

New Simmons Engagement Study Magazines Win All Engagement Dimensions

New cross-media research from Simmons 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 much anticipated Simmons 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

The findings present compelling evidence of consumer engagement with magazine advertising, particularly ad receptivity, having scored 77 points higher than TV and 48 points higher than the Internet, achieving the largest gap across the six dimensions.

Magazines Rank Highest in All Engagement Dimensions

Whether it's receptivity to advertising, inspiration, social involvement, trust, life-enhancement or a personal timeout, magazines score significantly ahead of both television and the Internet. Definitions of each dimension follows:

- 1) *Inspirational*: “I am inspired by this program, magazine or website”; “I have an emotional connection to this program, magazine or website.”
- 2) *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 information.”
- 3) *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.”
- 4) *Social Involvement*: “This program, magazine or website constantly provides fodder for conversations that I have with friends and family.”
- 5) *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.”
- 6) *Ad Attention/Receptivity*: “I am open to viewing/reading advertising on this program, magazine or website because it is interesting and relevant to me.”

New Multimedia Engagement Data Delivered in New Ways

Engagement continues to be one of today's hottest topics with advertisers and agencies as they seek out new ways to develop a more personal relationship with their target consumer.

The Simmons study has taken engagement research to the next level by looking at engagement dimensions across magazines, television and the Internet. It offers, for the first time a depth of data not previously seen, including:

- 150 magazines
- 296 ad-supported consumer websites, including:
 - 74 magazine websites
 - 58 TV websites
- 421 broadcast, cable and syndicated TV programs
- 102 broadcast and cable TV networks

Because the overall score is meant as an indication of engagement with the vehicle's content, ad receptivity is not included in the overall score calculation.

Source: Taken from MPA SalesEdge - March 26, 2007