

Mom Matters

Actionable insights on the mom market. Compliments of *Parenting* magazine.



At *Parenting* we've invested greatly in exploring and understanding the mom market. Our primary source of insight is the *Parenting* MomConnection panel, our online consumer panel of 5,000 representative moms (not just subscribers) who consult with us on an ongoing basis.

This month: Moms & Ads: The Annoyance Factor

Lights, camera...annoyed?

Marketers know that it's pretty darn hard to get consumers to say they welcome advertising. But certain media are more welcome than others. A recent study of video-based media by Arbitron showed that 63% of moviegoers do not mind onscreen commercials, claiming to be less annoyed by theater ads than advertising via other media.

Does mom agree?

Parenting's The 24-7 of Mom study surveyed moms on their attitudes and interactions with an even wider variety of media vehicles, covering 20 advertising touchpoints. What does mom have to say about the annoyance factor?

Ads don't bother me much: Placed-based media

(top 5 out of 9) % of moms who agree

Doctor's offices	50%
Bus/Subway/Commuter rail/Taxis	48%
Movie Theaters	47%
Retail Stores	43%
Health clubs/Gyms	42%

Ads don't bother me much: In-home media (top 5 out of 11) % of moms who agree

Newspapers	58%
Magazines	53%
Internet blogs	44%
Direct mail	29%
Television	28%

When it comes to the annoyance factor, mom has her own opinions

She's far more annoyed by movie theater ads, but far more accepting of other forms, than consumers in general. For mom, print tops the list of acceptable advertising vehicles. This isn't surprising considering that print delivers the information mom craves, while allowing her to adapt her perusal of it to suit her very busy life.

What does this mean for you?

Put your marketing money where it will be appreciated. Check out *Parenting's* proprietary The 24-7 of Mom study and find out when mom is ready to say "you're welcome."

Tell us what you want to know

Have an issue that needs exploring? A question you'd like answered? Send your requests for future "Mom Matters" issues and we'll take it from there.

To submit questions or for more information on this or any other aspect of the mom market, please contact your *Parenting* sales rep or Research Director Cheryl Wilbur at 212.522.1212.