



## Digital Norms

**VISTA Digital** is the only syndicated tracking service that measures the issue-specific effectiveness of digital magazine ads delivered via tablets, eReaders and other mobile devices. VISTA Digital also tracks readers' engagement with interactive magazine ads, as well as their readership of digital magazine articles and features.

### Advertising Effectiveness

	<u>Ad Recall</u>	<u>Actions Taken</u>
All digital ads	62%	70%
All digital ads - iPad studies	62%	70%
All digital ads - Zinio studies	64%	70%
Single-sponsored issues	65%	71%
Multi-screen ads	70%	72%
Full screen ads	62%	68%
1st half of issue ads	64%	71%
2nd half of issue ads	59%	68%
Ads featuring a Web link	61%	68%
Ads featuring a direct purchase link	58%	69%
Ads featuring a social media link	65%	72%
Ads featuring a downloadable app	69%	72%
Ads featuring videos	61%	70%
Ads featuring photo galleries	61%	69%
Ads featuring 360-degree views	67%	63%

*VISTA Digital, Jan-Oct 2011; Actions Taken based on readers recalling specific digital ads; Digital actions include: Tap/click for more information, Visit advertiser's Website, Visit store/dealer, Print ad, Recommend product/service, Consider purchasing product/service, Purchase product/service.*

### Editorial Engagement

	<u>Read/ Looked Into</u>	<u>Read More Than Half</u>	<u>Actions Taken</u>
All digital articles	71%	78%	66%

*VISTA Digital, Jan-Oct 2011; Extent of Readership and Actions Taken based on readers reading specific articles; Digital actions include: Print article, Email article, Tap/click for more information, Visit related Website, Other action.*