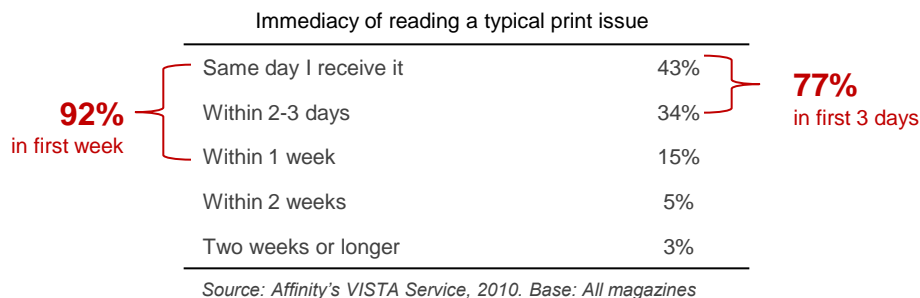


Immediacy of Reader Action

Readers Act Immediately upon Ad Impact

Immediacy of Reading a Typical Print Issue

Readers typically begin reading their print issue within days of receipt providing rapid opportunity of market response:



Immediacy of Reading a Typical Digital Magazine Issue

Digital readers are slightly more likely to begin reading a digital edition immediately upon receipt:

Immediacy of reading a typical print issue

| | |
|-----------------------|-----|
| Same day I receive it | 58% |
|-----------------------|-----|

Source: Texterity-BPA Worldwide Certified Profile of the Digital Edition Reader, 2010

Magazine Readers Act Immediately upon Ad Impact

Magazine readers and television viewers act upon ad messages in very similar ways. Research suggests that the immediacy of sales impact is virtually identical with product sales attributable to each medium occurring at the same speed.

The speed with which readers begin reading their favourite magazines, coupled with immediacy of action (sales impact), delivers rapid in-market impact.

