

Affinity's FINEPRINT

Insights & Strategies for the Modern Magazine Marketplace

4th Quarter • 2010

Redefining Total Audience Print Metrics Alone Just Don't Cut It Anymore

Most would agree that the magazine marketplace will evolve faster over the next two years than it has over the past two decades. An evolution driven by a combination of trends - rapid advances in mobile technology, and the adoption of these new technologies by consumers in search of information. To adapt, many publishers are now embracing technology themselves and escalating their entry into the world of digital content delivery.

These new market dynamics also demand innovative and technology driven approaches to magazine research. Quite simply, traditional methodologies are ill-equipped to keep pace with the ever-expanding definition of a magazine brand.

Affinity recently announced that it has expanded the scope of its American Magazine Study (AMS) to include the host of digital platforms that publishers are now employing to extend the reach of their brands.



The Magazine Brand Footprint - Digital Stats at a Glance -

Of the **175** magazine brands measured by Affinity's **American Magazine Study**...

- 100%** have a **Web site**
- 95%** have a **social media** presence
- 50%** have launched at least one **mobile app**
- 43%** have a **digital download** version

Beginning with the **Spring 2011** release, Affinity's American Magazine Study will redefine the traditional concept of *Total Audience* by reporting the unduplicated reach of the total magazine footprint - including audience estimates for the printed publication, the magazine's Web sites, social networks, mobile applications, as well as issues that can be downloaded digitally. Available through Affinity's new **MagPlan** system, users will be able to quantify all of the platforms - both print and electronic - that represent today's magazine medium.

In This Issue...

- Agency Leaders on the Future of Magazines
- Measuring Ad Spectaculars
- The Relationship Between Edit and Ad Actions
- Tracking Mobile Tags
- Top Scoring Ads for Reader Response

Does Synergy Sell? The Link Between Editorial Engagement and Advertising Results

Is a reader that is highly engaged with a unique editorial feature in a magazine more likely to take action as a result of an ad that appears adjacent to that article? A recent analysis suggests that this indeed is the case.

Affinity's **VISTA** measures the readership of more than 6,500 articles annually, tracking the specific actions readers take as a result of editorial content, including saving the article for future reference, passing it along to someone, gathering more information on the topic, or visiting a related Web site.

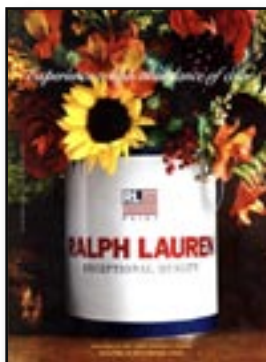
In addition, VISTA measures the specific actions that readers take as a result of exposure to the ads that appear directly adjacent to measured articles.

...continued on page 3

Highest Recalled Ads of the Quarter



Bulgari



Ralph Lauren Paint

Fine Jewelry This campaign for **Bulgari** appeared as multi-page units across a variety of fashion and general interest titles in the third quarter, including the September issues of both *Harper's Bazaar* and *W Magazine*, where the ads were recalled by 89% of readers of both publications.

Home Improvement The **Ralph Lauren Paint** campaign appeared in shelter magazines as 4-color pages. Outpacing all third-quarter Home Improvement ads, the campaign was recalled by more than eight out of ten readers (83%) of *House Beautiful's* September issue.



Patron Tequila



Mercedes-Benz SLS AMG

Liquor **Patron Silver Tequila** ran more than 50 insertions across multiple magazine genres in the third quarter, topping the Liquor category with a full page ad on the back cover of the August issue of *Men's Journal*, where the ad was recalled by 86% of readers.

Automotive The **Mercedes-Benz SLS AMG** campaign, featuring full pages and two-page spreads, was the highest recalled Automotive campaign of the quarter. Appearing across multiple magazine genres, an insertion in the August issue of *Automobile* was recalled by 89% of readers.

To find out which ads were top performers in other categories, contact Affinity at (212) 922-9582

Initiative on Magazines

"**Integration is crucial today.** Our clients are looking for cross-platform solutions that leverage technology, the printed page and a strong **magazine brand**. As consumers' media habits are rapidly changing, so is our approach to planning and buying.

We rely on the delivery and engagement of traditional printed magazines, but we are equally interested in reaching consumers using many of the **digitally driven platforms** that most publishers are now embracing.

While traditional metrics like cost efficiency, circulation and audience reach remain important, the **bottom line effectiveness** of the campaign is paramount to achieving the business objectives of our clients."

Carolyn Dubi, Senior Vice President/Director Print, Initiative



AD/EDITORIAL SYNERGY

Is there a relationship between engaging editorial and advertising-driven reader actions?

To explore this premise, Affinity recently conducted an analysis using VISTA data to compare the reader action scores of ads adjacent to engaging editorial features

1

Affinity identified three September issues of Fashion magazines where a large number of editorial features and individual advertisements were measured by VISTA.



InStyle

22 articles/223 ad units measured



Vogue

18 articles/181 ad units measured



Elle

20 articles/200 ad units measured

2

The top five editorial features within each issue were identified, based on the highest reader action scores. The reader action scores of those ads that appeared adjacent to these top scoring articles were then identified. An average reader action score was calculated for all of the ads appearing adjacent to the top scoring articles in the issue.



Example: InStyle

Top scoring article based on reader actions:

Does It Really Work?
(Pages 357-364)



Average reader action scores of adjacent ads:

Eos Shave Cream
Pantene Pro-V
Borghese Fango
Smashbox Cosmetics



..continued on page 4

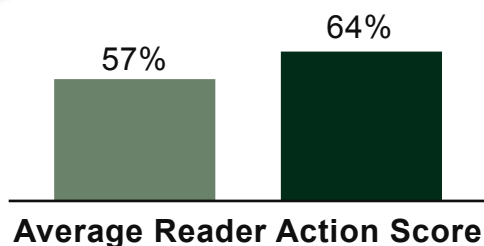
AD/EDIT SYNERGY

3

The final step in the analysis compared the average reader action scores of those ads that appeared adjacent to the articles with the highest reader action scores. In each case, the editorially adjacent ads outperformed the norms for all ads measured in the issue.

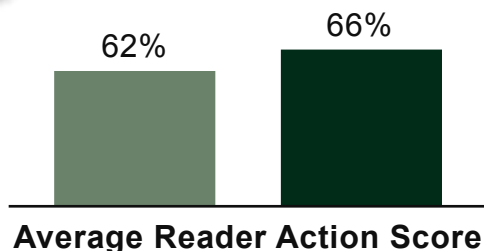
InStyle

- All ads measured in the issue
- Ads adjacent to top scoring articles



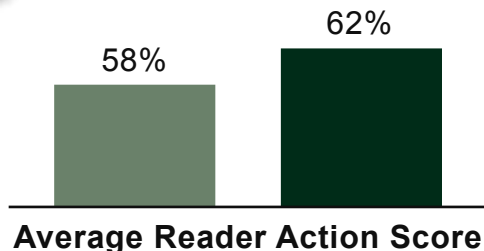
Vogue

- All ads measured in the issue
- Ads adjacent to top scoring articles



Elle

- All ads measured in the issue
- Ads adjacent to top scoring articles



Cramer-Krasselt

Affinity welcomes **Cramer-Krasselt**, the latest agency to subscribe to the **VISTA Service**, which measures the effectiveness of print campaigns appearing in the country's leading business and consumer magazines.

Chicago-based Cramer-Krasselt is the second largest independent agency in the U.S., whose clients include **Benjamin Moore, Corona Extra, Edward Jones, Heinz, Porsche, Johnsonville** and **Zicam**.

Cramer-Krasselt joins other leading agencies, advertisers and publishers that access Affinity's VISTA Views custom reporting system for issue-specific print effectiveness scores, VISTA norms and AMS Print Ad Ratings, which report the audience delivery of campaigns among those readers recalling specific ads, or taking specific actions as a result of campaign exposure.



AMS Market Fact



Over one-half of consumers report that they went to the movies in the past six months, according to Affinity's American Magazine Study.

51%

Affinity AMS + Experian Simmons

Affinity's **American Magazine Study** has been integrated with Experian Simmons' **National Consumer Study** - in-depth targeting capabilities combined with modern magazine audience measurement.

A few examples...



Audience Coverage

Target: Men, Play Online Video Games
(Population: 6,741,000)

	Net Reach (000)	% Coverage
Maxim	846,000	12.6
Sports Illustrated	642,000	9.5
Game Informer	600,000	8.9
People Weekly	572,000	8.5
Car and Driver	471,000	7.0
Men's Health	458,000	6.8
Motor Trend	436,000	6.5
Popular Science	426,000	6.3
Playboy	417,000	6.2
Guns & Ammo	402,000	6.0

Source: Affinity AMS/Experian Simmons, Spring 2010

Audience Composition

Target: Own Import Auto
(Population: 30,629,000)

	% Composition
Bicycling Magazine	27.5
Kiplinger's Personal Finance	23.4
The Economist	21.9
Money	21.8
More	21.3
Wine Spectator	21.2
Fortune	21.1
Parenting	20.9
The Atlantic	20.1
Conde Nast Traveler	19.8

Source: Affinity AMS/Experian Simmons, Spring 2010

Qualitative Magazine Rankings

Willing to Pay More for Quality Products
(Based on reader composition)

Among Women...	#1	More
	#2	Saveur
	#3	Town & Country
	#4	House Beautiful
	#5	Martha Stewart Living
Among Men...	#1	Golf Digest
	#2	Golf Magazine
	#3	Road & Track
	#4	Scientific American
	#5	Hot Rod

Source: Affinity AMS/Experian Simmons, Spring 2010

Psychographic Profiles

Targeting Tech Savvy Consumers

Percent of consumers agreeing with each statement...



	% Agree
I always shop for the best deals in electronic equipment	58%
I like to obtain information about electronic devices before buying	56
I like to learn about computers and Web technology	54
I like the idea of digital TV	53
I try to keep up with developments in technology	43
I usually ask friends' advice before purchasing electronic equipment	27
I love to buy new electronic gadgets	26
My friends usually ask my advice before buying electronic equipment	17

Source: Affinity AMS/Experian Simmons, Spring 2010; Base: Top 2 box agreement scale



**Want to know
what consumers
think of the latest
magazine app?**

**All you have
to do is ask.**

Publishers are not only investing substantial resources into their new digital platforms, but a large part of their brand's future as well. But will that investment pay off?

Agencies are being offered a variety of new, magazine-branded digital advertising options. But will those channels reach the right prospects?

To find out, you need to survey actual users of a magazine's smartphone, tablet PC and eReader apps. *Affinity*, the leader in providing innovative research solutions to the magazine marketplace, is making the job a little easier.

Introducing *App Track* - the most effective way to measure the impact of a magazine's mobile applications.

Those hard-to-find mobile app users are now easy to field custom surveys to, thanks to a massive recruitment effort by *Affinity* that is identifying consumers who have downloaded apps for specific magazine brands.

And unlike surveys fielded against a magazine's existing reader panel, *App Track* respondents don't necessarily have to be readers of the magazine's printed edition.

*Want to find out how many mobile app users we've identified
for a magazine brand? All you have to do is ask.*

Affinity

DraftFCB on Magazines

“This is a **pivotal time** for the print industry. Faced with a number of obvious challenges, the evolution of technology is providing many opportunities for publishers to **transform** the way they do business and excel by leveraging the solid foundation of their magazines’ brand equity.

At DraftFCB, we are committed to providing innovative solutions for our clients that **transcend traditional** media planning and buying approaches. We are exploring and embracing many of the new **digital platforms** that magazines are employing to reach consumers and extend the impact of their brands - these integrated solutions can help to achieve our clients’ **advertising objectives**, but only when executed properly.

As part of our overall print strategy, we have **integrated** Affinity’s research into our process. Not only for syndicated VISTA benchmarks of our campaigns’ in market **performance**, but to highlight enterprise learning across all efforts and for a variety of custom approaches to our print research needs as well.”



Shanon Von Hassel, Senior Vice President/Group Media Director, DraftFCB



Issue Placement: Front vs. Back of Book

Many agencies rely on Affinity’s **VISTA Service** to track the effectiveness of their clients’ campaigns by placement within a given magazine issue. So what works best... ads appearing in the front of the issue or the back? The answer may surprise you. Across all campaigns measured by VISTA, there is very little difference in the recall of campaigns. But a closer look reveals that there are two key factors that can influence effectiveness by issue placement - the advertising category and the specific title delivering the advertiser’s message. A few examples...

Winning Combination - Front of Book

Over-the-Counter Drug ads in <i>Men’s Journal</i>	53%	46%
Makeup ads in <i>Ebony</i>	80%	67%
Financial ads in <i>Southern Living</i>	59%	47%
Home Improvement ads in <i>Better Homes and Gardens</i>	60%	48%

Average Recall	
1st half	2nd Half
53%	46%
80%	67%
59%	47%
60%	48%

Winning Combination - Back of Book

Sporting Goods ads in <i>Sports Illustrated</i>	38%	58%
Technology ads in <i>Forbes</i>	52%	59%
Auto ads in <i>Essence</i>	61%	66%
Packaged Foods ads in <i>Travel + Leisure</i>	52%	59%

Average Recall	
1st half	2nd Half
38%	58%
52%	59%
61%	66%
52%	59%

Source: Affinity’s VISTA Service; Jan 2009 - Sept 2010

Who?

The American consumer.

What?

Their readership of magazines across print and digital platforms.

When?

Spring 2011.

Where?

Affinity's MagPlan Optimizer.

Why?

You need to see the whole picture to buy or sell magazines these days.

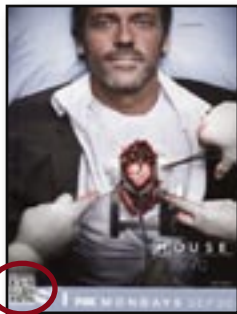
How?

Contact Affinity.



VISTA Measures Mobile Tags

As more advertisers are including mobile tags in their ads, VISTA has been tracking the effectiveness of this new technique. Below are just a few recent print ads that featured mobile tags.



Fox - House

Average Recall: 76%

Mobile Tag: Readers scan a 2D barcode that allows them to access digital video content related to the show

Reebok

Average Recall: 85%

Mobile Tag: Readers snap the tag to learn about celebrities' exercise routines



Garnier Fructis

Average Recall: 69%

Mobile Tag: Readers can download a free mobile app and watch a how-to video

MediaVest on Magazines

“There has never been a more exciting time in publishing. **Technology** lets us leverage content that consumers trust and love, while offering new ways to **connect** with them in a more timely, interesting and interactive manner.

Also, data brings **opportunities** to build communities around passion points, rather than just magazine or newspaper titles, and curate a **richer experience**, serving it up directly to a device of choice whether it be laptop, mobile, iPad or eReader.

Think of print editions as the **heart** of your brand, the new technology, the **soul**, giving consumers the opportunity to **personalize** the experience and make it their own.”

Robin Steinberg
Senior Vice President,
Print Investment and
Activation Director
MediaVest USA



MAGPLAN

Powered by Vintco

Projects

Targets

Rankings

Schedules

Optimization

Reports

Users

Communicate

Reach 1+

Frequency 3

Circulation Ref

Cost Efficiency CPM

Ad Recall Cat

Reader Action Brand

More favorable opinion Save ad for future reference

Gather more information Recommend product

Visit advertiser's Web site Consider purchase

Visit store/dealer/other Purchase product/service

Affinity's new MagPlan print optimization system allows users to adjust the degree of importance they place on a wide range of campaign objectives - including ad effectiveness - when optimizing potential print schedules.

Affinity

ProofReader
(Print Pre-Testing)

Affinity's VISTA Service
(English & Spanish-Language)

The American Magazine Study
(Print & Digital Audiences)

Affinity AMS/Experian Simmons
(Integrated 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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Top Performing Q3 Editorial Features



100 Best Places to Live in America

Money
August 2010

Read/looked into	95%
Read more than half	74%
Actions taken (net)	59%



Hit It Great All the Time

Golf Digest
August 2010

Read/looked into	91%
Read more than half	87%
Actions taken (net)	77%



The Case Against Home Ownership

Time
September 6, 2010

Read/looked into	91%
Read more than half	78%
Actions taken (net)	64%



War Over Ground Zero

Newsweek
August 16, 2010

Read/looked into	90%
Read more than half	81%
Actions taken (net)	72%



Chevrolet Camaro SS vs. Ford Mustang GT

Road & Track
August 2010

Read/looked into	90%
Read more than half	77%
Actions taken (net)	62%

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)

AMS Print Ad Ratings

Affinity's **Print Ad Ratings** combine AMS audience estimates with VISTA ad effectiveness scores to report the reach of ads appearing in specific magazine issues.

A few examples...

Audience Delivery - Recall

American Airlines

September 2010 Magazine Issues

	Average Ad Recall Audience
Bon Appetit	3,236,000
Vanity Fair	2,751,000
Architectural Digest	2,564,000
Golf Digest	2,159,000
Golf Magazine	2,150,000
Bloomberg BusinessWeek	1,974,000
The Economist	1,772,000
Fortune	1,587,000
Conde Nast Traveler	1,567,000
Gross Impressions (Recall)	21,530,000

Source: AMS Print Ad Ratings, September 2010

Audience Delivery - Reader Action

Sony Bravia HDTVs with 3D

August 2010 Magazine Issues

	Average Actions Taken Audience
ESPN the Magazine	3,099,000
Vogue	2,812,000
Glamour	2,066,000
Wired	1,893,000
Vanity Fair	1,317,000
Lucky	1,007,000
Esquire	664,000
Average Impressions Per Insertion (Actions Taken)	1,995,000

Source: AMS Print Ad Ratings, August 2010

Audience Delivery - Brand

Latisse

January-September 2010

Total Latisse Ads Measured YTD: 66
Total DTC Ads Measured YTD: 2,058

41,448,000

Gross Impressions for the Reader Action:
Ask a medical professional about the product

628,000

Average Audience Delivery Per Insertion for Reader Action:
Ask a medical professional about the product

557,000

Average Audience Delivery Per Insertion for the DTC Category (Reader Action: *Ask a medical pro...*)

Source: AMS Print Ad Ratings, Jan-Sept 2010

Audience Delivery - Magazine Issue Specific



Rolling Stone

Issue date: Sept 2, 2010
Number of ads measured: 36
Circulation: 1,453,000
Total Audience: 6,215,000
Readers-per-copy: 4.3

Average Audience Delivery Per Insertion:

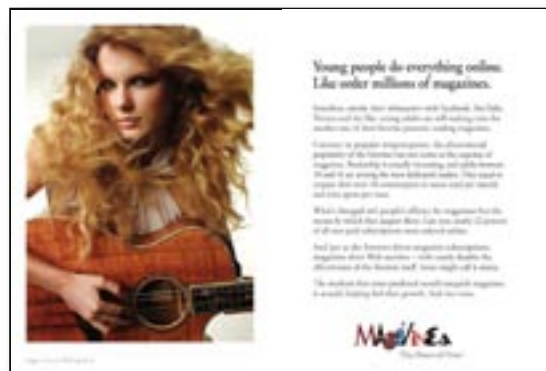
Ad Recall	3,821,000
Brand Association	3,267,000
Actions Taken (net)	1,742,000
Purchase Consideration	674,000
Visit advertiser's Web site	308,000

Average Cost Per Impression (Recall) \$45.55
Average Cost Per Impression (Actions Taken) \$99.92

Source: AMS Print Ad Ratings, ABC 6/30/10, SRDS (4-color, full-page rate)

Campaign Delivers Big for MPA Member Mags

Earlier this year, MPA members launched a new advertising campaign touting the relevance and benefits of the medium. The campaign, which features a series of creative executions, has appeared in a variety of MPA member titles.



According to Affinity's **AMS Print Ad Ratings**, consumers are taking note. The 128 executions measured to date have achieved an average projected recall score of 62%. In fact, each time the campaign appears, almost 5.6 million readers recall seeing the ad, while over 2 million take some type of reader action as a direct result. The most common response is to have a more favorable opinion about magazines. On average over 800,000 readers report a change in attitude every time an ad in the series appears.



The Association of Magazine Media

MPA Campaign

Gross Audience Delivery

Advertising Recall	705,348,000
Reader Action (net)	252,252,000
More favorable opinion	103,824,000

Source: AMS Print Ad Ratings Jan-Sept 2010;
Actions Taken based on readers recalling MPA ads

Starcom on Magazines

"At Starcom, we strive to understand consumers' complete publishing **brand experience**, and as digital technologies have expanded those experiences beyond the printed page, marketers need data and **intelligence** to assess readers' new relationships with titles. Publishers are putting their content everywhere from a digital perspective.

Affinity's AMS e-Readership Survey provides another layer of accountability that will enable Starcom to plan and buy **cross-platform** campaigns that are crucial to our clients' **success**, and develop a **multifaceted** understanding of peoples' experiences with digital magazine campaigns.

This is something that is going to really help me understand the consumer experience, by publishing brand, **across all platforms**. Initially, it could benefit new channels, but depending on what the data say, it could give some more good news to **traditional print** as well - It could work for all extensions."

Brenda White,
Senior Vice President/Publishing Activation Director
Starcom USA



Action Heroes • July - September 2010

Top Scoring Ads of the Quarter for Specific Actions Taken by Readers



#1 Revlon

Have a more favorable opinion about the advertiser



#1 WeddingSolutions.com

Visit advertiser's Web site



#1 Robert Bullock

Save the ad for future reference



#1 Bed Bath & Beyond

Visit a store, dealer or other location



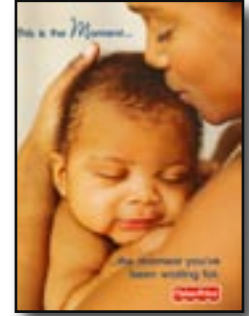
#1 Moroccanoil

Gather more information about product/service



#1 EstroGel

Ask a doctor/healthcare pro about the product



#1 Fisher-Price BabyGear

Recommend the product or service



#1 NBC - Emmy Awards

View the advertised program/movie



#1 Chambord Vodka
Consider purchasing the product or service



#1 Kraft Natural Cheese
Purchase the product or service



Affinity's Web-based reporting tool, **VISTA Views**, enables users to generate advertising effectiveness rating reports in a variety of custom formats.

A few examples...

Premium Positioning Norms

Opposite Table of Contents Ads Top Magazines Based on Reader Actions

	Actions Taken
Fit Pregnancy	76%
Taste of Home	74
Weight Watchers	70
Working Mother	68
Everyday Food	68
Brides	66
Scholastic Parent & Child	66
First for Women	65
Cooking With Paula Deen	65
Men's Fitness	64

Source: VISTA (Jan-Sept 2010); Minimum 3 or more insertions measured; Actions Taken based on readers recalling specific ads

Ad Category Norms

Most Recalled Ad Categories

Base: Working Moms

- #1 Makeup - Eyes
- #2 Makeup - Lips
- #3 Makeup - Multiproduct
- #4 Makeup - Face
- #5 Restaurants
- #6 Toys & Games
- #7 Apparel & Accessories
- #8 Fragrances
- #9 Nail Products
- #10 Packaged Foods

Source: VISTA (Jan-Sept 2010)

Advertiser Norms

Technology & Consumer Electronics

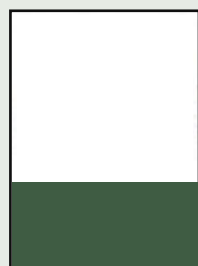
Base: Men, Age 18-34

	Average Recall	Purchase Consideration
HP Envy Notebook	80%	20%
Apple iPad	77	31
Amazon Kindle	71	21
Bose Acoustic Wave II	69	21
Sharp Aquos	68	27
Bose Headphones	68	26
Bose Wave Music System	68	23
Celestron	68	15
Harman International	68	15
Sony Bravia HDTVs	63	22

Source: VISTA (Jan-Sept 2010); Minimum 3 or more insertions measured; "Purchase Consideration" based on readers recalling specific ads

Tactical Analyses

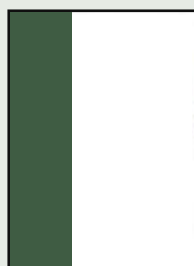
The Effectiveness of Different One-Third Page Ad Configurations



One-Third Page Horizontal

Average Recall
39%

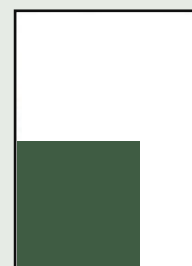
Actions Taken
41%



One-Third Page Vertical

Average Recall
49%

Actions Taken
53%



One-Third Page Square

Average Recall
46%

Actions Taken
46%

Source: VISTA Views (Jan 2009-Sept 2010); Actions Taken based on readers recalling specific ads

	Total Recall	Brand Assoc.	Actions Taken
All Ads Measured	59%	86%	55%
Ad Size			
Multi-page units	64%	88%	58%
Two-page spread	63	87	56
Full page	59	86	54
Half-page spread	56	88	59
Half page	48	80	52
Less than full page	48	79	51
Color			
4-color	59%	86%	55%
Spot color(s)	52	81	44
B&W	56	84	49
Premium Positions			
Front Cover	66%	77%	56%
Inside Front Cover	64	84	54
Inside Back Cover	60	88	52
Back Cover	65	90	50
Opposite TOC	62	86	54
Ad Category			
Agriculture	54%	69%	43%
Apparel & Accessories	62	87	56
Area Development	47	68	42
Automotive	58	87	47
Automotive Products/Services	57	85	56
Aviation	57	80	42
Baby Care Products	62	90	60
Baby Foods	59	90	44
Beverages	62	90	61
Business Services	49	72	44
Candy & Gum	63	93	68
Computer Software	51	76	46
Computers & Technology	57	86	51
Consumer Electronics	62	90	57
Dairy/Produce/Meats/Fish	65	90	61
Dental Products	59	90	62
Diversified Corp. Services	54	78	48
Drugs & Remedies (DTC)	53	84	35
Drugs & Remedies (OTC)	55	85	48
Educational Products	55	84	54
Electronic Components	59	82	47
Energy & Utilities	55	80	46

Ad Category (con't)

	Total Recall	Brand Assoc.	Actions Taken
Entertainment	63%	89%	53%
Eyewear & Accessories	58	87	50
Finance & Insurance	54	85	40
Fine Jewelry	61	83	48
Fitness Equipment	56	83	51
Fragrances	65	90	50
Government	56	85	37
Hair Products	61	89	57
Healthcare	49	70	43
Home Improvement	56	79	55
Horticulture	57	81	53
Household Appliances	60	82	54
Household Furnishings	58	80	54
Household Products	58	89	67
Liquor	61	89	57
Makeup - Eyes	66	91	65
Makeup - Face	66	91	61
Makeup - Lips	67	91	62
Makeup - Multi/Corporate	63	88	61
Manufacturing	52	66	45
Musical Instruments	46	77	35
Nail Products	62	87	67
Non-Profit Organizations	56	72	50
Office Machines & Supplies	54	86	64
Online Services	52	77	47
Packaged Foods	63	91	68
Personal Care Products	59	89	62
Pet Supplies & Services	57	88	41
Photographic Equipment	55	84	58
Printers & Peripherals	56	84	56
Professional Services	53	72	40
Publishing	50	73	48
Real Estate	53	65	36
Recreational Vehicles	57	82	42
Restaurants	63	90	64
Retail	62	86	61
Schools/Camps/Seminars	47	75	41
Skincare - Face	61	89	62
Specialty Items	56	74	41
Sporting Goods	61	86	58
Sporting/Ent./Cultural Events	57	83	49
Telecommunications	57	85	45
Tobacco Products	54	79	22
Toys & Games	62	85	62
Transportation & Shipping	60	88	57
Travel	57	83	56