

Affinity's FINEPRINT

Insights & Strategies for More Effective Print Advertising

4th Quarter • 2005

The Circulation Debate

Measuring the Value of Readers Based on Source of Copy

The debate surrounding circulation quality is getting much louder, as advertisers continue to question the comparative value of readers that are generated by different circulation sources, and the overall worth of paid versus non-paid readers as advertising prospects.

Affinity recently conducted an analysis designed to answer an important question at the core of the debate - Does a publication's source of copy impact editorial engagement and advertising receptivity?

For every VISTA Print Effectiveness survey fielded by Affinity, readers are asked how they obtained the measured issue, identifying themselves as subscribers, newsstand buyers, pass along or public place readers. By classifying subscribers and newsstand buyers as "paid", and pass along and public place readers as "non-paid", Affinity identified the primary differences and similarities of the two groups across the VISTA Print Effectiveness database.

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Does Source of Copy Impact Editorial Engagement and Advertising Effectiveness?

Paid Readers

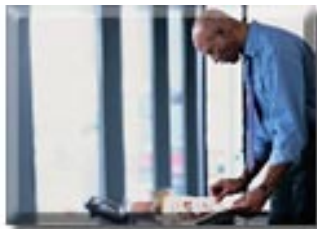


Subscribers



Newsstand Buyers

Non-Paid Readers



Pass Along Readers



Public Place Readers

In This Issue...

The Impact of Copy Source on Editorial Engagement and Ad Effectiveness

The Best-Read Editorial Features of the Quarter

Top Scoring Q3 Ads for Specific Reader Actions

Brand Association Scores by Advertising Category

VISTA Norms

Top Performing Edit Readership & Response

This year, Affinity will track more than 2,000 editorial features appearing in the issue-specific studies that are measured by the VISTA Service.

In each study, readers are asked if they read or looked into a specific article or feature, their extent of readership, and if they took - or plan to take - any action as a direct result of reading specific articles. These potential actions include saving the article for future reference, passing it along, gathering more information on the topic, or visiting a related Web site.

Following are the top performing editorial features of the quarter, based on a winning combination of readership and response.

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Highest Recalled Ads of the Quarter



Impressively, this much talked about campaign for **Dove Firming** ranked as the number one ad in all eight of the third quarter issues in which it was measured by the VISTA Service. The ads appeared as both full pages and two-page spreads across a variety of women’s magazines.



#1 Ad Across Issues

In Style	165
Oprah	162
Redbook	158
Glamour	158
Cosmopolitan	153
Ladies’ Home Journal	152
Marie Claire	143
Parenting	142

Ad Recall vs. Issue Index

Base: Average Issue Index = 100, based on the average recall score for each issue



Once again, the **Milk** campaign was a top performer in Q3, appearing in its familiar full page format across a number of VISTA measured titles, including *Redbook*, where almost 9 out of 10 readers recalled this specific execution.

And what works better than **Versace** in *Vogue*? Nothing in its August issue, as this ad ranked #1, recalled by 87% of the issue-specific readers that were surveyed.



Brand Association Across Ad Categories

Some advertisers do a better job than others creating ads with a strong and recognizable brand identity. Following is the average percent of readers that were aware of the sponsoring advertiser by ad category.

Average “Brand Association” Score Across All Ad Categories - 85%

Highest Ranking Ad Categories for “Brand Association”			
Restaurants	92%	Beverages	89%
Baby Foods	92%	Candy & Gum	89%
Packaged Foods	91%	Tobacco Products	88%
Baby Care Products	90%	Beauty Products	88%
Transportation & Shipping	89%	Liquor	88%

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Circulation: Paid vs. Non-Paid Readers

Key Conclusions

- ✓ The overall editorial readership and ad recall scores of non-paid readers skew slightly lower than paid readers.
- ✓ There is no measurable difference between the editorial engagement levels of the two groups, or the specific actions that paid and non-paid readers take as a result of ad exposure.

Based on VISTA surveys fielded among 60,000 issue-specific readers through August of 2005, the average scores for topline editorial readership and advertising recall skew slightly lower for non-paid readers versus paid readers. This is driven, at least in part, by the time constraints associated with public place reading, and the fact that non-paid readers spent less time, on average, with the measured VISTA issues.



Average Time Spent Reading

Paid Readers	57 minutes
Subscribers	58 minutes
Newsstand Buyers	56 minutes
Non-Paid Readers	44 minutes
Pass Along Readers	47 minutes
Public Place Readers	39 minutes

A closer examination of the VISTA database - and the specific measures that define engagement and effectiveness - reveals a great deal of parity, however, between the overall involvement levels of paid and non-paid readers.

Editorial Engagement

When asked if they read or looked into specific editorial features, respondents who obtained their copies through subscription or at newsstand reported higher readership levels than non-paid readers (63% vs. 51%).

Average % Who Read Specific Articles

Paid	63%	Non-Paid	51%
Subscribers	62	Pass Along	55
Newsstand	66	Public Place	46

When measuring respondents' extent of editorial readership, a similar pattern exists. Almost 7 out of 10 paid readers read more than half of the measured articles, while almost 6 out of 10 non-paid readers typically read more than half.

Average % Who Read More Than Half

Paid	69%	Non-Paid	58%
Subscribers	67	Pass Along	62
Newsstand	72	Public Place	53

** Extent of Readership based on respondents reading specific articles*

Once engaged with the editorial content, however, there is no measurable difference between paid readers and non-paid readers in terms of the specific actions that they take as a result of reading the edit. (The one exception is the percent of respondents reporting that they saved the article for future reference, which is presumably influenced by the responses of public place readers.)

Actions Taken Detail - Editorial

	Paid	Non-Paid
Save it for future reference	30%	19%
Pass it along to someone	24	22
Gather more information about the topic	13	14
Visit a related Web site	10	11
Some other action	8	11
Took any action (net)	53%	52%

** Actions Taken based on respondents reading specific articles*

Further analysis of the data reveals a number of interesting findings related to paid readers versus

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Action Heroes • July-September 2005

Congratulations to the ads that ranked #1 - over all ads measured in Q3/05 - for each of the individual reader actions tracked by Affinity's VISTA Print Effectiveness Rating Service



#1 Hyundai

Have a more favorable opinion about the advertiser



#1 Jenn-Air

Save the ad for future reference



#1 Callaway.com Pre-Owned

Visit the advertiser's Web site



#1 Liz Claiborne

Visit a store, dealer or other location



#1 Lamarite Singles

Gather more information about the product/service



#1 SAP

Recommend the product/service



#1 Pepperidge Farm Whims

Consider purchasing the product/service



#1 Campbell's Soup

Purchase the product/service

Circulation...

non-paid readers and their engagement with editorial content. For example, newsstand and pass along readers are more likely to pass along articles to someone else, almost one-third of subscribers typically save editorial features for future reference, and public place readers are more likely to visit a related Web site for more information about the topic.

Issue-Specific Examples

It is important to note, however, the limitations of relying solely on normative data to draw broad-based conclusions, since there are always exceptions to the rule. Indeed, there are a host of factors that can impact the appeal of a magazine's editorial content to one group versus another, including its positioning within the publication, layout and design, and writing style.

For example, this article, *Sneaky Previews*, appeared recently in *Car & Driver*. It was positioned in the middle of the issue, featured a multi-page format, and was copy intensive. A combination, which some might suggest, would appeal most to subscribers, and yet the highest readership scores for this particular article were among public place readers.



By contrast, *Coming Attractions*, an article that appeared in the August issue of *Allure*, has an open layout and sparse copy - a format that some might assume would attract a more "casual" reader. Instead, this feature had the highest readership among subscribers.



Advertising Effectiveness

A similar pattern emerges when evaluating the overall effectiveness of print ads across copy source groups. On average, the recall scores of specific ads measured by the VISTA Service skew slightly lower for non-paid readers. Among respondents recalling specific ads, however, there is distinct parity between the Brand Association and Actions Taken scores of the two groups of readers.

Ad Effectiveness

	Paid	Non-Paid
Average Ad Recall	54%	49%
Average Brand Association	86	83
Average Actions Taken (net)	53	52

Actions Taken Detail - Advertising

	Paid	Non-Paid
Consider purchasing the product/service	20%	18%
More favorable opinion about the advertiser	13	11
Gather more information about the product/service	12	11
Visit advertiser's Web site	10	10
Purchase the product/service	8	7
Visit a store, dealer or other location	8	7
Save the ad for reference	6	5
Recommend the product/service	5	5
Some other action	4	5
Took any action (net)	53%	52%

* Brand Association & Actions Taken based on respondents recalling specific ads

Circulation...

The VISTA Print Effectiveness database can also reveal the affect of copy source on category-specific reader actions. For example, ads for considered purchases like automobiles typically skew lower for action, overall, than ads from broader consumer categories like packaged foods. But upon review, there are no differences between the response levels of paid and non-paid readers within the same ad category.

Action by Ad Category

	Paid	Non-Paid
Automotive ads	44%	45%
Packaged Foods ads	67%	66%

* Actions Taken based on respondents recalling specific ads

Issue-Specific Examples

This back cover ad from a recent issue of *People Weekly* was recalled at a higher rate among newsstand buyers, perhaps due to the vertical treatment of the creative and its potential appeal at newsstand. At the same time, the back cover ad for Gap Body ranked highest among pass along readers of *Elle*. Why are some ads more appealing to paid readers, while others achieve higher recall among non-paid readers?

Through further analysis, Affinity will continue to explore the key factors that drive advertising recall, brand association and reader action among different copy source groups.

Does a publication's source of copy impact editorial engagement and advertising effectiveness?

An initial analysis of the VISTA database shows that topline readership and recall scores skew slightly higher for paid readers, while there is little difference in the actions taken by either group as a result of reading specific articles or being exposed to specific ads.



GMC Envoy Denali
#1 among newsstand buyers



GAP Body
#1 among pass along readers

Brand Association...

Average "Brand Association" Score Across All Ad Categories - 85%

Lowest Ranking Ad Categories for "Brand Association"			
Computer Software	76%	Non-Profit Organizations	70%
Home Improvement	76%	Musical Instruments	67%
Schools/Camps/Seminars	73%	Healthcare	66%
Professional Services	73%	Manufacturing	66%
Area Development	71%	Agriculture	62%

Top Performing Edit...



Where America Lives: Is it Time to Buy? Sell? Now?

Parade Magazine
August 14, 2005

Read/looked into	91%
Read more than half	61%
Actions taken (net)	40%



The Unsinkable Jennifer Aniston

Vanity Fair
September 2005

Read/looked into	89%
Read more than half	80%
Actions taken (net)	61%



America's Best Hospitals

US News & World Report
July 18, 2005

Read/looked into	89%
Read more than half	70%
Actions taken (net)	82%



The Long & Short of It

In Style
August 2005

Read/looked into	88%
Read more than half	65%
Actions taken (net)	70%



4 Places Where the System Broke Down

Time
September 19, 2005

Read/looked into	87%
Read more than half	76%
Actions taken (net)	64%



Looking for past issues of FINEPRINT?

AffinityResearch.net

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VISTA Rating Service
Print Pretesting
Custom Research Solutions
Competitive Campaign Analysis
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FINEPRINT is published quarterly for the marketing savvy and advertising astute. Comments, suggestions and routing to colleagues encouraged.

Affinity's
VISTA
Print Effectiveness Rating Service

For more information about Affinity's VISTA Service, call
(212) 922-9582

Source: VISTA Print Effectiveness Rating Service; Extent of Readership and Actions Taken based on respondents reading specific articles

VISTA NORMS

A Quarterly Update of the VISTA Print Effectiveness Database

	Total Recall	Actions Taken		Total Recall	Actions Taken
All Ads Measured	53%	52%	Ad Category (con't)		
Ad Size			Educational Products	47%	59%
Multi-page units	60%	57%	Electronic Components	45	39
Two-page spread	58	52	Energy & Utilities	48	43
Full page	52	51	Entertainment	54	49
Less than full page	42	49	Eyewear & Accessories	50	51
Color			Finance & Insurance	48	40
4-color	53%	52%	Fitness Equipment	51	41
Spot color(s)	48	44	Government	44	41
B&W	48	46	Hair Products	58	56
Cover Position			Home Improvement	52	57
Inside Front Cover	61%	54%	Horticulture	50	54
Inside Back Cover	53	52	Household Accessories	50	43
Back Cover	61	48	Household Appliances	58	56
Issue Position			Household Furnishings	51	55
1st half of issue	53%	52%	Household Products	51	63
2nd half of issue	52	52	Jewelry	56	47
Ad Category			Liquor	57	55
Agriculture	37%	35%	Manufacturing	42	45
Apparel & Accessories	58	56	Non-Profit Organizations	46	48
Area Development	38	45	Office Machines & Supplies	46	59
Automotive	53	44	Online Services	49	44
Aviation	46	46	Packaged Foods	56	66
Baby Care Products	57	56	Personal Care Products	55	59
Baby Foods	58	49	Pet Supplies & Services	52	40
Beauty Products	59	59	Photographic Equipment	46	61
Beverages	54	61	Printers & Peripherals	49	51
Business Services	44	57	Professional Services	45	41
Candy & Gum	57	64	Publishing	43	47
Computer Software	47	45	Real Estate	48	37
Computers & Technology	52	50	Recreational Vehicles	45	43
Consumer Electronics	52	55	Restaurants	62	65
Dairy/Produce/Meats	59	60	Retail	59	60
Dental Products	51	60	Schools/Camps/Seminars	38	42
Diversified Corp. Services	50	50	Specialty Items	53	33
Drugs & Remedies	49	43	Sporting/Entertainment Events	47	43
			Sporting Goods	58	60
			Telecommunications	49	44
			Tobacco Products	46	23
			Toys & Games	51	50
			Transportation & Shipping	52	56
			Travel	53	57

Source: VISTA Print Effectiveness Rating Service; "Actions Taken" based on respondents recalling specific ads (Measured actions include: Have more favorable opinion about advertiser, Recommend product/service to a friend, colleague or family member, Gather more information about advertised product/service, Visit advertiser's Web site, Consider purchasing/purchase advertised product/service, Visit store, dealer, or other location, Save ad for future reference.)