

VISTA

Better Homes and Gardens January 2011

Executive Summary

All Ads • Ranked by Recall

All Ads • Ranked Within Product Category

All Ads • Ranked by Actions Taken

Brand Attributes

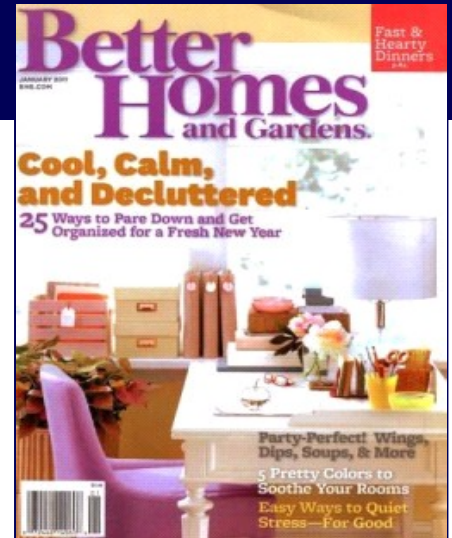
Ad Thumbnails by Page Position

Reader Involvement Profile

Editorial Readership

Demographics

Methodology



Affinity

Marketing • Research • Consulting

VISTA

Executive Summary

Better Homes and Gardens • January 2011

A VISTA Print Effectiveness Rating survey was recently fielded by Affinity to measure reader involvement, advertising effectiveness, and editorial readership of the January 2011 national edition of Better Homes and Gardens. A total of 308 respondents were surveyed to determine the effectiveness of 56 advertisements and the editorial readership of 6 articles appearing in the issue.

Advertising Highlights

Total Recall Top Scoring Ads		
Pepperidge Farm Deli Flats	FP/4C	77%
Olay Pro-X	FP/4C	68%
Philadelphia Cream Cheese	FP/4C	68%
MultiGrain Cheerios	MPU(1.3)/4C	67%
Birds Eye Steamfresh	MPU(1.3)/4C	65%
Olay Pro-X Advanced Cleansing System	FP/4C	63%
Riders Jeans	1/2P(h)/4C	63%
The Smile Train	FP/4C	63%
Oreck Vacuums	FP/4C	62%
Ruby Tuesday	FP/4C	61%

Brand Association Top Scoring Ads		
Geico	FP/4C	100%
MultiGrain Cheerios	MPU(1.3)/4C	99%
Oreck Vacuums	FP/4C	98%
Florida's Natural Premium Orange Juice	FP/4C	98%
Febreze	FP/4C	98%
V8 V-Fusion	MPU(1.3)/4C	98%
Curel Ultra Healing Lotion	MPU(1.3)/4C	98%
Bose Wave Music System	FP/4C	98%
Mucinex D	MPU(1.3)/4C	98%
Blue Diamond Almonds	1/2P(h)/4C	97%

Actions Taken Top Scoring Ads		
Pepperidge Farm Deli Flats	FP/4C	80%
MultiGrain Cheerios	MPU(1.3)/4C	80%
McCormick Spices	FP/4C	79%
Birds Eye Steamfresh	MPU(1.3)/4C	78%
Yoplait Light	2PS/4C	75%
Philadelphia Cream Cheese	FP/4C	74%
Dole Fruit Bowls	FP/4C	73%
Florida's Natural Premium Orange Juice	FP/4C	73%
Snyder's of Hanover Pretzels	1/3P(v)/4C	71%
Blue Diamond Almonds	1/2P(h)/4C	71%

Issue Norms	
Average Total Recall	51%
Average Brand Association	89%
Average Actions Taken	51%
Total Recall	
Two-Page Spread	52%
Full Page	53%
1st half of issue ads	52%
2nd half of issue ads	50%

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All Ads - Ranked by Recall

Better Homes and Gardens • January 2011

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Pepperidge Farm Deli Flats	FP	58	4C	77%	94%	80%
Olay Pro-X	FP	BC	4C	68%	94%	46%
Philadelphia Cream Cheese	FP	41	4C	68%	91%	74%
MultiGrain Cheerios	MPU(1.3)	118-119	4C	67%	99%	80%
Birds Eye Steamfresh	MPU(1.3)	100-101	4C	65%	94%	78%
Riders Jeans	1/2P(h)	42	4C	63%	95%	53%
Olay Pro-X Advanced Cleansing System	FP	7	4C	63%	95%	48%
The Smile Train	FP	127	4C	63%	80%	34%
Oreck Vacuums	FP	34	4C	62%	98%	32%
Florida's Natural Premium Orange Juice	FP	17	4C	61%	98%	73%
Ruby Tuesday	FP	51	4C	61%	97%	65%
Boniva	1.3PS	124-125	4C	61%	95%	19%
Campbell's Select Harvest Light Soup	FP	85	4C	61%	84%	70%
Celebrex	2PS	74-75	4C	61%	79%	29%
Yoplait Light	2PS	22-23	4C	60%	97%	75%
Pam	FP	89	4C	60%	84%	69%
V8 V-Fusion	MPU(1.3)	120-121	4C	59%	98%	68%
Febreze	FP	19	4C	59%	98%	67%
McCormick Spices	FP	109	4C	59%	92%	79%
Better Homes and Gardens Kitchen Collection	2PS	IFC	4C	59%	72%	68%
Silk Soymilk	FP	78	4C	58%	97%	42%
Dole Fruit Bowls	FP	115	4C	57%	97%	73%
Campbell's Chunky Soups	FP	87	4C	56%	95%	64%
Curel Ultra Healing Lotion	MPU(1.3)	10-11	4C	55%	98%	59%
Pringles Multigrain	FP	53	4C	54%	82%	66%
Geico	FP	46	4C	52%	100%	26%
Starbucks	1/2P(h)	43	4C	52%	79%	53%
Mucinex D	MPU(1.3)	72-73	4C	51%	98%	60%
Bose Wave Music System	FP	65	4C	51%	98%	51%
Eucerin Calming Body Wash & Creme	FP	2	4C	51%	87%	54%

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	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Discover Card	FP	24	4C	50%	96%	35%
Humira	2PS	66-67	4C	50%	86%	14%
MorningStar Farms Veggie Sausage Patties	FP	117	4C	49%	92%	48%
Vicks NyQuil	FP	123	4C	48%	88%	41%
Farmers Insurance Group	FP	21	4C	48%	84%	22%
Jimmy Dean D-Lights	FP	103	4C	47%	77%	50%
Victoza	MPU(2.6)	96-97	4C	47%	67%	19%
Blue Pet Food	MPU(1.3)	8-9	4C	46%	81%	34%
Prego Veggie Smart	FP	91	4C	46%	79%	56%
Toyota	FP	5	4C	46%	55%	26%
SlimQuick Ultra Fat Burner	FP	45	4C	45%	96%	24%
Always Ultra	MPU(1.3)	12-13	4C	45%	93%	41%
La-Z-Boy	FP	IBC	4C	44%	69%	44%
LYRICA	FP	37	4C	43%	89%	23%
Weight Watchers Cheeses	FP	95	4C	43%	71%	49%
Arm & Hammer Power Gel Detergent	1/3P(v)	64	4C	42%	88%	42%
Simply Saline	1/3P(v)	44	4C	40%	88%	39%
Toyota Highlander	FP	14	4C	39%	95%	35%
Lipitor	FP	61	4C	38%	95%	26%
Snyder's of Hanover Pretzels	1/3P(v)	77	4C	37%	87%	71%
Flovent	FP	105	4C	37%	68%	29%
Blue Diamond Almonds	1/2P(h)	93	4C	33%	97%	71%
Cimzia	MPU(2.3)	54-57	4C	33%	76%	18%
Bio-Oil	FP	71	4C	31%	91%	41%
Vimovo	2PS	110-111	4C	30%	77%	42%
VitaFusion Fiber Gummies	1/3P(v)	107	4C	29%	73%	53%
All Ads Measured				51%	89%	51%

Note: Brand Association & Actions Taken based on respondents recalling specific advertisements

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All Ads - Ranked Within Product Category

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	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Apparel & Accessories						
Riders Jeans	1/2P(h)	42	4C	63%	95%	53%
Total Apparel & Accessories				63%	95%	53%
Automotive						
Toyota	FP	5	4C	46%	55%	26%
Toyota Highlander	FP	14	4C	39%	95%	35%
Total Automotive				43%	74%	30%
Beverages						
Florida's Natural Premium Orange Juice	FP	17	4C	61%	98%	73%
V8 V-Fusion	MPU(1.3)	120-121	4C	59%	98%	68%
Silk Soymilk	FP	78	4C	58%	97%	42%
Starbucks	1/2P(h)	43	4C	52%	79%	53%
Total Beverages				57%	94%	59%
Consumer Electronics						
Bose Wave Music System	FP	65	4C	51%	98%	51%
Total Consumer Electronics				51%	98%	51%
Dairy/Produce/Meats/Fish						
Yoplait Light	2PS	22-23	4C	60%	97%	75%
Weight Watchers Cheeses	FP	95	4C	43%	71%	49%
Total Dairy/Produce/Meats/Fish				51%	86%	64%
Drugs & Remedies (DTC)						
Boniva	1.3PS	124-125	4C	61%	95%	19%
Celebrex	2PS	74-75	4C	61%	79%	29%
Humira	2PS	66-67	4C	50%	86%	14%
Victoza	MPU(2.6)	96-97	4C	47%	67%	19%
LYRICA	FP	37	4C	43%	89%	23%
Lipitor	FP	61	4C	38%	95%	26%
Flovent	FP	105	4C	37%	68%	29%
Cimzia	MPU(2.3)	54-57	4C	33%	76%	18%
Vimovo	2PS	110-111	4C	30%	77%	42%
Total Drugs & Remedies (DTC)				44%	82%	23%
Drugs & Remedies (OTC)						
Mucinex D	MPU(1.3)	72-73	4C	51%	98%	60%

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Drugs & Remedies (OTC) (Cont...)						
Vicks NyQuil	FP	123	4C	48%	88%	41%
SlimQuick Ultra Fat Burner	FP	45	4C	45%	96%	24%
Simply Saline	1/3P(v)	44	4C	40%	88%	39%
VitaFusion Fiber Gummies	1/3P(v)	107	4C	29%	73%	53%
Total Drugs & Remedies (OTC)				43%	90%	43%
Finance & Insurance						
Geico	FP	46	4C	52%	100%	26%
Discover Card	FP	24	4C	50%	96%	35%
Farmers Insurance Group	FP	21	4C	48%	84%	22%
Total Finance & Insurance				50%	94%	28%
Household Appliances						
Oreck Vacuums	FP	34	4C	62%	98%	32%
Total Household Appliances				62%	98%	32%
Household Furnishings						
Better Homes and Gardens Kitchen Collection	2PS	IFC	4C	59%	72%	68%
La-Z-Boy	FP	IBC	4C	44%	69%	44%
Total Household Furnishings				51%	70%	58%
Household Products						
Febreze	FP	19	4C	59%	98%	67%
Arm & Hammer Power Gel Detergent	1/3P(v)	64	4C	42%	88%	42%
Total Household Products				50%	94%	56%
Non-Profit Organizations						
The Smile Train	FP	127	4C	63%	80%	34%
Total Non-Profit Organizations				63%	80%	34%
Packaged Foods						
Pepperidge Farm Deli Flats	FP	58	4C	77%	94%	80%
Philadelphia Cream Cheese	FP	41	4C	68%	91%	74%
MultiGrain Cheerios	MPU(1.3)	118-119	4C	67%	99%	80%
Birds Eye Steamfresh	MPU(1.3)	100-101	4C	65%	94%	78%

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All Ads - Ranked Within Product Category

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Packaged Foods (Cont...)						
Campbell's Select Harvest Light Soup	FP	85	4C	61%	84%	70%
Pam	FP	89	4C	60%	84%	69%
McCormick Spices	FP	109	4C	59%	92%	79%
Dole Fruit Bowls	FP	115	4C	57%	97%	73%
Campbell's Chunky Soups	FP	87	4C	56%	95%	64%
Pringles Multigrain	FP	53	4C	54%	82%	66%
MorningStar Farms Veggie Sausage Patties	FP	117	4C	49%	92%	48%
Jimmy Dean D-Lights	FP	103	4C	47%	77%	50%
Prego Veggie Smart	FP	91	4C	46%	79%	56%
Snyder's of Hanover Pretzels	1/3P(v)	77	4C	37%	87%	71%
Blue Diamond Almonds	1/2P(h)	93	4C	33%	97%	71%
Total Packaged Foods				56%	90%	70%
Personal Care Products						
Olay Pro-X Advanced Cleansing System	FP	7	4C	63%	95%	48%
Curel Ultra Healing Lotion	MPU(1.3)	10-11	4C	55%	98%	59%
Eucerin Calming Body Wash & Creme	FP	2	4C	51%	87%	54%
Always Ultra	MPU(1.3)	12-13	4C	45%	93%	41%
Bio-Oil	FP	71	4C	31%	91%	41%
Total Personal Care Products				49%	93%	50%
Pet Supplies & Services						
Blue Pet Food	MPU(1.3)	8-9	4C	46%	81%	34%
Total Pet Supplies & Services				46%	81%	34%
Restaurants						
Ruby Tuesday	FP	51	4C	61%	97%	65%
Total Restaurants				61%	97%	65%
Skincare - Face						
Olay Pro-X	FP	BC	4C	68%	94%	46%
Total Skincare - Face				68%	94%	46%

All Ads Measured

51%

89%

51%

Note: Brand Association & Actions Taken based on respondents recalling specific advertisements

VISTA

All Ads - Ranked by Action Taken

Better Homes and Gardens • January 2011

	More Favorable <u>Opinion</u>	Gather More <u>Information</u>	Visit Advertiser's <u>Website</u>	Visit Store, Dealer, Other <u>Location</u>	Save Ad For Future <u>Reference</u>	Recommend Product or <u>Service</u>	Consider Purchasing <u>Product/Service</u>	Purchase Product/ <u>Service</u>	ANY ACTION <u>(Net)</u>
MultiGrain Cheerios	13%	6%	1%	7%	1%	4%	43%	23%	80%
Pepperidge Farm Deli...	11%	8%	0%	15%	0%	4%	43%	27%	80%
McCormick Spices	7%	10%	8%	5%	5%	5%	34%	31%	79%
Birds Eye Steamfresh	6%	6%	4%	10%	9%	6%	45%	19%	78%
Yoplait Light	8%	3%	2%	16%	0%	2%	46%	31%	75%
Philadelphia Cream C...	10%	4%	7%	3%	25%	6%	32%	32%	74%
Dole Fruit Bowls	15%	2%	0%	5%	0%	5%	39%	22%	73%
Florida's Natural Pr...	15%	3%	0%	6%	0%	2%	40%	24%	73%
Blue Diamond Almonds	12%	3%	3%	0%	0%	3%	29%	29%	71%
Snyder's of Hanover ...	3%	5%	3%	5%	0%	0%	34%	32%	71%
Campbell's Select Ha...	14%	3%	0%	6%	0%	3%	33%	24%	70%
Pam	18%	2%	2%	2%	0%	6%	29%	32%	69%
Better Homes and Gar...	17%	22%	10%	20%	8%	2%	47%	2%	68%
V8 V-Fusion	10%	0%	2%	2%	3%	3%	37%	27%	68%
Febreze	8%	2%	3%	5%	2%	5%	35%	30%	67%
Pringles Multigrain	9%	14%	2%	13%	0%	2%	41%	13%	66%
Ruby Tuesday	16%	0%	3%	22%	16%	0%	25%	22%	65%
Campbell's Chunky So...	12%	0%	5%	3%	0%	2%	34%	17%	64%
Mucinex D	6%	8%	4%	8%	4%	9%	32%	15%	60%
Curel Ultra Healing ...	4%	9%	0%	2%	5%	2%	41%	7%	59%
Prego Veggie Smart	8%	6%	2%	0%	0%	4%	38%	13%	56%
Eucerin Calming Body...	10%	6%	2%	4%	2%	2%	40%	12%	54%
Riders Jeans	9%	5%	2%	6%	2%	3%	27%	13%	53%
Starbucks	8%	11%	2%	11%	2%	8%	36%	11%	53%
VitaFusion Fiber Gum...	3%	10%	3%	0%	3%	0%	23%	10%	53%
Bose Wave Music Syst...	11%	15%	11%	4%	9%	2%	17%	6%	51%
Jimmy Dean D-Lights	6%	6%	2%	0%	4%	2%	29%	15%	50%
Weight Watchers Chee...	13%	11%	7%	4%	0%	2%	20%	7%	49%
MorningStar Farms Ve...	8%	8%	6%	12%	4%	4%	24%	8%	48%
Olay Pro-X Advanced ...	6%	19%	5%	3%	0%	2%	28%	3%	48%

VISTA

All Ads - Ranked by Action Taken

Better Homes and Gardens • January 2011

	More Favorable Opinion	Gather More Information	Visit Advertiser's Website	Visit Store, Dealer, Other Location	Save Ad For Future Reference	Recommend Product or Service	Consider Purchasing Product/Service	Purchase Product/Service	ANY ACTION (Net)
Olay Pro-X	7%	13%	3%	3%	0%	1%	23%	7%	46%
La-Z-Boy	16%	7%	7%	0%	0%	2%	16%	4%	44%
Arm & Hammer Power G...	2%	7%	0%	2%	5%	5%	28%	12%	42%
Silk Soymilk	3%	10%	3%	3%	5%	3%	22%	10%	42%
Vimovo	0%	13%	3%	13% ⁽¹⁾	3%	0%	10%	0%	42%
Always Ultra	9%	2%	0%	0%	0%	4%	13%	17%	41%
Bio-Oil	0%	16%	9%	0%	3%	0%	25%	9%	41%
Vicks NyQuil	2%	0%	0%	0%	0%	2%	18%	16%	41%
Simply Saline	2%	12%	2%	2%	0%	5%	22%	0%	39%
Discover Card	12%	6%	4%	0%	0%	2%	10%	2%	35%
Toyota Highlander	18%	8%	3%	0%	5%	3%	5%	0%	35%
Blue Pet Food	6%	4%	4%	0%	2%	0%	19%	6%	34%
The Smile Train	8%	13%	3%	2%	0%	2%	6%	0%	34%
Oreck Vacuums	14%	6%	3%	3%	2%	2%	8%	2%	32%
Celebrex	5%	6%	0%	10% ⁽¹⁾	6%	3%	5%	2%	29%
Flovent	8%	8%	3%	13% ⁽¹⁾	3%	0%	3%	3%	29%
Geico	15%	0%	6%	0%	2%	0%	9%	0%	26%
Lipitor	0%	3%	0%	5% ⁽¹⁾	3%	3%	0%	8%	26%
Toyota	11%	4%	2%	0%	2%	4%	2%	0%	26%
SlimQuick Ultra Fat ...	0%	9%	9%	0%	0%	0%	13%	2%	24%
LYRICA	2%	9%	2%	9% ⁽¹⁾	2%	2%	2%	0%	23%
Farmers Insurance Gr...	6%	2%	2%	0%	2%	2%	4%	0%	22%
Boniva	0%	8%	3%	3% ⁽¹⁾	2%	0%	3%	0%	19%
Victoza	0%	2%	2%	4% ⁽¹⁾	6%	4%	0%	2%	19%
Cimzia	0%	3%	6%	3% ⁽¹⁾	3%	3%	3%	0%	18%
Humira	2%	4%	2%	6% ⁽¹⁾	2%	0%	0%	0%	14%
All Ads Measured	8%	7%	3%	5%	3%	3%	24%	13%	51%

Note: Actions taken based on those who took or plan to take action among respondents recalling specific ads;
 1) Ask a doctor or other healthcare professional about the product. 2) View the advertised program/movie.

VISTA

Brand Attributes

Better Homes and Gardens • January 2011

	<u>Good Reputation</u>	<u>Good Value</u>	<u>Good Quality</u>	<u>A Leading Brand/Company</u>	<u>One of my Favorites</u>	<u>Not Familiar</u>
Always Ultra	39%	18%	30%	42%	13%	26%
Arm & Hammer Power Gel Detergent	60%	34%	37%	50%	8%	8%
Better Homes and Gardens Kitchen Collection	37%	21%	25%	18%	8%	26%
Bio-Oil	4%	3%	3%	1%	0%	90%
Birds Eye Steamfresh	66%	29%	56%	62%	26%	8%
Blue Diamond Almonds	47%	18%	56%	43%	25%	7%
Blue Pet Food	18%	4%	15%	4%	3%	72%
Boniva	35%	1%	8%	29%	0%	44%
Bose Wave Music System	69%	14%	50%	44%	15%	9%
Campbell's Chunky Soups	62%	37%	48%	65%	30%	0%
Campbell's Select Harvest Light Soup	61%	33%	48%	63%	23%	3%
Celebrex	19%	2%	11%	35%	6%	46%
Cimzia	0%	2%	0%	4%	0%	96%
Curel Ultra Healing Lotion	35%	12%	38%	41%	8%	13%
Discover Card	38%	13%	12%	52%	8%	14%
Dole Fruit Bowls	58%	27%	47%	54%	21%	5%
Eucerin Calming Body Wash & Creme	35%	15%	37%	26%	6%	23%
Farmers Insurance Group	33%	9%	12%	38%	4%	27%
Febreze	48%	30%	36%	42%	27%	5%
Florida's Natural Premium Orange Juice	47%	26%	47%	33%	22%	8%
Flovent	11%	2%	5%	12%	4%	78%
Geico	37%	26%	16%	56%	8%	11%
Humira	6%	3%	1%	15%	1%	77%
Jimmy Dean D-Lights	42%	13%	27%	45%	10%	18%
La-Z-Boy	56%	21%	40%	53%	13%	6%
Lipitor	30%	6%	8%	38%	3%	35%
LYRICA	14%	5%	8%	12%	1%	66%
McCormick Spices	61%	35%	60%	63%	51%	4%
MorningStar Farms Veggie Sausage Patties	25%	13%	20%	24%	8%	41%
Mucinex D	37%	13%	20%	44%	12%	24%

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Brand Attributes

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	<u>Good Reputation</u>	<u>Good Value</u>	<u>Good Quality</u>	<u>A Leading Brand/Company</u>	<u>One of my Favorites</u>	<u>Not Familiar</u>
MultiGrain Cheerios	64%	38%	54%	62%	38%	4%
Olay Pro-X	39%	13%	29%	46%	15%	17%
Olay Pro-X Advanced Cleansing System	38%	6%	25%	42%	6%	22%
Oreck Vacuums	46%	14%	30%	49%	5%	14%
Pam	61%	37%	43%	54%	45%	3%
Pepperidge Farm Deli Flats	49%	23%	38%	45%	22%	9%
Philadelphia Cream Cheese	51%	35%	51%	48%	47%	1%
Prego Veggie Smart	34%	23%	23%	38%	10%	35%
Pringles Multigrain	34%	16%	20%	39%	11%	20%
Riders Jeans	25%	23%	25%	33%	8%	26%
Ruby Tuesday	38%	24%	27%	39%	18%	14%
Silk Soymilk	30%	15%	13%	33%	9%	37%
Simply Saline	8%	4%	6%	13%	1%	72%
SlimQuick Ultra Fat Burner	9%	2%	3%	21%	1%	69%
Snyder's of Hanover Pretzels	47%	32%	40%	42%	27%	15%
Starbucks	43%	17%	33%	56%	28%	5%
The Smile Train	15%	2%	3%	16%	2%	69%
Toyota	43%	23%	30%	58%	14%	3%
Toyota Highlander	42%	18%	29%	53%	10%	6%
V8 V-Fusion	42%	14%	33%	43%	16%	10%
Vicks NyQuil	48%	17%	27%	48%	15%	7%
Victoza	1%	0%	2%	3%	3%	91%
Vimovo	1%	1%	2%	3%	3%	90%
VitaFusion Fiber Gummies	4%	3%	7%	10%	3%	83%
Weight Watchers Cheeses	32%	13%	15%	38%	2%	38%
Yoplait Light	50%	38%	45%	47%	37%	2%

VISTA

Ad Thumbnails by Page Position



Better Homes and Gardens Kitchen Collection (Inside Front Cover)



Eucerin Calming Body Wash & Creme (2)



Toyota (5)



Olay Pro-X Advanced Cleansing System (7)



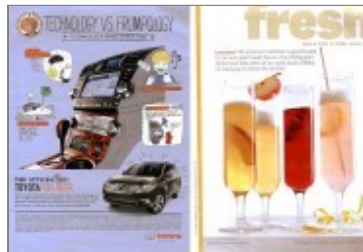
Blue Pet Food (8-9)



Curel Ultra Healing Lotion (10-11)



Always Ultra (12-13)



Toyota Highlander (14)



Florida's Natural Premium Orange Juice (17)



Febreze (19)



Farmers Insurance Group (21)



Yoplait Light (22-23)



Discover Card (24)



Oreck Vacuums (34)



LYRICA (37)

VISTA

Ad Thumbnails by Page Position



Philadelphia Cream Cheese (41)



Riders Jeans (42)



Starbucks (43)



Simply Saline (44)



SlimQuick Ultra Fat Burner (45)



Geico (46)



Ruby Tuesday (51)



Pringles Multigrain (53)



Cimzia (54-57)



Cimzia (54-57)



Pepperidge Farm Deli Flats (58)



Lipitor (61)



Arm & Hammer Power Gel Detergent (64)



Bose Wave Music System (65)



Humira (66-67)

VISTA

Ad Thumbnails by Page Position



Bio-Oil (71)



Mucinex D (72-73)



Celebrex (74-75)



Snyder's of Hanover Pretzels (77)



Silk Soymilk (78)



Campbell's Select Harvest Light Soup (85)



Campbell's Chunky Soups (87)



Pam (89)



Prego Veggie Smart (91)



Blue Diamond Almonds (93)



Weight Watchers Cheeses (95)



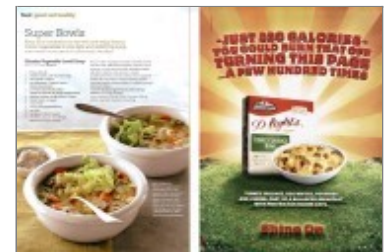
Victoza (96-97)



Victoza (96-97)



Birds Eye Steamfresh (100-101)



Jimmy Dean D-Lights (103)

VISTA

Ad Thumbnails by Page Position



Flovent (105)



VitaFusion Fiber Gummies (107)



McCormick Spices (109)



Vimovo (110-111)



Dole Fruit Bowls (115)



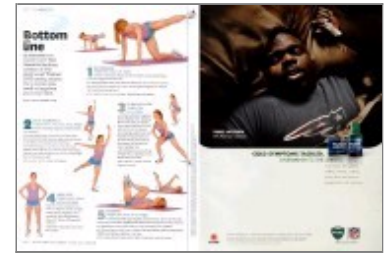
MorningStar Farms Veggie Sausage Patties (117)



MultiGrain Cheerios (118-119)



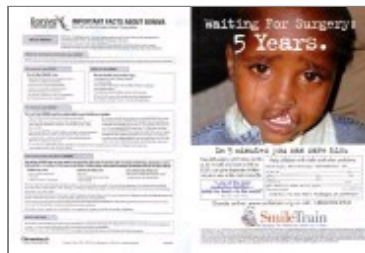
V8 V-Fusion (120-121)



Vicks NyQuil (123)



Boniva (124-125)



The Smile Train (127)



La-Z-Boy (Inside Back Cover)



Olay Pro-X (Back Cover)

VISTA

Reader Involvement Profile

Better Homes and Gardens • January 2011



Q. How many times do you pick up and read or look into a typical issue of this magazine?

1 time	21%
2 times	36%
3 times	15%
4 or more times	28%

Base: Total answering (308)

Q. How soon after you receive this magazine, do you typically pick it up to read or look into it for the first time?

The same day I receive it	35%
Within 2 or 3 days	40%
Within a week	19%
Within 2 weeks	4%
2 weeks or longer	3%

Base: Total answering (308)

Q. In total, how much time do you spend reading or looking into a typical issue of this magazine?

One hour or more	26%
45 minutes	28%
30 minutes	31%
15 minutes or less	15%
Average: 43 Minutes	

Base: Total answering (308)

Q. How did you obtain your copy of this issue?

I subscribe to the magazine	60%
I bought it at a newsstand or retail store	14%
It was passed along to me	14%
I read it in a public place	11%
Other	1%

Base: Total answering (308)

Q. Out of the last four issues of this magazine, how many issues have you read or looked into?

4 out of 4	48%
3 out of 4	16%
2 out of 4	22%
1 out of 4	14%

Base: Total answering (308)

Q. Overall, how would you rate this magazine?

One of my favorites	36%
Very good	35%
Good	24%
Average	5%
Poor	0%

Base: Total answering (308)

VISTA

Reader Involvement Profile

Better Homes and Gardens • January 2011

Q. Have you used a computer or mobile device to visit the Web site of this magazine in the past 6 months?

Yes	29%
No	71%

Base: Total answering (308)

Q. Which of the following activities, if any, did you do when you visited the magazine's Web site? (please check all that apply)

Read an article online	63%
Forwarded an article to someone	13%
Downloaded or printed an article	25%
Posted a comment or blog	3%
Viewed or clicked on an advertisement	16%
Purchased a product or service	7%
Downloaded an application	3%
Bookmarked the magazine's Web site	18%
Subscribed to the magazine	6%
Some other activity	36%

Base: Total answering (88); multiple responses

Q. Please indicate whether you agree or disagree with each of the following statements.

	<u>Agree</u>	<u>Disagree</u>
People often ask my opinion about what products and brands to buy.	66%	34%
I prefer to stick with brands that I am familiar with instead of trying something new.	45%	55%
Getting the best price is more important to me than the brand name of the product.	55%	45%
I'm usually the first among my friends to try a new product or brand.	44%	56%
I prefer to buy from companies whose products are good for the environment.	70%	30%
I don't mind paying more for a quality product.	85%	15%
I enjoy reading ads in this magazine.	55%	45%
I read this magazine for information about new brands and companies.	36%	64%
I usually pay more attention to advertisements in this magazine than I do in other magazines that I read	17%	83%

Base: Total answering (308)

VISTA

Editorial Readership

Better Homes and Gardens • January 2011



Perfect Paring

Q. Did you read or look into this article?	
Yes	59%
No	41%

Base: Total answering (102)

Q. How much of this article did you read?	
More than half	58%
Less than half	42%

Base: Read or looked into this article (60)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	30%	Visit a related website	7%
Pass it along to someone	20%	Some other action	7%
Gather more information on the topic	17%	None of these	42%

Base: Read or looked into this article (60), multiple responses



Colorful Side of Gray

Q. Did you read or look into this article?	
Yes	67%
No	33%

Base: Total answering (102)

Q. How much of this article did you read?	
More than half	57%
Less than half	43%

Base: Read or looked into this article (68)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

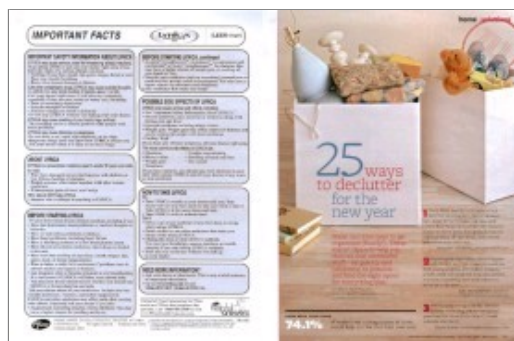
Save it for future reference	38%	Visit a related website	9%
Pass it along to someone	12%	Some other action	3%
Gather more information on the topic	10%	None of these	44%

Base: Read or looked into this article (68), multiple responses

VISTA

Editorial Readership

Better Homes and Gardens • January 2011



25 Ways to Declutter for the New Year

Q. Did you read or look into this article?

Yes	63%
No	37%

Base: Total answering (103)

Q. How much of this article did you read?

More than half	78%
Less than half	22%

Base: Read or looked into this article (65)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	42%	Visit a related website	12%
Pass it along to someone	18%	Some other action	11%
Gather more information on the topic	14%	None of these	29%

Base: Read or looked into this article (65), multiple responses



Winter Games

Q. Did you read or look into this article?

Yes	63%
No	37%

Base: Total answering (104)

Q. How much of this article did you read?

More than half	59%
Less than half	41%

Base: Read or looked into this article (66)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	47%	Visit a related website	8%
Pass it along to someone	11%	Some other action	14%
Gather more information on the topic	3%	None of these	32%

Base: Read or looked into this article (66), multiple responses

VISTA

Editorial Readership

Better Homes and Gardens • January 2011



Supper Solutions

Q. Did you read or look into this article?

Yes	60%
No	40%

Base: Total answering (103)

Q. How much of this article did you read?

More than half	58%
Less than half	42%

Base: Read or looked into this article (62)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	56%	Visit a related website	2%
Pass it along to someone	19%	Some other action	2%
Gather more information on the topic	8%	None of these	27%

Base: Read or looked into this article (62), multiple responses



Erase Stress for Good

Q. Did you read or look into this article?

Yes	45%
No	55%

Base: Total answering (102)

Q. How much of this article did you read?

More than half	65%
Less than half	35%

Base: Read or looked into this article (46)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	35%	Visit a related website	4%
Pass it along to someone	15%	Some other action	4%
Gather more information on the topic	11%	None of these	41%

Base: Read or looked into this article (46), multiple responses

VISTA

Demographics

Better Homes and Gardens • January 2011

Gender

Male	20%
Female	80%

Age

18 - 24	3%
25 - 34	16%
35 - 44	16%
45 - 54	23%
55 - 64	29%
65 or older	13%
Median Age	51

Marital Status

Single, never married	11%
Married	71%
Living with partner	5%
Divorced/ Separated/ Widowed	12%

Total Adults in the Household

1	20%
2	61%
3	12%
4	5%
5 or more	2%

Total Children in the Household

1	14%
2	11%
3	4%
4 or more	2%
None	69%

Education

Attended/Graduated High School	11%
Attended College	28%
Graduated College or More	61%

Household Income

Less than \$25,000	3%
\$25,000 - \$49,999	14%
\$50,000 - \$74,999	16%
\$75,000 - \$99,999	24%
\$100,000 - \$149,999	18%
\$150,000 - \$249,999	7%
\$250,000 or more	3%
Prefer not to answer	16%
Median HHI	\$84,374

Employment Status

Employed full-time	48%
Employed part-time	10%
Self-employed	5%
Homemaker full-time	9%
Student	4%
Retired	20%
Not employed	5%

VISTA

Methodology

VISTA Print Effectiveness Rating Surveys are fielded online among members of Affinity's National Reader Panel that screen in for issue-specific readership of the measured magazine title. Qualifying respondents are provided with a series of visual, on-screen prompts and associated questions that are designed to collect advertising effectiveness ratings, editorial readership information and reader involvement attributes.

In-tab respondent counts are dependent upon the number of advertisements and editorial features measured in a specific issue. Each advertisement and editorial feature is viewed by a minimum of 100 respondents, with no single respondent exposed to more than 20 advertisements and two editorial features. (All national ads of 1/3 page or larger are measured for magazines, and 1/6 page or larger for newspapers.)

Advertising Effectiveness

Total Recall The % of readers that recall seeing a specific advertisement

Brand Association The % of readers that recall seeing a specific ad, and who report that they were aware of the sponsoring advertiser upon their viewing of that ad

Advertising Actions Taken The % of readers that recall seeing a specific ad, and who report that they took action, or plan to take any of the listed actions, as a direct result

Editorial Readership

Total Readership The % of readers that recall reading a specific article

Extent of Readership The % of readers that read more than/less than half of a specific article

Editorial Actions Taken The % of readers that recall reading a specific article, and who report that they took action, or plan to take any of the listed actions, as a direct result

Reader Involvement

**Time Spent Reading • Issue Frequency of Reading • Source of Copy
Publication Frequency of Reading • Immediacy of Reading • Favorability Rating**

Ad Size		Color	
FP	Full Page	1/6P(v) One-Sixth Page Vertical	4C Four-color 1C One-color
MPU	Multi-Page Unit (# of pages)	1/3P(h) One-Third Page Horizontal	3C Three-color BW Black & White
1/2P(h)	Half Page Horizontal	1/3P(v) One-Third Page Vertical	2C Two-color
1/2PS	Half Page Spread	1/3PS One-Third Page-Spread	
1/2PS(h)	Half Page Spread Horizontal	1/3P(s) One-Third Page-Square	
1/2PS(v)	Half Page Spread Vertical	3/4P(v) Three-Fourth Page Vertical	Position
1/2P(v)	Half Page Vertical	3/4P(h) Three-Fourth Page Horizontal	IFC Inside front cover
1/4P(h)	One-Quarter Page Horizontal	2/3P(h) Two-Third Page Horizontal	IBC Inside back cover
1/4PS	One-Quarter Page Spread	2/3P(v) Two-Third Page Vertical	BC Back Cover
1/4P(v)	One-Quarter Page Vertical	1.3PS 1.3 Page Spread	
1/6P(h)	One-Sixth Page Horizontal	1.5PS 1.5 Page Spread	
1/6PS	One-Sixth Page Spread	2PS 2 Page Spread	

**For more information about the VISTA Print Effectiveness Rating Service, contact:
Affinity**

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