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## LogicLab Publishes Magazine Advertising Trends and Climate Study

### *Study Reveals Advertising Trends, Networking Sources for Magazine Publishing Industry*

New York – February 10, 2010 – LogicLab Inc. ([www.logiclabinc.com](http://www.logiclabinc.com)), the first company to apply deep marketing analytics to the media buying process of evaluating, optimizing and purchasing advertising, today announced the results of its “Trends and Challenges in Publishing: Magazine Survey 2010.” The study, conducted in December 2009, compiles the feedback of 58 respondents from throughout the magazine publishing industry.

The new report is available at no cost by visiting: <http://www.logiclabinc.com/pdfs/Mag2010Survey.pdf>

LogicLab conducted the study to determine the tools and resources magazine publishers and editors frequently use to stay up-to-date with industry trends and events. LogicLab also sought to discover the publications’ sources, tools and challenges for generating advertising revenue.

Highlights of the report include:

- 69% of respondents found industry events and associations to be the top sources for gaining new information and keeping up with trend development.
- The top channels for finding news, job- and industry-related information include the Internet (37.9% of respondents), press releases, PR pitches and newswires (31% of respondents) and industry associations (17.2% of respondents).
- 27.6% of respondents considered publication content – both print and digital – to be the most effective tool for attracting advertising revenue.
- 35.7% of respondents mentioned that results-metrics/data-tracking would improve their ability to attract more advertising revenue.

LogicLab President Chris Wilson commented, “The ‘Trends and Challenges in Publishing’ survey revealed some very interesting results and implications for magazine publishers. Not only did it provide insight

into where publishers are finding news and information, but also what services they are looking for that would improve their advertising revenue.”

For more information about how LogicLab helps publishers and media owners, visit <http://www.logiclabinc.com/media>

**About LogicLab™**

LogicLab develops innovative solutions that match advertisers with the best media choices possible. By placing actual consumer data at the center of media evaluation, the LogicLab Media Marketplace™ enables advertisers, agencies and media buyers to, for the first time, optimize and measure campaigns using the same proven quantitative criteria used in disciplines such as direct marketing. The LogicLab Media Marketplace™ also gives media owners the ability to attract new and diverse advertisers. Founded in 2009 and based in New York, LogicLab Inc. is a wholly owned subsidiary of Merkle Inc. Learn more about LogicLab Inc. at [www.logiclabinc.com](http://www.logiclabinc.com) or call (877) 284-8543.

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