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PAGE features news, research and articles of specific relevance to the media agency and magazine publishing communities.  
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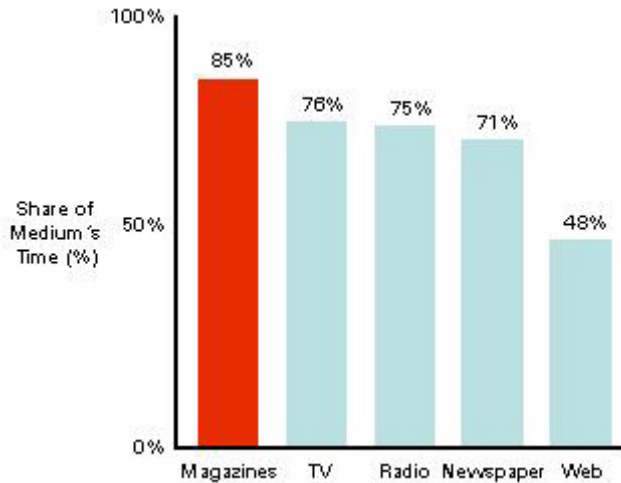
## **Study Cracks Code, Finds Print May Be More Engaging Than TV, Radio, Web**

The above headline is from an article recently published by Mediapost about a new, highly respected study of consumer media behaviour that may have uncovered some important clues for cracking the media engagement code.

The study to which the article refers is the Middletown Media Studies Whitepaper conducted by academic researchers at Ball State University's Centre for Media Design.

The big idea behind the study was to directly observe how consumers actually use media, providing unique insight into real life media consumption behaviour. Simply put, the study attempts to measure engagement by tracking time spent with a medium and, more importantly as it turns out, the percentage of time consumers use each medium either exclusively or as their primary medium.

The study led researchers to conclude that the majority of time spent reading a magazine was engaged usage. In other words, 85% of the reading was done exclusive of other media (no other medium in background) or, if another medium was available at the same time, magazines were the primary focus. Either way, magazines were at the forefront of the consumer's focus.



Results support the belief that magazines deliver a more engaged experience driven by the highly focused and involved process of reading. This high degree of focus makes it very difficult to multitask media.

Put magazine engagement to work for you.

Sources: Ball State University Middletown Media Studies Whitepaper, *Engaging the Ad-Supported Media*, January 2006; Media Post Publications - *Study Cracks Code, Finds Print May Be More Engaging Than TV, Radio, Web*, by Joe Mandese, January 27, 2006.!

## Engagement Defined

After many months of cross-industry discussion, the Advertising Research Foundation (ARF) revealed its working definition of "engagement," as a starting point for defining a new metric of ad effectiveness:

"Engagement is turning on a prospect to a brand idea enhanced by the surrounding context."

Over the next few months, ARF will continue work on developing quantifiable measures of engagement as its way of demonstrating to the industry that the measurement of eyeballs (GRPs), as the only measure of ad effectiveness, does not tell the whole effectiveness story. ARF is seeking to add a new consumer-based idea of what drives effectiveness.

It is clear that this new definition accurately describes magazines. Given their ability to tap into reader passions, magazines are very adept at "turning on" their readers with their editorial and advertising packages. Every minute spent within the magazine context is prime time.

Source: Advertising Research Foundation (ARF), 2006

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