

Reader Engagement

The Simmons Engagement Study

Magazines Win Across All Engagement Dimensions

New cross-media research demonstrates that magazines score significantly higher than TV and the Internet in generating advertising receptivity as well as all five of the other key engagement measures: Inspirational, Trustworthy, Life-Enhancing, Social Involvement and Personal Timeout.

Consumers Are Most Receptive to Magazine Advertising

The “Engagement Study” provides advertisers with valuable new consumer insight into the relationship that consumers have with advertising, not just the medium itself. The study required consumers to score each engagement dimension, by medium, on a 5-point scale with “5” representing “most engaged” and “1” representing “least engaged.” Each score was then multiplied by a factor of 100 so scores ranged between 100 to 500, with 500 representing the highest possible score.

Engagement Dimensions Measured Across Media Channels

	Magazines	Television	Internet
Inspirational	270	250	230
Trustworthy	318	268	309
Life-Enhancing	302	214	283
Social Interaction	302	268	284
Personal Timeout	305	296	257
Ad Receptivity	287	210	239

Source: Simmons Multi-Media Engagement Study, Q1 Wave Release February 2007

Magazines Rank Highest in All Engagement Dimensions

Across all six engagement dimensions, magazines score significantly ahead of both television and the Internet:

- **Inspirational:** “I am inspired by this program, magazine or website”; “I have an emotional connection to this program, magazine or website.”
- **Trustworthy:** “I trust that this program, magazine or website tells the truth and does not sensationalize things. I also feel safe giving this website my personal info.”
- **Life-Enhancing:** “I am always learning about new things and places from this program, magazine or website, things that help me make better decisions in my life.”
- **Social Involvement:** “This program, magazine or website constantly provides fodder for conversations that I have with friends and family.”
- **Personal Timeout:** “This program, magazine or website is special to me—the time I spend with this media element is enjoyable and considered time just for me.”
- **Ad Attention/Receptivity:** “I am open to viewing/reading advertising on this program, magazine or website because it is interesting and relevant to me.”

Source: Simmons Engagement Study, taken from MPA SalesEdge - March 26, 2007