



# Affinity's FINEPRINT

Insights & Strategies for the Modern Magazine Marketplace

2nd Quarter • 2011

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## AMS Now Reports Total Audience Delivery of Print and Digital Magazines

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Welcome to a new age of magazine audience measurement. Beginning today, the power of the magazine brand is no longer harnessed to the printed page.

Affinity's expanded American Magazine Study is the industry's only source for total magazine brand readership, reporting the audience delivery of traditional printed magazines, as well as the host of new digital channels that publishers are employing to extend the reach of their brands in today's modern magazine marketplace. AMS digital readers include a magazine's Web site visitors, social media networks, electronic subscribers, and consumers accessing magazine content and advertising through a growing number of magazine apps designed for smartphones, iPads and other handheld mobile devices.

Along with some of your favorite features, this special issue of Fine Print focuses extensively on the Spring wave of AMS - the rationale behind the expansion, the advance tests conducted in order to maintain high quality research standards, and most importantly, the results of this contemporary approach to magazine audience measurement.

To join the new age, simply click on the link below to download total audience estimates for the leading magazine brands measured by Affinity's American Magazine Study, or visit [www.AffinityResearch.net](http://www.AffinityResearch.net).



[Click to Download  
AMS Magazine Brand  
Audience Estimates](#)

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for Print & Digital Magazines

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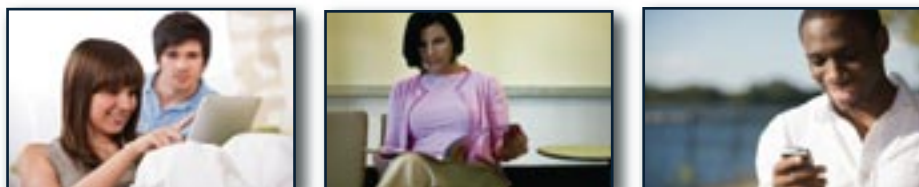
### Affinity Expands AppTrack Panel

75,000 Mobile Users  
Pre-Screened for  
Magazine App Use

Since the Fall of last year, Affinity has been aggressively identifying consumers who read the digital versions of magazines, asking them about the mobile devices that they use and the specific magazine apps that they have downloaded.

The **AppTrack** panel, which is the core source of respondents for Affinity's **VISTA Digital** ad effectiveness tracking service, is now comprised of more than 75,000 digital magazine readers.

In addition to the VISTA Digital Service, the panel is also being used by agencies and publishers who are fielding custom studies to learn more about the role that mobile technologies are playing in the lives of consumers, and the impact on magazine advertising.



## AMS - From Pages to Screens, Consumers Rely on Magazines

Affinity's **American Magazine Study** employs a contemporary, Web-based methodology to report the audience delivery of traditional printed magazines, as well as a variety of digital magazine platforms. These digital audience channels include magazine Web sites, social networks, electronic subscriptions and magazine apps designed for smartphones, the iPad and other tablet PC platforms.

Unlike the historical print-only approach to magazine planning, the expanded AMS Service enables the leading ad agencies, for the first time, to evaluate potential schedules based on the total reach of their campaigns across multiple magazine platforms. Charter agency subscribers include MediaVest USA, Initiative and Starcom USA.

"In the last year, millions of consumers have embraced tablets, e-readers and other mobile devices, and it has led to significant changes in the way magazine media is now consumed," said Nina Link, President and CEO, MPA. "The Affinity American Magazine Study is an important step forward in helping the magazine industry and advertisers better understand and measure the total audience for magazine media on print and digital platforms."

The AMS study reports that 184 million American adults read magazine-branded content in print or electronic form every month. Of the 172 magazine brands measured by AMS, the average number of different magazines read by consumers, regardless of the delivery channel, is 8.1. One of the many benefits of the AMS single-source methodology is that it provides the first true measure of the duplication between print and digital magazine audiences. Among those Americans reading printed magazines, 51% also access magazine content digitally, while 90% of digital magazine users report reading the printed versions of publications. Overall, almost half of the total magazine reading population, or 89 million Americans, access both print and digital magazine content. *...continued on page 13*

### Magazine Reader Profiles

#### Total PRINT Magazine Readers

Men	46%
Women	54%
Median HHI	\$63,465
Median Age	46.4
College Grad	32%

#### Total DIGITAL Magazine Readers

Men	49%
Women	51%
Median HHI	\$70,429
Median Age	39.8
College Grad	38%

### Top 10 Magazine Brands

Total Unduplicated Audience Delivery  
Across Print and Digital Platforms

	<b>Total Audience</b>
People Weekly	45,119,000
AARP the Magazine	44,767,000
Better Homes and Gardens	35,063,000
National Geographic	31,201,000
ESPN the Magazine	31,173,000
Reader's Digest	29,865,000
Time	28,851,000
Good Housekeeping	27,498,000
Sports Illustrated	25,626,000
WebMD the Magazine	25,263,000

Source: AMS Spring 2011; Digital platforms measured include magazine Web sites, social networks, mobile magazine apps and other digital delivery; Online audience metrics provided by comScore, Inc.



## AMS Integrates comScore Data to Enhance Audience Estimates

Web audience estimates provided by comScore, Inc. have been integrated into the Spring 2011 wave of Affinity's American Magazine Study. A state-of-the-art calibration process, designed by leading marketing scientists Gilles Santini and Marc Mounier, combined comScore's audience estimates for magazine Web sites with Affinity's advanced magazine readership methods, resulting in the ability to report the unduplicated delivery of a magazine's print readers and visitors of the magazine's Web site.

Moving forward, the integration will leverage Affinity's Web-based data collection approach to incorporate comScore census tags of AMS respondents, measuring their actual online behavior on magazine Web sites in order to fine-tune the readership duplication figures generated across print and Web platforms for the magazine brands measured by AMS.

*"As publishers continue to offer packages that include digital ad opportunities, this new integration directly addresses the measurement needs of the marketplace. By combining self-reported data with direct measurement on the Web side, we will garner a much better understanding of the delivery of magazine campaigns that include both a print and online component."*

**David Shiffman • Senior Vice President/Research Director • MediaVest USA**

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## Digital Reader Opinion Poll

### Agree

- 64%** The electronic content provided by magazines is different from other sources of information that can be found online or through a mobile device
- 52%** I like the fact that I can go to an advertiser's Web site or gather more information about a product by simply clicking on a link
- 51%** I like all the things that I can do electronically that I can't do with printed magazines
- 23%** I would pay for electronic content from a magazine if it was tailored to my interests
- 20%** I would pay to download a magazine app for my mobile device if it was priced right



Source: AMS Spring 2011; Base: Total digital magazine readers; Digital platforms measured include magazine Web sites, social networks, mobile magazine apps and other digital delivery; Online audience metrics provided by comScore, Inc.

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# VISTA DIGITAL

## SNAPSHOTS



### Vanity Fair

May 2011 • iPad Issue

The **Restoration Hardware** ad in the May iPad version of Vanity Fair generated the highest reader action scores in the issue. Over half of those recalling the ad (52%) report visiting the advertiser's Web site, while 35% plan to visit the company's brick and mortar stores.



### Better Homes and Gardens

May 2011 • iPad Issue

Of those readers recalling the **Weber** campaign that appeared in the May Better Homes and Gardens' iPad issue, more than eight out of ten (82%) took an action as a result. In fact, 26% reported that they would visit a store or dealer to find out more about Weber's products.



### Prevention

April 2011 • iPad Issue

This half-screen **OxiClean** ad, appearing in the April iPad edition of Prevention, was the highest recalled ad in the issue, outpacing the 38 other digital ads measured. Almost eight out of ten readers (78%) recalled this household product campaign. Among those readers, almost one-third (32%) reported visiting the OxiClean Web site in search of more information.



### Runner's World

April 2011 • iPad Issue

Of the 37 digital ads measured in the April iPad issue of Runner's World, this unit for the **Bose QuietComfort Acoustic Headphones** ranked in the top 5 for Recall, Brand Association and Actions Taken, garnering the highest reader action score in the issue, with almost nine out of ten digital readers (88%) taking at least one VISTA measured action.



# VISTA DIGITAL

## SNAPSHOTS



### Men's Health

March 2011 • iPad Issue

The **Acer Iconia** ad that appeared in the March issue of Men's Health was the highest recalled digital campaign in this iPad edition. Eight out of ten digital readers (80%) recalled this multi-screen unit featuring a custom visual of the Men's Health Web site.



"Our agency is driven by a performance led ideal, therefore it's imperative for us to understand how these platforms impact the business goals of our clients. We're excited to partner with Affinity to help us reach these accountability expectations, particularly as the digital delivery of content begins to play a more prominent role in the future of magazines."

**Carolyn Dubi • SVP/Director Print • Initiative**



### Fortune

March 21, 2011 • iPad Issue

This digital ad from **TD Ameritrade** featured a short video and the ability to download the company's trading app directly from the screen. More than eight out of ten readers (81%) recalling the ad took at least one VISTA measured action as a result of this full screen unit.



### ESPN the Magazine

April 18, 2011 • iPad Issue

**Lexus** was the sole sponsor of this April 18th digital app from ESPN. The Lexus CT Hybrid campaign featured a number of interactive elements, including a photo gallery of the model. One-half of readers recalling the campaign in this iPad issue viewed the photo gallery, with 90% reporting that Lexus was an "innovative brand" for incorporating this type of feature in their ad.



From the

# Affinity Test Lab

## Designing a Methodology for Today's Magazine Marketplace

To develop a new method designed to measure the reach of magazine brands across both print and digital platforms, Affinity conducted the largest scale test of its kind. With leading advertising agencies like MediaVest, Starcom and Initiative subscribing to the new AMS audience measurement service, it was imperative to validate the approach on multiple fronts in order to ensure data quality.

To meet this challenge, a comprehensive series of tests were fielded by Affinity over the past year to develop and fine-tune the American Magazine

**More than 10,000 interviews were fielded to validate the AMS method**

Study methodology. In total, more than 10,000 interviews were conducted, focusing on three core research objectives:

- Evaluate the qualitative attributes of the AMS questionnaire, including its design, the timing of the survey process and the clarity of the detailed instructions provided to respondents
- Determine the implications of expanding the 6-month screen question to include digital magazines, and the impact of that change on the audience levels of printed magazines
- Identify the biases associated with traditional magazine methodologies and test alternative approaches designed to minimize these affects

Tony Incalcaterra, Affinity's chief operating officer, explains the topline results of this in-depth test of the AMS approach.

...continued on page 8

# dwell



Most **Innovative**  
Digital Magazine Brand

# MAXIM



Most **Entertaining**  
Digital Magazine Brand

# WebMD



Most **Trusted**  
Digital Magazine Brand

# CookingLight



Most **Useful**  
Digital Magazine Brand

Source: AMS Spring 2011; Base: Total digital magazine readers; Digital platforms measured include magazine Web sites, social networks, mobile magazine apps and other digital delivery; Online audience metrics provided by comScore, Inc.



## AMS Interactive

### Activities of Digital Magazine Readers

Clicked on a link that provided more information about a particular topic	52%
Searched for additional information that was available from the magazine	46
Recommended the magazine to someone else	40
Saved an article or other information provided by the magazine	39
Watched a video that was provided by the magazine	38
Printed a recipe from the magazine	37
Clicked on a link that provided more information about a product or service that was being advertised	36
Subscribed to the magazine	36
Entered a contest or sweepstakes	34
Forwarded an article or other information to someone else	33
Printed an article from the magazine	31
Managed my existing subscription with the magazine	26
Watched a video that was provided by an advertiser	22
Bought a copy of the printed magazine as a result of seeing information electronically	22
Downloaded, read or viewed an entire issue of the magazine	22
Printed a coupon from the magazine	19
Subscribed to the magazine on behalf of someone else	15
Corresponded with the magazine (wrote a Letter to the Editor, submitted a comment, etc.)	11
Joined a blog about the magazine or the topic	10

Source: AMS Spring 2011; Base: Total digital magazine readers; Digital platforms measured include magazine Web sites, social networks, mobile magazine apps and other digital delivery; Online audience metrics provided by comScore, Inc.

*“There is an increasing need to evolve and reinvent **archaic** practices into **modern** approaches, delivering and reporting **audience & engagement** based measurement.”*

**Robin Steinberg**  
EVP • MediaVest USA

*The New York Times (5/9/11)*

**evolve & reinvent**

## Affinity Test Lab

### The Respondent Experience

The initial step in the testing process focused on the American Magazine Study's questionnaire content and the survey experience from the respondent's perspective.

A primary objective was to ensure that the detailed instructions that were presented to respondents were very clear and concise, and that respondents understood that magazine content could appear in a number of different forms. For example, when describing the concept of magazines delivered across a variety of digital channels, should the instructions refer to "digital magazine editions" or "electronic magazine content"? (The answer is the latter according to consumers.)

This phase of the testing also queried respondents about the length of the survey, the design and flow of the questionnaire, the wording of the new digital questions, and the specific user functions of Affinity's Web-based survey interface.

To accomplish these objectives, studies were fielded among groups of respondents. Affinity's sample partner, *Knowledge Networks*, then conducted a series of follow-up telephone interviews, typically lasting 20-30 minutes each, in order to gauge the reaction of consumers. From this direct feedback, the design of the AMS questionnaire was altered in a number of areas. (For example, including photographs on the survey screens to illustrate the different types of magazine delivery channels that the AMS respondents would be asked about.)

### The 6-Month Screen Question

There are two questions that determine the audience estimates for a magazine brand. The first is referred to as the 6-month screen question, which is designed to identify the list of magazines that a respondent may have actually read. The first two waves of the AMS study, which only measured the audiences of printed magazines, included a screening question that focussed solely on traditional magazines.

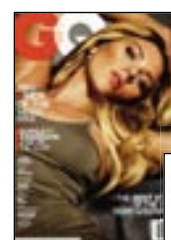
The expanded AMS approach, however, requires that a respondent also think about magazine content delivered electronically. This AMS test measured the impact of an expanded screening question on traditional print audience projections. As expected, the results revealed that with the expanded approach, more respondents screened in for readership across print and digital platforms and the audience projections for traditional printed magazines were impacted to varying degrees depending on the title.

...continued on page 12

## Measuring Audience Duplication

The American Magazine Study provides the first true measure of the duplication between print and digital magazine audiences because it employs a "single source" method, as opposed to data fusion techniques that have traditionally been used to combine the results of separate media studies.

The AMS method asks the same respondent if they read a printed magazine or interact with that magazine's content in digital form. This approach produces audience duplication data for individual magazine brands that reflect consumers' actual media behavior.



**6,432,000**  
Read the printed version of GQ



**2,551,000**  
Access digital content from GQ



**7,946,000**

Total unduplicated audience delivery of the GQ brand

Source: AMS Spring 2011; Digital platforms measured include magazine Web sites, social networks, mobile magazine apps and other digital delivery; Online audience metrics provided by comScore, Inc.

## Top Performing Q1 Editorial Features



### Who Dressed the Best

**OK! Weekly**  
**March 14, 2011**

Read/looked into	93%
Read more than half	89%
Actions taken (net)	50%



### Stars' Cellulite Shockers!

**Star**  
**March 14, 2011**

Read/looked into	93%
Read more than half	79%
Actions taken (net)	52%



### Jeans For Your Body!

**People StyleWatch**  
**February 2011**

Read/looked into	91%
Read more than half	88%
Actions taken (net)	85%



### Top 50 Games of 2010

**Game Informer Magazine**  
**February 2011**

Read/looked into	90%
Read more than half	88%
Actions taken (net)	88%



### Forbes Billionaires: The Top 20

**Forbes**  
**March 28, 2011**

Read/looked into	90%
Read more than half	78%
Actions taken (net)	71%

*Note: Extent of Readership and Actions Taken based on respondents reading specific articles (Editorial Actions Taken include: Save article for future reference, Pass it along to someone, Gather more information on the topic, Visit a related Web site, Some other action)*

# Affinity

**ProofReader**  
 (Campaign Pre-Testing)

**Affinity's VISTA Service**  
 (Print & Digital Ad Effectiveness)

**The American Magazine Study**  
 (Print & Digital Audience Delivery)

**Affinity AMS/Experian Simmons**  
 (Integrated Targeting Database)

**Affinity's MagPlan**  
 (The Ultimate Print Optimizer)

FINEPRINT is published quarterly for the marketing savvy and advertising astute. Comments, suggestions and routing to colleagues is encouraged.

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# VISTA DIGITAL

## SNAPSHOTS



### Everyday Food

April 2011 • iPad Issue

As the sole sponsor of Everyday Food's April iPad issue, Kraft's **Philadelphia Cooking Creme** campaign featured a short video which was viewed by almost seven out of ten readers (69%) recalling the unit. Of those, almost nine out of ten readers (88%) reported that the Philly video "enhanced their overall magazine reading experience".



### Popular Science

February 2011 • iPad Issue

In the February iPad issue of Popular Science, **Intel** hit the trifecta with its ad for Intel Core Processors. The ad ranked #1 in the digital edition of the magazine for Ad Recall, Brand Association and Reader Action, with scores of 80%, 94% and 76% respectively.



### GQ

May 2011 • iPad Issue

This **Old Spice** ad that appeared in the May issue of GQ was the highest recalled digital ad in the magazine's iPad edition. Featuring the personal care product's quirky spokesman, more than eight out of ten digital readers (83%) recalled this full screen unit.



### Automobile

April 2011 • iPad Issue

Almost nine out of ten readers (88%) of this digital issue of Automobile tapped on the ad to experience a 360-degree view of the **Chevy Volt**. Among readers taking advantage of this interactive feature, 92% reported that Chevy is an "innovative brand" for using the technique.



# VISTA DIGITAL

## SNAPSHOTS



### The New Yorker

March 28, 2011 • iPad Issue

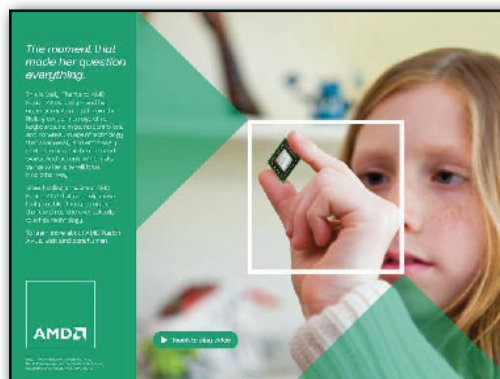
The first ad position in The New Yorker's March 28th digital issue generated the highest recall score. More than eight out of ten readers (84%) recalled this campaign from **Banana Republic**, while 81% of those readers reported taking action as a result of the ad.



### Wired

April 2011 • iPad Issue

More than seven out of ten readers (73%) of Wired's April digital issue tapped on the screen to view a video sponsored by **AMD**. Of those, 87% enjoyed the experience and 86% reported that they learned more about the company by watching the video.



"Starcom is dedicated to creating publishing brand experiences that provide new opportunities for a generation of readers who are choosing from a wide array of digital publishing technologies. With the expansion of Affinity's VISTA Service, we now have access to new data and intelligence to gauge the effectiveness of mobile advertising opportunities for our own brands, as well as across the entire competitive landscape."

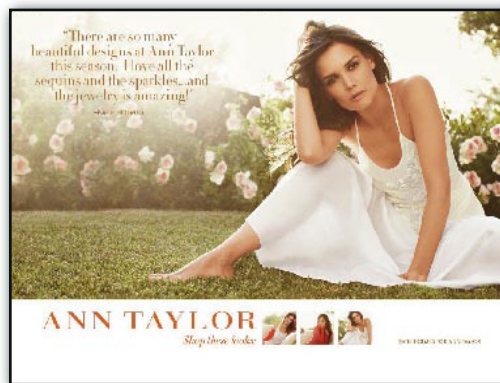
**Brenda White • SVP/Publishing Activation Director • Starcom USA**



### People

May 16, 2011 • iPad Issue

In this sole-sponsored People iPad app, the **Ann Taylor** creative featured a gallery of photographs. Among those readers viewing the gallery, almost eight out of ten (78%) believe that Ann Taylor is an innovative brand for including this interactive component in their ad.





## Share & Share Alike ?

When it comes to sharing, almost one-third of eReader users currently share their devices with others, while fully one-half of tablet PC owners invite others to “check it out”, according to Affinity’s American Magazine Study.

# 32%

Share eReader with others

# 50%

Share Tablet PC with others

Source: AMS Spring 2011  
Base: Total digital device users

## Affinity Test Lab

Based on the findings of the test, the expansion of the 6-month screen question to include digital content directly impacts the trendability of the historical AMS print audience data. As a result, the Spring wave of the AMS study marks the beginning of a new trend line that can not be combined with, or compared to, the first two waves of AMS that measured print magazine audiences only.

### Minimizing Title Confusion

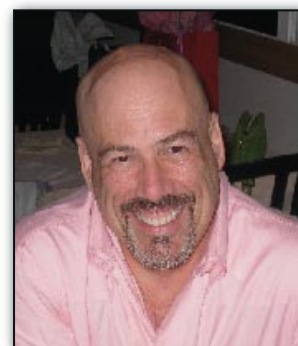
An additional objective of the American Magazine Study test was to identify those biases associated with traditional magazine methods and test alternative approaches designed to minimize these affects.

It is commonly accepted among magazine researchers that title confusion - the inability of respondents to differentiate between similar sounding magazine titles when being interviewed - has the biggest impact on traditional magazine audience estimates because it can result in the over-claiming or under-claiming of readership for many magazines. In fact, there are currently more than fifty different titles measured by traditional methodologies that can be subject to this audience distortion. (For example, Golf Magazine/Golf Digest, Men’s Health/Men’s Fitness, Parents/Parenting, etc.)

Title confusion among respondents occurs because traditional methods present the measured magazines in totally random order, along with hundreds of other titles. (This is done to minimize order bias, which happens when a list of magazines is always presented to respondents in the same order.) By contrast, Affinity’s American Magazine Study leverages its Web-based data collection technique to present similar sounding titles together, making it easier for respondents to determine which magazines they actually read, while maintaining an overall random approach to the presentation of all magazine titles.

After quantifying the impact of title confusion through thousands of test/control interviews that directly compared the traditional random rotation approach to the AMS methodology, Affinity determined that the AMS approach to the presentation of magazine brands helps to substantially minimize this historical bias.

For more information about the results of Affinity’s AMS test, please contact Tony Incalcaterra (Tony@AffinityResearch.net)



**Tony Incalcaterra**  
COO/Affinity

## Affinity's American Magazine Study (con't)

The AMS study also reveals that the demographic profile of print readers differs from readers of digital magazine content, offering publishers the opportunity to expand their core customer base. Digital users tend to be younger, skew more male, and report higher income levels than their traditional print-reading counterparts. In addition, over half of these digital magazine readers (51%) report that they enjoy all of the things that they can do electronically that they can't do with printed magazines, like searching for articles and clicking on links for more information.

While many new digital channels, like mobile magazine apps, are in the early stages of adoption, these emerging digital environments also represent new opportunities for magazine advertisers, according to AMS. For example, 36% of digital magazine readers report that they have tapped or clicked on advertiser links for more information about products and services.

Results of the new AMS study are available through third-party data suppliers, empowering users to generate audience projections for printed magazines only, digital magazine delivery, or the total unduplicated audiences of specific magazine brands.

### Top 10 Print Brands

Audience Delivery of Printed Magazine Content

	<b>Total Audience</b>
AARP the Magazine	43,136,000
People Weekly	34,591,000
Better Homes and Gardens	32,439,000
National Geographic	28,512,000
Reader's Digest	28,306,000
Good Housekeeping	26,069,000
Time	19,192,000
Woman's Day	18,979,000
Family Circle	18,270,000
Sports Illustrated	17,360,000

### Top 10 Digital Brands

Audience Delivery of Digital Magazine Content

	<b>Total Audience</b>
ESPN the Magazine	26,394,000
People Weekly	17,291,000
Food Network Magazine	17,176,000
WebMD the Magazine	16,955,000
Time	13,476,000
Money	13,026,000
Fortune	12,676,000
Sports Illustrated	12,175,000
Forbes	11,850,000
TV Guide	10,938,000

Source: AMS Spring 2011; Digital platforms measured include magazine Web sites, social networks, mobile magazine apps and other digital delivery; Digital audiences for Money & Fortune reflect combined delivery of cnnmoney.com. Online audience metrics provided by comScore, Inc.

Get to know...

## The Architect of AMS

**Gilles Santini**, the architect of the AMS methodology, is one of the world's most respected marketing scientists. Not only an expert in traditional research techniques, Santini is a recognized leader in the development of innovative, technology-driven approaches to magazine audience and accountability measurement. His fresh and unconventional thinking is the inspiration of the AMS methodology.



**Gilles Santini**



*In research circles, many say that Santini wrote the book on modern media measurement, and they mean it literally! His acclaimed "Mathematical Models and Methods for Media Research" is a must-read for statisticians and magazine researchers around the world.*



## Fast-Growing Hispanic Segment Represents Prime Prospects for Consumer Magazine Advertisers

VISTA Print Effectiveness Scores Among Hispanics Outpace General Population

In addition to the purchasing power of America’s fastest growing demographic group, marketers now have another quantifiable reason to include Hispanic targets when developing their magazine advertising plans. According to Affinity’s VISTA Print Effectiveness Service, Hispanic Americans are more engaged magazine advertising prospects than their general market counterparts. Magazine ad effectiveness scores among Hispanic adults outpace the national norm, with the highest ad effectiveness scores reported among those reading Spanish-language publications.

### Magazine Ad Effectiveness Scores - Hispanics vs. General Population

	<u>Average Ad Recall</u>	<u>Average Actions Taken</u>
<b>General population:</b> English-language magazines	57%	53%
<b>Hispanics:</b> English-language magazines	61%	64%
<b>Hispanics:</b> Spanish-language magazines	67%	74%

Source: Affinity’s VISTA, Jan-March 2011; Actions Taken based on readers recalling specific ads (Measured reader actions include: Have more favorable opinion about the advertiser, Recommend product/service, Gather more information, Visit the advertiser’s Web site, Consider purchasing/purchase the advertised product, Visit a store/dealer/other location, and Save the ad for future reference)

Affinity’s VISTA Print Service measures issue-specific campaign recall and the reader actions resulting from ads appearing in the largest consumer publications, including the leading Spanish-language and dual-language magazines. According to Marianne Grogan, managing director of Affinity, “The recent expansion of the VISTA Service to include the measurement of Spanish-language publications shines new light on the effectiveness of targeting the Hispanic marketplace in the pages of both traditional consumer magazines and Spanish-language titles.”

### Digital Scorecard



The digital offerings of the magazine brands measured by Affinity’s American Magazine Study:

Web sites	100%
Social networks	100%
Magazine apps	68%
Zinio / Texterity	62%

# VISTA DIGITAL SNAPSHOTS

“The expansion of the VISTA Service enables us to quantify the effectiveness of our clients’ magazine content campaigns in both print and digital form. This comparison is important for us to make in order to evaluate all of the digital marketing opportunities that have become a critical component of publishers’ proposals.”

**Robin Steinberg • EVP/Print Investment & Activation Director • MediaVest USA**



## Self

May 2011 • iPad Issue

The **Procter & Gamble** campaign, which appeared as a multi-screen unit in the May iPad issue of Self, was the highest recalled ad among digital readers. More than eight out of ten Self readers (84%) recalled this content-driven campaign, which featured a variety of beauty tips.



## FamilyFun

April 2011 • Texterity Issue

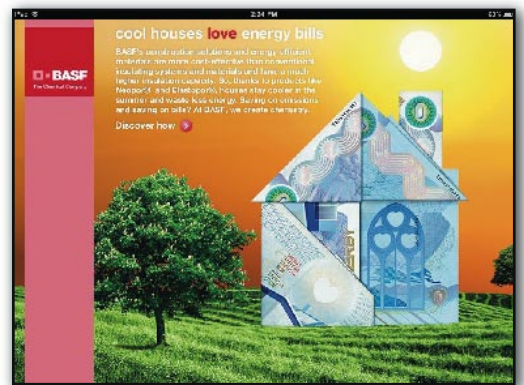
This half-screen **Nissan Quest** ad, appearing in the April Texterity edition of FamilyFun, featured a video sponsored by the advertiser. Seven out of ten readers (70%) tapped on the screen to watch. Almost nine out of ten (87%) reported that they enjoyed the experience, while virtually all (95%) agreed that the inclusion of the video in the ad enhanced their overall magazine reading experience.



## The Economist

May 14, 2011 • iPad Issue

This May iPad issue of The Economist was sponsored by **BASF**. 65% of digital readers took action as a result of this corporate campaign, with almost one-third (30%) reporting that they have a more favorable opinion about the company after reading the ad.



# VISTA DIGITAL

## SNAPSHOTS



### Glamour

May 2011 • iPad Issue

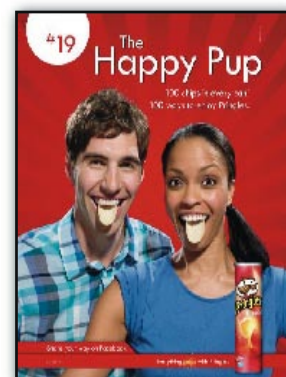
More than eight out of ten digital Glamour readers (84%) recalled this **Tiffany & Company** ad on the iPad, while almost one-third (30%) reported that they would consider purchasing a Tiffany & Company product as a direct result of this top scoring digital ad.



### Every Day With Rachael Ray

May 2011 • Zinio Issue

Of the 53 digital ads measured by VISTA in the May Zinio issue of Every Day With Rachael Ray, this unit from **Pringles** placed in the top 10 for Recall, Brand Association and Actions Taken. The Pringles ad was one of the highest recalled in the issue, with almost eight out of ten digital readers (76%) recalling the packaged food maker's campaign.



### Marie Claire

February 2011 • Zinio Issue

The ad that prompted the highest recall score in the February Zinio issue of Marie Claire was this full screen unit for **CoverGirl Simply Ageless**. Of the 55 ads measured in the issue, the CoverGirl creative, featuring Ellen DeGeneres, was recalled by 91% of digital readers.



## VISTA Digital Norms

Total Recall	67%
Brand Association	91%
Actions Taken	74%

66%  
Tap to watch advertiser videos

66%  
Tap to view advertiser photo galleries

88%  
“Interactive features in ads enhance my overall magazine reading experience”

Source: Affinity's VISTA 2011; Brand association and reader actions based on readers recalling specific digital ads

	Total Recall	Brand Assoc.	Actions Taken
<b>All Ads Measured</b>	<b>59%</b>	<b>86%</b>	<b>53%</b>
<b>Ad Size</b>			
Multi-page units	65%	88%	57%
Two-page spread	63	87	54
Full page	59	87	52
Half-page spread	57	89	58
Half page	48	81	49
Less than full page	49	80	49
<b>Color</b>			
4-color	59%	87%	53%
Spot color(s)	52	82	44
B&W	56	84	48
<b>Premium Positions</b>			
Front Cover	67%	76%	52%
Inside Front Cover	64	85	52
Inside Back Cover	59	89	51
Back Cover	65	90	49
Opposite TOC	62	87	53
<b>Ad Category</b>			
Agriculture	55%	71%	42%
Apparel & Accessories	63	87	56
Area Development	50	67	40
Automotive	58	87	46
Automotive Products/Services	57	86	55
Aviation	58	79	43
Baby Care Products	63	90	65
Baby Foods	63	92	47
Beverages	62	92	60
Business Services	48	68	42
Candy & Gum	64	94	68
Computer Software	51	78	47
Computers & Technology	57	86	50
Consumer Electronics	62	90	56
Dairy/Produce/Meats/Fish	66	90	60
Dental Products	59	91	63
Diversified Corp. Services	53	77	48
Drugs & Remedies (DTC)	52	84	33
Drugs & Remedies (OTC)	54	85	47
Educational Products	54	82	53
Electronic Components	60	84	47
Energy & Utilities	57	81	44

**Ad Category (con't)**

	Total Recall	Brand Assoc.	Actions Taken
Entertainment	63%	89%	51%
Eyewear & Accessories	58	87	49
Finance & Insurance	54	86	40
Fine Jewelry	61	85	47
Fitness Equipment	57	83	50
Fragrances	65	91	48
Government	58	85	40
Hair Products	60	89	56
Healthcare	50	71	41
Home Improvement	57	79	54
Horticulture	58	82	50
Household Appliances	58	83	51
Household Furnishings	60	81	52
Household Products	58	90	65
Liquor	62	89	57
Makeup - Eyes	66	93	64
Makeup - Face	66	92	59
Makeup - Lips	67	92	61
Makeup - Multi/Corporate	66	87	61
Manufacturing	55	64	41
Musical Instruments	43	74	37
Nail Products	63	88	66
Non-Profit Organizations	57	72	47
Office Machines & Supplies	55	86	63
Online Services	53	78	48
Packaged Foods	63	91	66
Personal Care Products	59	89	60
Pet Supplies & Services	57	88	40
Photographic Equipment	54	85	56
Printers & Peripherals	61	83	50
Professional Services	54	73	37
Publishing	48	71	44
Real Estate	50	65	35
Recreational Vehicles	61	86	47
Restaurants	64	92	62
Retail	62	87	60
Schools/Camps/Seminars	47	75	39
Skincare - Face	62	91	60
Specialty Items	56	74	41
Sporting Goods	62	87	59
Sporting/Ent./Cultural Events	57	84	50
Telecommunications	57	85	44
Tobacco Products	54	80	24
Toys & Games	64	88	61
Transportation & Shipping	62	91	56
Travel	58	84	55