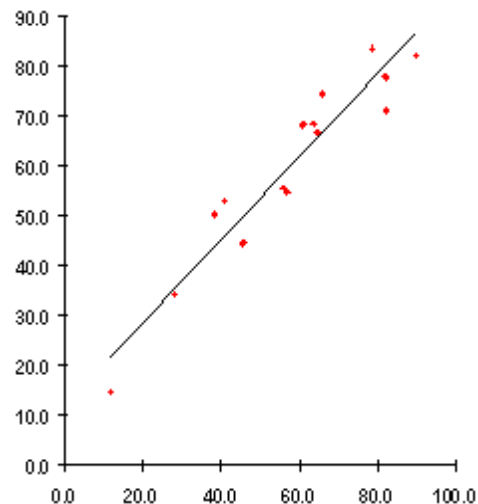
Does Advertising Exposure Have a Positive Influence On Brand Perceptions and the Likelihood of Future Product Usage?

% HAVING
SEEN
ADVERTISING



% Rating Favorably as a "Quality Brand" (8 or better on a scale of 0 to 10)

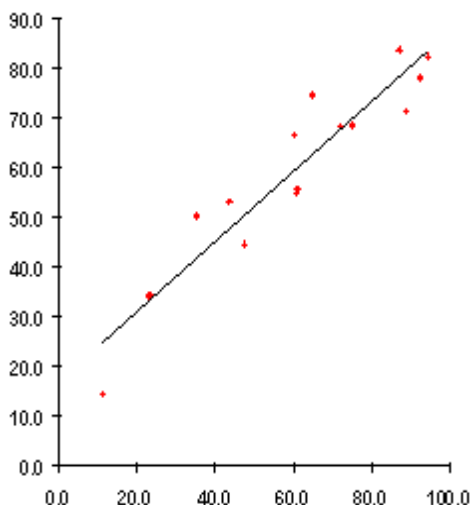
% HAVING
SEEN
ADVERTISING



% Rating Favorably as a "Premium Brand" (8 or better on a scale of 0 to 10)

% RATING FAVORABLY A PRODUCT AS A "WELL
KNOWN BRAND" AND HAVING SEEN ITS
ADVERTISING

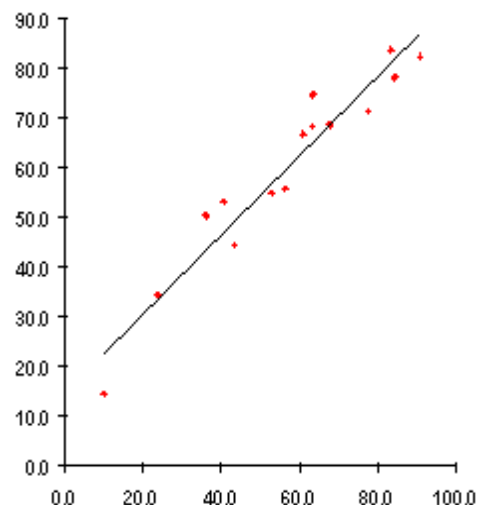
% HAVING
SEEN
ADVERTISING



% Rating Favorably As a "Well Known Brand" (8 or Better on a Scale of 0 to 10)

% RATING FAVORABLY A PRODUCT AS A "WIDELY
USED BRAND" AND HAVING SEEN ITS
ADVERTISING

% HAVING
SEEN
ADVERTISING



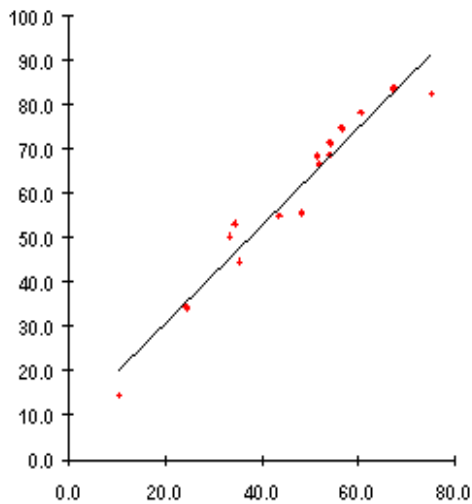
% Rating Favorably as a "Widely Used Brand" (8 or better on a scale of 0 to 10)

% RATING THE PRODUCT AS A "GOOD VALUE FOR
THE MONEY" AND HAVING SEEN ITS ADVERTISING

% FAVORABLY RATING PRODUCT AS A "BRAND I
TRUST" AND HAVING SEEN ITS ADVERTISING

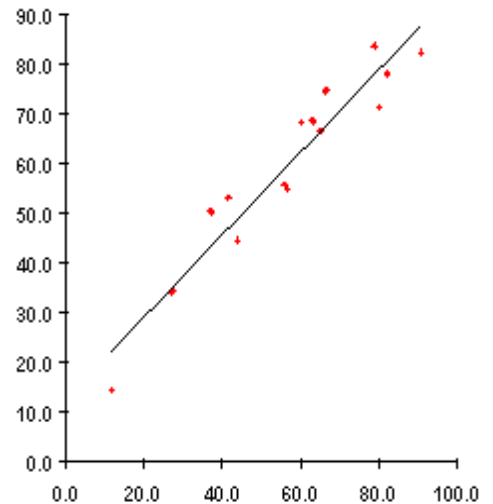
Does Advertising Exposure Have a Positive Influence On Brand Perceptions and the Likelihood of Future Product Usage?

% HAVING
SEEN
ADVERTISING



% Rating Product "Good Value for the Money"

% HAVING
SEEN
ADVERTISING

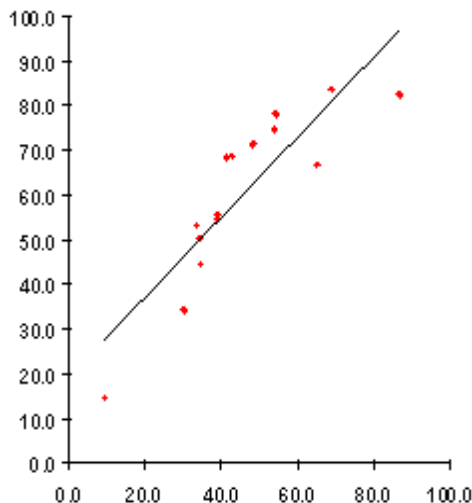


% Favorably Rating Product as "Brand I Trust" (8 or better on a scale of 0 to 10)

% FAVORABLY RATING PRODUCT AS "SUITABLE
FOR MY OPERATION" AND HAVING SEEN ITS
ADVERTISING

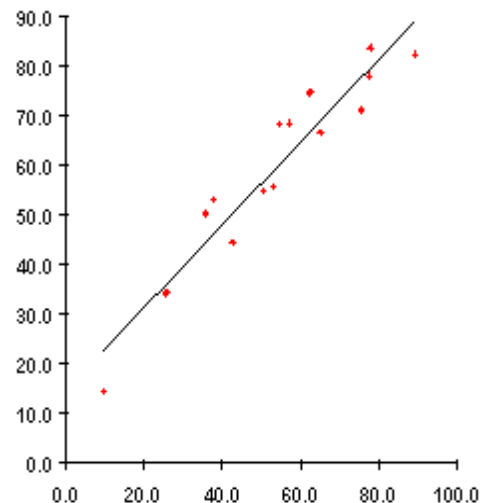
% FAVORABLY RATING "OVERALL PRODUCT" AND
HAVING SEEN ITS ADVERTISING

% HAVING
SEEN
ADVERTISING



% Rating Favorably as "Suitable for my Operation"
(8 or better on a scale of 0 to 10)

% HAVING
SEEN
ADVERTISING



% Favorably Rating Product (8 or better on a scale of 0 to 10)

Purpose:

To provide a definitive measurement of the relationship between advertising frequency and brand awareness, advertising recall, favorable brand image, willingness to buy and actual product purchase.

Methodology:

Restaurants & Institutions (R&I) undertook a 15 month, two-phase research study with Simmons Market Research Bureau, Inc. on advertising effectiveness.

The first phase, a benchmark study, was designed to gather baseline measures of awareness, usage and attitudes towards two participating advertisers' test products and thirteen additional brands in five different product categories, both food and non-food categories. Respondents were asked to rate each brand on eight key attributes, rating them 0 to 10 -- where "a 0 rating means you feel the brand is the worst and a 10 rating means you feel the brand is the best". The attributes listed were :

- Overall brand rating

Does Advertising Exposure Have a Positive Influence On Brand Perceptions and the Likelihood of Future Product Usage?

- A quality brand
- A premium brand
- A good value for the money
- A well known brand
- A widely used brand
- A brand I trust
- Suitable for my operation

The second phase was a 48 week tracking study wherein foodservice operators were exposed to four different levels of advertising frequency for each of two test products. The two brands tested were Nabisco's Ortega Salsa and Nestle's Chef-Mate Cheese Sauce.

The study was conducted on a national basis employing the R&I controlled circulation list as the sample base.

Over a period of 15 months, from January 1993 through March 1994, surveys were mailed to 20,700 foodservice operators. In total, 6,301 completed surveys were received for analysis. Results are accurate + or - 1.3% at the 95% confidence level.

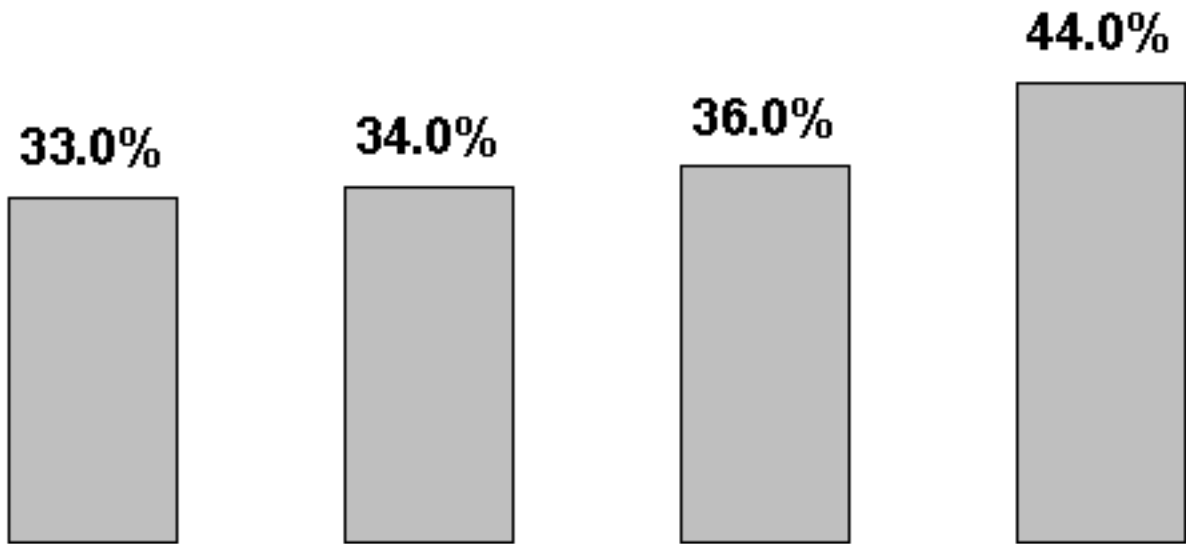
Conclusion:

The data reveal that for the fifteen brands studied there is a direct and positive relationship between claimed advertising exposure and rating of the product on eight brand attributes. In addition, the greater the claimed advertising exposure, the more likely respondents are to use the product in the future.

Is Brand Usage Driven by Advertising Exposure?

The greater the number of advertising exposures, the higher the actual and planned usage of a brand. Most significantly, current brand usage increases proportionately as advertising frequency increases ... by a factor of one-third between no exposures and 13 or more ads.

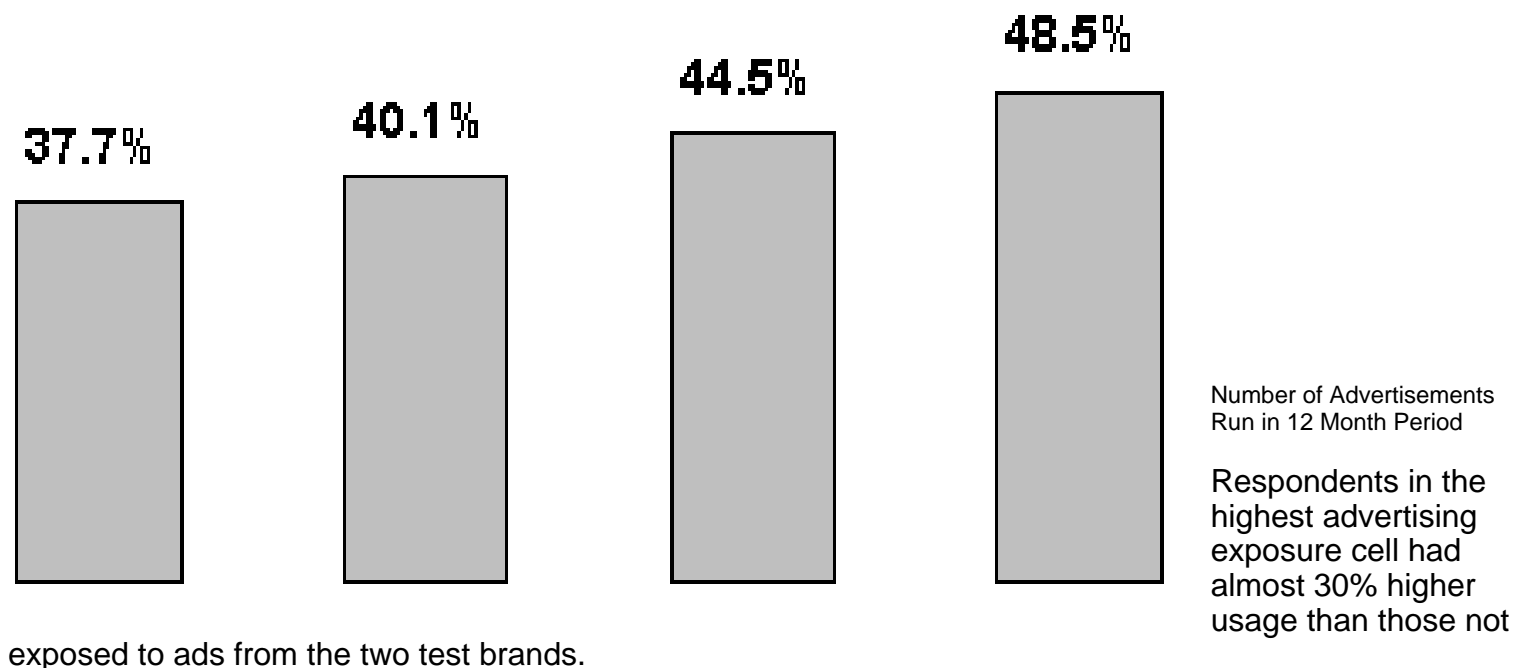
% CURRENTLY USING TEST BRANDS



Number of Advertisements Run in 12 Month Period
Average Ortega and Chef-Mate, 4634 Respondents

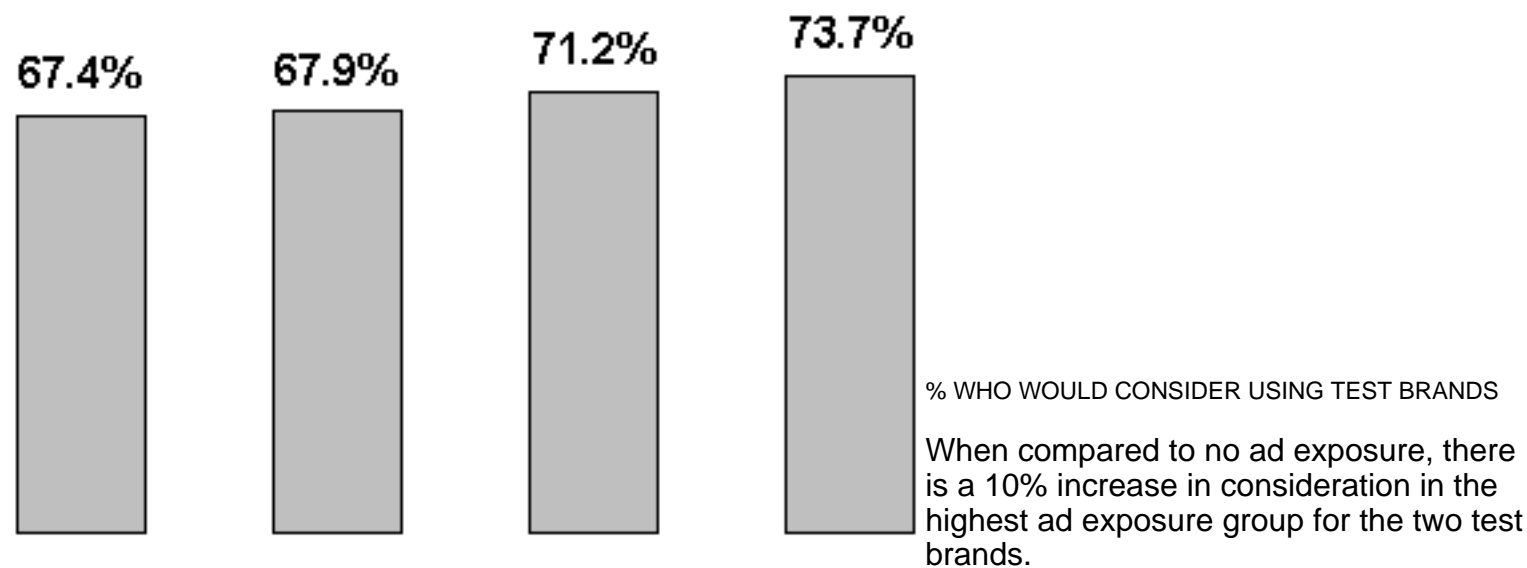
Higher Ad Exposure Leads to Higher Brand Usage in Past 4 Weeks.

% USING BRANDS IN PAST 4 WEEKS



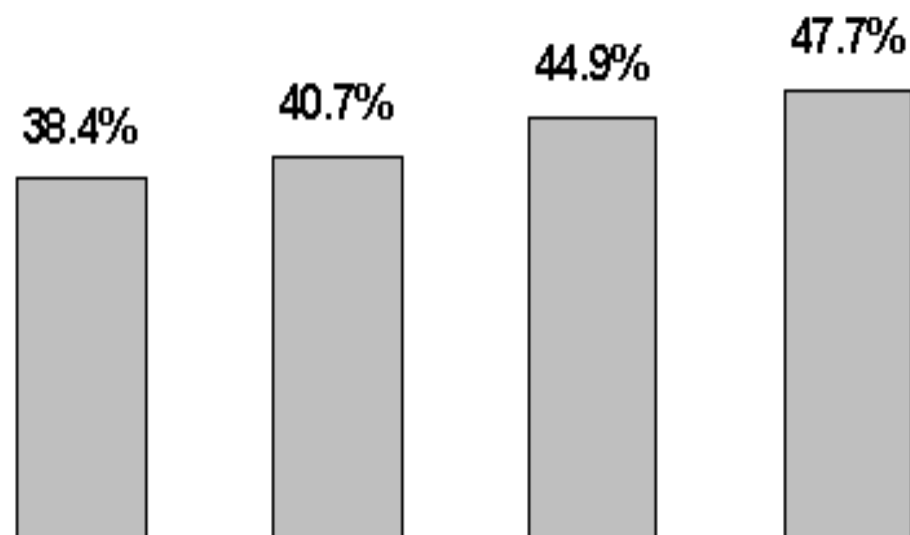
Product Consideration Is Influenced by Advertising Frequency.

% WHO WOULD CONSIDER USING TEST BRANDS



Future Brand Use Is Strongly Influenced by Advertising Frequency.

% INDICATING "EXTREMELY LIKELY" AND "VERY LIKELY" TO USE TEST BRANDS IN FUTURE



Number of Advertisements Run in 12 Month Period

As advertising exposure to the two test brands increased, so did the number of respondents who indicated they were "extremely likely" or "very likely" to use the brand in the future-- almost 25% higher than the no exposure cell.

PURPOSE:

To provide a definitive measurement of the relationship between advertising frequency and brand awareness, advertising recall, favorable brand image, willingness to buy and actual product purchase.

METHODOLOGY:

Restaurants & Institutions (R&I) undertook a 15 month, two-phase research study with Simmons Market Research Bureau, Inc. on advertising effectiveness.

The first phase, a benchmark study, was designed to gather baseline measures of awareness, usage and attitudes towards two participating advertisers' test products and thirteen additional brands in five different product categories, both food and non-food categories prior to advertising.

The second phase was a 48 week tracking study wherein foodservice operators were exposed to four different levels of advertising frequency for each of two test products. The appropriate number of advertisements for each of the two brands were inserted into each issue of R&I. The two test brands tested were Nabisco's Ortega Salsa and Nestle's Chef-mate Cheese Sauce. The advertising frequencies tested were as follows:

- No advertising insertions over 48 week period
- Six insertions
- Twelve insertions
- Twenty-four insertions

During the course of the test, each of the two test advertisers agreed to the following:

- To refrain from advertising the test brands in other trade-related publications;
- To not inform their regional sales representatives of the different levels of advertising support;
- To keep promotional activity during the test uniform across the country.

Each of the above specifications, done to assure that the only advertising that could influence attitudes

and/or behaviors toward the test products was the advertising in the research, was met.

The study was conducted on a national basis employing the R&I controlled circulation list as the sample base.

In total, 6,301 completed surveys were received for analysis. Results are accurate + or - 1.3% at the 95% confidence level.

CONCLUSION:

Brand usage is indeed driven by advertising exposure. The greater the number of ad exposures, the higher the actual and planned usage. Most significantly, advertising frequency has an immediate impact on current usage which increased by a factor of one third from no exposures to 13 or more ads.

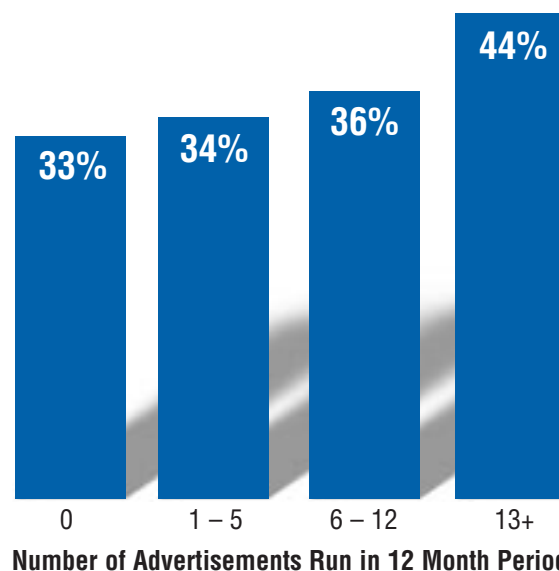
Cahners Advertising Research Report

No. 130.5

Is Brand Usage Driven by Advertising Exposure?

The greater the number of advertising exposures, the higher the actual and planned usage of a brand. Most significantly, current brand usage increases proportionately as advertising frequency increases... by a factor of one-third from no exposures to 13 or more ads.

PERCENT CURRENTLY USING TEST BRANDS

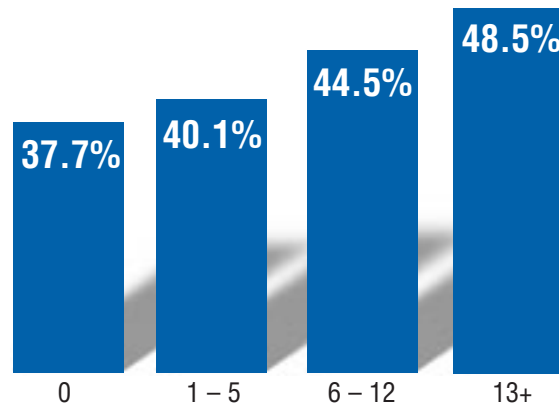


Average Ortega and Chef-Mate, 4,634 Respondents

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

HIGHER AD EXPOSURE LEADS TO HIGHER BRAND USAGE IN PAST 4 WEEKS

Percent Using Brands in Past 4 Weeks



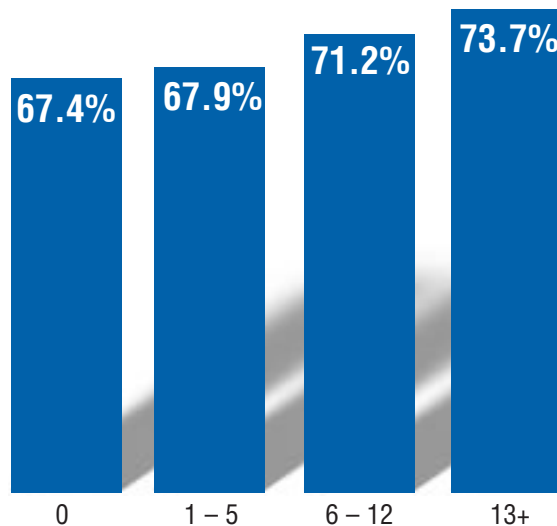
Number of Advertisements Run in 12 Month Period

Respondents in the highest advertising exposure cell had almost 30% higher usage than those not exposed to ads from the two test brands

Average Ortega and Chef-Mate, 4,634 Respondents

PRODUCT CONSIDERATION IS INFLUENCED BY ADVERTISING FREQUENCY

Percent Who Would Consider Using Test Brands



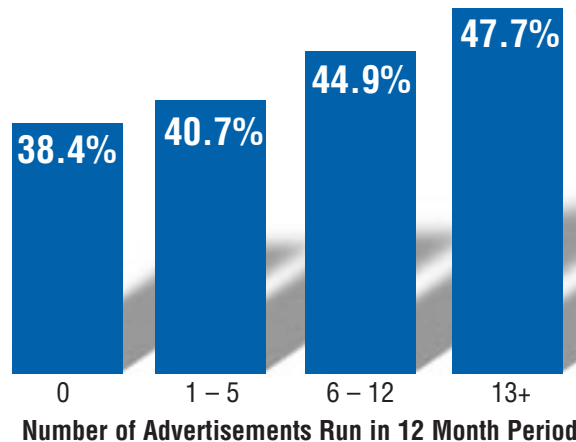
Number of Advertisements Run in 12 Month Period

When compared to no ad exposure, there is a 10% increase in consideration in the highest ad exposure group for the two test brands.

Average Ortega and Chef-Mate, 4,634 Respondents

FUTURE BRAND USE IS STRONGLY INFLUENCED BY ADVERTISING FREQUENCY

Percent Indicating “Extremely Likely” and “Very Likely”
To Use Test Brands In The Future



As advertising exposure to the two test brands increased, so did the number of respondents who indicated they were “extremely likely” or “very likely” to use the brand in the future—almost 25% higher than the no exposure cell.

Average Ortega and Chef-Mate, 4,634 Respondents

Purpose:

To provide a definitive measurement of the relationship between advertising frequency and brand awareness, advertising recall, favorable brand image, willingness to buy and actual product purchase.

Methodology:

Restaurants & Institutions (R&I) undertook a 15 month, two-phase research study with Simmons Market Research Bureau, Inc. on advertising effectiveness.

The first phase, a benchmark study, was designed to gather baseline measures of awareness, usage and attitudes towards two participating advertisers’ test products and thirteen additional brands in five different product categories, both food and non-food categories prior to advertising.

The second phase, was a 48 week tracking study wherein foodservice operators were exposed to four different levels of advertising frequency for each of two test products. The appropriate number of advertisements for each of the two brands were inserted into each issue of R&I. The two test brands tested were

Continued on page 4

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Continued from page 3

Nabisco's Ortega Salsa and Nestle's Chef-mate Cheese Sauce. The advertising frequencies tested were as follows:

- n No advertising insertions over 48 week period
- n Six insertions
- n Twelve insertions
- n Twenty-four insertions

During the course of the test, each of the two test advertisers agreed to the following:

- n To refrain from advertising the test brands in other trade-related publications;
- n To not inform their regional sales representatives of the different levels of advertising support;
- n And, to keep promotional activity during the test uniform across the country.

Each of the above specifications, done to assure that the only advertising that could influence attitudes and/or behaviors toward the test products was the advertising in the research, was met.

The study was conducted on a national basis employing the R&I controlled circulation list as the sample base.

In total, 6,301 completed surveys were received for analysis. Results are accurate + or - 1.3% at the 95% confidence level.

Conclusion:

Brand usage is indeed driven by advertising exposure. The greater the number of ad exposures, the higher the actual and planned usage. Most significantly, advertising frequency has an immediate impact on current usage which increased by a factor of one-third from no exposures to 13 or more ads.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

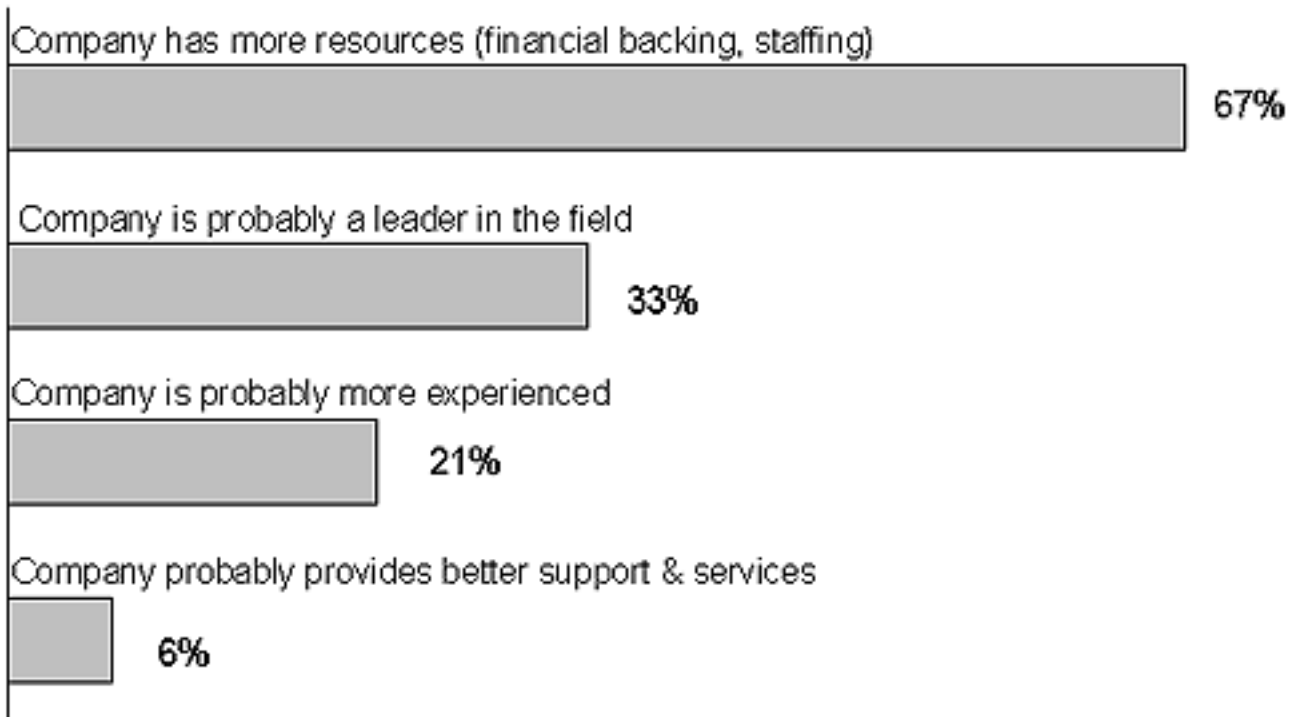
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

N.O. 131.0

How Do Size, Color and Frequency of Advertisements Influence Buyers' Impressions of a Supplier?

Size, color and frequency of advertising signal to buyers that a firm is a solid, experienced leader in its field.

PERCENT SAYING. . .



PURPOSE:

To determine the influence of larger, more colorful, more frequent advertising on buyers' impressions of suppliers.

METHODOLOGY:

Gordon Publications, Inc., a division of Reed Elsevier Business Information Publishing Company, surveyed 9,397 reader service inquirers from 100 different advertisements which ran in 17 different Gordon Publications. Magazines selected for this study represented the following industries: scientific, medical, industrial, manufacturing, construction, and advanced technology. The survey was fielded approximately six months after the advertisements appeared in the publications. The following results are based on 4,723 completed surveys. The survey included the question:

"What is your impression of a company that runs larger, more colorful, more frequent advertising about their products?"

The full report "The Blue Chip Advertisers Research Study II: How Do Market Leaders Stay That Way?" is available from Gordon Publications, Inc. or Reed Elsevier Business Information Publishing Company, Inc., divisions of Reed Elsevier, Inc.

CONCLUSION:

The dynamics of an advertising campaign, beyond just its content, can have a distinct influence on buyers' impressions of the firm. Those suppliers seeking the advantages of being perceived as having greater resources, being a leader and being more experienced should utilize the strategy of larger, more colorful, more frequent advertising.

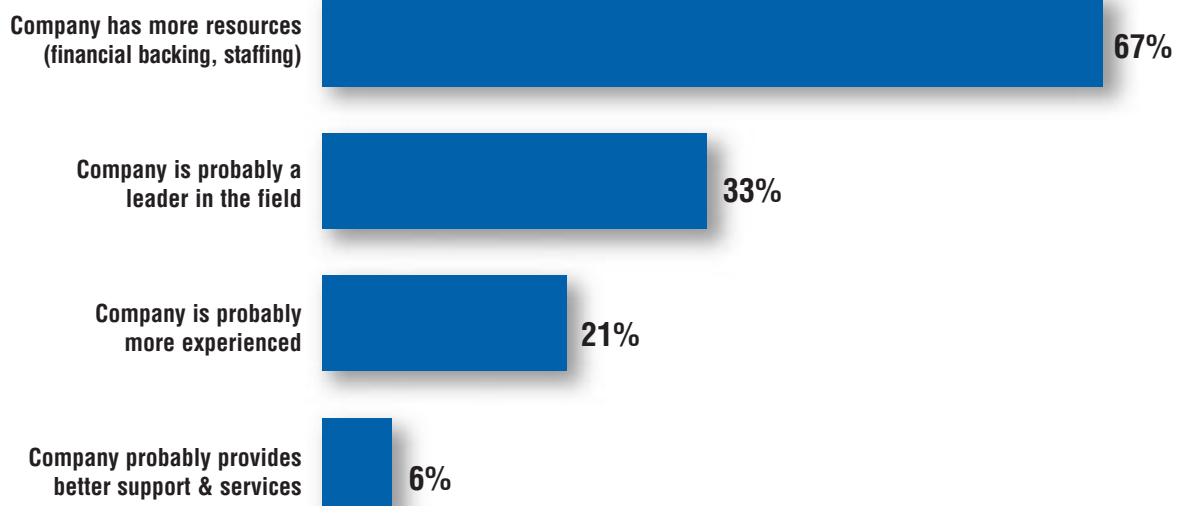
Cahners Advertising Research Report

No. 131.0

How Do Size, Color and Frequency of Advertisements Influence Buyers' Impressions of a Supplier?

Size, color and frequency of advertising signal to buyers that a firm is a solid, experienced leader in its field.

PERCENT SAYING...



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine the influence of larger, more colorful, more frequent advertising on buyers' impressions of suppliers.

Methodology:

Gordon Publications, Inc., a division of Cahners Business Information, surveyed 9,397 reader service inquirers from 100 different advertisements which ran in 17 different Gordon Publications. Magazines selected for this study represented the following industries: scientific, medical, industrial, manufacturing, construction, and advanced technology. The survey was fielded approximately six months after the advertisements appeared in the publications. The following results are based on 4,723 completed surveys. The survey included the question:

"What is your impression of a company that runs larger, more colorful, more frequent advertising about their products?"

The full report "The Blue Chip Advertisers Research Study II: How Do Market Leaders Stay That Way?" is available from Gordon Publications, Inc. or Cahners Business Information, divisions of Reed Elsevier, Inc.

Conclusion:

The dynamics of an advertising campaign, beyond just its content, can have a distinct influence on buyers' impressions of the firm. Those suppliers seeking the advantages of being perceived as having greater resources, being a leader and being more experienced should utilize the strategy of larger, more colorful, more frequent advertising.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 701.1C

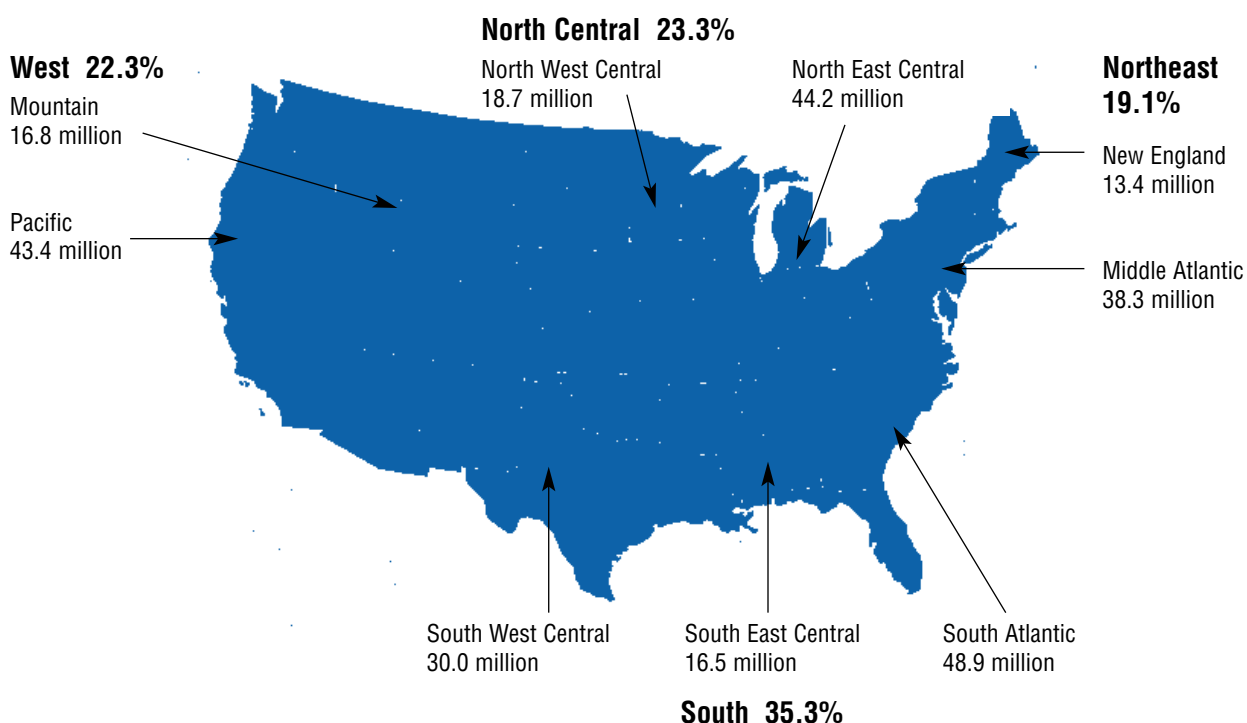
Replaces 701.1B

What Is the Regional Distribution of the 270.3 Million People in the United States?

The South continues to be the most heavily populated region, with 35.3% of the total U.S. population. The West continues to experience a high growth rate, now accounting for 22.3% of the population. The Northeast, with a population representing 19.1% of the total, continues to be the smallest.

POPULATION BY REGION

July 1998¹



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the population distribution in the United States by region.

Methodology:

Cahners Research collected information from the U.S. Census Bureau to identify important changes in U.S. population distribution that impact the location of industry.

Conclusion:

The population center of the U.S. continues to move South and West.

The southern region of the United States continues to have the largest population at 35.3% (up 2.6% since 1990). The western region has the highest growth rate at 5.2% for this same period (1990-1998) with the mountain sub-region experiencing particularly high growth at 12.7%. The U.S. Census Bureau has projected that it is these 2 regions which will continue to experience exceptional growth through the next three decades². In particular, California, Texas and Florida will each gain more than 6 million people, accounting for 45% of the net population change in the U.S. through 2025.

Although the North Central region currently has the second largest population it continues to experience a reduction in people, losing 2.9% of its population since 1990. The most dramatic shift in population has occurred in the Northeast where the population has decreased by 6.4%. The U.S. Census Bureau has projected that the populations of these 2 areas will increase during the next 3 decades but at a much slower rate than the South and West.

Sources: 1. U.S. Census Bureau, selected data from State Population Estimates: Annual Time Series, July 1, 1990 to July 1, 1998, (www.census.gov) 2. U.S. Census Bureau, selected data from Population Projections: States, 1995 - 2025, (www.census.gov).

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 701.3C

Replaces 701.3B

How is the American Population Changing?

The American population changed significantly over the past decade, both in number and population characteristics. The number of American households has increased from 91.1 million in 1988 to 102.5 million in 1998 (an increase of 12.5%)¹.

The composition of the American population has most significantly changed in terms of formal education, per capita income and Internet usage.

AVERAGE SIZE OF HOUSEHOLD²

Down
1%

Decreased from an average of 2.64 persons in 1988 to 2.62 persons in 1998.

PERCENT OF ONE-PERSON HOUSEHOLDS³

Up
7.1%

Increased from 24% of total households in 1988 (21.9 million) to 25.7% of total households in 1998 (26.3 million).

PERCENT OF WOMEN IN THE LABOR FORCE⁴

Up
2%

Increased from 46.0% of total workers in 1987 (59.4 million) in 1987 to 46.9% of total workers in 1997 (67.7 million).

PERCENT OF REGULAR INTERNET USERS⁵

Up
89%

Increased from 20.2% of the total population (over 18) in 1998 to 42.2% of the total population (over 18) in 1999.

PERCENT OF COLLEGE GRADUATES⁶

Up
89%

Increased from 20.3% of the population aged 25+ in 1988 (30.8 million) to 24.4% of the population aged 25+ in 1998 (42.0 million).

PER CAPITA INCOME⁷

Up
9.9%

Increased from \$17,507 in 1987 to \$19,241 in 1997 (dollar figures are adjusted and reflected in 1997 dollars).

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine how the American population has changed over the past decade or so.

Methodology:

Cahners Research collected information from the U.S. Census Bureau and Mediamark Research, Inc. to identify some of the most important changes in consumer demographics that have an impact on leading industries, including automotive, books, communications, durable goods, electronics, entertainment, food, housing and related furnishings, luxury goods and travel. For all metrics the most recent data was used and (where available) was measured over the past 10 years.

Conclusion:

The American population changed significantly over the past decade, both in sheer number (from 242.3 million in 1987 to 267.6 million in 1998)⁸ and population characteristics. Although the average household size has remained relatively constant, the percent of one-person households has increased 7.1% since 1988. This is due in part to delayed marriages⁹ and longer life spans¹⁰. During the same period, the percent of college graduates has increased by more than 20%. This higher level of formal education has had a positive effect on per capita income. Per capita income has risen to a new high of \$19,241 in 1997 (nearly 10% more than in 1987). Over the last decade, a new technology - the Internet - has impacted the way America communicates, learns and shops¹¹. In only 1 year (from 1998 to 1999) 20% more adults have become regular Internet users (have used the Internet in the last 30 days), currently accounting for 42.2% of the adult population (18+).

Sources: 1. U.S. Census Bureau, selected data from Households, by Type: 1940 to Present, (www.census.gov). 2. U.S. Census Bureau, selected data from Average Population per Household and Family: 1940 to Present, (www.census.gov). 3. U.S. Census Bureau, selected data from Households by Size: 1960 to Present, (www.census.gov). 4. U.S. Census Bureau, selected data from Work Experience - Workers by Median Earnings and Gender: 1967 to 1997, (www.census.gov). 5. Mediamark Research, Inc., selected data from 64.2 Million US Adults Regular Internet Users, (www.nua.ie). 6. U.S. Census Bureau, selected data from Years of School Completed by People 25 years Old and Over, by Age and Sex: Selected Years 1940 to 1998, (www.census.gov). 7. U.S. Census Bureau, selected data from Total CPS Population and Per Capita Money Income: 1967 to 1997, (www.census.gov). 8. U.S. Census Bureau, selected data from Resident Population of the United States: Estimates, by Age and Sex, (www.census.gov). 9. National Center for Health Statistics, selected data from Median and Mean Age of Bride and Groom by Previous Marital Status: Marriage-Registration Area, 1964 to 1990, (www.cdc.gov). 10. U.S. Census Bureau, selected data from Statistical Brief: Sixty-Five Plus in the United States, (www.census.gov). 11. CARR Reports, 800 Series.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 700.01B

Replaces 700.01A

How Long Do Business Expansions Last?

Periods of business expansion have run from as little as 12 months to nearly 9 years.

LENGTH OF BUSINESS EXPANSIONS BY MONTHS

Average Length 45

For the period 1945-1998

Longest (1961-1969) 106

Shortest (1980-1981) 12

Most Recent (1991-present) 84 as of March 1998 (and counting)

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

A business expansion is defined as the period between a low point in total output in the U.S. economy and the following high point in production. This report illustrates how long periods of business expansion last.

Methodology:

Cahners Economics calculated the length and strength of post-war business expansions for the industrial sector. Historical statistics were supplied by the Federal Reserve Board.

Conclusion:

The duration of business expansions has ranged from 12 months to 106 months. The current expansion period (1991-present) has thus far lasted 84 months, making it the third longest in the post-war period. If the current expansion continues through 1998, it will equal the second longest expansion in post-war history. If it continues until February 2000, it will become the longest expansion of recent history.

For more information, contact Cahners Economics, Cahners Business Information, 275 Washington Street, Newton, MA 02458, 617-964-3030.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Do Sales Leads From Advertising In Specialized Business Publications Help Identify New Sales Opportunities?

Nearly 3/4 of sales representatives and distributors frequently or occasionally identified new sales opportunities from sales leads generated from advertising.

PERCENT OF RESPONDENTS



Purpose:

To determine whether sales leads originating from advertising in specialized business publications help identify new sales opportunities.

Methodology:

The TF Club of Detroit (advertising sales representatives) commissioned Erdos and Morgan, Inc., a major market research firm to survey 2,500 manufacturer's sales staff, independent sales representatives and distributors about the value of advertising for the products they sell.

1,288 respondents in a sample of 2,481 indicated the frequency with which sales leads from advertising help identify new customers in present markets; new prospects in new markets; and new product opportunities among existing customers.

Conclusion:

Sales leads from advertising help sales representatives and distributors identify new sales opportunities with existing customers, new customers in present markets and new prospects in new markets.

Also see CARR Report 210.7A for more information on sales leads from advertising.

CAHNERS OFFICES BOSTON (Corporate Headquarters)	CHICAGO:	NEW YORK:
Cahners Building	Cahners Plaza	245 West 17th Street
275 Washington Street	1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458	P.O. Box 5080	212-645-0067
CARR Reports	Des Plaines, IL 60018	
617-964-3030	847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

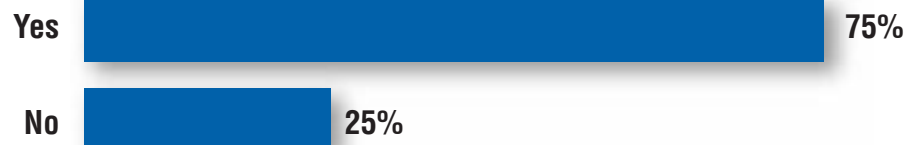
No. 210.8

Do Sales Leads From Advertising In Specialized Business Publications Help Identify New Sales Opportunities?

Nearly 3/4 of sales representatives and distributors frequently or occasionally identified new sales opportunities from sales leads generated from advertising.

PERCENT OF RESPONDENTS

Identify New Sales Leads



How often did new sales opportunities help identify



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine whether sales leads originating from advertising in specialized business publications help identify new sales opportunities.

Methodology:

The TF Club of Detroit (advertising sales representatives) commissioned Erdos and Morgan, Inc., a major market research firm to survey 2,500 manufacturer's sales staff, independent sales representatives and distributors about the value of advertising for the products they sell.

1,288 respondents in a sample of 2,481 indicated the frequency with which sales leads from advertising help identify new customers in present markets; new prospects in new markets; and new product opportunities among existing customers.

Conclusion:

Sales leads from advertising help sales representatives and distributors identify new sales opportunities with existing customers, new customers in present markets and new prospects in new markets.

Also see CARR Report 210.7A for more information on sales leads from advertising.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

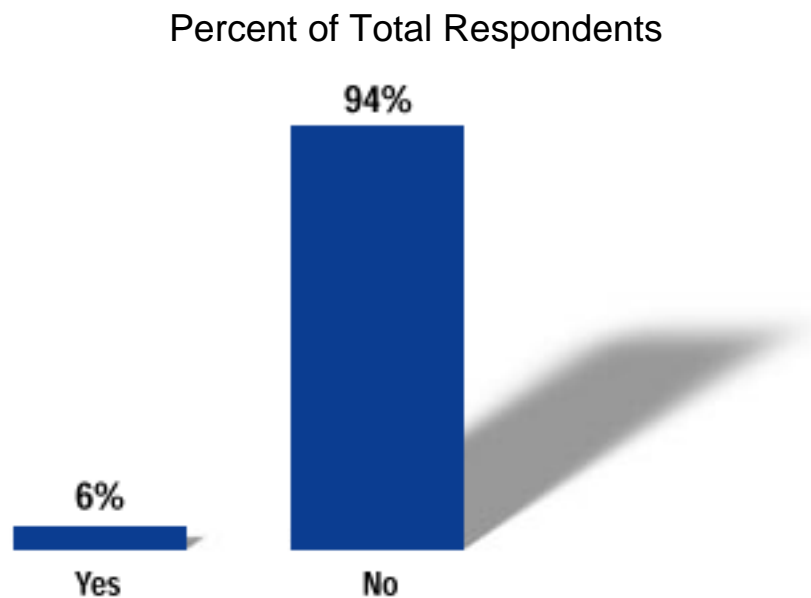
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Inquiries Generated By Advertisements Are Usually From New Prospects.

The majority of all inquirers have not been contacted by a sales representative prior to their inquiry.

DID A SALES REPRESENTATIVE CALL ON YOU PRIOR TO YOUR INQUIRY?



Purpose:

To find out if inquiries generated by advertisements are from current prospects.

Methodology:

Cahners Research analyzed the results of studies mailed to 9,200 inquirers to 53 separate companies who were asked whether a sales representative had called on them prior to their inquiry.

Conclusion:

Based on more than 3,200 replies, over 90% of the respondents indicated that they had not been contacted by a sales representative of the company prior to their inquiry.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

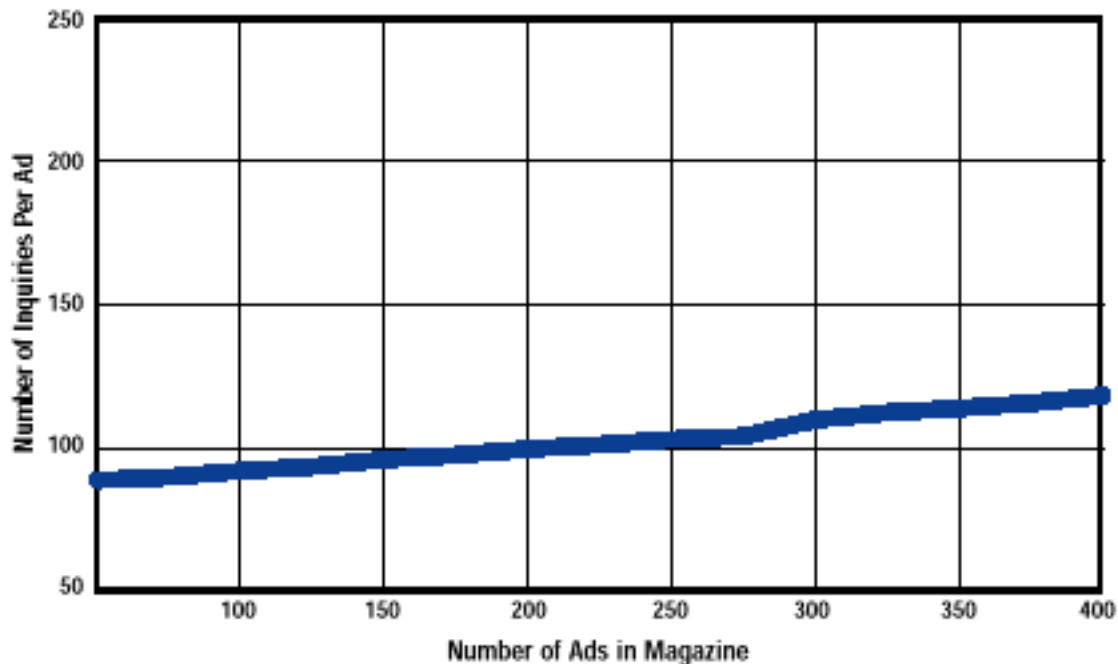
NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Are Fewer Inquiries Received When Ads Are In Larger Issues of a Specialized Business Magazine?

No. Inquiries per ad are slightly higher in larger issues of magazines. The slight increase in inquiries per ad as the number of ads increases is not statistically significant.



Purpose:

To determine if advertisers should expect less, the same, or more inquiries for an ad in a thick issue of a magazine than in a thinner issue of the same magazine.

Methodology:

A simple linear regression was used to determine the relationship between inquiries received per ad and the number of ads in the issue. Results are based on a total of 124 issues representing eight Cahners magazines in 1987. Buyers Guides and Directories issues were excluded. The sample included 19,903 display ads which received 2,000,000 inquiries.

Conclusion:

Inquiries received per ad increase as the number of ads in the magazine increases, although the increase is not statistically significant.

Note: The range of folio sizes were 118 pages to 614 pages.

CAHNERS OFFICES BOSTON (Corporate Headquarters)		CHICAGO:	NEW YORK:
Cahners Building		Cahners Plaza	245 West 17th Street
275 Washington Street		1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458		P.O. Box 5080	212-645-0067
CARR Reports		Des Plaines, IL 60018	
617-964-3030		847-635-8800	

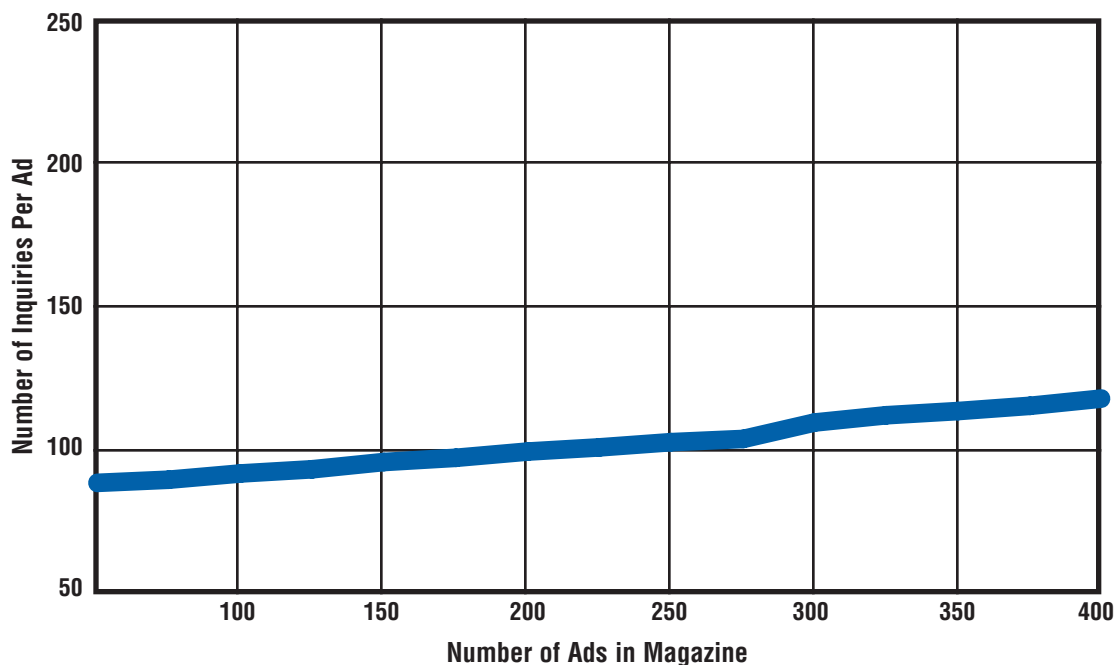
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 240.22

Are Fewer Inquiries Received When Ads Are In Larger Issues of a Specialized Business Magazine?

No. Inquiries per ad are slightly higher in larger issues of magazines. The slight increase in inquiries per ad as the number of ads increases is not statistically significant.



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine if advertisers should expect less, the same, or more inquiries for an ad in a thick issue of a magazine than in a thinner issue of the same magazine.

Methodology:

A simple linear regression was used to determine the relationship between inquiries received per ad and the number of ads in the issue. Results are based on a total of 124 issues representing eight Cahners magazines in 1987. Buyers Guides and Directories issues were excluded. The sample included 19,903 display ads which received 2,000,000 inquiries.

Conclusion:

Inquiries received per ad increase as the number of ads in the magazine increases, although the increase is not statistically significant.

Note: The range of folio sizes were 118 pages to 614 pages.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

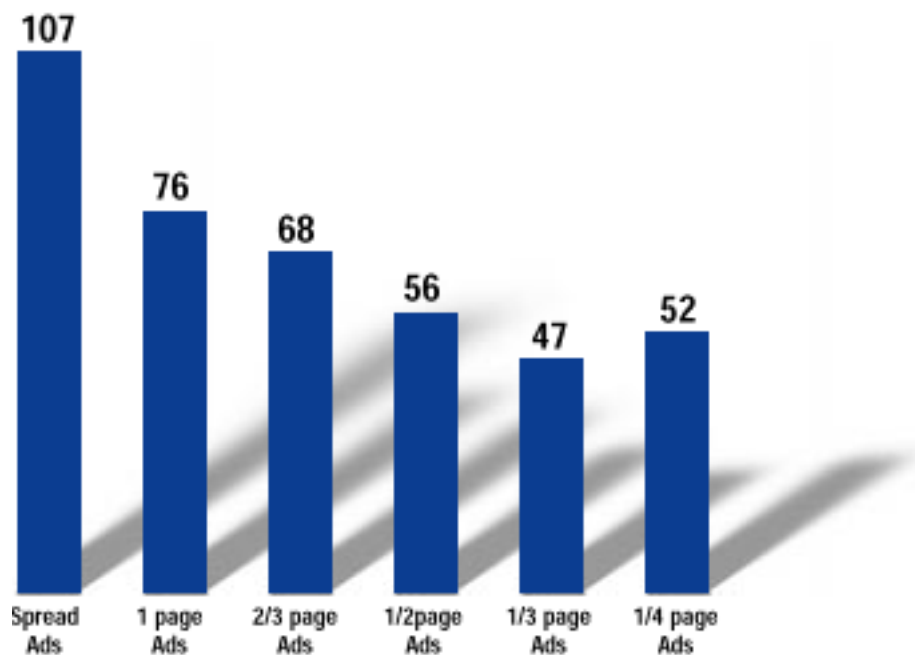
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

What is the Average Number of Inquiries Generated by Ad Size?

On average, as ad size increases, so do inquiries.

AVERAGE NUMBER OF INQUIRIES PER AD SIZE



Purpose:

To determine the average number of inquiries generated by ad size.

Methodology:

Cahners Research analyzed 8,854,932 inquiries recently generated by 86,002 display ads in 34 Cahners publications. The inquiries were classified by ad size.

Conclusion:

Inquiries, on the average will increase as the size of the advertisement increases. The type of audience reached and the content of the advertisement play a major role in the number of inquiries generated, as well. Certain audiences do not inquire at all. This data sheet makes no attempt at analyzing the qualitative aspects of audience or advertisement.

CAHNERS OFFICES BOSTON (Corporate Headquarters)	CHICAGO:	NEW YORK:
Cahners Building	Cahners Plaza	245 West 17th Street
275 Washington Street	1350 East Touhy Avenue	New York, NY 10011
Newton, MA 02458	P.O. Box 5080	212-645-0067
CARR Reports	Des Plaines, IL 60018	
617-964-3030	847-635-8800	

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

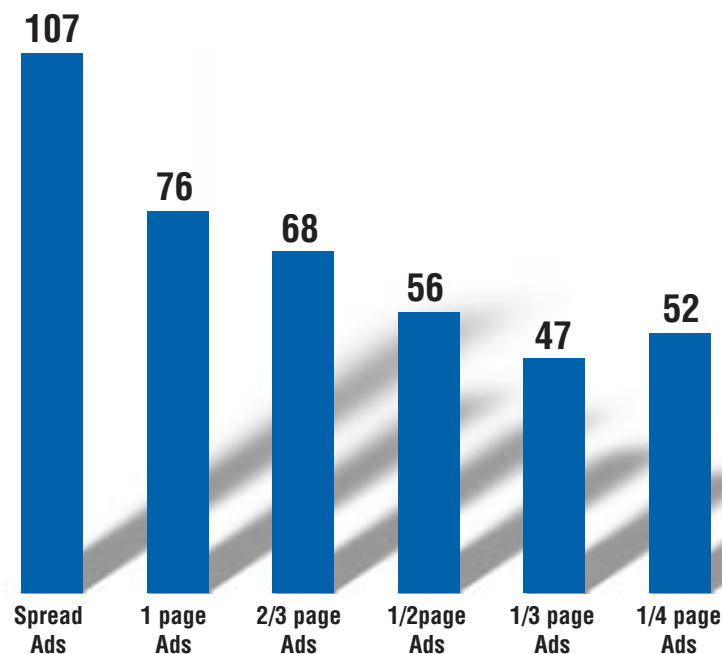
Cahners Advertising Research Report

No. 250.1A

What is the Average Number of Inquiries Generated by Ad Size?

On average, as ad size increases, so do inquiries.

AVERAGE NUMBER OF INQUIRIES PER AD SIZE



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine the average number of inquiries generated by ad size.

Methodology:

Cahners Research analyzed 8,854,932 inquiries recently generated by 86,002 display ads in 34 Cahners publications. The inquiries were classified by ad size.

Conclusion:

Inquiries, on the average will increase as the size of the advertisement increases. The type of audience reached and the content of the advertisement play a major role in the number of inquiries generated, as well. Certain audiences do not inquire at all. This data sheet makes no attempt at analyzing the qualitative aspects of audience or advertisement.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

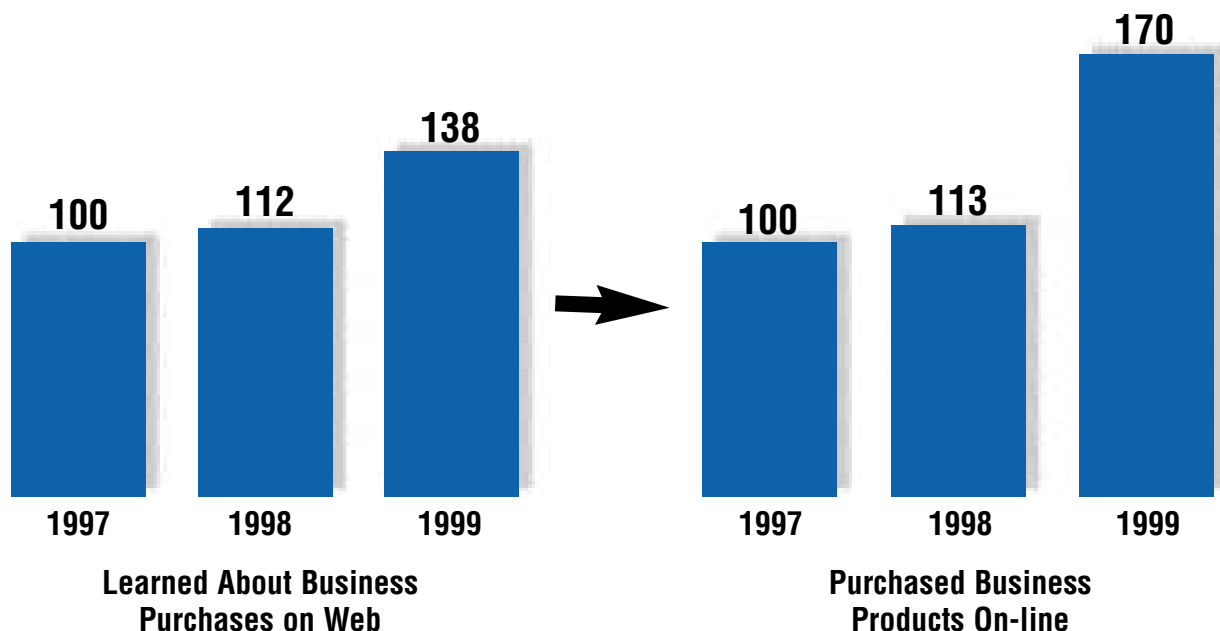
No. 810.12B

Replaces 810.12A

Do Manufacturing Professionals Purchase Products For Business As A Result Of Seeing Them On The Internet? How Are The Transactions Made?

Manufacturing professionals are relying on the Internet now more than ever for business purchases. Not only are these buyers learning about products on the Internet, but they are also completing the transactions on-line. Purchases and on-line transactions have increased since 1997, suggesting growing acceptance of the Internet and electronic commerce.

WEB INFLUENCE ON BUSINESS PURCHASES AND RESULTING ELECTRONIC COMMERCE (INDEXED TO 100)



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine whether manufacturing professionals have made purchases for business based on something seen on the Internet and if so, how the transaction was completed.

Methodology:

In the summer of 1999, Cahners Corporate Research surveyed 11,000 readers of Cahners Business Information's manufacturing titles. Included in the survey were the questions:

"Have you ever purchased anything (for business) as a result of seeing it on the Internet?"

"Did you complete the transaction on-line?"

Conclusion:

The Internet continues to be a valuable tool for manufacturing professionals to learn about products to use in their work. The extent to which on-line purchases have already been made signals a growing acceptance of electronic commerce. Marketers wanting to serve the broadest possible audience should consider incorporating on-line purchase options.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

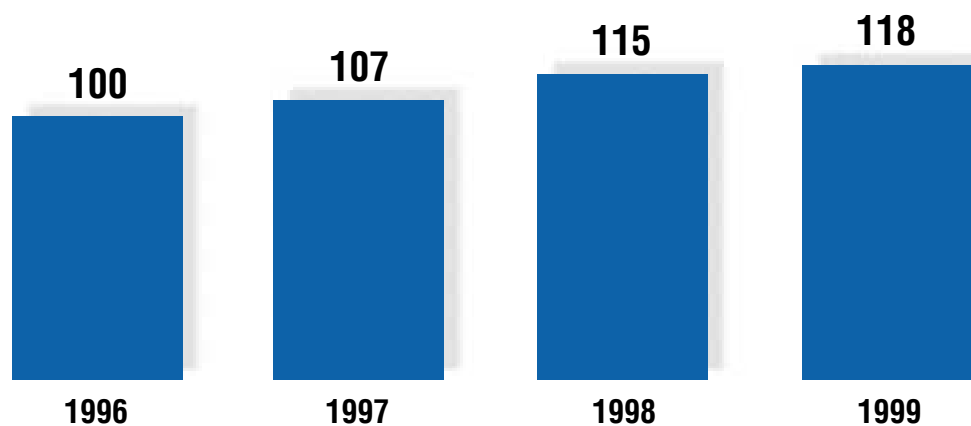
No. 824.0C

Replaces 824.0B1

Do Manufacturing Professionals Use the World Wide Web For Product Information and Evaluation?

Yes. Among manufacturing professionals, use of the Internet for product information and evaluation continues to increase.

USE OF WORLD WIDE WEB FOR PRODUCT INFORMATION AND EVALUATION (Indexed to 100)



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine manufacturing professionals' leading uses of the Web.

Methodology:

In the summer of 1999, Cahners Corporate Research surveyed 11,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How do you use the Web?"

Conclusion:

Manufacturing professionals are relying more and more on the Internet as a source of product information and evaluation. As seen in the CARR Reports, both trade publications (CARR Report 850.0) and their websites (CARR Reports 813.2 – 813.7) play a fundamental role in communicating product information.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 820.0C

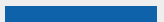


Replaces 820.0B

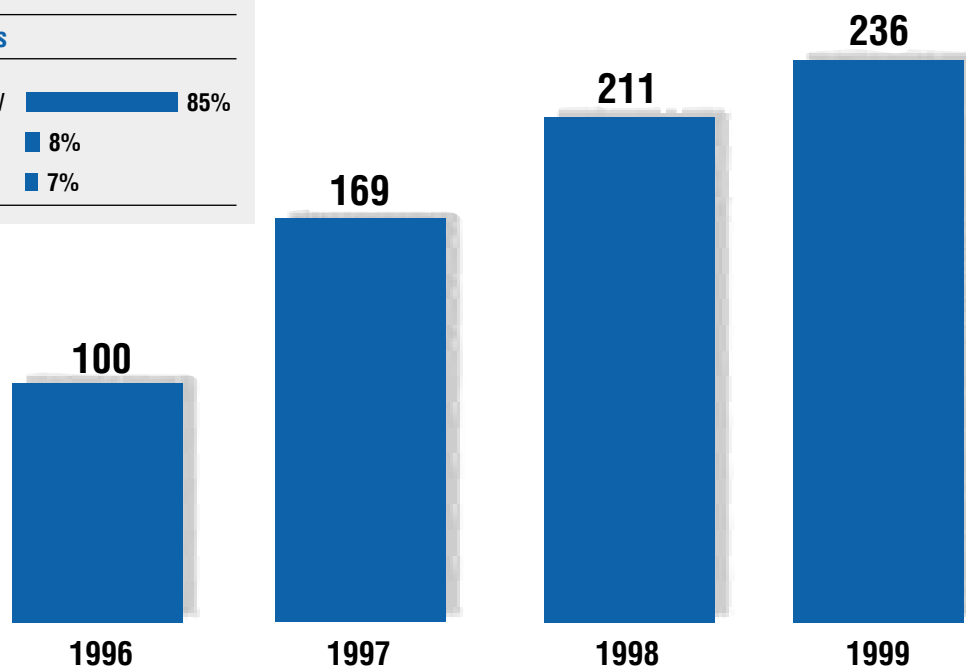
Do Manufacturing Professionals Currently Use or Plan to Use the Internet/World Wide Web?

Yes. Since 1996, Internet/World Wide Web usage has more than doubled among manufacturing professionals.

INTERNET/WORLD WIDE WEB USAGE (INDEXED TO 100)

1999 Results

Currently use
Internet/WWW  85%
Plan to use  8%
DK/never  7%



For additional copies, write CARR, Cahners Business Information, 275 Washington Street,
Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the extent of Internet/World Wide Web current and planned usage among professionals in the manufacturing industries.

Methodology:

In the summer of 1999, Cahners Corporate Research surveyed 11,000 readers of Cahners Business Information's manufacturing titles. Included in the survey were the questions:

"Do you currently use the Internet/World Wide Web?"

"If no, when do you expect to use the World Wide Web?"

Conclusion:

Since 1996, more and more manufacturing professionals have Internet access at work. Over the past four years, Internet access has more than doubled. The rapid growth of this new medium makes it an increasingly important component in a firm's marketing and communications strategy.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

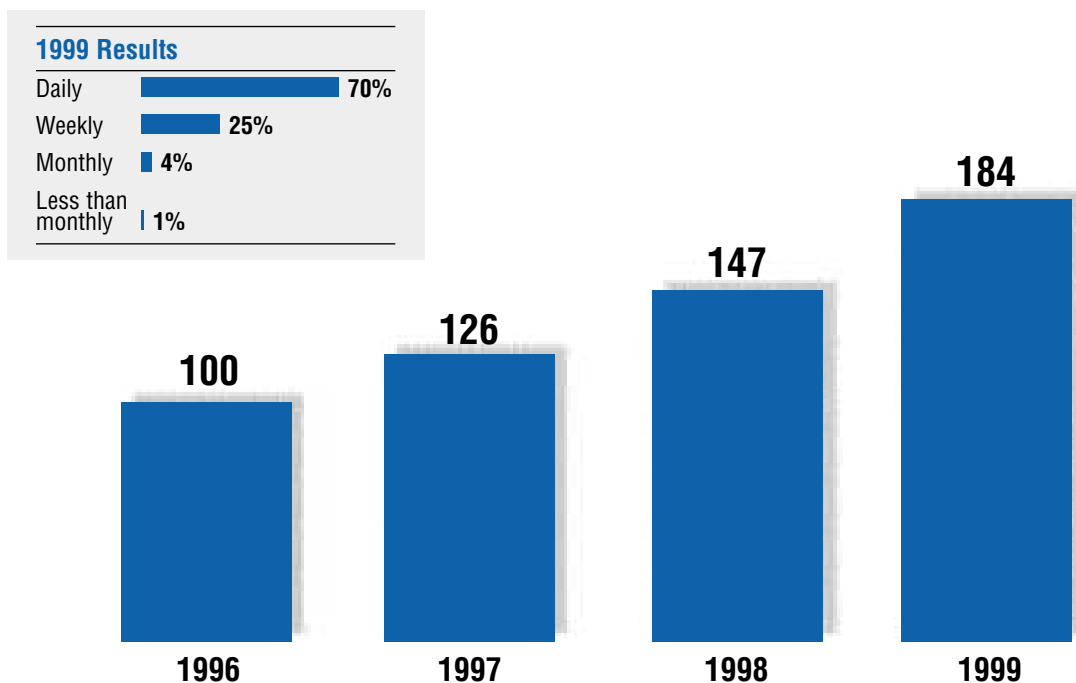
No. 822.0C

Replaces 822.0B

How Frequently Do Manufacturing Professionals Access the World Wide Web?

Very frequently. Manufacturing professionals who access the Web do so on a frequent basis. Daily usage has increased by 84% since spring 1996.

DAILY WEB USAGE (INDEXED TO 100)



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the frequency of the use of the World Wide Web among professionals in the manufacturing industries.

Methodology:

In the summer of 1999, Cahners Corporate Research surveyed 11,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How frequently do you access the World Wide Web?"

Conclusion:

Manufacturing professionals are using the World Wide Web very frequently. Daily usage has shown strong growth since 1996. Additional literature in the field suggests marketers wanting to take advantage of these frequent usage patterns should make their web sites as easy-to-use and informative as possible. Site traffic is often increased by frequently updating the site's material to encourage repeat visits.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

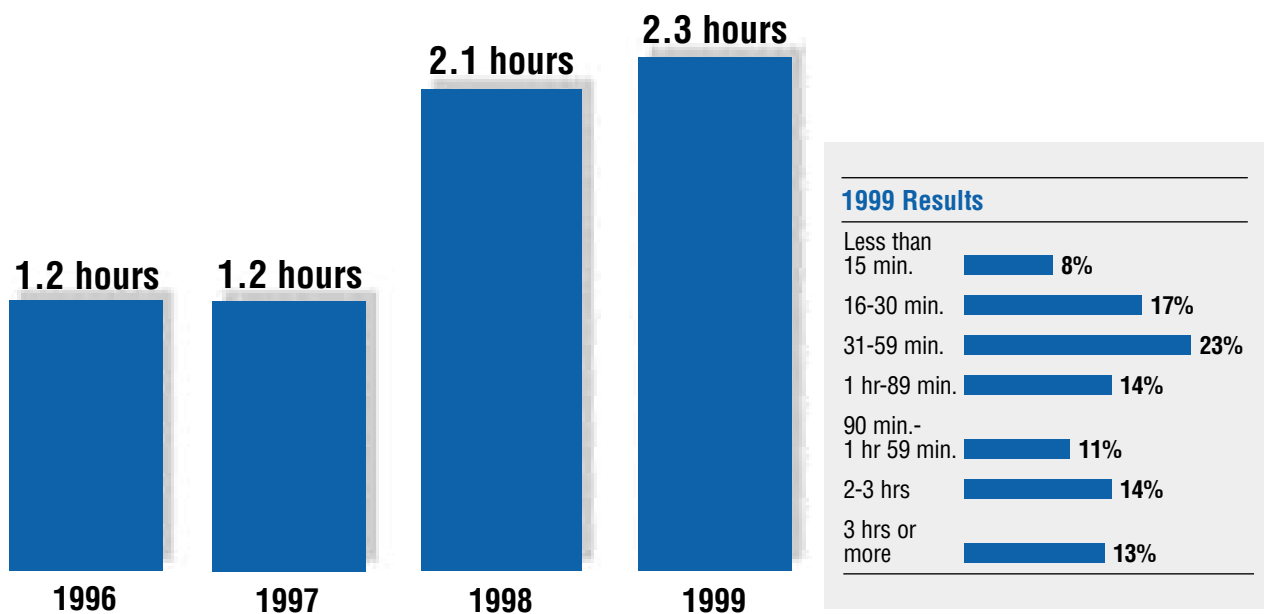
No. 823.0C

Replaces 823.0B

How Much Time Per Week Do Manufacturing Professionals Spend on the World Wide Web?

On average, users spend 2.3 hours per week on the World Wide Web. Over one-third spend in excess of 90 minutes per week. These usage patterns have nearly doubled since spring 1996.

AVERAGE USAGE OF INTERNET PER WEEK



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the time manufacturing professionals spend per week on the World Wide Web.

Methodology:

In the summer of 1999, Cahners Corporate Research surveyed 11,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How much time per week do you currently use the World Wide Web?"

Conclusion:

Manufacturing professionals are devoting an average of 2.3 hours per week to using the World Wide Web. This increased time commitment suggests that marketers should consider incorporating the Internet as part of a comprehensive marketing program. CARR Report 824.0C shows that use of the Internet for product information and evaluation continues to increase. Marketers contemplating their site's contents should consider incorporating this type of information.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 821.1C

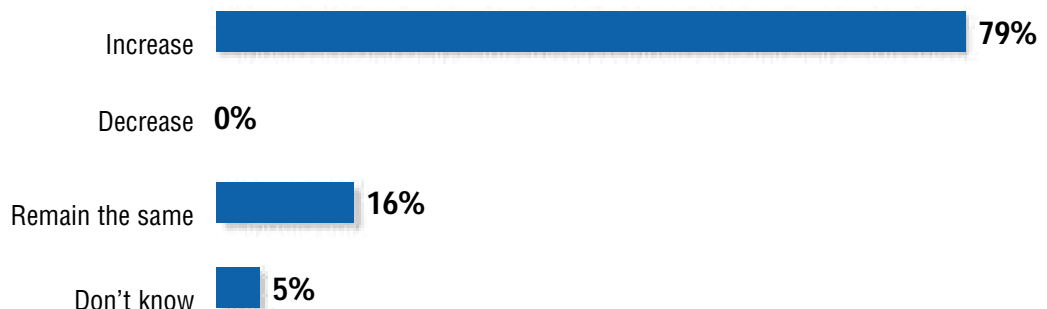
Replaces 821.1B

How Do Manufacturing Professionals Expect Their Internet Usage to Change in the Future?

Internet usage is coming on strong. Over three-quarters of professionals expect their Internet use to increase. The percent of users who expect their Internet usage to remain the same has remained constant over the past two years suggesting that usage patterns are already becoming established.

PERCENT OF RESPONDENTS

My Internet Usage will...



Web Trends	1996	1997	1998	1999
Internet usage will increase	81%	75%	76%	79%
Internet usage will remain the same	9%	17%	16%	16%

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine manufacturing professionals' expectations of their future Internet use.

Methodology:

In the summer of 1999, Cahners Corporate Research surveyed 11,000 readers of Cahners Business Information's manufacturing titles. Included in the survey was the question:

"How do you expect your Internet usage will change in the future?"

Conclusion:

Manufacturing professionals have an increasing acceptance of their future use of the Internet. Usage patterns are already beginning to become established.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Are Manufacturing Professionals Using the World Wide Web?

7 in 10 of manufacturing professionals are using the World Wide Web for product information and evaluation.

PERCENT OF RESPONDENTS



PURPOSE:

To determine manufacturing professionals' leading uses of the Web.

METHODOLOGY:

In the spring of 1996, Reed Elsevier Business Information Corporate Research Department surveyed 2,800 readers of Reed Elsevier Business Information Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey was the question:

"How do you use the Web?"

CONCLUSION:

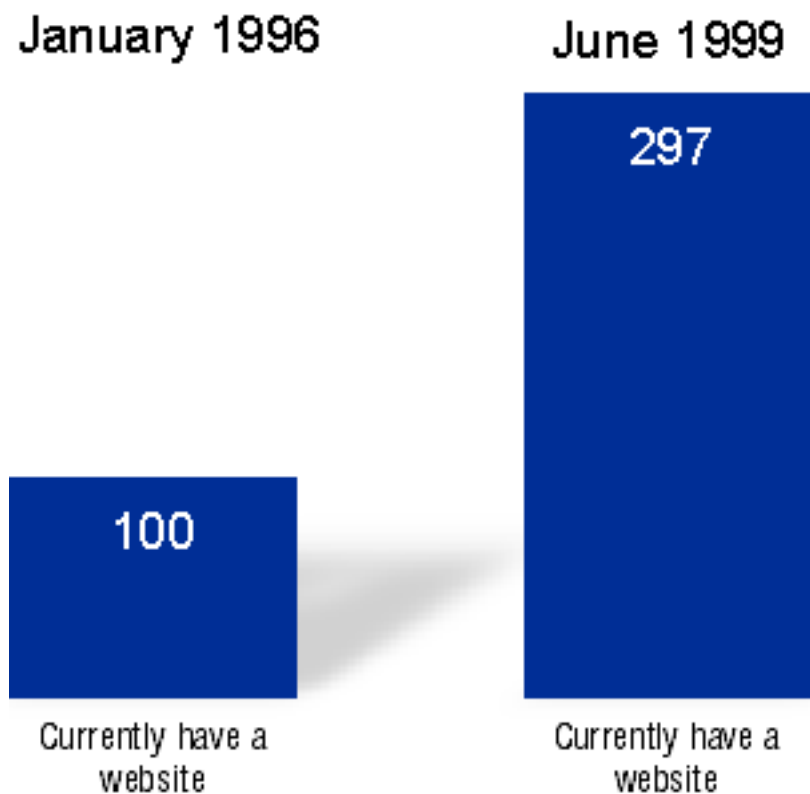
The major use of the Web among manufacturing professionals is to obtain product information and evaluation. Marketers wanting to communicate this type of information should include this in their Web sites.

When Did Business-to-Business Marketers Get Their Internet Sites?

Since January 1996, the growth of business-to-business Internet web sites has tripled. On average, these web sites first went on-line 2 years and 4 months ago.

INDEX SCORE

(Indexed to 100)



Purpose:

To determine the growth patterns of business-to-business Internet websites.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

“Does your organization currently have an Internet website?”

“When did your site first go on-line?”

Conclusion:

The content flexibility, low cost per user, and widespread reach that the Internet provides makes it an important component as part of an overall marketing strategy. The past three years have seen a three-fold increase in the growth of business-to-business Internet websites.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

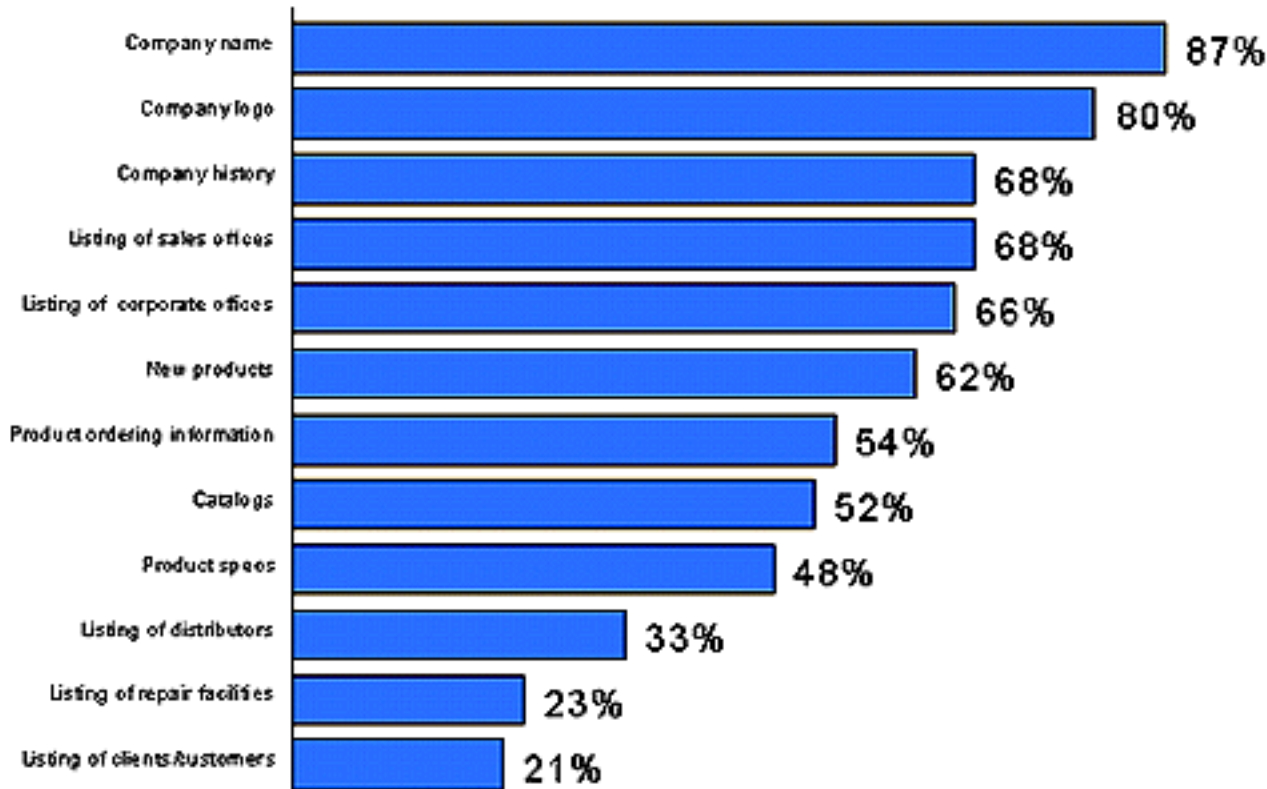
245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

What Information Is/Will Be Contained in Business-to-Business Internet Web Sites?

In addition to company identifiers, such as name, logo, company history and listings of office locations, product, catalog and ordering information are/will be included in a majority of web sites.

PERCENT OF RESPONDENTS



PURPOSE:

To examine the information that business-to-business marketers include/will include in their web site.

METHODOLOGY:

In the fall of 1995, Reed Elsevier Business Information Research surveyed 310 business-to-business advertisers with responsibility for making media placement decisions. Advertisers surveyed were representative of the variety of markets served by Reed Elsevier Business Information Publishing Company and Gordon Publications. Included in the survey was the question:

"Which of the following items are in/will be in your web site?"

CONCLUSION:

In addition to company name and company logo, strong components of brand and company recognition strategies, product, catalog and ordering information are/will be included in web sites. This suggests that the Internet is and will continue to become an active and integral part of product and sales strategies.

How Frequently Do Manufacturing Professionals Access the World Wide Web?

Very frequently. Manufacturing professionals who access the Web do so on a frequent basis. Nearly half access the Web daily, while an additional forty percent access it weekly. Daily usage has increased by 26% since spring 1996.

PERCENT OF RESPONDENTS WHO USE THE WEB

I use the Internet...

Daily	48%
Weekly	40%
Monthly	8%
Less than monthly	4%

Purpose:

To determine the frequency of the use of the World Wide Web among professionals in the manufacturing industries.

Methodology:

In the summer of 1997, Cahners Corporate Research surveyed 13,000 readers of Cahners Publishing Company's and Gordon Publications' manufacturing titles. Included in the survey was the question:

"How frequently do you access the World Wide Web?"

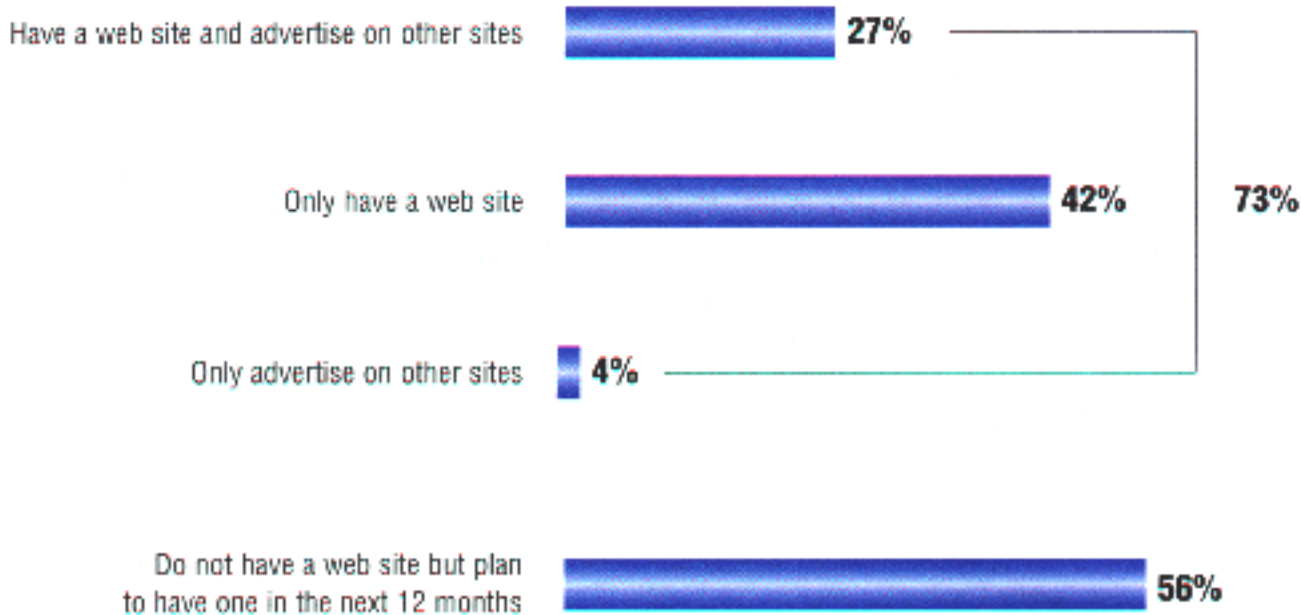
Conclusion:

Manufacturing professionals using the World Wide Web access it on at least a weekly basis, close to half visit the web daily. Additional literature in the field suggests marketers wanting to take advantage of these frequent use patterns should make their web sites as easy-to-use and informative as possible. Site traffic is often increased by frequently updating the site's material to encourage repeat visits.

Are Companies Using the Internet/World Wide Web To Market Their Products/Services?

73% of companies indicated they advertise their products/services via their own web site and/or other sites on the Internet/World Wide Web. Over half of those without a web site will have one in the coming year.

% OF TOTAL RESPONDENTS



Purpose:

To determine the extent of use of the Internet/World Wide Web as a marketing channel for advertising products/services.

Methodology:

Reed Elsevier Business Information Research surveyed, by telephone, a random selection of 300 advertisers and prospects to determine how they allocate their marketing budgets. Respondents represent the diversity of markets and job functions covered by Reed Elsevier Business Information publications in the following industries: foodservice, electronics, computers, building and construction and manufacturing.

Respondents were asked - is your company currently on the Internet/World Wide Web; do you advertise on other sites; and do you plan to have a site in the future.

Conclusion:

The Internet/World Wide Web is becoming a major element in a company's marketing arsenal. 73% of companies indicated they advertise via the Internet/World Wide Web either at their own web site or on other sites; 27% have a web site and advertise on other sites; 42% only have

their own web site; and 4% only advertise on other sites. 27% do not currently have a web site, but 56% of these companies indicated they have plans to have one in the next twelve months.

**CAHNERS
OFFICES**

**BOSTON (Corporate
Headquarters)**

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy
Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

01-99

Cahners Advertising Research Report

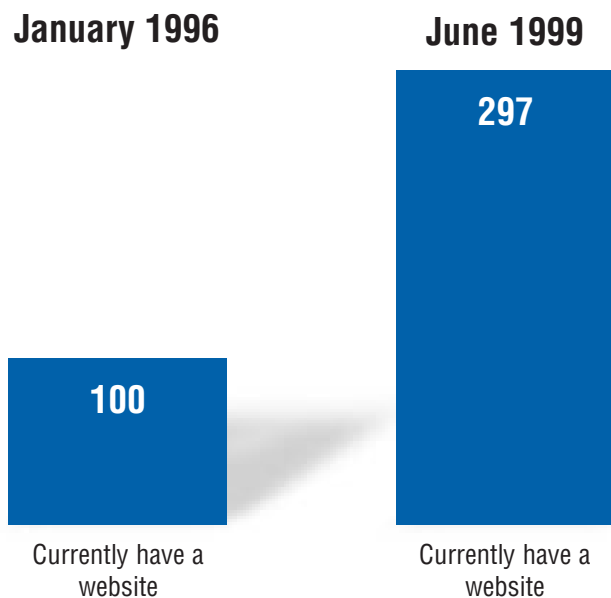
No. 810.0A

Replaces 810.0

When Did Business-to-Business Marketers Get Their Internet Sites?

Since January 1996, the growth of business-to-business Internet web sites has tripled. On average, these web sites first went on-line 2 years and 4 months ago.

INDEX SCORE (Indexed to 100)



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the growth patterns of business-to-business Internet websites.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions.

Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

“Does your organization currently have an Internet website?”

“When did your site first go on-line?”

Conclusion:

The content flexibility, low cost per user, and widespread reach that the Internet provides makes it an important component as part of an overall marketing strategy. The past three years have seen a three-fold increase in the growth of business-to-business Internet websites.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive

Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

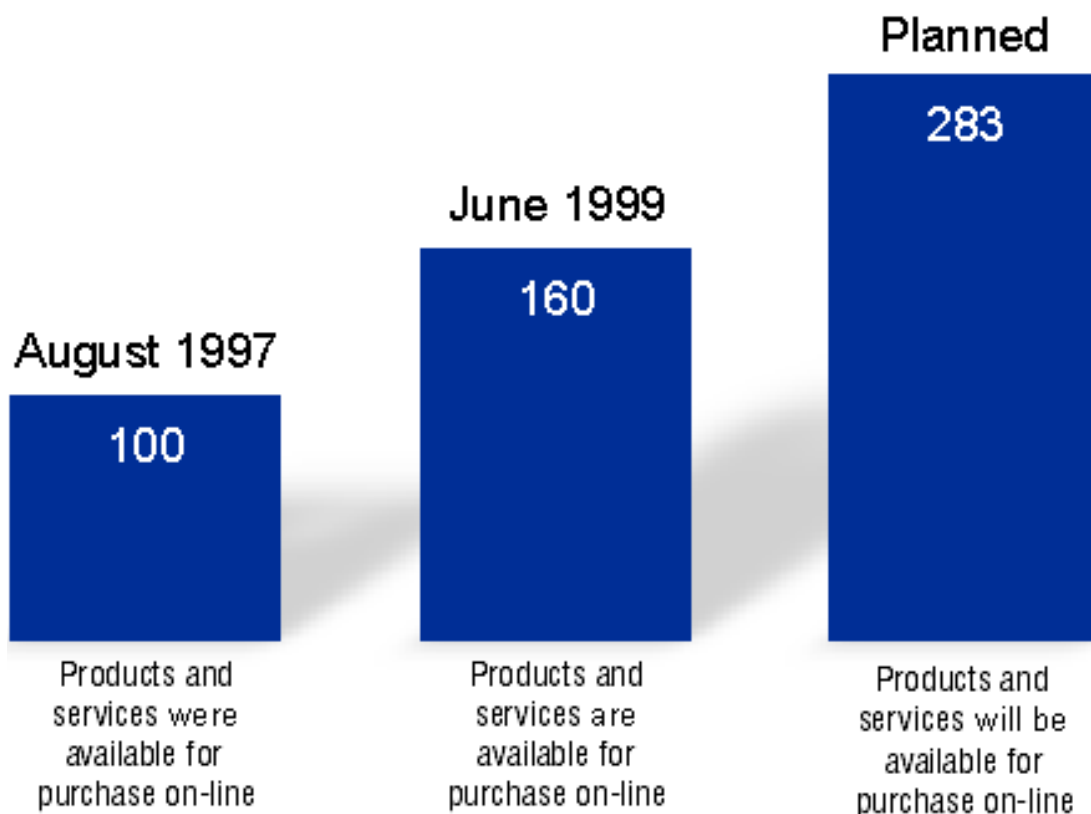
Do Companies Sell Their Products Via the Internet/World Wide Web? Do They Plan To?

Over the past two years, electronic commerce has increased by sixty percent among business-to-business firms.

This growth is expected to continue in the future.

INDEX SCORE

(Indexed to 100)



Purpose:

To determine the growth of electronic commerce.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the

questions:

“Can someone buy your products on-line?”

“Do you plan to sell your products on-line?”

Conclusion:

On-line commerce has increased by 60% since August 1997 and is expected to grow in the future. Nearly twice as many marketers plan to include electronic commerce in their sales efforts than do currently.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

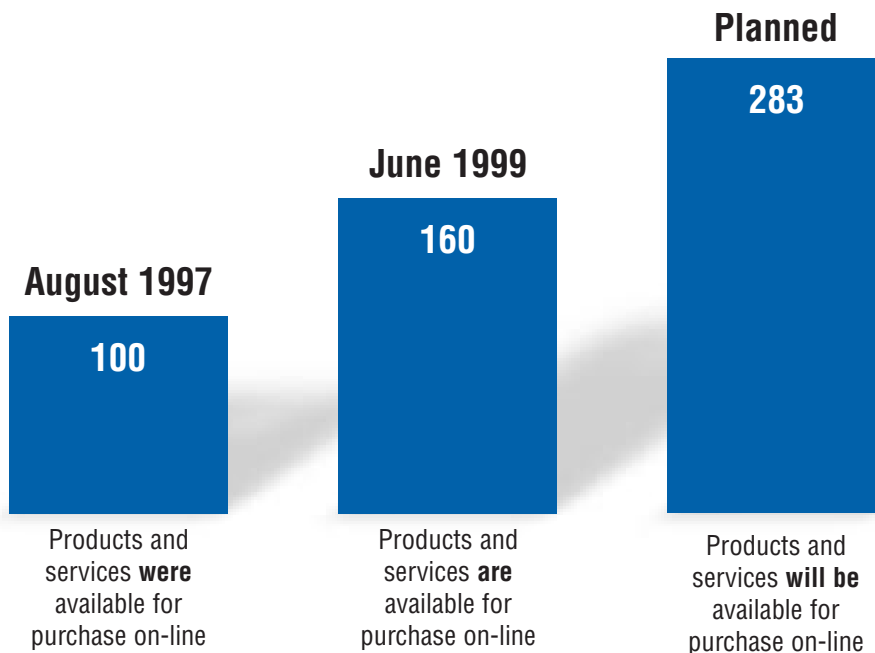
No. 810.1A

Replaces 810.1

Do Companies Sell Their Products Via the Internet/World Wide Web? Do They Plan To?

Over the past two years, electronic commerce has increased by sixty percent among business-to-business firms. This growth is expected to continue in the future.

INDEX SCORE (Indexed to 100)



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the growth of electronic commerce.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

“Can someone buy your products on-line?”

“Do you plan to sell your products on-line?”

Conclusion:

On-line commerce has increased by 60% since August 1997 and is expected to grow in the future. Nearly twice as many marketers plan to include electronic commerce in their sales efforts than do currently.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

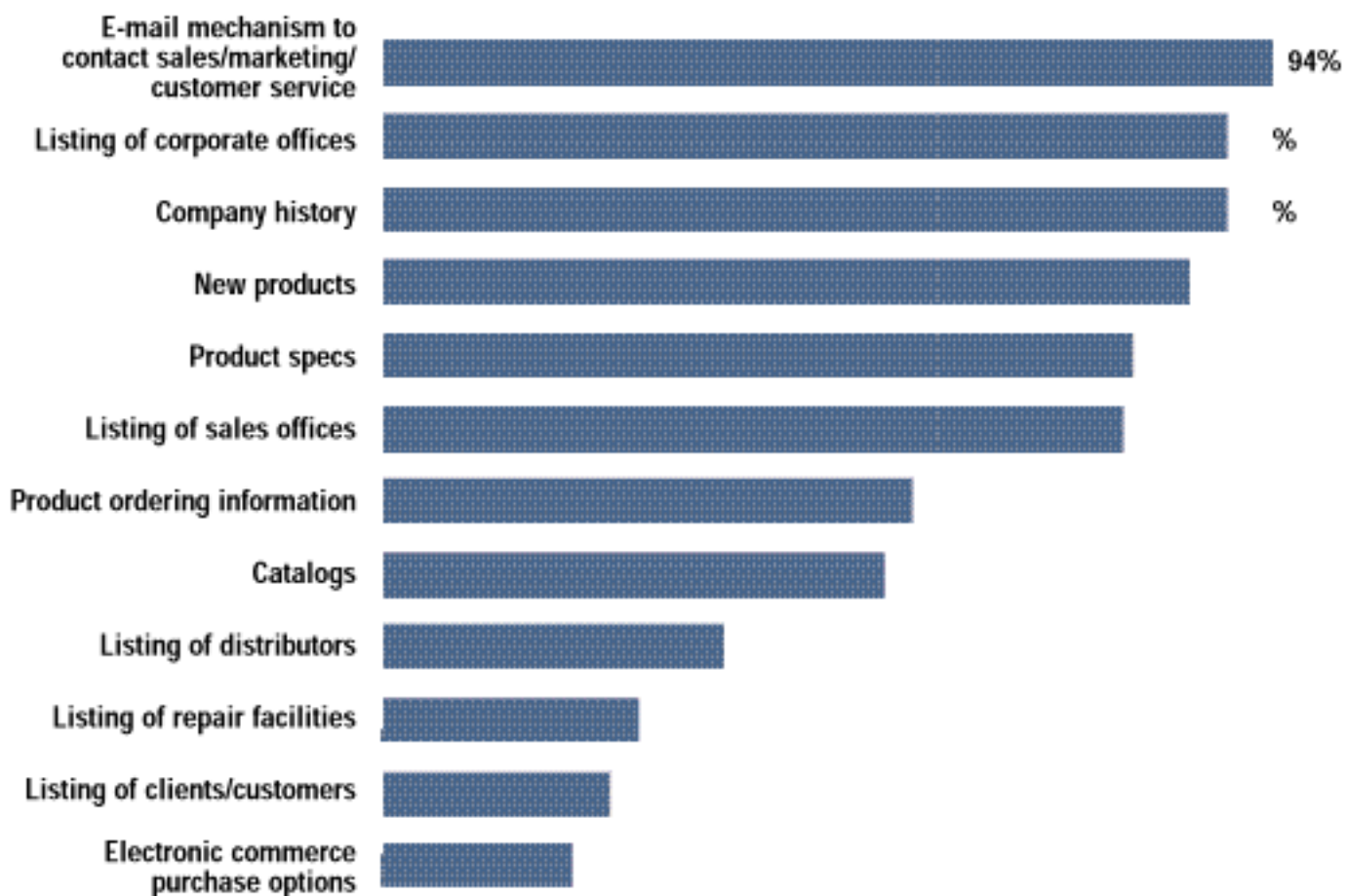
201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

What Elements Are Included In A Company's Website?

Nearly all websites include an e-mail mechanism to contact sales/marketing/customer service representatives. More than three-quarters list their corporate offices, company history, new products, product specs and sales offices.

% OF TOTAL RESPONDENTS



Purpose:

To determine what features are included in a company's website on the Internet/World Wide Web.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey was the question: "Which of the following are contained in your website?"

Conclusion:

Web sites on the Internet/World Wide Web always include the company name and logo. Most include a contact mechanism for sales, marketing, and customer service. Greater than 75% include a listing of both corporate offices and sales offices, as well as information on new products, product specs, and company history. Marketers wanting successful, high-trafficked websites should include contact information and mechanisms; specific, detailed product information; specs; and catalogs in their sites.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

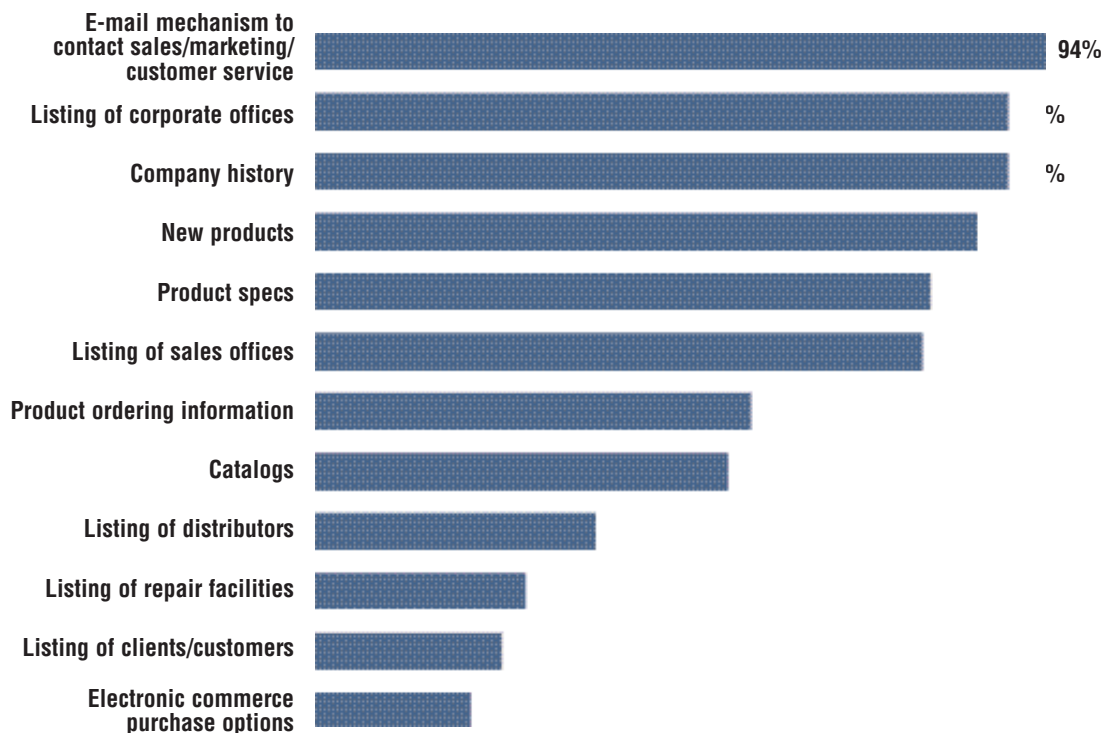
No. 812.0B

Replaces 812.0A

What Elements Are Included In A Company's Website?

Nearly all websites include an e-mail mechanism to contact sales/marketing/customer service representatives. More than three-quarters list their corporate offices, company history, new products, product specs and sales offices.

% OF TOTAL RESPONDENTS



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine what features are included in a company's website on the Internet/World Wide Web.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information.

Included in the survey was the question: "Which of the following are contained in your website?"

Conclusion:

Web sites on the Internet/World Wide Web always include the company name and logo. Most include a contact mechanism for sales, marketing, and customer service. Greater than 75% include a listing of both corporate offices and sales offices, as well as information on new products, product specs, and company history. Marketers wanting successful, high-trafficked websites should include contact information and mechanisms; specific, detailed product information; specs; and catalogs in their sites.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

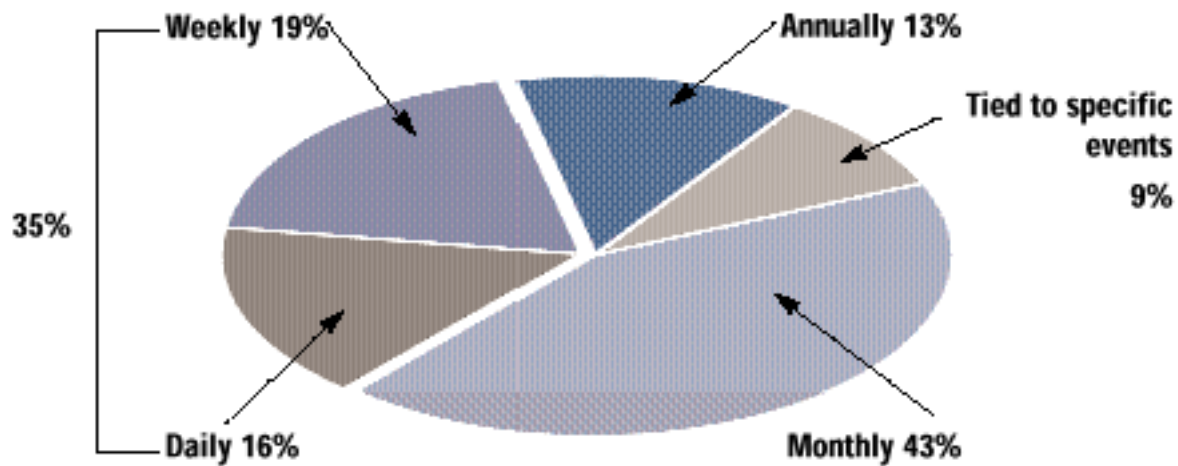
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Frequently is the Information on a Company Website Updated?

Just over one-third of business-to-business marketers say their websites are updated daily (16%) or weekly (19%).

PERCENT OF RESPONDENTS

Websites updated...



Purpose:

To determine how often companies update their websites.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey was the question:

"How often do you update the information on your website?"

Conclusion:

Websites are constantly changing and evolving to keep up with marketing strategies. The flexible nature of their design makes them an ideal marketing tool. 16% of the respondents indicated they update their company's website daily; 19% indicated they update weekly; 43% indicated they update monthly; 13% update their site annually; 9% tie their website update to specific events such as new product introductions and trade shows.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 813.1A

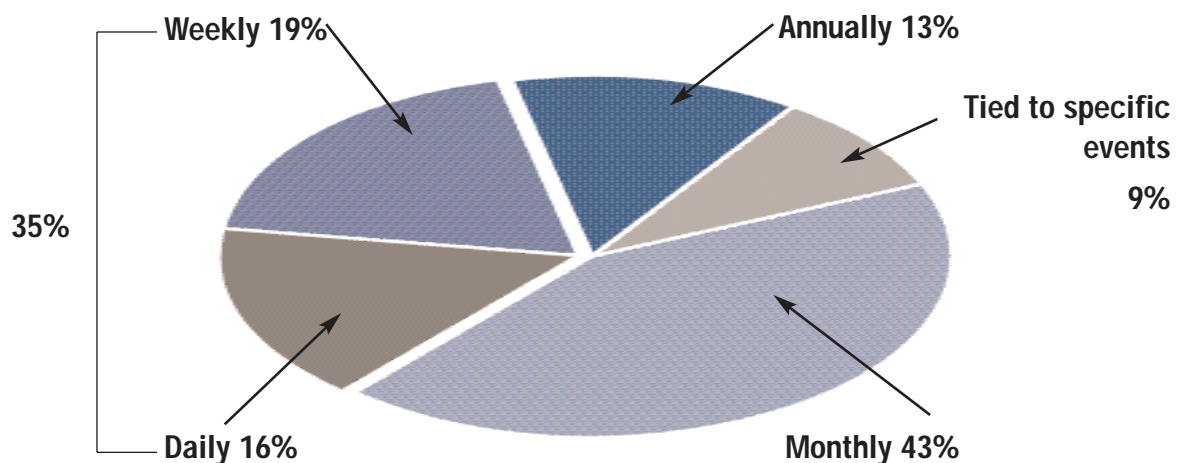
Replaces 813.1

How Frequently is the Information on a Company Website Updated?

Just over one-third of business-to-business marketers say their websites are updated daily (16%) or weekly (19%).

PERCENT OF RESPONDENTS

Websites updated...



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine how often companies update their websites.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions.

Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey was the question:

“How often do you update the information on your website?”

Conclusion:

Websites are constantly changing and evolving to keep up with marketing strategies. The flexible nature of their design makes them an ideal marketing tool. 16% of the respondents indicated they update their company's website daily; 19% indicated they update weekly; 43% indicated they update monthly; 13% update their site annually; 9% tie their website update to specific events such as new product introductions and trade shows.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

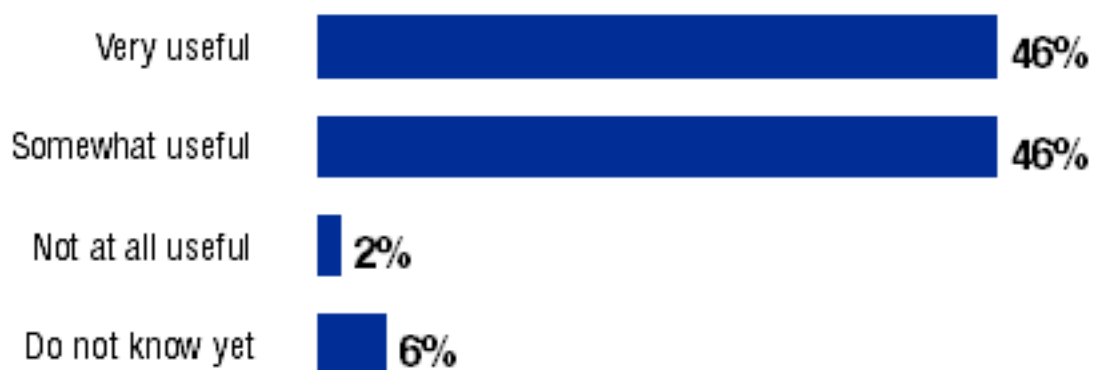
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Do Business-to-Business Marketing Professionals Find the Internet/World Wide Web Useful As A Marketing Tool? To What Extent Will It Be Used In The Future?

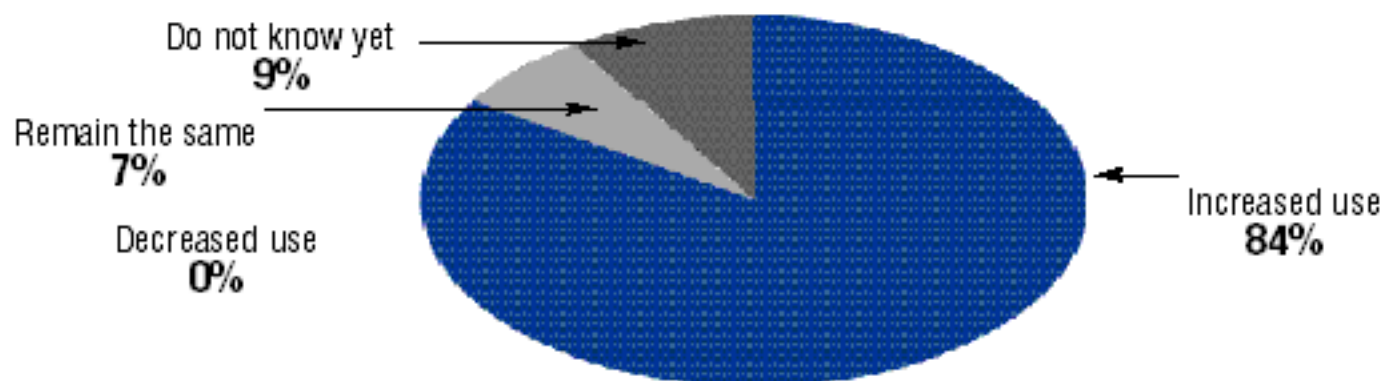
92% of business-to-business marketing professionals find this source a very or somewhat useful tool in marketing their company's products/services. Similarly, 84% expect their use of the internet to increase.

% OF TOTAL RESPONDENTS

Find the Internet/World Wide Web as a marketing tool...



Expected use of the internet as a marketing tool in the future...



Purpose:

To determine whether business-to-business marketing professionals find the Internet/World Wide Web useful as a marketing tool and whether their use will increase in the future.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

How useful is the Internet/World Wide Web as a marketing tool? How do you expect your use of the Internet/World Wide Web for marketing your company will change in the future?

Conclusion:

92% of respondents indicated they find the Internet/World Wide Web a useful/somewhat useful tool for marketing their company. Use of the Internet/World Wide Web as a marketing tool for companies will be on the rise – 84% of respondents indicated they expect their use of this tool to increase in the future. None of the respondents indicated they expected their use to decrease.

For more research on use of the Internet/World Wide Web, please see CARR report #800 series.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 815.0A

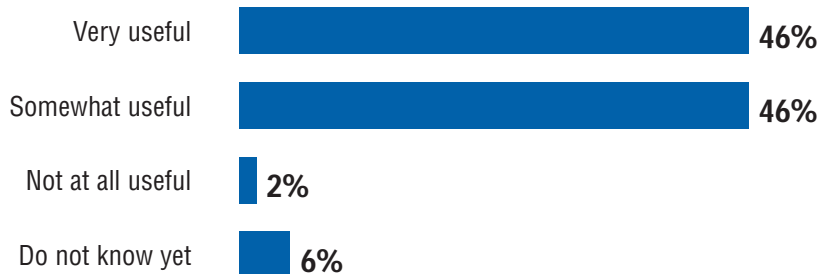
Replaces 815.0

Do Business-to-Business Marketing Professionals Find the Internet/World Wide Web Useful As A Marketing Tool? To What Extent Will It Be Used In The Future?

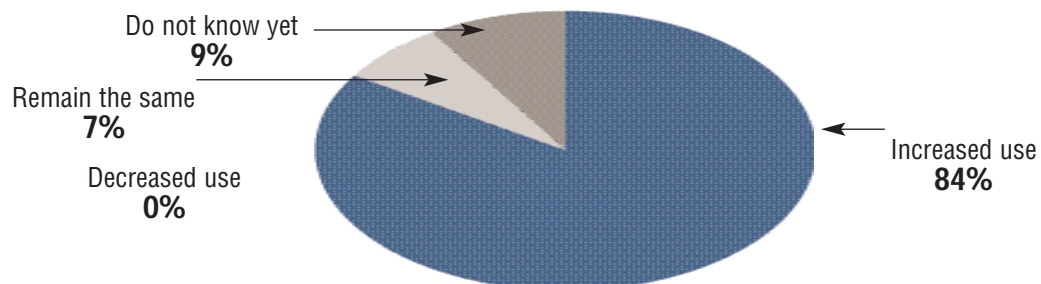
92% of business-to-business marketing professionals find this source a very or somewhat useful tool in marketing their company's products/services. Similarly, 84% expect their use of the internet to increase.

% OF TOTAL RESPONDENTS

Find the Internet/World Wide Web as a marketing tool...



Expected use of the internet as a marketing tool in the future...



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine whether business-to-business marketing professionals find the Internet/World Wide Web useful as a marketing tool and whether their use will increase in the future.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

How useful is the Internet/World Wide Web as a marketing tool? How do you expect your use of the Internet/World Wide Web for marketing your company will change in the future?

Conclusion:

92% of respondents indicated they find the Internet/World Wide Web a useful/somewhat useful tool for marketing their company. Use of the Internet/World Wide Web as a marketing tool for companies will be on the rise – 84% of respondents indicated they expect their use of this tool to increase in the future. None of the respondents indicated they expected their use to decrease.

For more research on use of the Internet/World Wide Web, please see CARR report #800 series.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

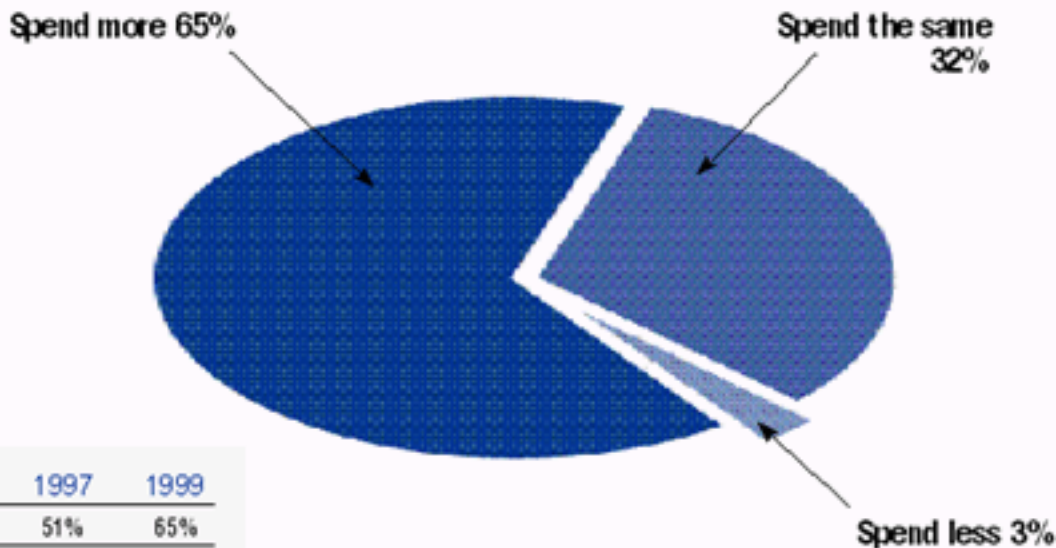
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Do Business-to-Business Marketing Professionals Expect to Budget for Marketing on the Internet in the Coming Year?

Spending on the Internet as a marketing tool continues to grow. 65% of business-to-business marketing professionals plan to increase their expenditures on internet marketing efforts in the coming year. As compared to 1997, 27% more business-to-business marketers plan to increase their spending for marketing on the Internet.

PERCENT OF RESPONDENTS

Respondents plan to...



Web Trends	1997	1999
Spend more	51%	65%
Spend the same	47%	32%
Spend less	2%	3%

Purpose:

To determine how business-to-business marketing professionals plan to budget for marketing on the Internet in the coming year.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey was the question:

“Do you expect the budget share to increase, decrease, or remain the same for marketing on the Internet in the coming year?”

Conclusion:

The Internet continues to grow in importance as part of business-to-business marketing professionals' marketing communications strategy. 65% plan to spend more for marketing on the Internet in the coming year.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

No. 817.0A

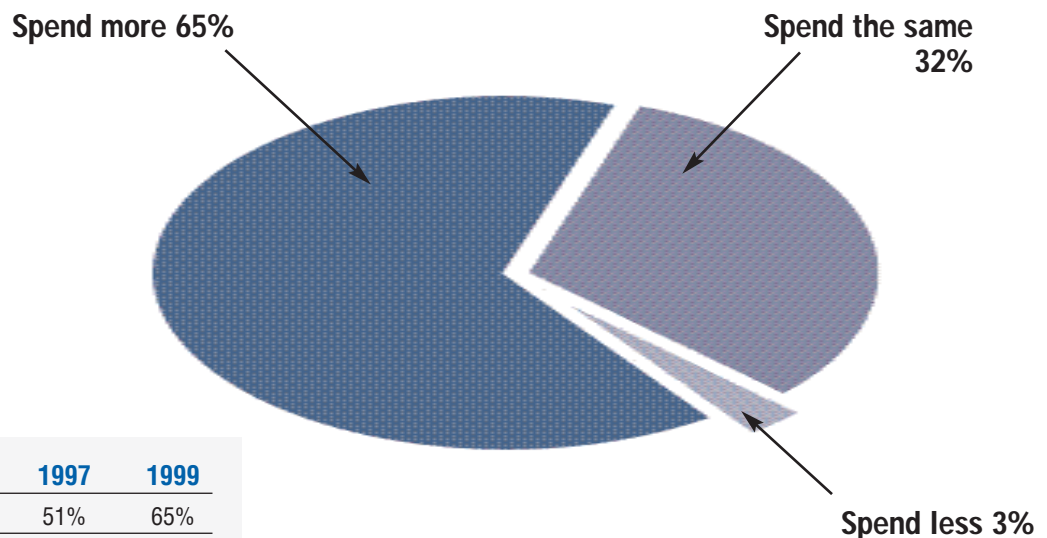
Replaces 817.0A

How Do Business-to-Business Marketing Professionals Expect to Budget for Marketing on the Internet in the Coming Year?

Spending on the Internet as a marketing tool continues to grow. 65% of business-to-business marketing professionals plan to increase their expenditures on internet marketing efforts in the coming year. As compared to 1997, 27% more business-to-business marketers plan to increase their spending for marketing on the Internet.

PERCENT OF RESPONDENTS

Respondents plan to...



Web Trends	1997	1999
Spend more	51%	65%
Spend the same	47%	32%
Spend less	2%	3%

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine how business-to-business marketing professionals plan to budget for marketing on the Internet in the coming year.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions.

Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey was the question:

“Do you expect the budget share to increase, decrease, or remain the same for marketing on the Internet in the coming year?”

Conclusion:

The Internet continues to grow in importance as part of business-to-business marketing professionals' marketing communications strategy. 65% plan to spend more for marketing on the Internet in the coming year.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

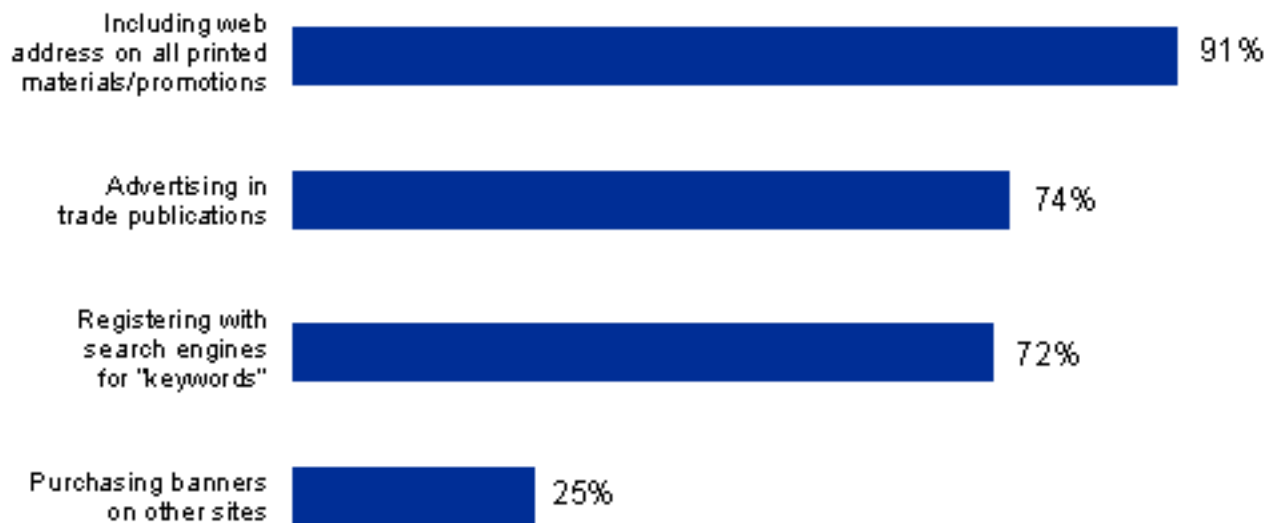
201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

How Do Business-to-Business Marketers Generate Awareness of Their Company's Websites? Which Technique is Most Effective?

Business-to-business marketers use a variety of techniques to generate awareness of their company's website. Advertising in trade publications is second only to marketers' own promotional materials in both usage and effectiveness.

PERCENT OF RESPONDENTS



Purpose:

To determine the population distribution in the United States by region.

Methodology:

Cahners Research collected information from the U.S. Census Bureau to identify important changes in U.S. population distribution that impact the location of industry.

Conclusion:

Advertising in trade publications is a frequently used and effective method of generating awareness for business-to-business websites. Marketers wanting to maximize exposure for their site should incorporate advertising in trade publications in addition to their own promotional and marketing materials.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

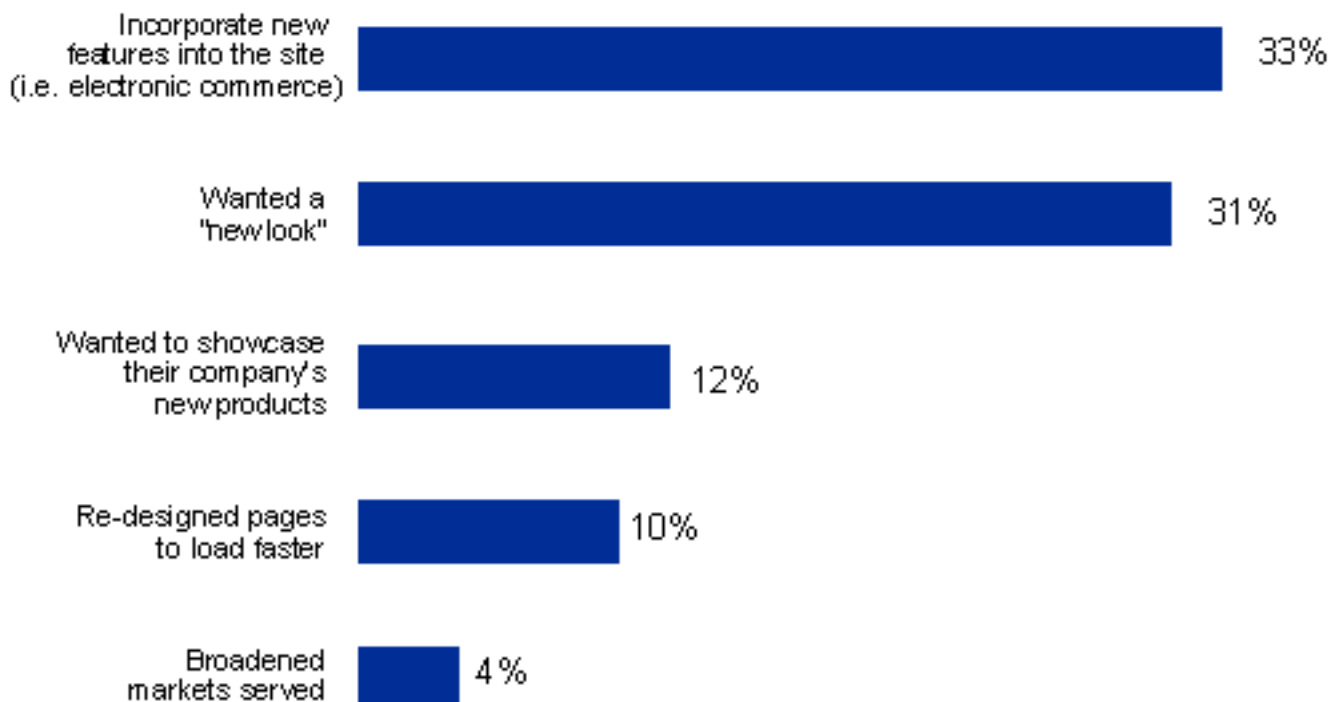
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

10-99

How Many Times Have Business-to-Business Websites Been Re-Designed? What Were the Reasons for the Re-Design?

On average, business-to-business websites have been re-designed twice in nearly 2 1/2 years. The leading reasons for the re-designs were to incorporate new features into the site (i.e.: electronic commerce) and the desire for a new "look."

PERCENT OF RESPONDENTS



Purpose:

To determine the number of re-designs for business-to-business websites and the reasons for the change.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

“How many times has your website been re-designed?” “What was the primary reason for the re-design?”

Conclusion:

Business-to-business websites have been in existence for an average of 2 years and 4 months (see CARR Report [810.0A](#)). In that time, these sites have had an average of two re-designs (beyond updating time-sensitive copy). Marketers wanting to increase awareness of their company’s products and services and increase traffic to their website should take advantage of the dynamic nature of websites.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

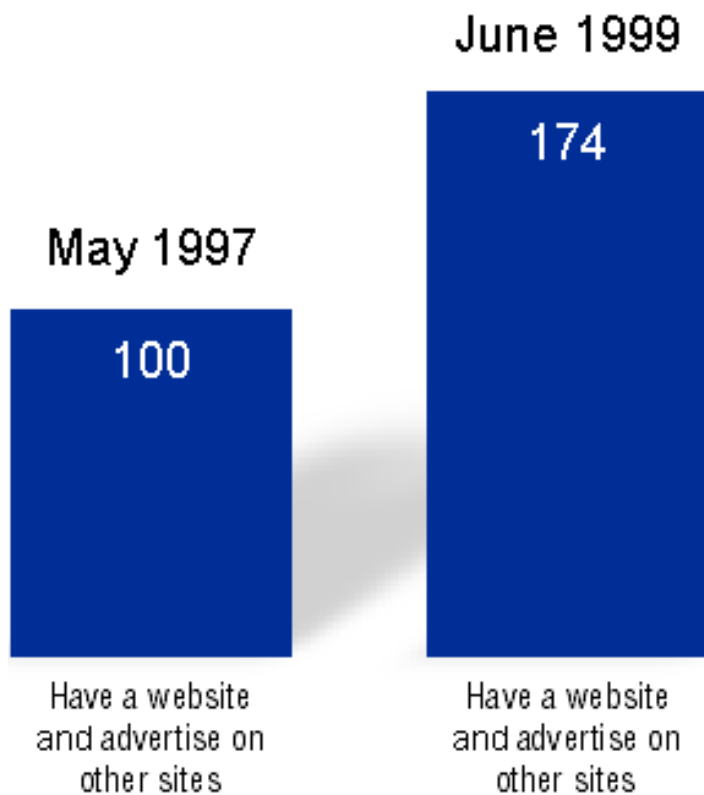
Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Are Companies Using the Internet/World Wide Web to Market Their Products/Services?

Yes! In just over two years, there has been a 74% increase in the number of business-to-business firms who both have a website and advertise on other websites.

INDEX SCORE

(Indexed to 100)



Web Trends 1999	May 1997	Jun
Have a website and advertise on other sites	27%	47%
Only have a website	42%	42%
Only advertise on other sites	4%	1%
Don't have a website or advertise on other sites	27%	10%

Purpose:

To determine the extent of use of the Internet/World Wide Web as a marketing channel for advertising products/services.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions: "Is your company currently on the Internet/World Wide Web?" "Do you advertise on other sites?"

Conclusion:

The Internet/World Wide Web is a major element in a company's marketing arsenal. In just over two years, there has been a rapid increase in the number of firms who both have their own site and advertise on other sites. Marketers wanting to make the most of their web investment should heavily promote their web address on their marketing materials and in their advertisements.

CAHNERS OFFICES BOSTON (Corporate Headquarters) CHICAGO:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Cahners Advertising Research Report

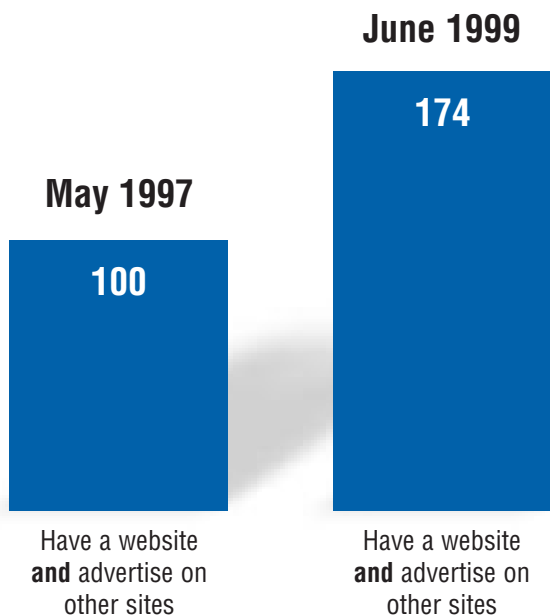
No. 860.0A

Replaces 860.0

Are Companies Using the Internet/ World Wide Web to Market Their Companies Products/Services?

Yes! In just over two years, there has been a 74% increase in the number of business-to-business firms who both have a website and advertise on other websites.

INDEX SCORE (Indexed to 100)



Web Trends	May 1997	June 1999
Have a website and advertise on other sites	27%	47%
Only have a website	42%	42%
Only advertise on other sites	4%	1%
Don't have a website or advertise on other sites	27%	10%

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), e-mail at carr@cahners.com, or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the extent of use of the Internet/World Wide Web as a marketing channel for advertising products/services.

Methodology:

In the summer of 1999, Cahners Research surveyed 405 business-to-business marketers with responsibility for making media placement decisions. Marketers surveyed were representative of the variety of markets served by Cahners Business Information. Included in the survey were the questions:

“Is your company currently on the Internet/World Wide Web?”

“Do you advertise on other sites?”

Conclusion:

The Internet/World Wide Web is a major element in a company's marketing arsenal. In just over two years, there has been a rapid increase in the number of firms who both have their own site and advertise on other sites. Marketers wanting to make the most of their web investment should heavily promote their web address on their marketing materials and in their advertisements.

CAHNERS OFFICES

BOSTON:

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
846-635-8800

2000 Clearwater Drive
Oak Brook, IL 60523
630-574-6000

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

345 & 350 Hudson Street
4th Floor
New York, NY 10014
212-519-7200

RADNOR:

201 King of Prussia Rd.
Radnor, PA 19089
610-964-4000

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

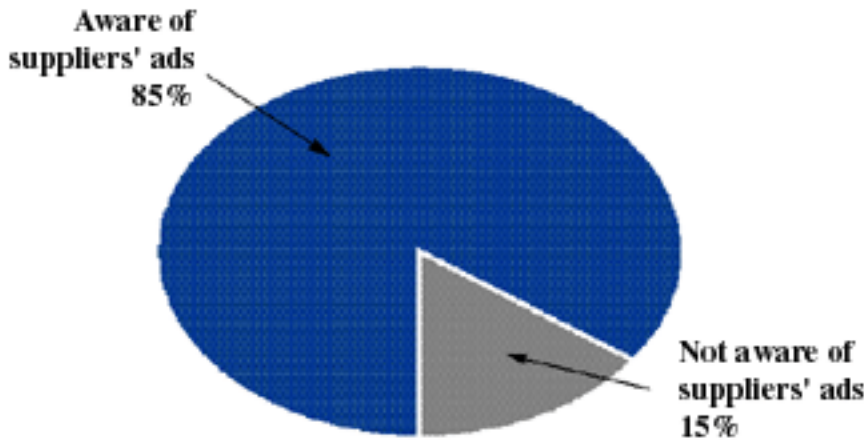
N.O. 813.6

Are Buyers and Specifiers Aware of Suppliers' Ads When They Visit Magazine Websites?

Yes! Eighty-five percent of buyers and specifiers are aware of suppliers' ads (logos, "banners", "buttons", etc.) when they visit a magazine's website.

AWARENESS OF SUPPLIERS' ADS

Respondents Using On-Line Resources for Business



Objective:

To determine whether Buyers and Specifiers are aware of ads from suppliers when they visit a trade magazine's website.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included on the survey was the question: "Most magazine websites contain ads from suppliers (logos, "banners", "buttons", etc.). When you visit a magazine's site, are you usually aware of these ads?"

Conclusion:

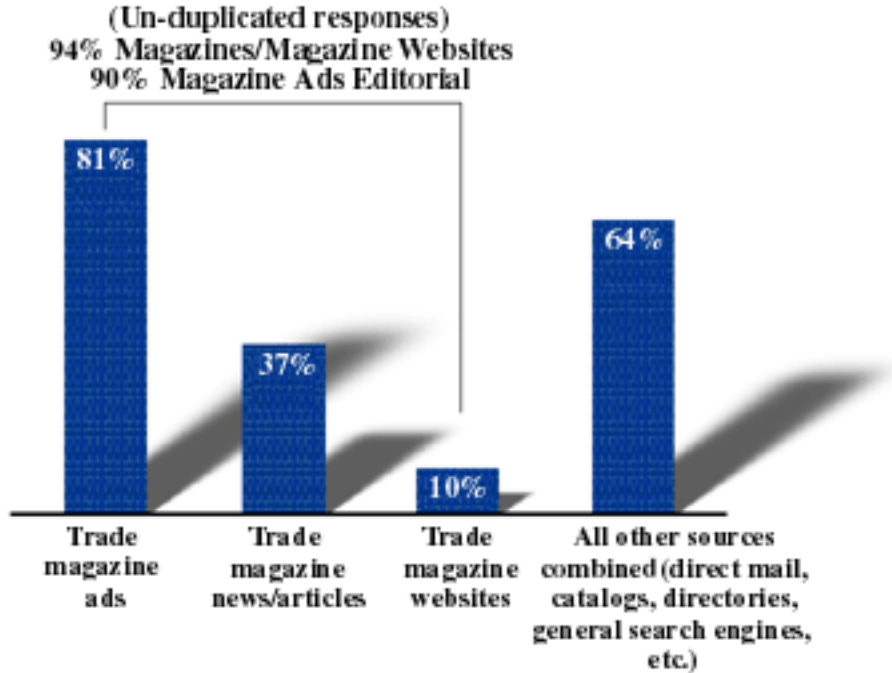
Almost all buyers and specifiers are aware of suppliers' ads when they explore a trade magazine's website. Trade magazines and their websites reach targeted communities of like-minded decision-makers, buyers, and specifiers of various products and services. Marketers wanting to reach this audience should continue to place prominent, eye-catching ads throughout these sites in the form of logos, "banners", and "buttons".

How Do Buyers and Specifiers First Learn About Suppliers' Websites?

By far, buyers and specifiers first learn about suppliers' websites from trade magazine advertisements.

SOURCES OF LEARNING ABOUT SUPPLIERS' WEBSITES

Respondents Using On-Line Resources for Business



Objective:

To determine how buyers and specifiers first learn about suppliers' websites.

Methodology:

To achieve this objective, Martin Akel & Associates, an independent market research firm, mailed 1,500 surveys to randomly selected recipients in our Manufacturing group (SICs 20-39) with the following job titles: Corporate Management, Management and Engineering professionals in Design, Research and Development, Manufacturing and Plant Operations, Engineering, Quality Assurance, and Quality Control. Respondents surveyed represented firms of all sizes. In addition to the mail survey, a pre-mailing announcement postcard, a follow-up survey, and a \$1 incentive were included. The survey achieved a 36% response rate.

Included in the survey was the question: "From what sources are you likely to first learn about suppliers' websites?"

Conclusion:

Ninety-four percent of respondents first learn of suppliers' websites in trade magazines or trade magazine websites. Over eight out of ten respondents first learn solely from advertisements in trade magazines. Marketers should extensively employ both of these media when promoting their websites to buyers and specifiers.

How to Estimate the Direct Sales Generated by Your Product Advertising

There is a direct connection between print advertising, sales leads, and product sales.

In 1988 the American Business Press conducted a landmark study in which they traced the connection between advertising and sales for three different products. Using a laborious and expensive process which involved the cooperation of both magazines and advertisers, they literally traced every sale of these products during a specified period of time back to the individual responsible for buying the product.

They then used circulation lists of participating publications to find out whether the individuals doing the buying had been exposed to a low, medium, or high level of advertising. With this information in hand, they were able to show actual dollars of sales per dollar invested in advertising, and were even able to calculate a return on investment for the advertiser. A complete report of this study is available from the American Business Press in New York City.

The study proved that an increase in advertising means greater sales, more profits and higher return on investment. And that's good. It would be even better, however, **if each of us could calculate these figures for our own advertising programs.** This would prove to corporate management just how much they are getting back, right now, for their advertising investment -- to say nothing of the future returns which result from the increased levels of awareness created in prospects' minds.

Unfortunately, the cost of doing this for one product or one ad campaign is too great for it to be a practical procedure in most cases. There is, however, a way we can estimate these numbers with reasonable accuracy. The key is inquiries and what we know about the people who make them.

- After six months, 20% of the people who send in an inquiry about an advertised product will have bought that product from someone. 15% more are planning to buy soon. And many of the rest are interested but have not yet decided to buy. (*Source: CARR Report #210.0*)
- After a year, 45% will have bought the advertised product from someone. (*Source: Inquiry Handling Service*)

The worksheet on the following pages shows you how to use these facts to analyze an ad campaign and estimate the sales that resulted directly from that advertising.

Worksheet Instructions

1. **Period of time in which the ad is run.** Include only advertisements for a single product or related set of products.
2. **Number of advertisements.** Use either a single ad or a campaign.
3. **Number of reader service inquiries.** Provided by the publication.
4. **Telephone and FAX inquiries generated by the print advertisements.** This comes from your tracking records, or use of a survey of a random sample of inquirers to see what percentage were responding to your ad. Remember the step does not count those who called a local sales office or sales representative directly.
5. **Total number of leads generated.** Line 3 plus line 4.
6. **Percentage of leads followed up.** Should be 100% but 6% of inquirers are never contacted (CARR Report # 210.5A) and 11% do not receive your information in time (CARR Report #240.23).
7. **Total number of prospects from leads.** Line 5 times line 6.

8. **Estimated percentage of these prospects who will buy within one year.** 45% is the average. Or estimate from a survey of inquirers.
9. **Total number of sales to be made within one year.** Line 7 times line 8.
10. **Your share of market for the product being advertised.** If you don't know your product's share of market, you need to make an estimate -- domestic only if your advertisements run only in U.S. circulated publications. Define your market from your customers' perspective. If another product meets the same need your product attempts to meet, then it is part of the market -- even if technically different from your product. Some publications have brand awareness or preference studies which are a good estimate of market share. (See CARR Reports #2000.6, #2000.9, and #3000.5).
11. **Your estimated sales from this advertising.** Line 10 times line 9.
12. **Average revenue per sales for the product being advertised.** This comes from your accounting or marketing records.
13. **Estimated revenue by your company from this advertising.** Line 12 times line 11. This does not include sales prompted by your advertisements but made directly with your representatives at local sales offices or through distributors.
14. **Average revenue per ad.** Line 13 divided by line 2.

Ad Sales Worksheet

1. Period of time being evaluated	1989	_____
2. Number of advertisements being evaluated	12	_____
3. Total number of leads from reader service cards during period under evaluation	1200	_____
4. Total number of leads from telephone inquiries during period under evaluation	720	_____
5. Total number of leads generated (line 3 plus line 4)	1920	_____
6. Percentage of leads followed up (should be 100%)	100%	_____%
7. Total number of prospects from leads (line 5 times line 6)	1920	_____
8. Estimated percentage of these prospects who will buy within one year	45%	_____%
9. Total number of sales to be made within one year (Line 7 times line 8)	864	_____
10. Your share of market advertised	30%	_____%
12. Estimated total sales realized by your company for this product as a result of this advertising (line 10 times line 9)	259	_____
13. Average revenue per sale for the product being advertised.	\$3,000	\$_____

14. Estimated partial revenue realized by your company as a direct result of this advertising does not include sales that will result from prospects who saw the advertising but did not respond directly to you via reader service card or telephone (line 12 times line 11)

\$777,000

\$_____

15. Average revenue per ad (line 13 divided by line 2)

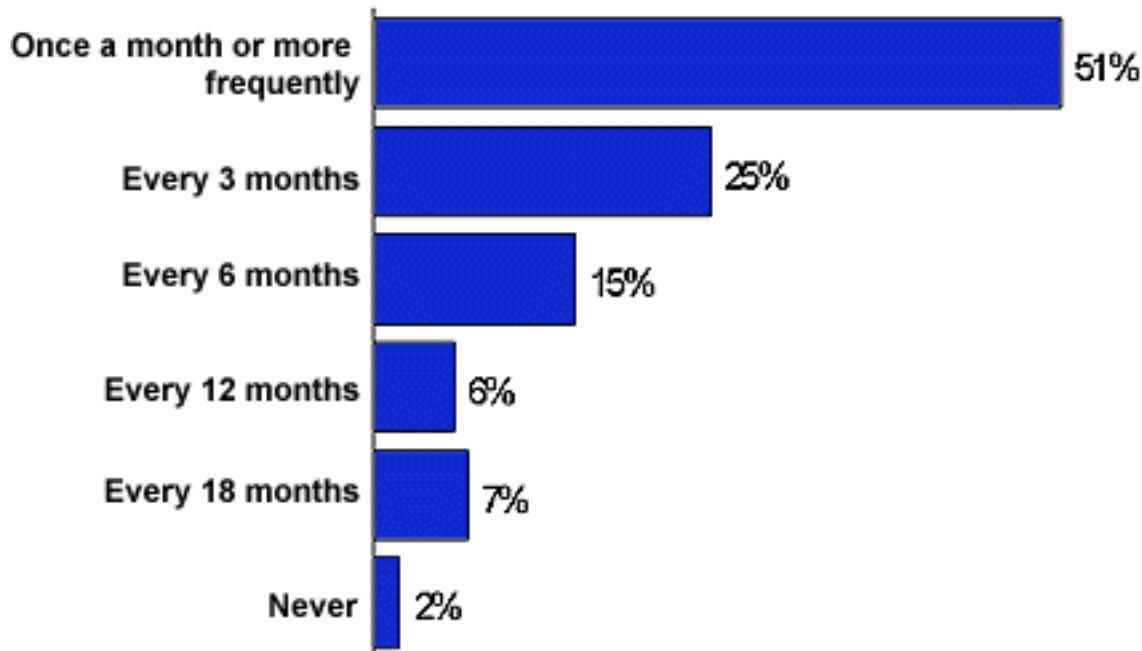
\$64,750

\$_____

How Frequently Do Buyers Rely on Their Literature Files When Making Purchasing Decisions?

A majority of all buyers consult their literature files at least once a month.

PERCENT OF BUYERS WHO CONSULT THEIR LITERATURE FILES . . .



PURPOSE:

To determine the extent to which buyers actively use their literature files when making purchasing decisions.

METHODOLOGY:

The Gordon Publications, a division of Reed Elsevier Business Information Publishing Company, surveyed 9,397 reader service inquirers from 100 different advertisements which ran in 17 different Gordon Publications. Magazines selected for this study represented the following industries: scientific, medical, industrial, manufacturing, construction, and advanced technology. The survey was fielded approximately six months after the advertisements appeared in the publications. The following results are based on 4,723 completed surveys. The survey included the question:

"When you respond to an ad to obtain literature "for file," . . . how often do you use those files to purchase products or services?"

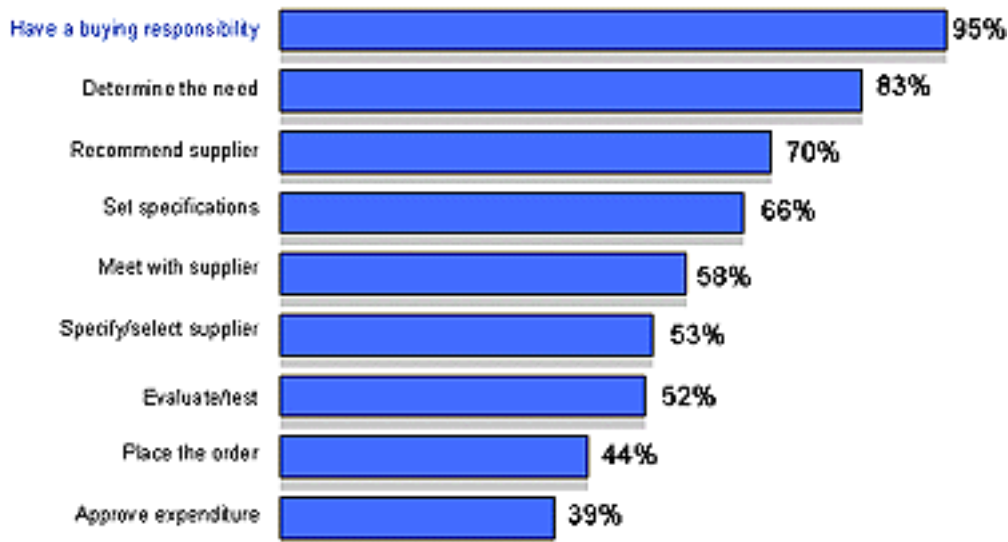
CONCLUSION:

A majority of buyers consult their literature files frequently when making purchasing decisions. Therefore, suppliers whose literature is in the right place at the right time are likely to close more sales. Suppliers should seek out opportunities to distribute literature to qualified buyers. An additional bonus is that an advertisement's "shelf life" becomes longer when part of a literature file.

Do Reader Service Card Inquirers Have Buying Responsibility for Their Company?

95% of inquirers have buying responsibility for their company. Most often, they are involved in determining the need and recommending suppliers.

% INVOLVED



PURPOSE:

To determine if reader service cards inquirers have responsibility for the purchase, specification and/or selection of supplies for their company.

METHODOLOGY:

Cahners Research surveyed 4,000 inquirers who requested additional information from advertisers in 8 Cahners publications. These publications represent the diversity of markets and job functions covered by Cahners publications. A 27% response rate was received. The survey included the question: "How are you involved in the purchase, specification and/or selection of equipment, services, or supplies for your company?"

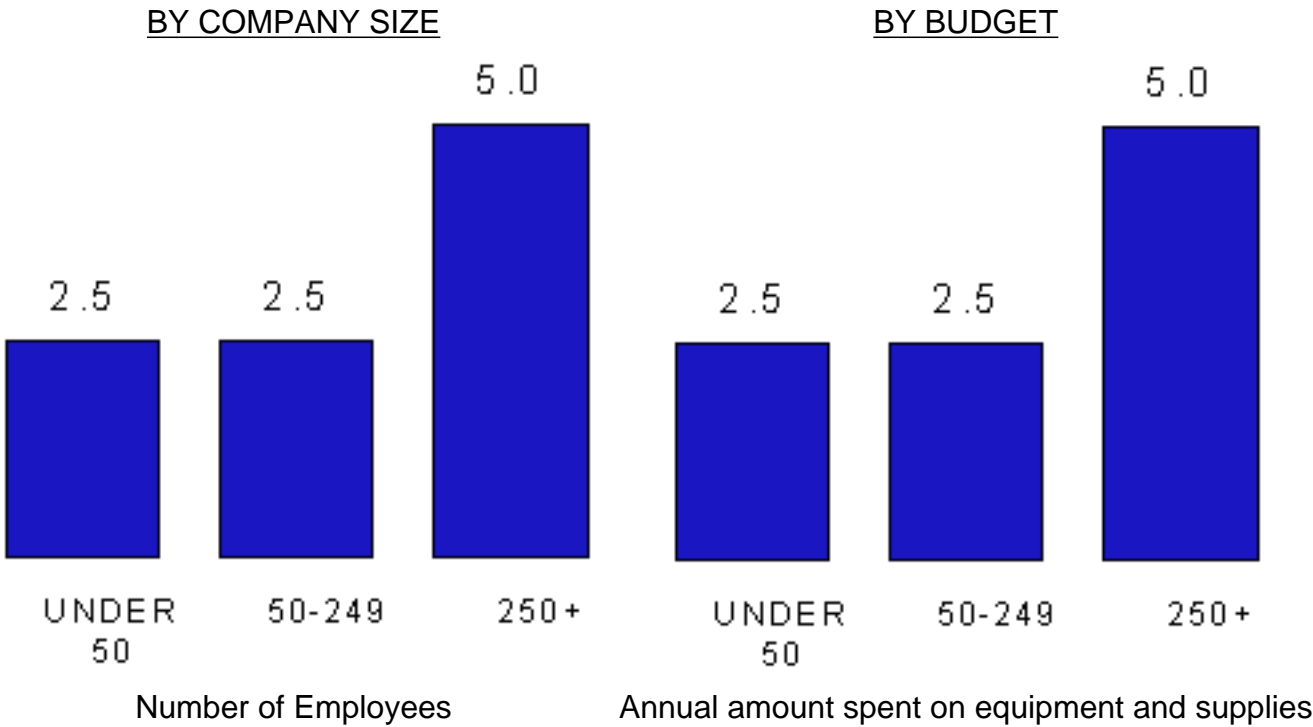
CONCLUSION:

The average reader service card inquirer is involved in six out of eight steps in the purchase, specification and/or selection process. Typically, inquirers are most heavily involved early in the buying process by determining the need, recommending suppliers and setting specifications.

What is the Purchasing Power of Reader Service Inquirers?

The purchasing power of reader service inquirers is great. In fact, buyers returning the most cards represent the largest sales potential.

MEDIAN NUMBER OF READER SERVICE CARDS RETURNED



PURPOSE:

To determine the purchasing power of reader service inquirers.

METHODOLOGY:

Reed Elsevier Business Information Research contracted with Zeldis Research Associates, a New Jersey-based independent research firm, to survey readers from seventeen representative Reed Elsevier Business Information publications in 1995.

The fieldwork was conducted by telephone. A total of 342 interviews were completed, uniformly distributed among these publications. The survey included the questions:

- "How many reader service cards have you returned in the past 12 months?"
- "How many people are employed at your company, or the unit of your company for which you have buying responsibility?"
- "Which of the following categories includes the total dollar amount you spent last year for equipment and supplies?"

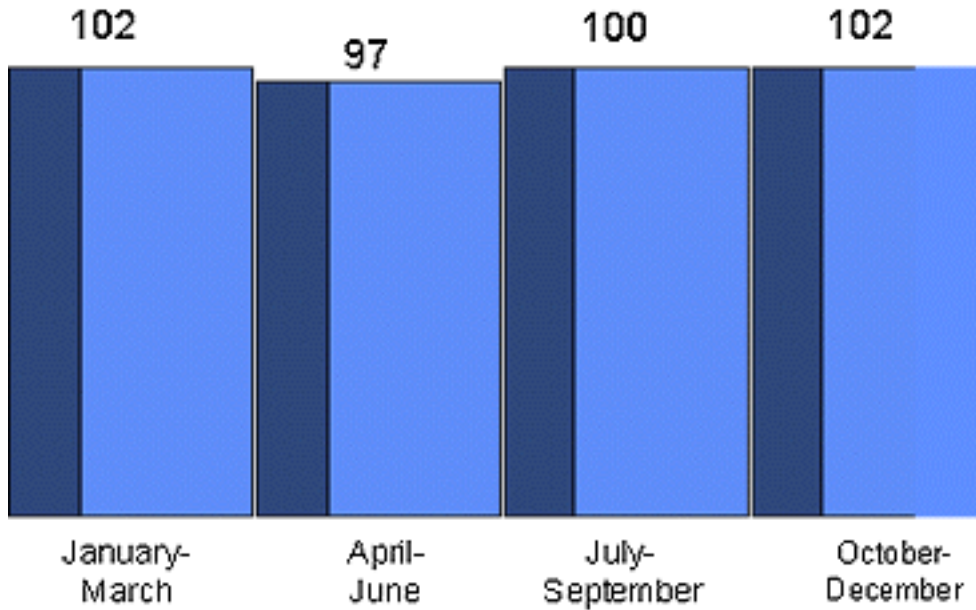
CONCLUSION:

Those who work for bigger companies and have larger budgets are twice as likely as other to use a reader service card. A program of consistent advertising with a built-in response mechanism is essential for reaching high-profile reader service inquirers.

Does Advertising Readership Fluctuate Seasonally?

Recent studies show that advertising readership remains constant throughout the year.

“REMEMBER SEEING” INDEX SCORE*



PURPOSE:

To determine the readership of advertisements throughout the year and the degree to which it fluctuates.

METHODOLOGY:

Reed Elsevier Business Information Research regularly analyzes advertising readership via CAPS (Reed Elsevier Business Information Advertising Performance Studies). An analysis of the level of readership was completed for 73,329 ads from 1973-1987 across 21 publications.

Reed Elsevier Business Information Advertising Performance Studies are conducted by mail among a random sampling of 300-550 readers per issue.

CONCLUSION:

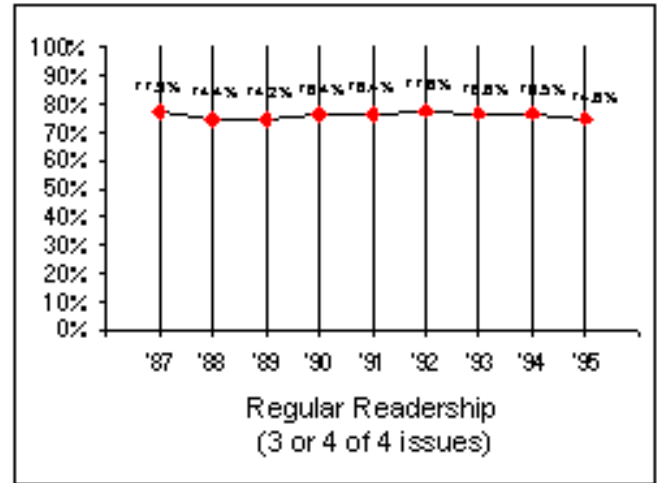
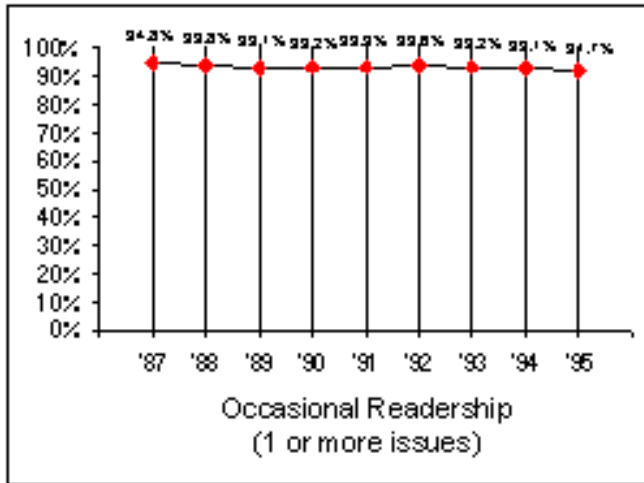
There is a very consistent level of advertising readership throughout the year.

* An index score is used when comparisons against “average” are important. In this instance, the average for all advertisements has been converted to a base of 100, and scores for advertisements are weighted against this average.

Has Readership of Specialized Business Publications Changed Over the Last Decade?

Readership of specialized business publications has remained strong and largely unchanged over the last decade.

% OF TOTAL RESPONDENTS



Purpose:

To determine whether readership of specialized business publications has changed over the last decade.

Methodology:

Once a year, Reed Elsevier Business Information Corporate Research conducts mail surveys that sample an Nth name selection (total sample of 600) from the circulation lists of all Reed Elsevier Business Information publications. The questionnaire asks respondents to provide receivership, readership, and preference information about the Reed Elsevier Business Information publications and each of its major competitors. The surveys are mailed on blind letterhead to ensure an unbiased response. Results are based on over 12,000 replies for each year.

Conclusion:

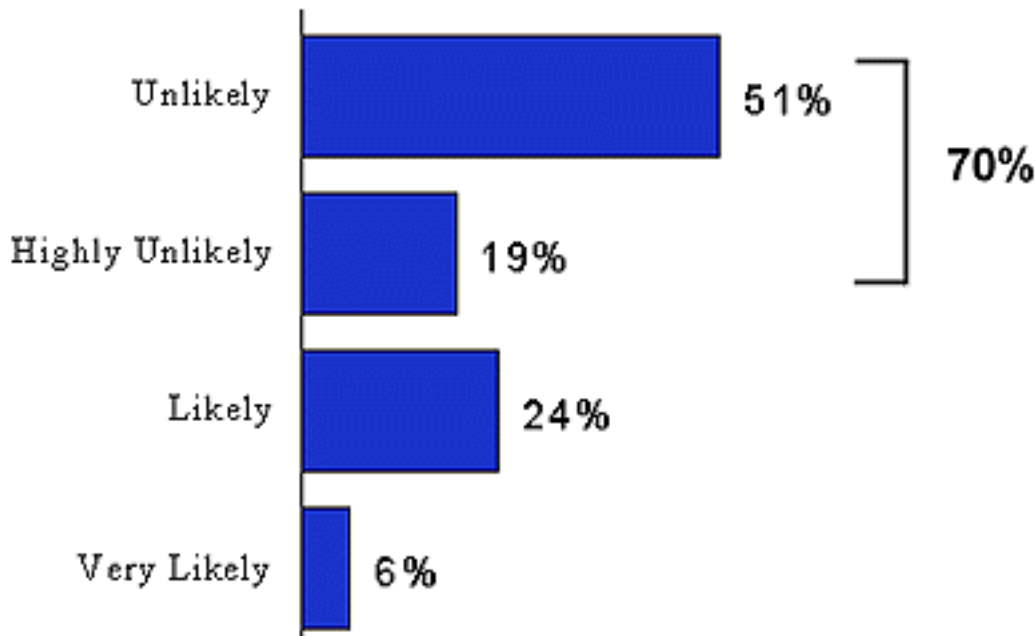
Readership of specialized business publications continues to be strong and largely unchanged over the last decade despite new and emerging technologies and an increase in the number of information sources.

For copies of this or other CARR reports, place your [order online](#).

Can Sales Representatives Adequately Cover All Potential Customers?

No. In fact seven out of ten buyers say that when a purchasing need arises it is unlikely that a sales representative would have recently called.

PERCENT OF BUYERS WHO SAY A SALES REPRESENTATIVE
WOULD HAVE RECENTLY CALLED . . .



PURPOSE:

To determine whether sales representatives alone can adequately cover all potential customers.

METHODOLOGY:

Gordon Publications, a division of Reed Elsevier Business Information Publishing Company, surveyed 9,397 reader service inquirers from 100 different advertisements which ran in 17 different Gordon Publications. Magazines selected for this study represented the following industries: scientific, medical, industrial, manufacturing, construction, and advanced technology. The survey was fielded approximately six months after the advertisements appeared in the publications. The following results are based on 4,723 completed surveys. The survey included the question:

"When a need arises for a product, system or service, how likely is it that a related sales representative would have recently met with you?"

CONCLUSION:

Since buyers are not likely to have recently met with a sales representative, a firm's communication program (advertisements, sales literature, publicity, etc.) is essential to inform large numbers of potential buyers about a company and its products.

How to Get Editorial Coverage in Specialized Business Magazines

1. Get to know the Chief Editor and the editorial staff who write about your product. Editors are often short of time, and will frequently call people they know for information before making a cold call.
2. Study the editorial calendar. Your product will be a natural for some issues. But plan ahead, editors may be working on a story up to 4 months before the issue date.
3. Be helpful to editors. Become one of their sources on technology trends, people changes, company news, regulatory developments, etc. Then they won't forget you under the pressure of a deadline.
4. When an editor calls, provide quick access to company staff who can answer any technical questions. Have staff avoid referring questions to other departments, such as legal and PR.
5. In a press release, tell editors how your product solves their readers' problems. Your release is discarded if the editor doesn't spot this information quickly.
6. Provide full information in your press releases: technical specs, price, availability, typical applications. Busy editors may not call to get missing information.
7. Determine the type of information editors use. For example, some want company news - some do not. Some want "breaking news"- some do not.
8. Try to find case history examples of your product being used by customers. Such examples lend credibility to your product and are often welcomed both for news and features.
9. Recommend experts and top officers of your company or client company for magazine interviews and other "expert opinions."
10. Be willing to partner with a magazine in developing fresh editorial approaches, such as sponsoring panel discussions, and profile stories on companies or key people.
11. Find out what type of photo your editor uses: black & white, or color.
12. Know the magazine format, focus, deadlines, editorial assignments calendar.
13. Rely on your advertising sales representative to connect you to editors.
14. Be sure you are listed in industry directories. Editors writing on new topics often look here first for sources.

Cahners Advertising Research Report

No. 552.1

How to Get Editorial Coverage in Specialized Business Magazines

1. Get to know the Chief Editor and the editorial staff who write about your product. Editors are often short of time, and will frequently call people they know for information before making a cold call.
2. Study the editorial calendar. Your product will be a natural for some issues. But plan ahead, editors may be working on a story up to 4 months before the issue date.
3. Be helpful to editors. Become one of their sources on technology trends, people changes, company news, regulatory developments, etc. Then they won't forget you under the pressure of a deadline.
4. When an editor calls, provide quick access to company staff who can answer any technical questions. Have staff avoid referring questions to other departments, such as legal and PR.
5. In a press release, tell editors how your product solves their readers' problems. Your release is discarded if the editor doesn't spot this information quickly.
6. Provide full information in your press releases: technical specs, price, availability, typical applications. Busy editors may not call to get missing information.
7. Determine the type of information editors use. For example, some want company news – some do not. Some want “breaking news” — some do not.

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

8. Try to find case history examples of your product being used by customers. Such examples lend credibility to your product and are often welcomed both for news and features.
9. Recommend experts and top officers of your company or client company for magazine interviews and other “expert opinions”.
10. Be willing to partner with a magazine in developing fresh editorial approaches, such as sponsoring panel discussions, and profile stories on companies or key people.
11. Find out what type of photo your editor uses: black & white, or color.
12. Know the magazine format, focus, deadlines, editorial assignments calendar.
13. Rely on your advertising sales representative to connect you to editors.
14. Be sure you are listed in industry directories. Editors writing on new topics often look here first for sources.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

Sponsored by:



Evaluating the Cost of Sales Calls

in Business-to-Business Markets

A Study of more than 23,000 Businesses

Prepared and conducted by: Cahners Research





Evaluating the Costs of Sales Calls in Business-to-Business Markets

By Susan Mulcahy

Each year companies face the challenge of being fairly compensated for the goods and/or services they provide to their customers. To negotiate for that fair value, companies rely on their sales representatives. Businesses trust their sales representatives to be the link between their customers and their profitability. But as this study reveals, sales representatives need to listen more to the wants and needs of their customers.

Our survey finds that the costs of a sales call continues to rise and it takes more calls to close a sale than ever before. Therefore, sales representatives need to make the most of the time they spend with customers. We found seventy-six percent of customers are currently frustrated with their vendor sales representatives. Lack of product knowledge, listening to my needs, and understanding my business, topped the list of grievances customers currently have about their sales representatives.

As we become more creative with our products and services, and search for more effective ways and methods to sell our products, it is important for us to make sure that we are adequately training and enhancing our sales people. Over half of the companies in this study admit to being too busy or too concerned about other issues to educate, evaluate, or update their sales force.

Each year it becomes more difficult to reach our target audiences. The most effective and profitable companies realize that it takes many different approaches and solutions to

reach their customers in an ever-changing and highly competitive world. A closer look into the sales channel and making the most of your sales personnel will eventually make an impact on your business. This report provides some insight into sales strategies we hope you can use to make your business grow and prosper in the years ahead.

Methodology:

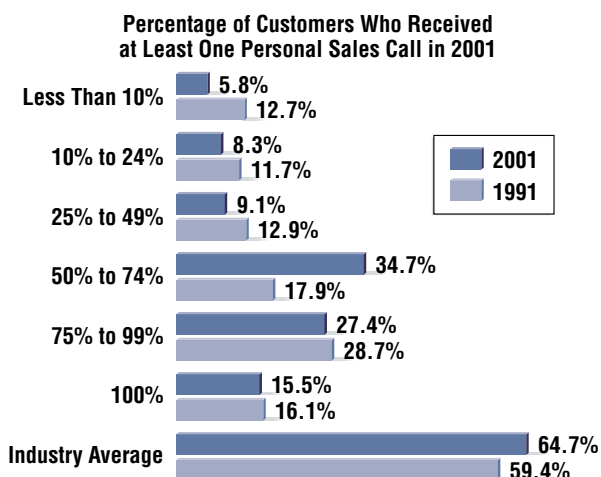
The sample for this research was selected from the Cahners database of businesses. More than 88,000 businesses were selected for this research. Results are based on the responses of 23,341 businesses who participated in this survey and stated they were involved in the recommendation, selection, specification and/or purchase of goods and services for their business. The businesses all described themselves as one of the following; building/construction, communications, electronics, entertainment, food, manufacturing, packaging, printing, retail and/or science. Cahners Research conducted this survey from July-September of 2001. For more information about this report or questions, please contact Susan Mulcahy at s.mulcahy@cahners.com

CARR Reports & Technical Notes:

The Cahners Advertising Research Reports are a continuing series of media research reports that study business-to-business marketing and trends. For more information or to view additional CARR reports see www.cahnerscarr.com

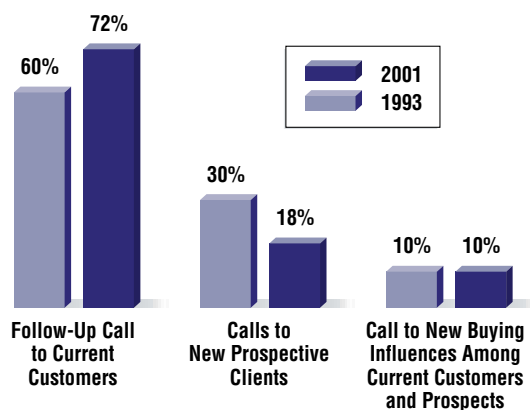


Do sales representatives personally call on every customer at least once a year?



Sales representatives personally call on roughly two-thirds of their customer base per year. Not surprisingly, sales representatives call most frequently on customers who have made purchases within the last 3 months. Sales efforts are most often targeted to frequent buyers of goods and services rather than sporadic purchasers.

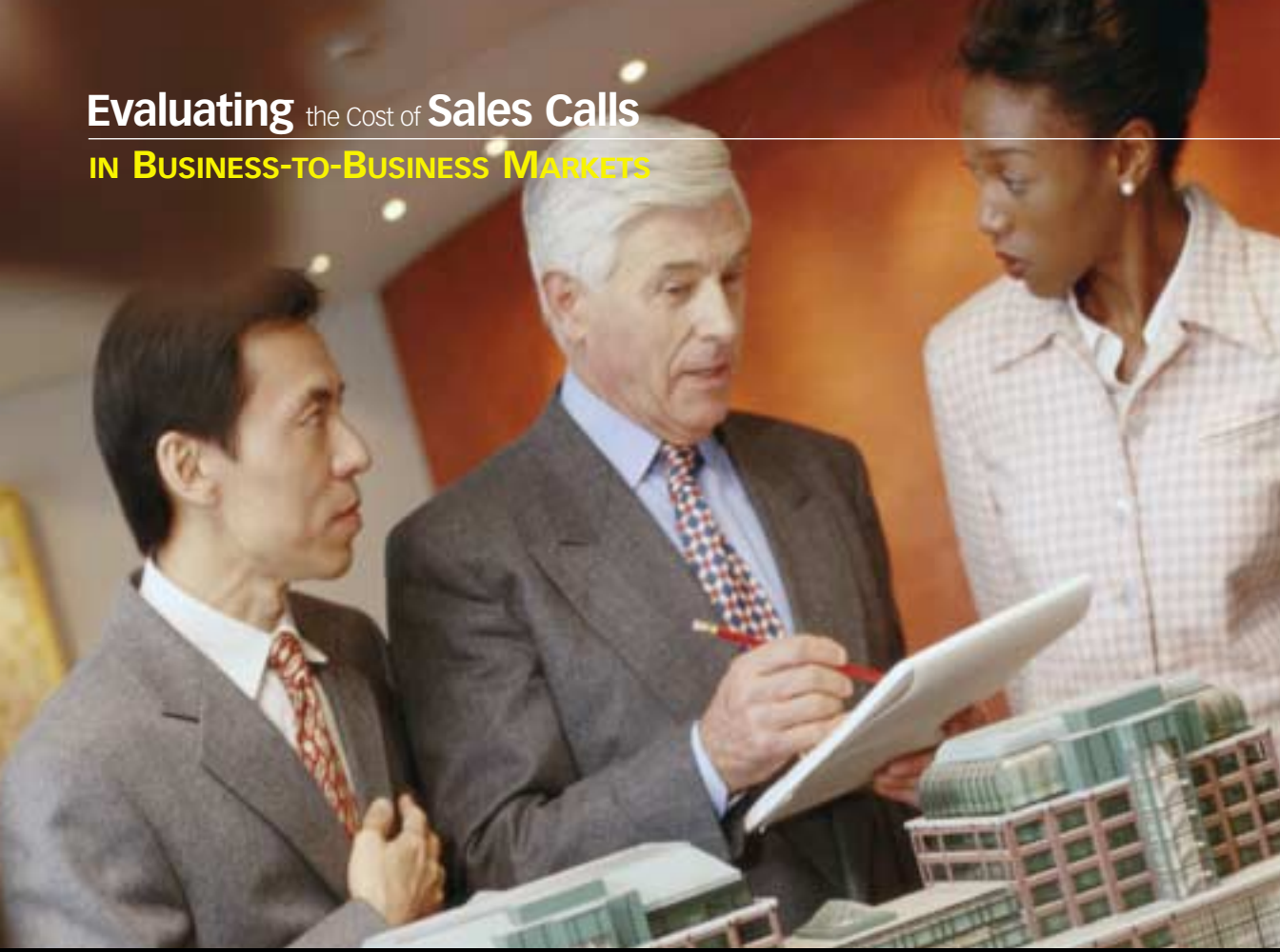
What percent of personal sales calls are made to new clients?



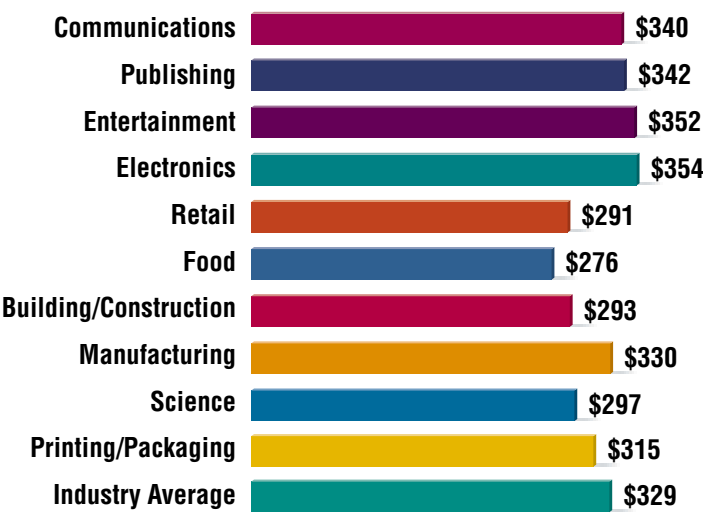
The average sales representative spends almost three-quarters of his/her active selling time with existing customers. Less than 20% of sales efforts are being focused on new prospective clients.

Evaluating the Cost of Sales Calls

IN BUSINESS-TO-BUSINESS MARKETS



What is the average cost of a personal sales call by selected industries?

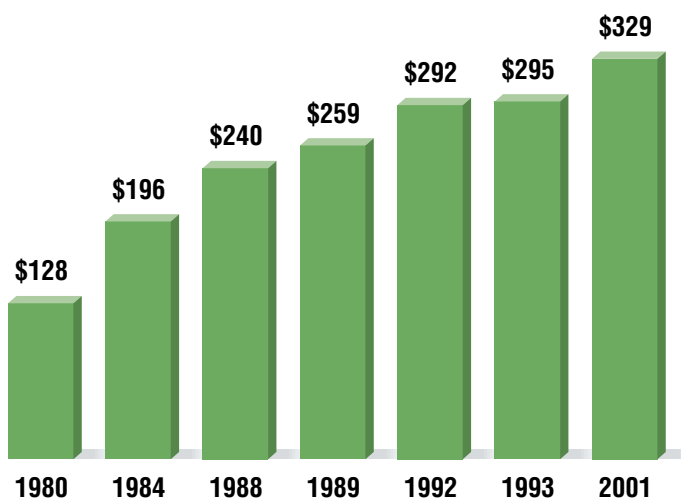


In 2001, only 15.5% of sales personnel called on their entire customer base (see page 2). This can be primarily attributed to the increasingly high cost of sales calls. The average business-to-business sales call currently costs \$329.00. Costs vary by industry sector, but almost all markets are currently over the \$295 average cost from 1993.



What is the average cost of personal sales call?

Cost of a Personal Sales Call

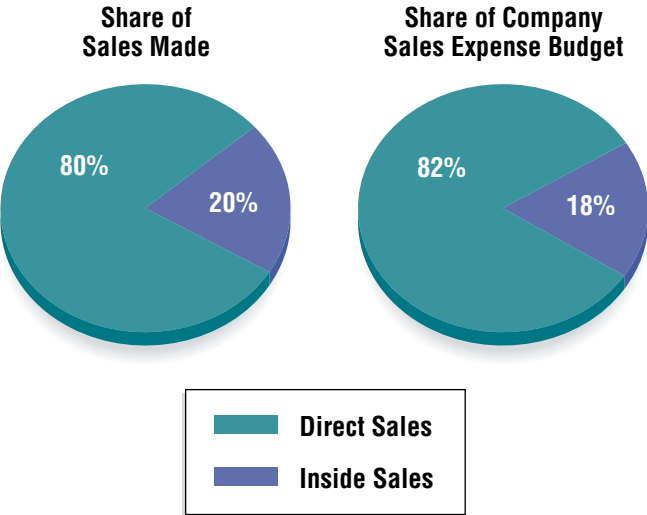


Since 1993 the average cost of a personal sales call has increased by 10%. As costs for calling on customers increase, businesses in this study reveal that making the most of a sales call is imperative. Targeting the most influential and frequent buyers and purchasers are where companies are trying to focus their resources. To hold down sales costs, nearly two-thirds of businesses studied in this research believe that they will be increasing their use of conference calls and video-conferencing.

Evaluating the Cost of Sales Calls

IN BUSINESS-TO-BUSINESS MARKETS

What percentage of sales are made by inside sales and by direct (in person) sales and how are selling budgets divided between them?

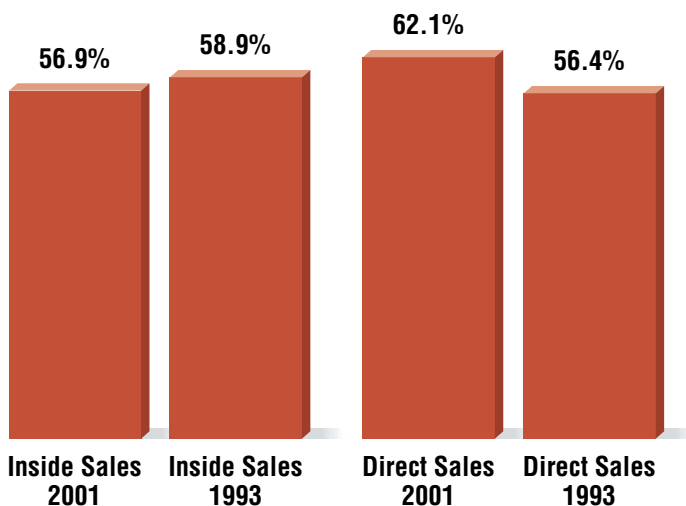


On average, eighty percent of sales calls are made by direct sales efforts. Consequently, direct sales have the majority of the sales expense budget. Inside sales, or sales efforts made by telephone, email and/or direct mail solicitations, account for one-fifth of a company's sales revenue.



How effective are direct sales and inside sales efforts?

% of Accounts Called on in the Last Year Who Made a Purchase



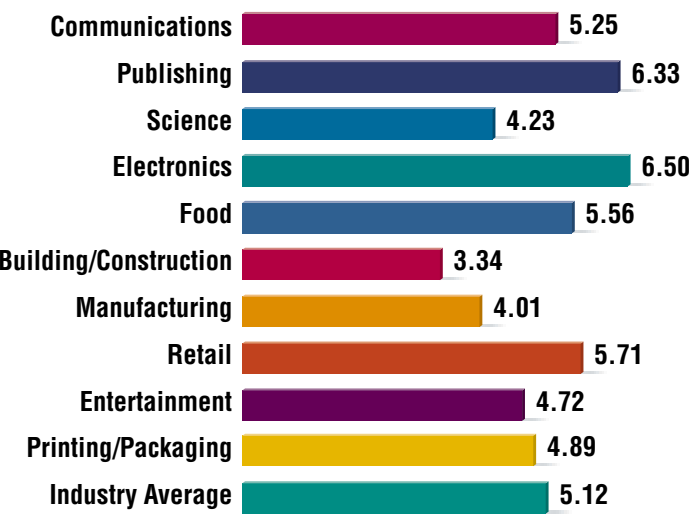
Both direct sales and inside sales efforts have been effective in 2001. Over half of the customers called on by inside sales methods have made a purchase. Almost two-thirds of sales accounts that were seen by sales representatives in person made a purchase.

Evaluating the Cost of Sales Calls

IN BUSINESS-TO-BUSINESS MARKETS



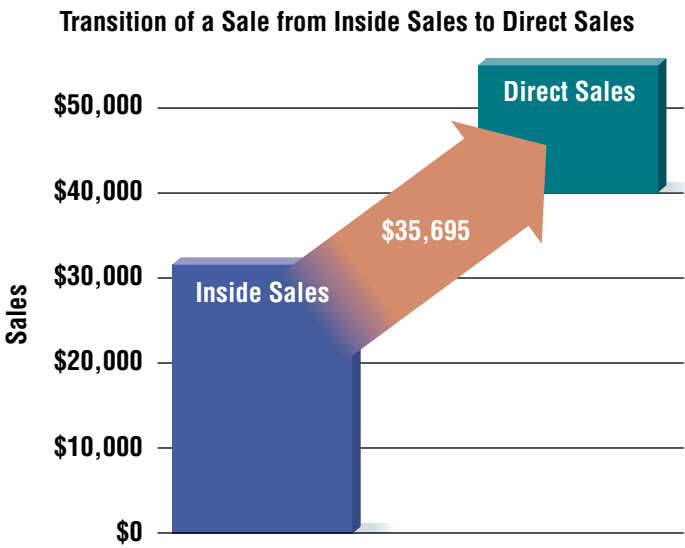
How many sales calls does it take to close a sale?



A typical business-to-business sale that exceeds \$35,000 takes an average of 5.12 calls to close. This number has increased 20% since 1989. Over 75% of companies in this study stated that a sale over \$35,000 now needs a combination of direct and indirect sales efforts. Over the next five years, businesses believe they will continue to struggle with increasing costs to close sales.



At what dollar amount is a customer transferred to an outside sales representative?



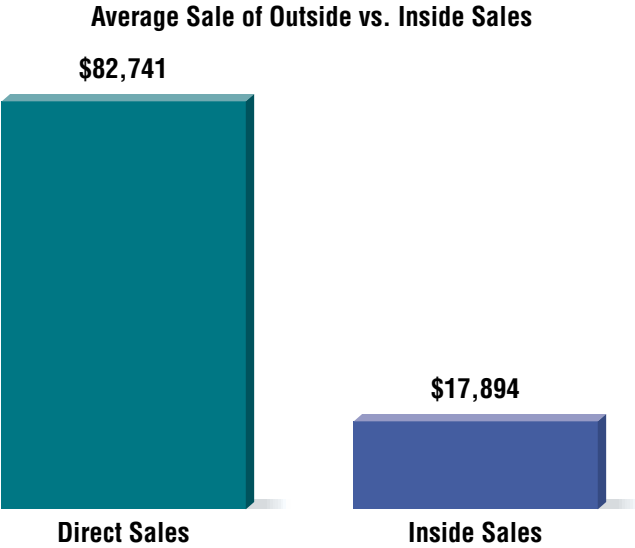
Once a customer reaches \$35,695 in sales, they are typically transferred to an outside sales representative who begins to call on them in person. Most organizations believe they can handle their customers, who have sales totalling under \$35,695 by using remote or non-direct sales methods.

Evaluating the Cost of Sales Calls

IN BUSINESS-TO-BUSINESS MARKETS

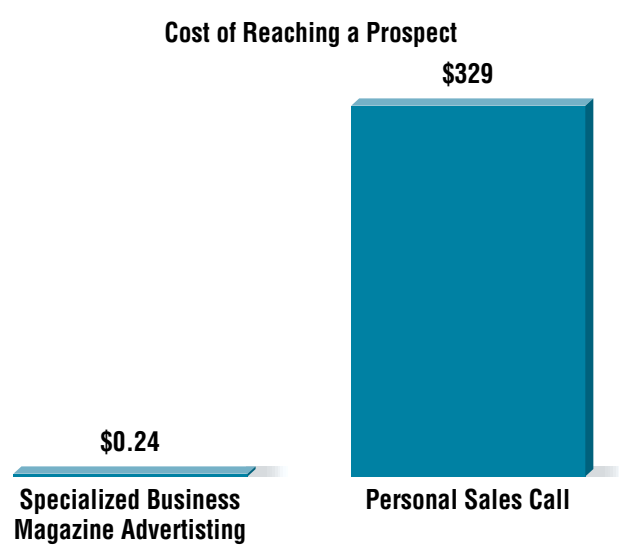
What is the amount of an average sale made by inside sales and direct sales

The average sale made by a personal sales call is \$82,741. This amount is substantially more than the \$17,894 average sale typically generated by inside sales methods. However, the cost of an outside sale is significantly greater than inside sales methods.





What is the cost per recipient for a specialized business magazine advertisement?



Note: The median score indicates the percentage of readers who remembered seeing the ad in the issue they surveyed. Calculations for specific publications can be done by using the same methods and calculations.

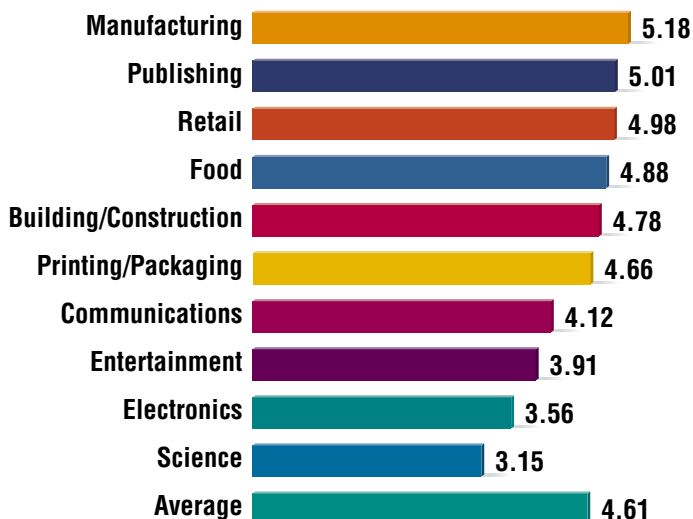
The cost of reaching a potential prospect or customer by using a specialized business magazine advertisement is significantly less than the cost of a personal sales call. Specialized business publications can be an efficient and cost effective way to reach buyers.

The average cost of a specialized business publication is based on calculations done by Cahners Research. The cost is calculated by using the averages yollowing categories: the average circulation (74,116) was multplied by the average current issue readership (93%). This figure (68,928) was multiplied by the median noted score for a one-page 4-color advertisement (50%). Lastly, this figure (34,463) was divided by the average rate for a one page 4-color advertisement placed one time (\$8,119) which equals \$0.24.

Evaluating the Cost of Sales Calls

IN BUSINESS-TO-BUSINESS MARKETS

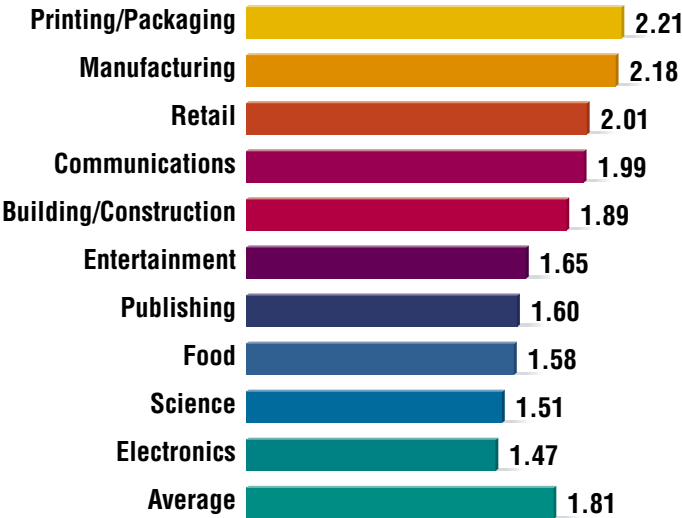
Average number of sales representatives customers speak with on the telephone per week.



In 2001, customers spoke with less sales representatives than they have in the past on the telephone. The average number of sales calls taken by customers over the phone is 4.61 per week. The number of calls may vary by industry sector, but sixty-eight percent of customers say they would like fewer telephone calls from sales representatives in 2002. Simply stated, customers have less time to speak with sales people.



Average number of sales representatives customers see in person per week



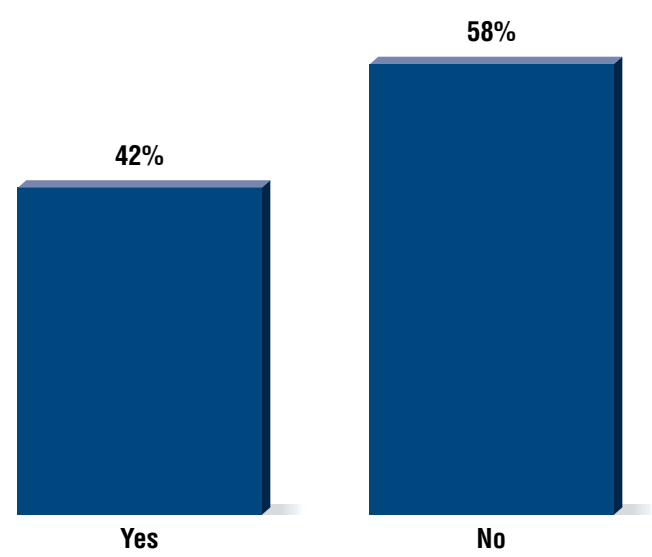
In addition to talking with sales representatives on the telephone less each week, customers are spending less time with sales people in person. On average, customers have only two in person sales calls each week. This means that any personal time sale representatives spend with their customers needs to be effective and productive.

Evaluating the Cost of Sales Calls

IN BUSINESS-TO-BUSINESS MARKETS



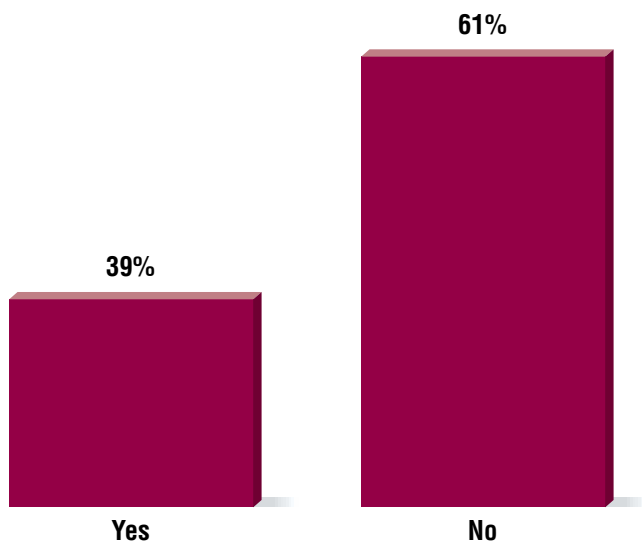
Company sales representatives can usually answer my questions?



Effective and productive time with customers means sales representatives need to devote time to adequately answering their customer’s questions. Over half of customers state that sales representatives cannot answer their questions. This has added to many customers' unwillingness to see and speak with sales representatives on a regular basis (see pages 11+12). Sales representatives need to be better prepared for questions on calls by listening more to their customers' needs.



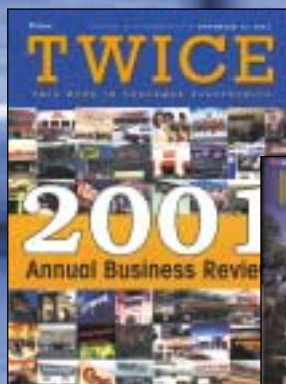
Company sales representatives understand my needs and are not merely just trying to sell their product?



Over ninety-percent of customers state they would like their sales representatives to be more of a resource to them. Sales representatives who understand the business, needs and pressures of their customers are sixty-nine percent more likely to come away with a sale.



Cahners Business Information, Cahners Research, January 2002
275 Washington Street, Newton, MA 02458
www.cahnerscarr.com



Cahners Advertising Research Report

No.2001.11

What Causes Design Engineers to Return or Not Return to a Website?

More than three-fourths of respondents said that if a website has catalogs or specification sheets, they are likely to return to that website. Over half said this is their number one criteria. Lack of useful content and navigation difficulty rank one and two on the list of factors that turn design engineers away from a website.

REASONS FOR RETURNING

	Factor	Most Important Factor
Catalogs/specification sheets	78%	56%
Easy to navigate	50%	14%
Regularly updated information	40%	11%
Fast response to e-mails	31%	5%
Contact information/link	30%	5%
Pricing	28%	2%
Downloadable CAD drawings	23%	4%
Interactive product/supplier selectors	22%	1%
Links to other websites	18%	1%
New or updated software	12%	1%
Other	2%	1%

REASONS FOR NOT RETURNING

	Factor	Most Important Factor
Lack of useful content	79%	44%
Difficult to navigate	71%	23%
Requiring registration	63%	26%
Slow downloading	45%	6%
Unattractive graphics	10%	0%
Other	2%	1%

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the reasons design engineers will or will not return to a website.

Methodology:

Cahners Research mailed 5,000 surveys to subscribers of Design News. Results are based on 1,049 respondents. Included in the survey were the questions:

“What factors make you return to a website? What is the most important factor?”

“What factors make you turn away from a website? What is the most important factor?”

Conclusion:

More than three-fourths of respondents said that if a website has catalogs or specification sheets, they are likely to return to that website. Over half said this is their number one criteria.

Lack of useful content and navigation difficulty rank one and two on the list of factors that turn design engineers away from a website.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports *may* be reproduced without prior consent.

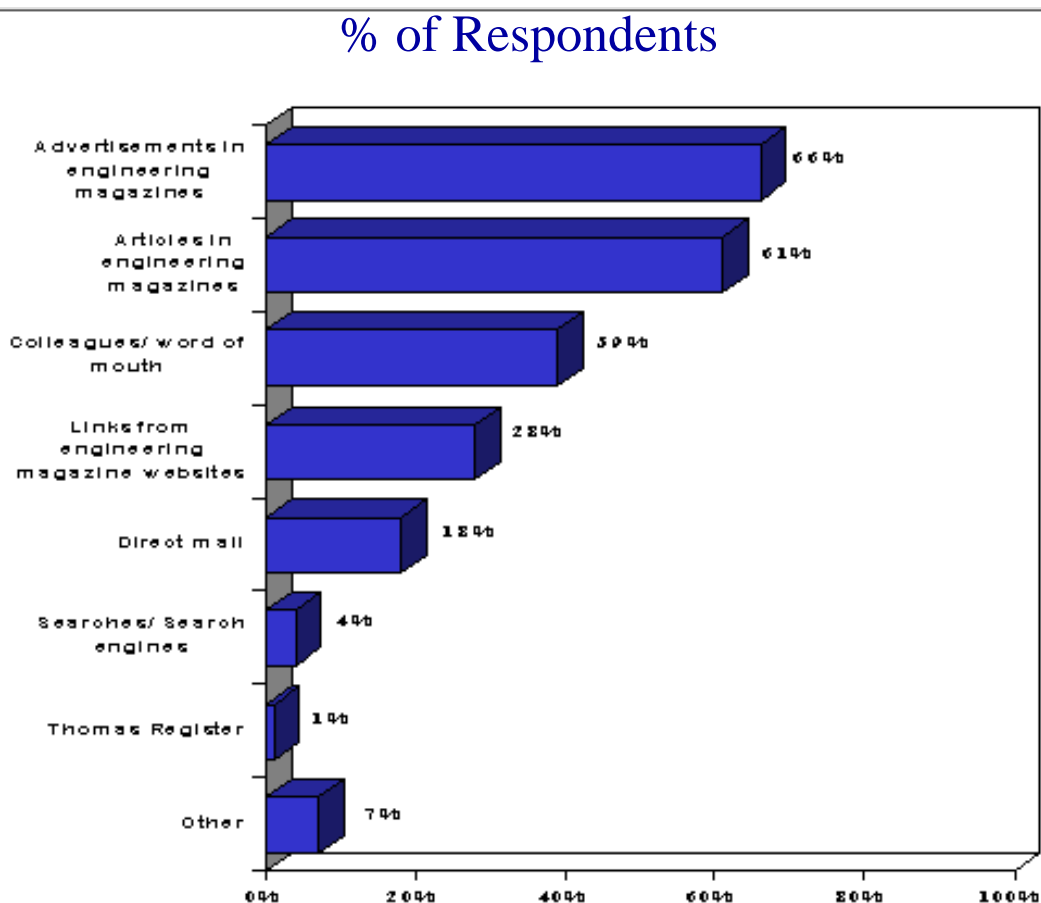
2001.11

Cahners Advertising Research Report

No.2001.12

What Drives Design Engineers to Supplier Websites?

Advertisements and articles in engineering magazines top the list of influences guiding design engineers to supplier websites.



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the factors that drive design engineers to supplier websites.

Methodology:

Cahners Research mailed 5,000 surveys to subscribers of Design News. Results are based on 1,049 respondents. Included in the survey were the questions:

“What are the major influences driving you to supplier websites?”

Conclusion:

Advertisements and articles in engineering magazines top the list of influences guiding design engineers to supplier websites.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports *may* be reproduced without prior consent.

2001.12

Cahners Advertising Research Report

No.2001.13

What Methods do Design Engineers Use to Request Information from Suppliers?

For their immediate high-priority needs, design engineers most often phone a manufacturer. A reader service card is used most frequently for non-immediate needs.

Methods

	Immediate High-Priority Needs	Non- Immediate Needs
Phone manufacturer	80 %	21 %
Consult vendor's website	53 %	43 %
Contact distributor	47 %	19 %
E-mail manufacturer	34 %	24 %
Fax manufacturer	21 %	9 %
Use magazine online reponse program	18 %	23 %
Circle reader service card	11 %	73 %

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications,
Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing,
Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the methods design engineers use to get information from suppliers when they see a product in an engineering magazine.

Methodology:

Cahners Research mailed 5,000 surveys to subscribers of Design News. Results are based on 1,049 respondents. Included in the survey were the questions:

“When you see a product in an engineering magazine that interests you, which methods do you typically use to request information from suppliers?”

Conclusion:

For their immediate high-priority needs, design engineers most often phone a manufacturer. A reader service card is used most frequently for non-immediate needs.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports *may* be reproduced without prior consent.

2001.13

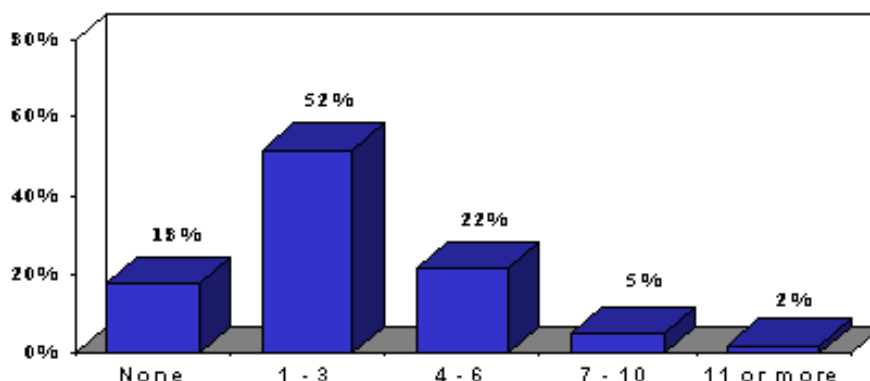
Cahners Advertising Research Report

No.2001.14

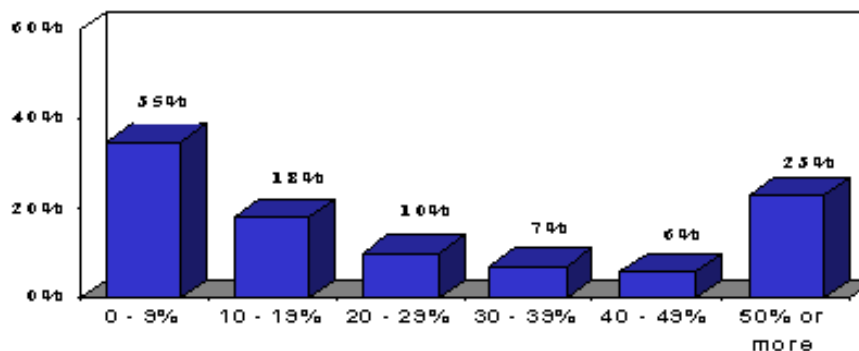
Characteristics of Supplier Salesperson Visits with Design Engineers

On average, design engineers visit with 3 supplier salespeople per month. Design engineers initiate meetings with supplier salespeople an average of 25% of the time.

NUMBER OF SALESPeOPLE DESIGN ENGINEERS SEE IN AN AVERAGE MONTH



% OF TIME DESIGN ENGINEERS INITIATE MEETINGS



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the frequency and source of initiation of supplier salesperson meetings with design engineers.

Methodology:

Cahners Research mailed 5,000 surveys to subscribers of Design News. Results are based on 1,049 respondents. Included in the survey were the questions:

“During an average month, how many supplier salespeople do you see?”

“Approximately what percentage of the time that you see a supplier salesperson do you initiate the meeting?”

Conclusion:

On average, design engineers visit with 3 supplier salespeople per month.

Design engineers initiate meetings with supplier salespeople an average of 25% of the time.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports *may* be reproduced without prior consent.

2001.14

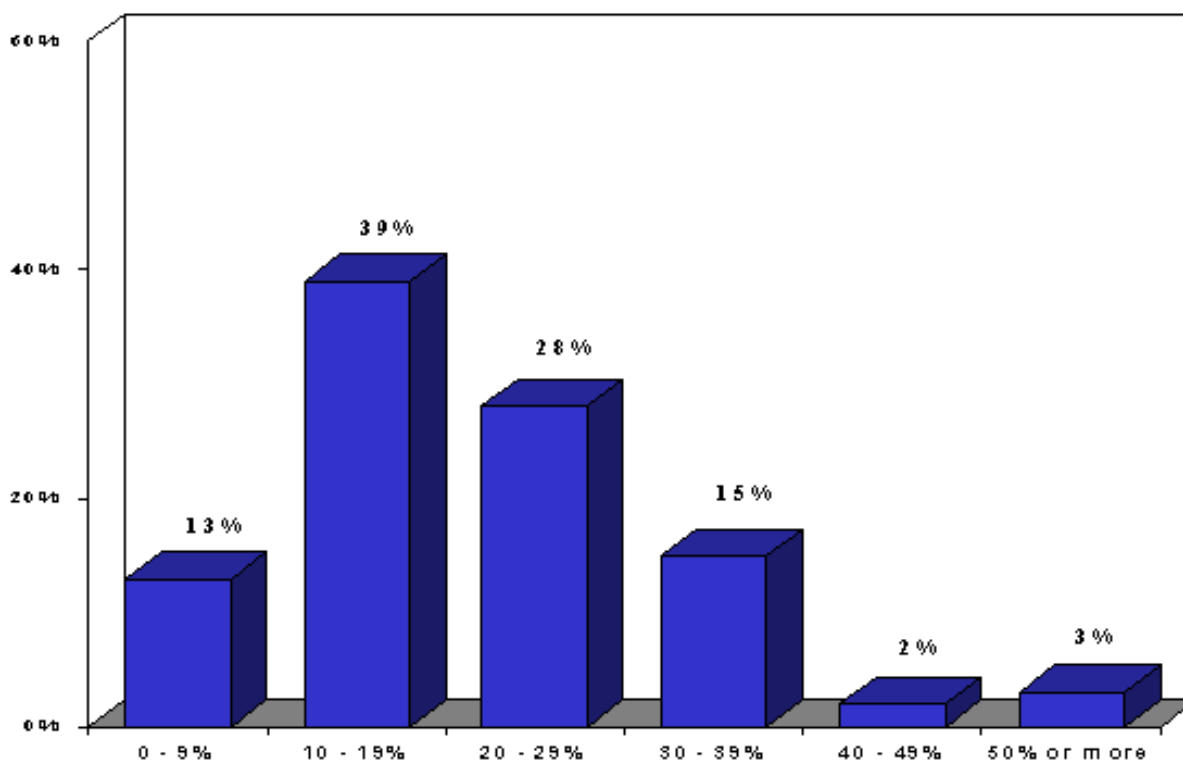
Cahners Advertising Research Report

No.2001.15

How Much of Their Time At Work Do Design Engineers Spend Searching for Technical/Engineering Information?

On average, design engineers spend 21% of their work day in search of technical/engineering information.

% of Time



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications,
Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing,
Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the amount of time on the job design engineers spend searching for technical/engineering information.

Methodology:

Cahners Research mailed 5,000 surveys to subscribers of Design News. Results are based on 1,049 respondents. Included in the survey were the questions:

“Approximately how much of your time at work is spent searching for technical/engineering information?”

Conclusion:

On average, design engineers spend 21% of their work day in search of technical/engineering information.

Visit Cahners Business Information on the Internet at www.cahners.com.

CARR Reports *may* be reproduced without prior consent.

2001.15

Cahners Advertising Research Report

No. 871.0

How Do Business Professionals use Trade Publications and the Internet?

The relationship between trade magazines and the Internet is complementary. Trade magazines are used to discover new opportunities and products and are more enjoyable to read. On the other hand, the Internet provides a quick means to follow up for specific needed information.

SEARCHING THROUGH TRADE PUBLICATIONS

Searching through Trade Publications

Trade publications provide opportunities to discover information that I wouldn't have searched for.

41%

47%

88%

It is more enjoyable to read a trade publication than to use the Internet.

31%

42%

74%

Searching through the Internet

When I use the Internet to search for project information I just want to find information and get off.

39%

42%

80%

Using the Internet is more efficient than searching through trade publications

35%

41%

76%

For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine the relationship between trade magazines and the Internet.

Methodology:

In early 2000 Cahners Research surveyed, by telephone, a random selection of 636 readers from Cahners publications to determine action taken after seeing advertisements in trade publications and how this product information search is changing as a result of the Internet. Respondents represent the diversity of markets and job functions covered by Cahners publications in following industries: manufacturing, electronics, building/construction and foodservice.

Included in the survey were the following statements to which respondents were asked to provide four levels of agreement: 1) strongly agree, 2) somewhat agree, 3) somewhat disagree of 4) strongly disagree:

"Trade publications provide opportunities for me to discover business information that I would not have searched for."

"It is more enjoyable to read a trade publication than to use the Internet."

"Using the Internet is more efficient than searching through trade publications."

"When I use the Internet to search for product information I just want to find the information and get off-line."

Conclusion:

Professionals enjoy reading trade publications and this affords them the opportunity to find new information and products they would not have specifically searched. This newly discovered information will drive traffic to the Internet for more specialized searches. The Internet and trade magazines work together as the Internet is place to find specific and current information quickly and trade magazines is the place to build a broad base of industry knowledge.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>

Cahners Advertising Research Report

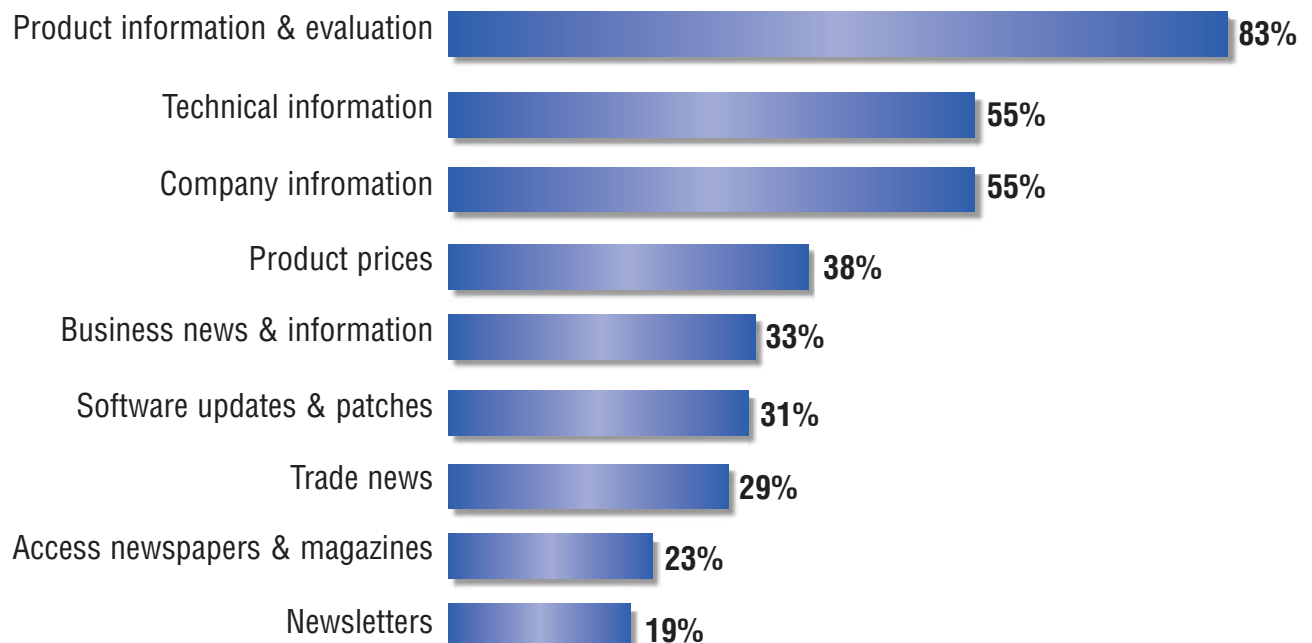
No. 872.0

How are Business Professionals Using the World Wide Web?

Over 8 out of 10 business professionals are using the World Wide Web for product information and evaluation. Searches for all types of information, including technical and company information, are dominating the use of the Web.

PERCENT OF RESPONDENTS

I use the Web for...



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine how business professionals' use the Web.

Methodology:

In early 2000 Cahners Research surveyed, by telephone, a random selection of 636 readers from Cahners publications to determine actions taken after seeing advertisements in trade publications and how this product information search is changing as a result of the Internet. Respondents represent the diversity of markets and job functions covered by Cahners publications in the following industries: manufacturing, electronics, building/construction and foodservice.

Included in the survey was the question: "How do you use the Web?"

Conclusion:

Business professionals use the Web to gather information. Business Web sites should have product, technical and company information easily accessible to users.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>

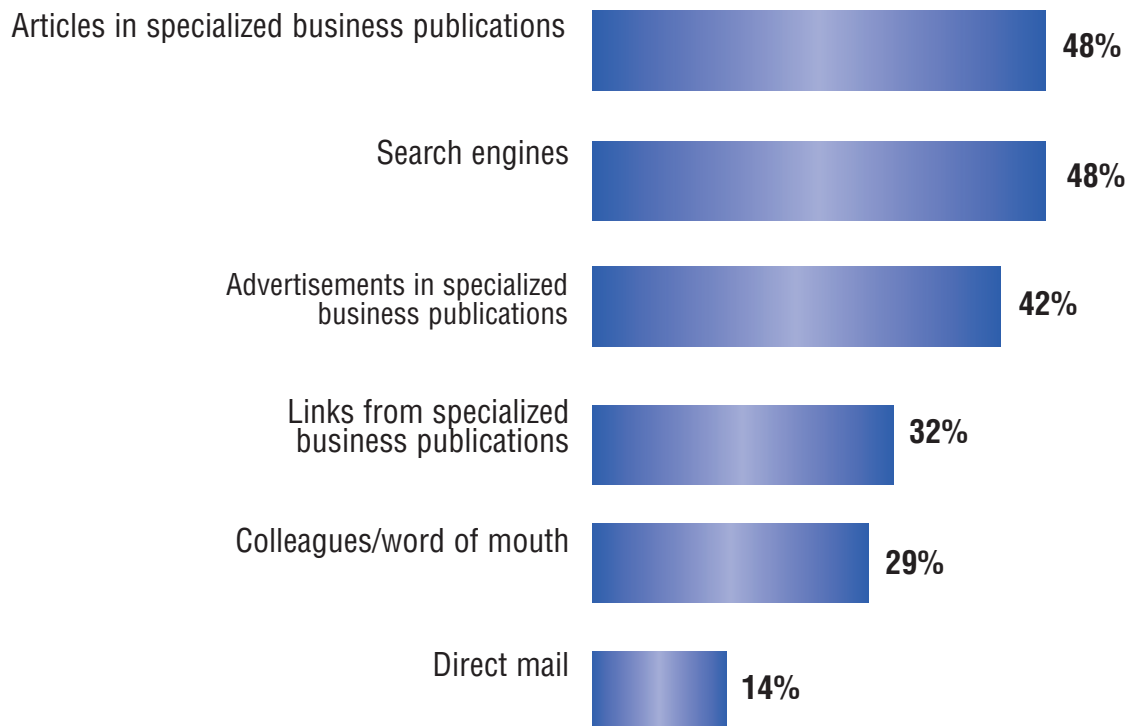
Cahners Advertising Research Report

No. 873.0

What Drives Business Web Site Traffic?

The top three influences driving professionals to business-related web sites are articles and advertisements in specialized business publications and search engines.

PERCENT OF RESPONDENTS



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

Cahners Business Information

A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Building/Construction, Communications, Electronics, Entertainment,
Foodservice/Food Processing/Lodging, Interior Design/Furnishings,
Manufacturing, Printing/Packaging, Processing/Scientific/Medical, Publishing, Travel.

Purpose:

To determine what drives new traffic to business-related web sites.

Methodology:

In early 2000 Cahners Research surveyed, by telephone, a random selection of 636 readers from Cahners publications to determine actions taken after seeing advertisements in trade publications and how this product information search is changing as a result of the Internet. Respondents represent the diversity of markets and job functions covered by Cahners publications in the following industries: manufacturing, electronics, building/construction and foodservice.

Included in the survey was the question: "What are the major influences driving you to business-related web sites?"

Conclusion:

Both articles and advertisements in specialized business publications drive many professionals to business-related web sites. Once on the Web search engines and links from business publications' web sites also direct people to specific web sites of interest.

CAHNERS OFFICES

BOSTON (Corporate Headquarters)

Cahners Building
275 Washington Street
Newton, MA 02458
CARR Reports
617-964-3030

CHICAGO:

Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
847-635-8800

NEW YORK:

245 West 17th Street
New York, NY 10011
212-645-0067

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>

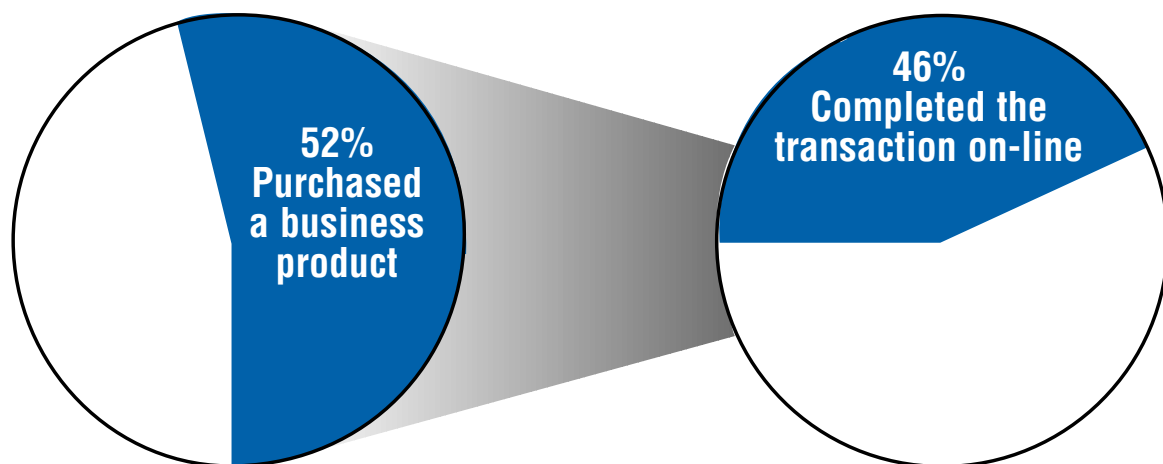
Cahners Advertising Research Report

No. 874.0

Do Professionals Purchase Business Products After Seeing Them On the Internet? Are the Transactions Completed On-line?

Yes. More than half of professionals have purchased products for business as a result of seeing them on the Internet. Of these buyers, close to half completed their transaction on the Internet.

INTERNET INFLUENCE ON BUSINESS PURCHASES AND RESULTING ON-LINE TRANSACTIONS



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4782), or contact your sales representative.

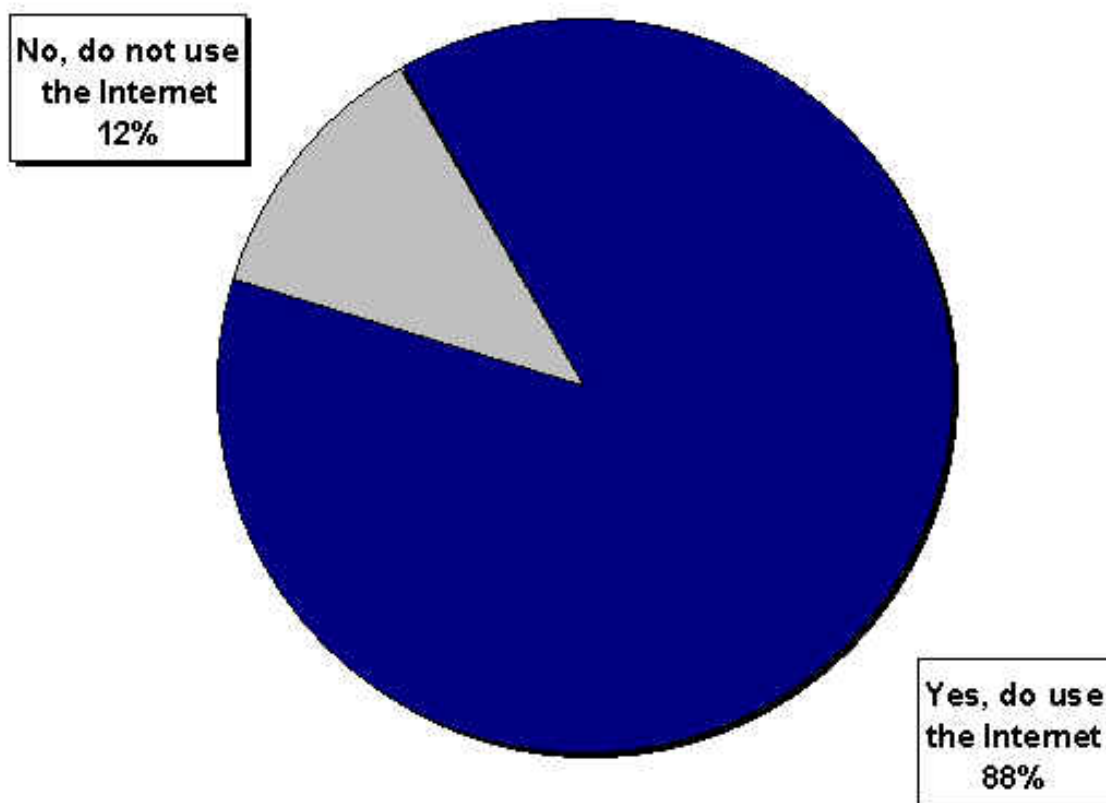
Cahners Advertising Research Report

No.2001.02

Do Professionals Use the Internet In Their Work?

Eighty-eight percent of those surveyed use the Internet in their work.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine if professionals use the Internet in their work.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 577 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Included in the survey was the question:

“Do you use the Internet in your work?”

Conclusion:

Eighty-eight percent of those surveyed currently use the Internet in their work.

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06

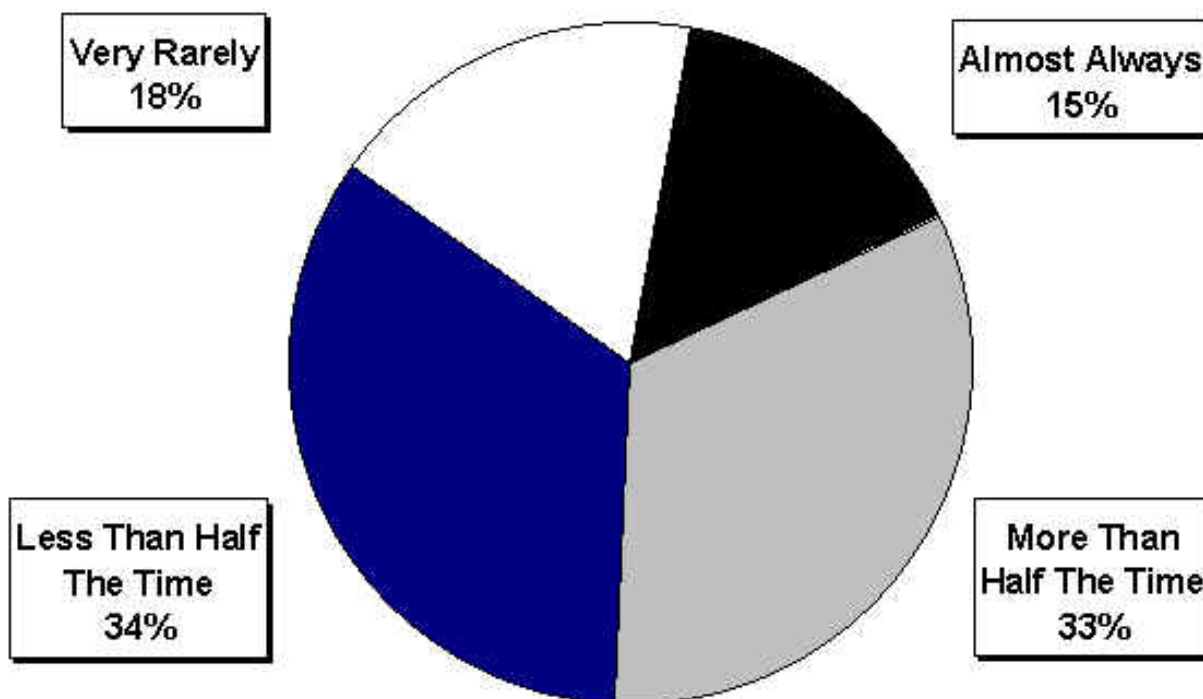
Cahners Advertising Research Report

No.2001.03

How Often Are Inquirers Contacted By Sales Representatives?

Fifteen percent of respondents say they are almost always contacted by a sales representative after requesting information.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine if inquirers are contacted by a sales representative after requesting information.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 581 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Included in the survey was the question:

“Regardless of which inquiry method you utilize, how often does a sales representative from the supplier contact you after your inquiry?”

Conclusion:

Fifteen percent of inquirers are almost always contacted by a sales representative.

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06

Cahners Advertising Research Report

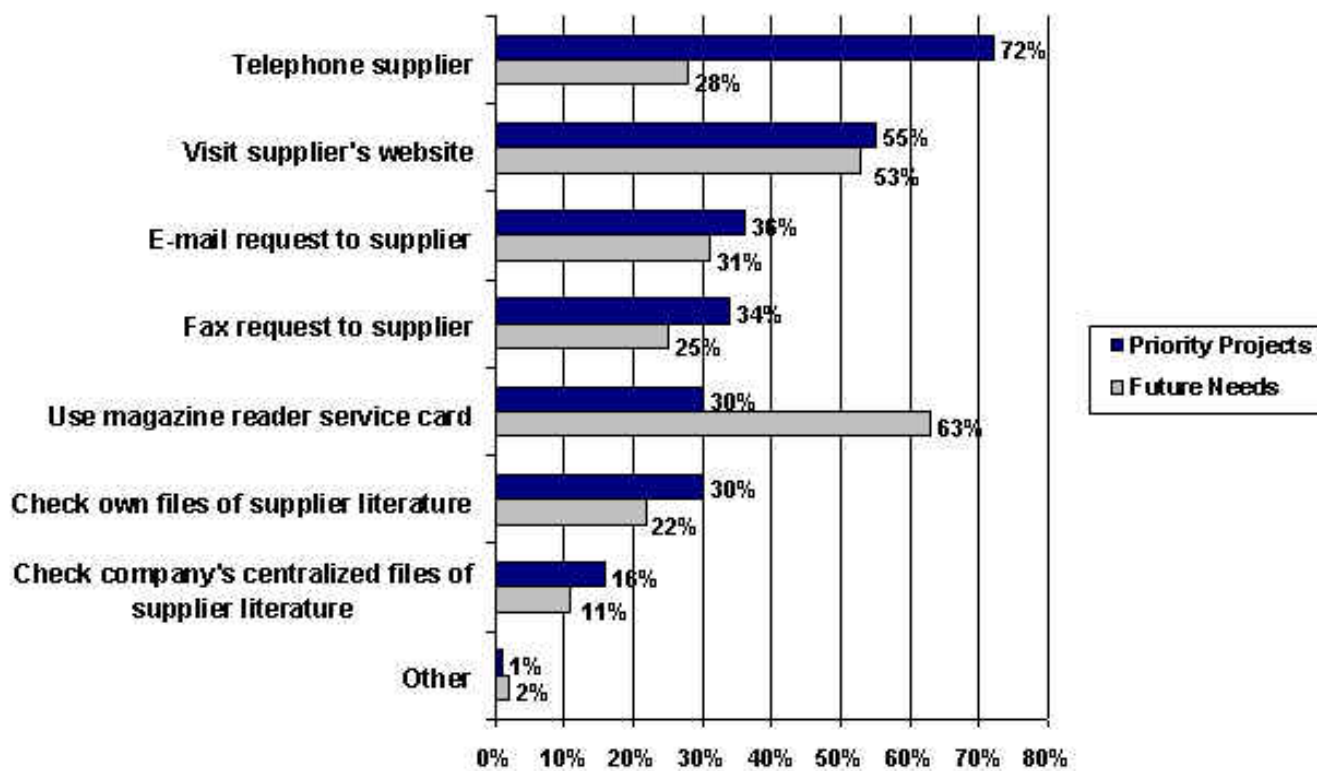
No.2001.04

Replaces 240.1A

How Professionals Gain Additional Information on Products Seen in Trade Magazine Ads or Editorials?

Calling a supplier on the phone is the most common means used to gain additional information on products when professionals are inquiring for priority projects. Use of magazine reader service cards is the most popular way to inquire when it relates to future needs.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine what means professionals use to gain additional information on products seen in trade magazine ads or editorials.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 508 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Results add to more than 100% due to multiple response. Included in the survey was the question:

“When you see an ad or editorial item in a trade magazine for a product that interests you, what means do you use to gain additional information for priority projects and future needs?”

Conclusion:

Calling a supplier on the phone is the most common means used to gain additional information on products when professionals are inquiring for priority projects. Use of magazine reader service cards is the most popular way to inquire when it relates to future needs.

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06

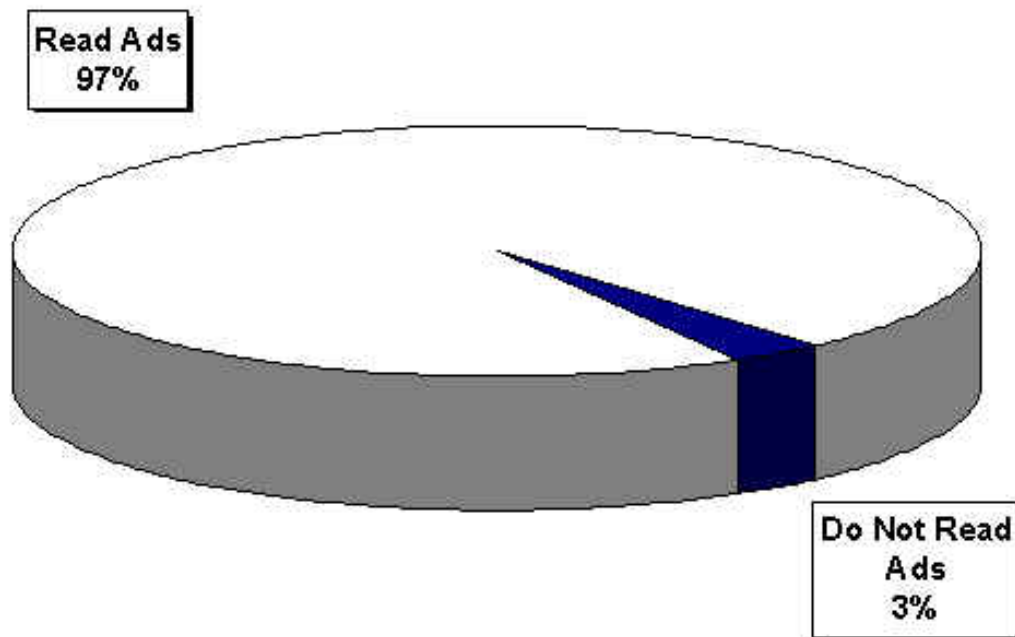
Cahners Advertising Research Report

No.2001.05

Do You Read Ads For Companies You Already Do Business With?

An overwhelming 97% of those surveyed read ads for companies they already do business with.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street,
Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications,
Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing,
Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine if respondents read ads for companies they already do business with.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 578 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Included in the survey was the question:

“Do you read ads for companies you already do business with?”

Conclusion:

Virtually all of those surveyed read ads for companies they already do business with.

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06

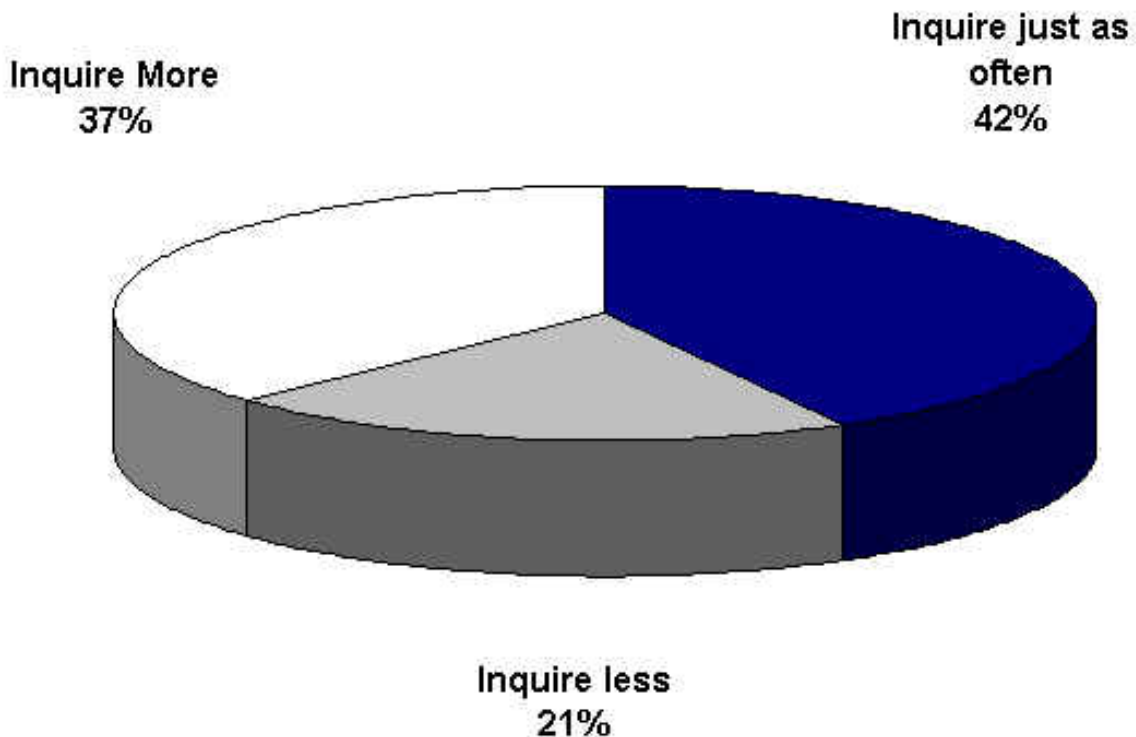
Cahners Advertising Research Report

No.2001.06

What is the Level of Interest in Responding to Advertisements on Products Featured in Trade Magazines?

Seventy-nine percent of respondents inquire more or just as often as they did 5 years ago.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street,
Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications,
Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing,
Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the level of interest in responding to advertisements on products featured in trade magazines.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 563 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Included in the survey was the question:

“No matter what method you use to inquire (phone, fax, web, or reader service card), how would you describe your level of interest in responding to advertisements on products featured in trade magazines?”

Conclusion:

Over three-quarters of those surveyed inquire more or just as often as they did 5 years ago.

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06

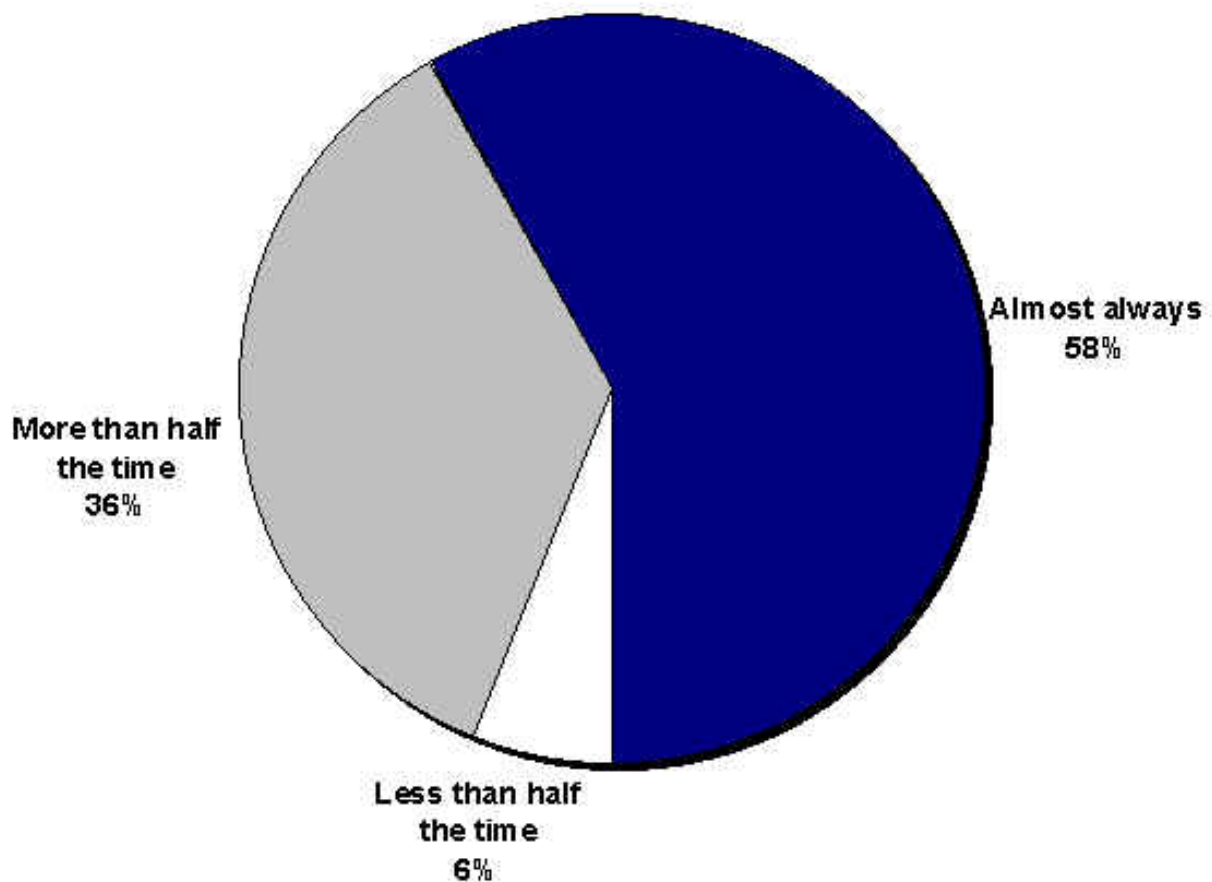
Cahners Advertising Research Report

No.2001.08

How Often is Information Received From a Supplier?

Over half of those surveyed almost always receive the information they requested from a supplier.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street,
Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.
Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications,
Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing,
Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine how often information requested from a supplier is received.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 582 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Included in the survey was the question:

“Regardless of which inquiry method you utilize, how often do you receive the information you requested from a supplier?”

Conclusion:

Fifty-eight percent of those surveyed almost always receive the information they requested

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06

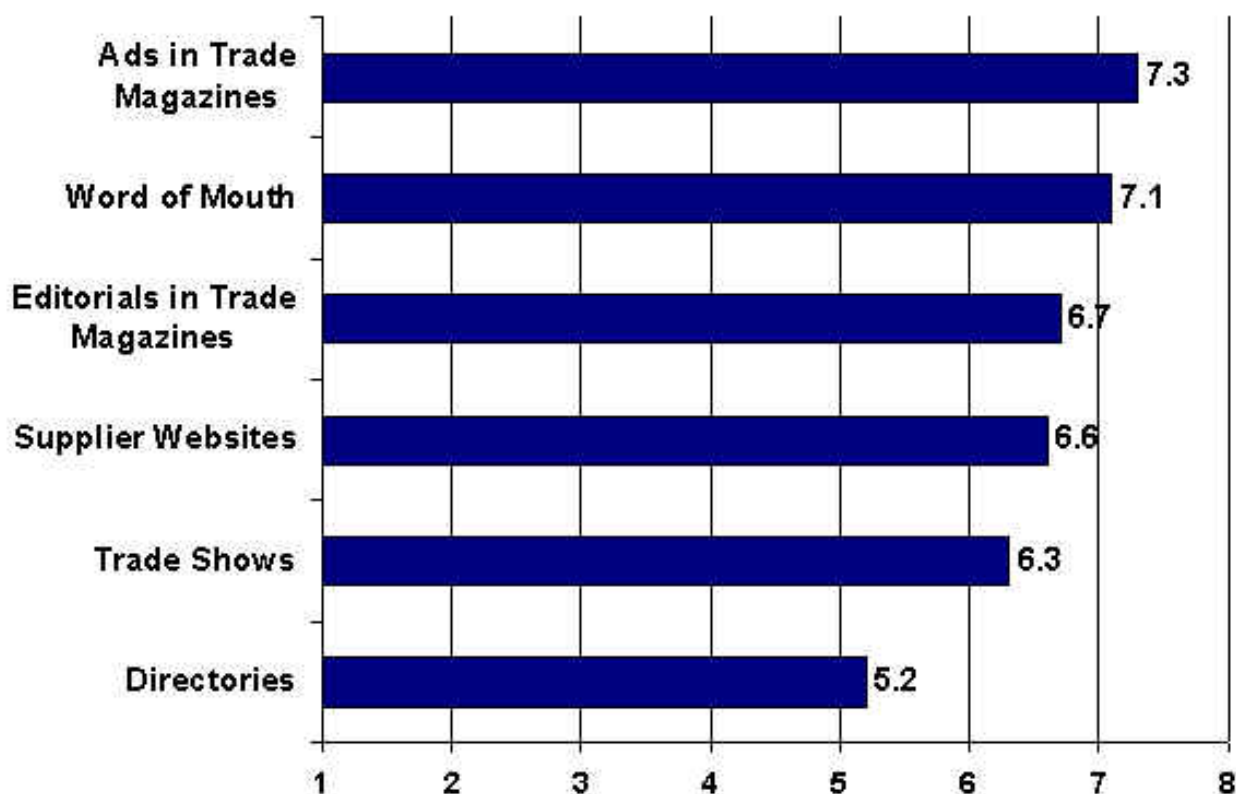
Cahners Advertising Research Report

No.2001.09

How to Increase Awareness?

Advertisements in trade magazines are the most effective means of increasing professionals' awareness of suppliers.

Percent of Respondents



For additional copies, write CARR, Cahners Business Information, 275 Washington Street, Newton, MA 02458 (617-558-4637), e-mail at smulcahy@cahners.com, or contact your sales representative.

Cahners Business Information
A DIVISION OF REED ELSEVIER, INC.

Specialized Magazines for Automotive, Book Publishing, Building & Construction, Communications, Electronics, Entertainment, Food Processing, Foodservice & Lodging, Jewelry, Manufacturing, Medical & Scientific, Metals, Packaging, Printing, Retail Home Furnishings, Travel, Trucking

Purpose:

To determine the most effective means of increasing supplier awareness.

Methodology:

Cahners Research mailed 2,000 surveys to subscribers of Cahners publications. Results are based on 376 management-level respondents who are evenly spread among the following functions: materials handling, logistics, warehousing, and industrial distribution. Included in the survey was the question:

“In terms of increasing your awareness of suppliers, how effective are each of the following influences: Ads in trade magazines, editorials in trade magazines, trade shows, directories, supplier websites, word of mouth?”

Conclusion:

On average, those surveyed felt ads in trade magazines (7.3) were the most effective in terms of increasing their awareness of suppliers, followed by word of mouth (7.1), editorials in trade magazines (6.7), suppliers' websites (6.6), trade shows(6.3), and directories (5.2).

Visit Cahners Business Information on the Internet at <http://www.cahners.com/>.

CARR Reports may be reproduced without prior consent.

2001.06